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1941

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Madras Film Diary

1941

(WITH DIRECTORY)



PUBLISHER:

V. RAMA RAO, B.A.

Price As. 12
(POSTAGE EXTRA)

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MY DEAR READER !

Please note that before you go through the Film Directory, you will be pleased to refer to the **contents published in the last pages of this book.**

129364
Copies of the Diary can be had from Cinema Samachar 2. Venkatachala Naick St. Mount Road P. O. or from the office of the South Indian Film Chamber of Commerce Khaleel Mansions, Mount Road, Madras.

My hearty greetings to you for the season.

V. RAMA RAO,
PUBLISHER.

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MADRAS FILM DIRECTORY 1941

Introduction

The Motion Picture Industry is to-day passing through a crisis. The war and its concomitant horrors are chiefly responsible for the present depression in the trade of entertainments. But there is a silver lining in the cloud. The present international situation has brought nearer home the unique importance of film. War news pictures and war effort propaganda films are evoking such keen interest even among the powers-that-be who might not have been hitherto ordinarily convinced of the efficacy of Cinema. It can therefore be stated that the film as a medium of propaganda and instruction, has now established itself securely and well in the life of a nation.

But about the crisis ! The cost of production has gone up, the area of exploitation restricted and the returns at the box office have gone down to an extent that it is becoming extremely difficult for business people to maintain a standard in picture making which they would like to keep.

In our country in particular, things are even worse. The adverse effects of the war have fallen

on the industry with such heaviness that several film companies have been obliged to close their doors once for all and others are merely struggling to make both ends meet.

It, therefore behoves everybody interested in cinema to pay some thought as how best to rescue it from the grip of depression and put it on the right royal road of progress during the year of grace 1941.

In this little volume, we have tried to give "what is what" and "who is who" in films, with special reference to the conditions in South India. We trust the information may help the business man to study aright the situation with a view to solving the problems of films.

BUILDERS OF INDUSTRY IN INDIA

The following are builders of the trade in India :

Mr. D. G. Phalke—Producer, Cinematographer, Director and artist and Producer of "Harischandra", first full length picture.

Mr. M. M. Bhatt—First distributor of Films.

Late Mr. J. F. Madan—First Exhibitor.

Mr. J. K. Dwivedi—First Film Journalist

Khan Bahadur Ardeshir Irani—First producer of Talkie and Colour Picture.

Mr. D. K. Desai—First film laboratorian.

Mr. Baburao Mistry (Painter) First Art Director.

SOME FACTS AND FIGURES

Motion Picture industry in India is one of the major industries.

The estimated capital invested in the trade is Rs. 14 crores.

There are about 50 film producing studios and 150 producing units.

There are about 1,200 cinema theatres.

On the average, about 250 feature films and 100 shorts are being produced per annum.

Nine million feet of exposed foreign film is being imported into the country.

Roughly 40 000 people are employed directly or indirectly in the industry in India.

The average weekly attendance at cine theatres in India comes to 3 million people.

The production of an average talkie in India varies from 75 thousands to one lakh of rupees.

The average studio hire for one production comes to 10 to 14 thousands of rupees.

The average cost of raw film per Picture with copies (sound, picture negative and positive) comes to Rs. 15 to 25 thousands of rupees.

The average length of Hindi picture is 10 to 16 thousand feet.

The average length of a South Indian picture is 15 to 20 thousand feet.

On the average Rs. 15 lakhs, per annum is being paid up by film companies in India to the Railways on account of transit of films etc.

Out of their gross earnings, film companies in India, pay 25% towards the various taxes and fees—Provincial, All-India, municipal etc. etc.

Motion Picture Inventions—Important Dates

The following inventions and years are to be noted to appreciate the growth of Cinematography :

In 1873—Discovery of Solenium as a light sensitive material by Willoughby Smith.

1876—Invention of Telephone by Bell.

1877—Thomas Alvo Edison's invention of the Phonograph.

1894—Edison's Kinephone - combination of the Phonograph and the Kinetoscope.

May 1895—Cinematograph film was developed by Lumiere brothers—Auguste and Louis—in Lyons. "The Charge of the Dragoons" was the first picture shown.

1900—First demonstration of motion picture held in Paris.

1901—Ernest Rhumer's experiments with the talking Arch and the Solenium cell in the transmission of long distance sound.

1906—Eugene Loustez's first recording of sound and picture on the same film.

1906—De Forest's Radio valve amplifier called Audion.

1908—The First processing machine came to be manufactured by an English studio.

1910—The first newsreel was produced—Funeral procession of King Edward VII.

1913—Elias Ries gets patents for recording sound on film by the singing arc method.

1921—Josef Engl of Berlin gets patents for sound recording and reproducing from the film.

1923—Theodore Case and William put into the market their Movietone Sound-on-Film Recording by the Glow Discharge Lamp.

1925—First full length talkie pictures, "Jazz Singer" and "The Singing Fool" starring Al Jolson. They were Warner Brothers' pictures,

1926—Warner Brothers and Western Electric Company produce pictures by means of the Vitaphone Sound-on-Disc method of recording. These pictures are synchronised as a commercial possibility.

Sep. 1927—Mickey Mouse emerged from the fertile imagination of his creator, Walt Disney—the first sound cartoon "The Orphy House".

1928—Sound motion picture production started in all the important studios with the Western Electric, R.C.A. and Glow Lamp methods of sound recording.

Last week of Oct. 1934—First Radio Film: Film audiences saw for the first time a picture (of Melbourne Air Race) transmitted by "beam" wireless from Australia to England and re-printed on standard film as part of seven second "News Reel."

1936—Television picture shown.

Dec. 8, 1937—The B.B.C. television programme from Alexandra Palace was shown to-day on a large screen at a Cinema theatre in Brokly Kent.

SOME INDIAN EVENTS.

1903—First silent picture was shown at Bombay *viz.* "Life of Christ".

1907—Mr. J.F. Madon of Calcutta imported a film for exhibition.

1911—Shooting of "King's Durbar" topical production at Delhi.

1913—Production of first Indian picture "King Harischandra" by Mr. D. G. Phalke.

1917—Production of first picture "Keechaka-vadha" in South India by Mr. R. Nataraja Mudaliar.

1926—London premiere of "Light of Asia" Indian silent picture patronised by the distinguished personages in England.

1927—Appointment of Indian Cinematograph Committee. President: Dewan Bahadur T. Rangachari, C.I.E.

1929—First talkie house in India *viz.* Elphinstone Picture Palace. Calcutta—First talkie shown: "Melody of Love".

14th March 1931—Production of first Indian Talkie " Alam Ara " (Hindi) by Mr. Ardeshir Irani of Imperial Film Company.

1933—Production of First Indian Talkie in English language *viz.* " Karma " for ' international market. Producer: Mr. Himansurai.

July 1934—First Talkie produced in South India *viz.*, " Srinivasa Kalyanam " (Tamil) by Mr. A. Narayanan.

1935 Feb, 21—First All India Motion Picture Convention at Bombay. President: Mr. B.V. Jadhav.

1936 Dec. 19—First Madras Provincial Film Conference. President: Mr. G. Ramaseshan.

1936—Dec. 26— Second All India Motion Picture Convention at Madras. President: Seth Chimanlal B. Desai.

1938—Jan. 8 First full length colour picture produced and exhibited at Majestic. Bombay by Khan Bahadur Ardeshir Irani of Imperial Film Co. "Kisan Kanya" is the name of the Picture.

1939—April 20: Foundation of the South Indian Film Chamber of Commerce, Madras.

1939—May—Celebration of the Silver Jubilee of the Motion Picture industry in India.

1939—Sep. 1. War broke out between England and Germany and the Motion Picture trade has been thereby affected.

1940 : Dec: Production of "Raja-Nartaki", first English Picture to be produced by Indian Studio in India *i.e.* Wadia Movietone Bombay.

FILM INSTITUTIONS.

The following are the institutions working for the good of the Motion Picture Industry in India.

1. **Motion Picture Society of India**, Mherwan Building, Sir Phirozeshaw Mehta Road, Bombay 1.

2. **Indian Motion Picture Producers Association**. I-B, Sir Mangaldas Estate, Bombay 4.

3. **The South Indian Film Chamber of commerce** (Registered under the Societies' Registration Act XXI of 1860)—Khaleel Mansions, Mount Road, Madras. Phone 86050.

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Mr. A. Ramiah.

Mr. K.J. Mahadevan.

Hony. Treasurer.

Mr. S. Soundararajen.

4. **The Film Advisory Board,** The Times Building, Bombay.—President Mr. J. B. H. Wadia. Advisor, Mr. Alexander Shaw.

5. Bengal Motion Picture Association, 125, Dhuramtolla St. Calcutta.

6. Kinematograph Renters' Society of India Burma and Ceylon, Forbes House, Home Street Bombay—Representative body of foreign film distributors in India.

7. Abdulla Fazalbhoj Technical Institute for Radio and Cinema St. Xavier College, Bombay.

8. Madras Film League, Maunt Road P.O. Madras c/o Film Chamber.

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THEN

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STUDIOS IN INDIA.

POONA AND KHOLAPUR.

Prabhat Film Company Ltd., Prabhatnagar, Poona City (Partners: Messrs. V.G. Damle, V. Shantaram, S. Fatelal and Babu Rao Pai) Telegram "Prabhat", and Telephone 625, Chief Director: Mr. V. Shantaram; Art Director: Mr. S. Fatelal; Recordists: Messrs. V.G. Damle, and S.G. Damle, Cameramen: Mr. A.R. Vankudre and Mr. Avadoot.

Saraswathi Cinetone, Sankershet Road, Poona. (Partners: Messrs. R.G. Torney and Baburao Pai).

Kholapur Cinetone Company, Race Course Road, Kholapur, Telegram "Shiraj". Telephone 57.

Navyug Chitharapat Ltd. Poona.

Shalini Cinetone, Kolahpur:

Famous Arun Studios, Shankershet Road, Poona.

BOMBAY.

Bombay Talkies Ltd., Readymoney Mansions, Churchgate Street, Bombay, Managing Agents: Himansurai Indo-International Talkies Ltd. Post Box 393. Telegram "Talkies"; Telephone 23564, and 86532. Managing Directors: Rai Sahib Chunilal and Srimathi Devika Rani.

National Studios Ltd. Tardeo Road, Bombay 7. Studios at 160 Tardeo Road and 68 Napean Sea Road. Telegram "Indiafilm" and Phone: 42064. Managing Directors: Y. A. Fazalbhoy Esq and Mr. Chimanlal B. Desai.

Sagar Movietone Company, 68, Napean Sea Road, Bombay 6. Telegram: "Selectfilm" and Telephone 40907, Prop: Seth Chimanlal B. Desai.

Sree Ranjit Movietone, Dadar, Bombay. Telegram: "Boxfilm", Telephone 60327, Patron: Jam Saheb of Nawnagar, Partners: Mr. Chandulal J. Shaw and Miss. Gohur.

Minerva Movietone, Opp. Rly. Station Sewri,, Bombay 15—Pro: Mr. Shorab Modi.

Mohan Sound Studio, Mehta Lodge, Kurla Road Andheri, Bombay. Partners: Ramniklal and Mohanlal Shah, Telephone 86043.

Paramount Film Co. Evergreen Bangalow, Ambali Road, Andheri, Bombay.

Praksh Pictures, 88, Kurla Road, Andheri, Bombay.

The India Artistes Ltd. Guder House, Bombay.

Premier Cinetone, Pasta Road, Dadar, Bombay.

Vishnu Cinetone, Punjab's Chawl, Mohant Road, Vile Parle, Bombay.

Wadia Movietone, Lawji Castle, Parel, Bombay
Pro: J. B. Wadia.

CALCUTTA STUDIOS

New Theatres, Calcutta, 171-172, Dharmtola Street, Directors: Messrs. Nitin Bose, Debiki Bose, Promotesb Barua, Hem Chunder; Amar Muilliek, and Profulla Roy; Chief Cameramen: Messrs. Nitin Bose, Sudhir Mugamdas & Bimal Bai. Laboratory Chief: Mr. Subodh Ganguly. Music director: Mr. R. C. Boral. Sound Engineer: Mr. Atul Chatterji, Production Manager: Mr. J. M. Mitter. Telegram "New Films".

East India Film Co., Regent Park, Tollygunge, Calcutta, Telegram "Photophone", Telephone 1462.

Devadutta Films, 86, Barrakpore, Trunk Road, Alam Bazzar P.O. Calcutta.

Radha Film Company, 72, Russa Road, Tollwood Studios. Tollygunge, Calcutta.

Film Corporation of India, Calcutta.

Kali Films, Tollygunge, Calcutta.

Krishna Movietone, Calcutta.

Bharath Laxmi Film Co., Tollygunge, Calcutta

Aurora Studios, Calcutta.

In Lahore, 1. Kamala Movitone.

2. Northern India Studios

Jubbulpore—Jubbulpore Sound Studios.

STUDIOS IN SOUTH INDIA.

Vel Pictures, Ltd., Vel Nagar. Guindy. Phone. 88292, Telegram "Vel Picture" Managing Director: Mr. M.T. Rajen; Directors: Messrs. Jayanthilal Thakore, C. Parthasarathy Mudaliar and T. Nagapotha Rao; Manager: P.T. Rajasikhamani Mudaliar; Legal Adviser: Mr. M.A. Venkataramana Naidu. Mr. V.N. Singaravelu Mudaliar—General Manager. The Studio is housed in an extensive site at Guindy near Govt. House. Madras.

The National Movietone Co., Ltd., Poona-malli High Road, Kilpauk, Madras,

Sundaram Sound Studio 11, Adyar Bridge Road, Adyar, Madras. Phone 8375.

Prakjyothi Pictures, Bishops Garden, Adyar, Madras. Phone 2041.

Pragathi Pictures, Admiralty House, Brodies Road, Adyar. Phone 8244. Managing Director : Mr. Moreshwar.

The Motion Picture Producers Combine, "Spring Cardens" Cathedral Post, Madras. Telegrams "Combine". Telephone 8141. Public limited company.

Jaya Films, Alwarpet, Mylapore Madras.
Managing Director: Zamindar of Mirzapuram.
Phone 2248.

Newtone Studios Ltd., 30 Kilpauk Garden,
Madras. Phone 3633, Cameraman: Mr Jitan Banerji
Sound Engineer: Mr. Dinsha Irani, and Art
Director: Mr Nagoor. Managing Director, Mr.
R.M. Ramanatham Chettiar.

Premier Cinetone, Coimbatore, Managing
Agents: M.A.S- Chellam & Co Telegram "Cine-
tone". Telephone 146. Managing Partners: Mr.
A.N. Marudachalam Chettiar, Mr. T. S. Swamina-
than, Mr. K. M. Abhirama Chettiar, and Mr.
L. Nanjappa.

Central Studios, Trichy Road, Coimbatore.
Machinery: R.C.A. recording equipment. Mitchel
and Eyemo Cameras. Debrie Printing Machine;
Union editing table, Erko Projector, Sound Proof
Studio and up-to-date laboratory Telegrams: "Cine
Studio" and telephone 1/7; Managing Agents:
Prameela & Co., Ltd. Managing Director: Mr.
T. Sreeramulu Naidu.

Modern Theatres, Ry. Station, Salem market,
Salem. Telegram: "Modern" Telephone: Office 06

and Studio 05. Managing Director: Mr. T. R. Sundaram, B.A., B.Sc., (Leeds).

Sri Durga Cinetone, Rajahmundry.

Andhra Cinetone Ltd., 83, Main Road, Vizagapatam, Equipment; Sound Proof Studio: B.A.F. sound system, Debie Superparvo, Mitchell and Eyeme Cameras, Union editing table, Debie printer and automatic and hand laboratories. (Now in liquidation).

Mysore Sound Studios, Bangalore

PRODUCERS IN NORTHERN INDIA.

BOMBAY.

The following are producers in Bombay besides the studios mentioned above.

Bombay

Anand Pictures, Parel, Bombay 12.

Ruiker Productions, Tribhuvan Road, Bombay.

Bhavanani productions, Main Road, Dadar, Bombay.

Daryani productions, 30, Govt Gate Road, Parel, Bombay.

Diamond Pictures, Parekh St., Bombay 4.

Dwaraka Pictures, 293-A, Ballasis Road, Bombay 4.

Ferdous Pictures, Vincent Road, Dadar, Bombay 14.

Circo Productions, Govt. Gate Road, Parel Bombay.

Sindhu Productions, Bombay.

Hindusthan cinetone, Bombay.

Sudama Productions, Bombay.

Golden Eagle Movietone, Main Road, Dadar, Bombay.

Harischandra Art Productions, Dadar, Bombay.

Harshad Film Co., Dadar, Bombay.

Indian Liberty Pictures, Andheri, Bombay.

Jaya Bharath Movietone, c/o Gujarat Film Circuit. Dadar, Bombay.

Manmohan Pictures, 122, Hindu Colony, Dadar, Bombay.

Minerva Film Co, Sewri. Bombay 15.

Prince Movietone, Main Road, Dadar, Bombay.

Purnima Pictures, 102, Hindu Colony, Dadar, Bombay

Ramniklal Mohanlal, Narayandas Kareondas Building, Main Road Khet Wadi, Bombay 4.

Sangeet Film Co., Adenwala Building, Chowpat Sea Face, Bombay.

Shivaji Movietone, Bombay.

Tara Films, 242, Walkeshwar Road, Bombay.

Vaidya Productions, Variety pictures (Dadar);

Viswakala Movietone. (Dadar);

Viswapati Cinetone Vincent Pictures (Dadar) and Ruby Mayers Productions, Bombay.

HunsPictures—Kholapur.

CALCUTTA PRODUCERS

The following are producers in Calcutta, besides the Studtos.

Aurora Film Corporation 125 Dharmatola St, Calcutta; Chitramandar, R. B. S producers Calcutta; Indra Movietone, Kamala Talkies Madan Theatres Ltd; Motimahal Theatres Ltd, Muli Pictures, New Popular Pictures, Quality Pictures, Sonoray Pictures Syndicate, Star Film Co., and Metropolitan Pictures. 43, Avenue Road, Calcutta.

DISTRIBUTING COMPANIES IN BOMBAY.

The Following are distributors in Bombay: Calcutta Film Exchange Lamington Road, West End compound, Bombay; Tele Address "News films" Telephone 41498 Branches at Calcutta and Madras. Bombay office started on 1st April 1933; Calcutta office in November 1935 and Madras office on 1st Jan. 1935. Distributors of New Theatres Pictures. One of the foremost distributing Companies in India.

Bharat Pictures Ltd, Patel Chamber Prench Rodge Bombay 7.

Evergreen Pictures, Saklat House, 15 New Queens Road, Bombay.

Famous Pictures, Lamington Road, Bombay.

Mr. M.B. Bilimoria, Sir Mungaldas House West End cinema compound, Lamington Road, Bombay.

Other Distributing Companies in Bombay: All India Distributors 18/20 Rampart Row, Bombay Film Service, Near Globe Cinema, Golipitha Advance Film Exchange Tribhuvan Road.

Calcutta Talkies Distributors, Ahmed Chambers, Lamington Road; Central Talkies Circuit, Chandavarkar Road, Matunga; Chandanmal Indrakumar 31—35 Tribhuvan Road; Devendra Cine Enterprises, Tinwala Building, Tribhuvan Road; Empire Talkie Distributors, Heera House Sandhurst Road; Gujarat Film Circuit, Main Road, Dadar; Gwalani Bros, Parekh St; Liladhar Ratansey & Co. 58 Tamrind Lane; Mayashavker Thakker & Co., Appollo St. Fort; Manohar Film Distributing Co, Tribhuvan Road; Motimahal Theatres Ltd, Tribhuvan Road; Paramount Film Co, Parekh St; Patel Bros, 538 Kalbadevi Road; Peerless Pictures, 116 New Charni Road; Pickfair Pictures Corporation, 16 Apollo St; Ramniklal Mohanlal & Co., Main Road, Khetwadi; Royal Film Circuit, Parekh St; Select Talkies Circuit, near French Bridge; Super Film Circuit, New Charni Road; Sudarsan Picture New West and Gate Lamington Road. Supreme Film Distributors, Lamington Road; Tollywood Agencies, Tribhuvan Road and Vishnu Film Co, Main Road, Dadar. Kapurchand & Co. Roxy Chambers New Queen's Road, Bombay

DISTRIBUTING COMPANIES IN CALCUTTA.

The following are distributors in Calcutta:

Alliance Film Corporation, 33 Baddar Bazar St ;
Aswani Talkies Distributors, 43 Dharmatola St ;

Aurora Film Corporation, 125 Dharmtola Street ;

Bengal Talkies Distributors, 11 British India St,
Dossani Film Corporation 7 Colootola St;
Eastern Pictures (India) Ltd., 8 Safyen Dutt Road;
Empire Talkie Distributors 1-3 Chittaranjan St;
Halmook Film Corporation 10 Chawranghee;
Hardatrai Motilal Chamria, Harrison Road;
India Talkie Distributors, Dharmtola St;
Indian Film Corporation 13 Korlakar St;
Calcutta Film Exchange 22 Amratalla St.

Kapoorchand Ltd., 39, Bentick St. Lalji Hemraj
Haridas, Old Chinabazar Road;
Lucky Film Syndicate, Chitpore Road;
M.L. Shah (Burma) Ltd. 389 Dalhousie St;
Manohar Film Distributors, Roja-wood Main St;
Motimahal Theatres Ltd. Cotton Street;
National Takie Distributors, 2 Chittaranjan Avenue,
Popular Pictures, Calcutta;
R. S. Chandanmull Indrakumar, 33 Synagogue St;
Ritten & Co. 68 Dharmtola St;
Sonpal Talkie Distributors 37 Stand Road;
Sonoray Pictures Syndicate, Dalhousie

Square and West India Film Corporation 32
Dharmtola St.

Sonpal Talkie Film Service, 55 Ezra St. Calcutta.
Mantasa Film Distributors 55 Ezra St. Calcutta.
Bombay Pictures Corporation, 55 Ezra St. Calcutta
Associated Productions Ltd, Calcutta.
National Film Exchange: 56 Ezra St. Calcutta.
Prima Films Ltd. Calcutta. Dossani Film Corporation,
60 Bentick St. Calcutta. Mehta Film
Corporation. 11 Esplanade Road, Calcutta.

DISTRIBUTING COMPANIES IN DELHI.

The following are distributors in Delhi:

The following Companies are situated in Chandni Chowk, Delhi; Adarsh Chitra Ltd; Alexandra Picture Corporation; Best Film Exchange, Calcutta Talkies Distributors, Deegam & Co; Desai & Co, Delhi Talkie Bureau, Empire Talkie Distributors, General Talkie Ltd, Golden Talkie Distributors, International Pictures, Jagat Talkie Distributors, Khanna Talkies, Mahavir Talkies, Mangal Talkie Distributors, Manarangan Pictures, Manohar Film Distributing Co, Rai Sahib Chandan Mull Indrakumar, Ramniklal Mohanlal, Royal Talkie Distributors, Saxena & Co, Shayam Talkie Distributors,

Standard Talkie Distributors, Star Talkie Distributors, Sundar Talkie Distributors, Super Film Distributors and Vishnu Film Service.

Other companies in Delhi are; Indra Pictures Khari Baoli Manamohan Pictures, Modern India Talkies Ltd, Mohini Films Ltd. Markali.

Hyderabad (Sind): Capital Talkie Distributors Diamond Talkie Distributors, Indus Film Distributors, Karmney Talkie Distributors, Kumar Talkie Distributors, Motiram & Co, Prim Talkie Distributors; R. C. M. Film Service and Society Film Distributors.

DISTRIBUTORS OF INDIAN PICTURES OUTSIDE INDIA.

1, Lalji Hemraj Haridoss, 87, Old China Bazaar Street, Calcutta; Sulepagoda Road, Rangoon; and 742, North Beach Road, Singapore. Distributors of Indian pictures in S.S., F.M.S., Java, Sumatra, Hong Kong, Siam, Indo-China, Fiji Islands.

2. Dossani Films Corpn. 7, Kolootulla Street, Calcutta and with branch at Singapore—Agents for Indian Pictures for Mauritius and Africa.

3. M. L. Shah (Burma) Ltd., Dalhousie street, Rangoon. Distributors of Indian pictures in Burma.

4. Mr. A. Gardner, Ceylon Theatres Ltd. Colombo, Ceylon. Distributors and exhibitors of Indian pictures in Ceylon.

5. Messers Shah Brothers, Singapore—Madras Agent: Mr. C.V. Parasurama Iyer 3, Srinivasa Iyengar St. Mowbrays Road, Madras,—Phone 86290.

6. Mr. Sonpal Talkie Film Service, 194 Barr St. Rangoon.

7. Mantasa Film Distributors, 194 Barr St. Rangoon.

8. Jothi Film Distributors, 230 Fraser St. Rangoon.

PRODUCERS OF SOUTH INDIAN FILMS.

The following are producers of pictures in South Indian languages during 1939—1940. The names of their latest pictures are given against each of them. Most of these producers also distribute Films and such details of them are given in the List of Distributors:

Al. Rm. Co. Alagappa Chetty St. C.M.S. Compound, Vepery, Madras —“Mathrubhoomi” (Tamil).

Producers of South Indian Films 37

Angel Films, Salem—"Parasuramar" (Tamil)

Aurora Films Corpn. 66, Armenian St., G.T. Madras—"Sankaracharya" (Tamil)

Arvi. Pictures, 24 Nowroji Road, Chetpet, Madras—"Mandaravathi" (Tamil) Phone 4520.

Ashok Films, "Eridan", 38 St., Thome High Road, Phone 8086—"Naveena Vikramaditya" Managing Partner: Mr. N.S. Krishnan.

Bhagtaney Productions, Bombay—"Shanta" (Tamil),

Bharath Pictures, 115, C. Mowbray's Road, Mylapore, Madras. Phone 86218. Managing Directors: Messrs Sama and Ramu—"Shylock" (Tamil).

Bhawani Pictures, Bezwada—"Chandika" (Telugu) Managing Director : Mr. Kurukuri Subba Rao.

B.S. Releases, "Ranjini", 10, Sullivans St., St. Thome, Madras. Phone 86075—"Kamadhenu" (Tamil)—Prop Mr. K. Visvanatham.

Ct. Rm. Mct. Chidambaram Chettiar, Karaikudi—or Royapettah, Madras "Three Gems". (Tamil)

Central Studios, Trichy Road, Coimbatore.

Cine Technicians Combine, 20, Halls Road, Kilpauk, Madras, Phone 3734.

Chandrababha Cinetone, 8-B Landans Road, Kilpauk, Madras. Phone 3643. Partners: Srimathi M.S. Subbulakshmi and Sri T. Sadasivan.

* **Dandapani Films** (Sri) Manjanakara St., Madura—"Kavi Kalamegam" (Tamil)

Deccan Cinetone, 1-11, Mount Road, Madras—"Kumara Kulothunga" (Tamil)

Deccan Film Distributors, Gandhinagar, Bangalore City.—"Neelamalai Kydhi" (Tamil)

Documentary Films, 77, Lloyds Road, Royapettah, Madras. Phone 86155.—"Mahathma Gandhi" (Tamil & Telugu)

Dwarakanath Productions, Mysore—"Dana Sura Karna" (Tamil)

East India Film Co., Calcutta "Meenakshi Kalyanam" (Tamil)

Famous Films, Nellore and 2, Poonamalle High Road, Madras "Balaji" (Telugu)

Famous Films Circuit, Bezwada—"Dharmapathni" (Telugu)

Gopalakrishna Pictures (Sri) Gopalapuram Cathedral P.O. Madras—"Bhaktha Gorokumbar" (Tamil)

Producers of South Indian Films 39

Hindustan Films, Madras, "Vimochan" (Tamil)

Indira Devi Films, 159 Lloyds Road, Royapettah, Madras—"Illalu" (Telugu)

Jagadish Films, (Sree) 11, Ormes Road, Kilpauk, Madras—"Viswa Mohini" (Telugu)—Pro: Mr. Y.V. Rao

Jaya Films, Alwarpet, Mylapore, Madras—"Jeevan Jyothi". (Telugu) Pro: Zamindar of Mirzapur

Janaki Pictures, (Sri) Cathedral P. O., Madras—"Choodamani" (Telugu)

Jewel Pictures, Coimbatore—"Venu Ganam" (Tamil)

Kubera Pictures, Landen's Garden, 141, Poonamalle High Road,— "Mahi Ravana" (Telugu)

Krishna Films, 26, Neelakanta Mehta Road, T. Nagar Pro: Mr. L. S. Ramachandran—"Kadambam" (Tamil) Phone 88311.

Krishna Films (Sri), T. Nagar, Madras—"Abala" (Tamil)

Lakshmi Cinetone, near Kandasami Koil, Madras—"Radha Krishna" (Telugu)

Modern Theatres, Salem Junction, Salem—"Uthama Puthran" (Tamil)

M. T. Rajen, Producer, C/o. Vel Murugan Film Service, Pophams Broadway—"Bhakthi" (Tamil)

Madras United Artists Corpn: Mylapore, Madras. Phone 8487 Telegram "Naveena"—"Kachadevayani" (Tamil)—Pro: Mr. K. Subrahmanyam and Srimathi S. D. Subbulakshmi.

Metropolitan Pictures, 43, Avenue Road, Calcutta—"Malathi Madhav" (Telugu)

Motion Picture Producers Combine, Spring Garden Tynampet, Madras—"Suryaputhri" (Tamil)—Phone 8141.

Mysore Sound Studios, Bangalore.—"Naveena Nirupama" (Tamil).

Murugan Talkie Film, Co. 8, China Bazar St. Madura or 2 Balfour Road, Kilpauk, Madras—"Ashok Kumar" (Tamil) Phone 4362.

Murthi Films, Coimbatore—"Clerk's Daughter" (Tamil) M.V. Rajamma and T.K. Shunmugam.

Navin Films, Palacole,—"Amma" (Telugu)

Navya Kala Films, First St. No 1, Bishopwaller Avenue, Mylapore, Madras. Phone 18504—"Meeraboi" (Telugu)

Naveena Bharath Pictures, Mylapore, Madras—"Kalachakram" (Telugu)

Producers of South Indian Films 41

Parimala Pictures, 5, Vidyalaya Road, Extension, Salem:—“Vikrama Oorvasi” (Tamil) Pro: Mr. R.K. Balu.

Prabhakara Pictures, 11/99 Amman Koil, St., G.T., Madras—“Subadra Haran” (Telugu)

Pragathi Pictures, Adyar, Madras—“Bhaktha Chetha” (Telugu) Phone 8244.

Prakjyothi Films.—Bishops Garden, Adyar, Madras. Phone 8411—“Bad Coin” (Tamil)

Premier Cinetone, Coimbatore.

Ponnambalam Pictures, Coimbatore—“Ekanath” (Telugu)

Padmanabhan (R), 8, Raja St. T., Nagar—“Meenakshi-Kalyanam” (Tamil)—Phone. 88248

Ranjit Movietone, Dadar, Bombay. “Seethapaharanam” (Tamil)

Royal Talkie Distributors, 120 South Masi St. Madura or 106 Nyniappa Naick St., G.T. Madras—“Sakuntalai” (Tamil) Phone 2630.

Raja Rajeswari Talkies, (Sri) Gopal Krishna St., T.Nagar. Partners. Srimathi Pasupuleti Kannamba and Mr. P Sreeramulu Chetty—Subject “Thalli Prema” (Telugu)

Raju Films, Poonamalli High Road, Madras—"Thiruvalluvur" (Tamil)

Rajagopala Talkies, Karaikudi—"Krishnan Thoothu" (Tamil)

R.S.P. Productions, 9, Lady Desikachari Road, Mylapore, Madras—"Tharasasangam" (Telugu).

Rohini Pictures, "Pramoda" 36, Eldams Road, Mylapore, Madras. Phone 86187—"Ramakrishna" (Telugu)

Rukmini Pictures, Busavangudi Bangalore City—"Child-Marriage" (Tamil).

Sarathi Films, 159, Lloyds Road, Royapettah, Madras—Phone 8436. Business Director: Mr. G. Ramabrahmam.

Sadhana Films, Salem or 91 Pondy Bazaar T. Nagar, Madras—"Krishna Kumar" (Tamil)

Shankaran T.K. & Brothers, Coimbatore—"Clerk's Daughter" (Tamil) M.V. Rajamma and T.K. Shunmugham.

Shantha-Vasundhara Films, Gangayamman St. Royapettah, Madras—"Balanagamma" (Telugu)

Shyamala Pictures Ltd., 1, Raja Annamalai Chettiar Road, Purasawalkam. Phone 4582—"Seethajananam" (Tamil).

Producers of South Indian Films 43

South Indian United Artistes Corpn, 2/16, Mount Road, Madras—"Jungle Queen" (Tamil)

Salem Sankar Films, Salem. "Prahlada" (Tamil)

Salem Sree Krisha Films, Salem—"Manickka Vasagar" (Tamil)

Salem Shanmuga Films, Salem—"Boologa Rambai" (Tamil).

Saraswathi Films, Bombay—"Ramanama Mahima"
Star Combines 1/19, Woods Road, Madras.—Mythological film being taken.

Tamil Nadu Talkies, 26, Mount Road, Madras—"Rishya Sringar" (Tamil) Phone 8605.

T.K. Productions, 24-25, Narasingapuram St. Mount Road, Madras—"Mani Mekalai" (Tamil) Phone 8155.

Trinity Theatres, Rash Keyrm, Khaleel Mansions, Mount Road, Madras—"Chandra Guptha Chanakya" (Tamil).

Thiagaraja Film Co., 43 Big Chetty St., Trichinopoly—"Thiruneelakantar" (Tamil)

Vauhini Pictures, 5 Thanikachalam Chetty Road, T. Nagar—"Goddess" (Telugu)

Veenus Pictures, 6 Chandra, Bhanu St, Komaleswaranpet, Mount Road, Madras. "Oorvasi Sahsam" (Tamil) with P B. Rangachari, K. Subbulakshmi and M. R. Krishnamoorthy..

Vijia Maruthi Pictures, Coimbatore: "Boologa-Rambai" (Tamil)

Vani Films, C/o Jaya Films, Mylapore, Madras—"Chandrabas" (Telugu)

DISTRIBUTORS OF PICTURES IN SOUTH INDIAN LANGUAGES

The following is the list of distributors of South Indian pictures (Tamil, Telugu, Malayalam and Kanna-
rese). Some of these distributors also hold distribu-
tion rights for certain Hindi or Urdu and English
Pictures for certain areas and such list is given in the
subsequent pages (Refer to contents).

Al. Rm. Co. Alagappa Chetty St C.M.S. Compound,
Madras, Vepey, Madras. Phone 4039, Telegram
"Filmsing". Pro: Mr. K.V. Al Rm. Alagappa Chettiar.
Manager: Mr. D. Ramadas—Distributors of Tamil
Pictures viz.

1. Chandrabasa with V.N. Sundaram, M.R. San-
thanalakshmi and P.B. Rangachari, 2, Madasambrani

Distributors of Pictures in South India 45

(Comedy) with all star cast. 3. Mathrubhoomi with T.S. Santhanam A.K. Rajalakshmi and Dhansingh 4. Pavalakodi with M.K. Thiagaraja Bhagavathar and S.D. Subbulakshmi, 5. Thulasi Brinda with Sangeetha Sanjivi Bai and Kothamangalam Subbu, 6. Veera Abimanyo with M R. Krishnamurthi and T P. Rajalakshmi.

Amritham. Talkies, Dindigul (S. I. Ry.)—Vandematharam (Telugu) for Tamil Nadu and owners of "Naveena Vikramadithyan" (Tamil)

Angel Films, Salem,—Owners and distributors of Tamil Pictures viz: Krishna Leela, Dhurva, Nallathangal, Leelavathi Sulochana and Parasurama.

Aurora Film Corpn. 66 Armenian St, G.T. Madras. Tel: Aurofilms". Phone 3368. Manager: Mr. G. Ramaseshan.—Distributors of Tamil Pictures viz: Poorna Chandra, Sati Sulochana (N.S. Krishnan) and Sankaracharya (V. N. Sundaram) and Telugu Pictures viz: Krishna Thulabaram, Lankadahan, Vipranarayana, Sakkubai, Rukmani Kalyanam', Sati Anasuya and Amma.

Balaji Pictures, Gandhinagar, Bangalore City—Distributors of "Dana Sura Karna" (Tamil) with Tripuramba and T.S. Santhanam for whole of Mysore and Coorg.

Bharath Pictures—115 C. Mowbary's Road, Mylapore—Owners of "Shylock" (Tamil)

Bhasker Pictures, Gandhinagar, Bangalore City—Distributors of "Child Marriage" (Tamil) for Madras and "Suryaputhri" (Tamil)

Calcutta Film Exchange, 133 Broadway, Madras (Started in Madras on 1st Jan. 1935) Telegram "Kathorian," Phone 4149. Madras. Manager: Mr. M.B. Syed.—Sole distributors of New Theatres Pictures (Vide Hindi Distributors). Distributors of also Tamil Films viz., Devadas with Rajayee P. V. Rao and Bhoja Raja with T.S. Krishnaswami Iyenagar and Visaloor Subrahmanya Iyer.

Chamria Talkie Distributors, 20, Vepery High Road. Madras. Phone 2675—Madras. Branch Manager: Mr. Tarachand.—Telegram: Chamriya.

Besides Hindi Films the following Tamil and Telugu Films are distributed by this company:

Tamil—Ramayanam, 2 Bhaktha Prahalada, 3, Sita Vanavas, 4, Tenali Raman for Madras and 5, Meenakshi Kalyanam.

Telugu—1. Lava kusa, 2. Savithri, 3. Anasuya and Dhruva, 4. Ramadas, 5. Satyanarayana, Kasulaperu and Chelmohanaranga 6. Varavikrayam.

Coronation Films, Big Sourashtra St. Trichinopoly —"My Love"

Distributors of Pictures in South India 47

The Chellam Talkies—Producing and Distributing Company, Coimbatore, Phone 69. Telegram: Talkies—Madras branch—2/24, Poonamalle High Road.

The following Tamil Pictures are distributed by this company:

Tamil. 1. Bhama Vijayam, 2. Raja Bakthi
3. Bhasmasura Mohini, 4. Dambachari, 5. Mahatma
Kabirdass, 6. Nalayini, 7. Krishna Narathi, 8. Athi-
rupa Amaravathi, 9. Bhoo Kailas, 10. Sairandri.

Continental Pictures, Vija Bhawan, Subedar Chath-
ram Road, Bangalore City. Telegram: Dreamland and
Telephone 2146. They are distributors of the following
for Mysore viz., Telugu—Mahananda. 2. Krishna Jara-
sandha. 3. Kalidas 4. Jeevan Jothi—Tamil—Man-
mathavijayam,

Devi Films Ltd. 498, Mint St., and Telegram, Phone
3744 Besides Hindi Films. they distribute South Indian
Films;

1. Samsara Nowka (Kanarese) with B.R. Panthulu
and M.V. Rajamma. 2. Purandaradas (Tamil) and
3. Purandardas (Kanarese). (Vide for their Hindi
Films).

Dandapani Films, (Sri) Manjankara St., Madura—
“ Kavi Kalamegam ” (Tamil) with Rajarathnam

& S.P.L. Dhanalakshmi - Distributors of "Thayumanavar" (Tamil) for Trichy, Pudukotah and Ramnad.

Documentary Films, 77, Lloyds Road, Royapettah, Madras. Phone 86155, "Mahatma Gandhi" (Tamil version and English version). The first documentary Film tried at the box office. The Tamil version has background music by D.K. Pattammal, and commentary by Mr. Serukalathur Sama.

Dwarakanath Productions, Mysore—"Dana Sura Karna" (Tamil)

Evergreen Pictures, Gandhinagar, Bangalore City. Phone 2608 and Telegram Evergreen—They are distributors of Hindi Pictures (Vide list). Besides, they are the sole distributors of the following. viz., Desh Bhakthi (Tamil) with S. Pl. Dhanalakshmi and Damayanthi.

Famous Films Circuit, Nellore, Telegram "Famous" The following Telugu Films are distributed by them: Telugu 1. Balaji or Venkatesa Mahatyam for Andhra and Ceded districts 2. Sathi Tulasi for Andhra and Ceded, Dts. 3. Chitra Naleeyam for Andhra and Ceded districts, 4. Malli Pelli for Guntur district only and Dharma Patni.

Famous Pictures, Kempegowda St., Bangalore City. Phone 2563 and Telegram "Famousfilm". Pro- Mr. Jayanthilal Thakore. Manager Mr. Mandanna—Distributors of mostly Hindi Pictures (Vide list of Hindi Films

Distributors of Pictures in South India 49

Distributors). They are also distributors of the following Films of South Indian languages. *viz.*, Sita Kalyanam (Tamil) with Master Rajam, G.K. Seshagiri, and Jaya, and Chandrasena (Tamil) with Srinivasa Rao, Rajesvari and Mane Phalwan and Chiranjeevi (Kannarese) with Devudu and Sundaramma.

Messrs. Famous Talkie Distributors, 2/159, Mount Road, Madras. Phone 8206 and Telegram: Pragraj: The following Films are distributed by them in all Tamil Nad except the districts mentioned against each:

1. Nandakumar (Tamil) except Madura district,
2. Maduraiveeran (Tamil) except Madras City, North and South Arcot, Chingleput, and Pondicherry,
3. Sundaramurthi Nayanar (Tamil) except Madras City, Chingleput, Madura and Ramnad,
4. Vipra Narayana (Tamil) except Travancore, Tinnevely, Pudukottah, Madura, Ramnad, Tanjore and Karaikal,
5. Baktha Jayadev (Tamil) except Malabar, Travancore Cochin and British Malabar,

The following Tamil Pictures are distributed in the territories mentioned against each:

1. Thiagaraja for Coimbatore,
2. Chandra Kantha for Madras City, North Arcot, South Arcot, Chinglepet districts and Andhradesa.,
3. Orphan Girl for Madras City, North Arcot, South Arcot, Chinglepet, districts and Andhra Desa,
3. Miss Kamala for throughout India.

Gemini Pictures Circuit, 141, Broadway, G.T. Madras
Proprietor: Mr. S. S. Vasan, Telegram: "Geepeeese"
 Madras. Phone 4049. Branches at 19 North Chitra St.,
 Madura Phone 170, and at 13/146, T.D. Road Erna-
 kulam. Motto "You do the Film and we do the rest"
 Pictures for distribution: 1. Bhooloka Ramba (Tamil)
 A Vijia Maruthi Pictures & Salem Shunmuga Films
 picture with K.L.V. Vasantha and T.R. Mahalingam.
 2. Samsara Sagaram (Tamil) S.D. Subbulakshmi &
 K J. Mahadevan. 3. Kacha Devayani (Tamil) Raja-
 kumari, Subbu & Seenu 4. Kamadhenu (Tamil) Baby
 Saroja and G. Subbulakshmi. 5. Ali raba & 40 Thieves
 —N.S. Krishnan & T.A. Mathuram 6. Clerk's Daugh-
 ter. M.A. Rajamma & T.S. Rajalakshmi. 7. Illalu
 (Telugu) Kanchanamala & Lakshmirajyam—Distribu-
 tion rights for Madras City, Tamil Nad, and Ceylon: 8.
 Sumangali (Telugu) Malathi and Nagiah—distribution
 rights for Southern India, 9. Thirumangai Alwar—
 Seenu and K. T. Rukmani. 10. Naveena Vikramadityan
 —N. S. Krishnan and T. A. Mathuram, 11. Bhaktha
 Chetha—G. Subbulakshmi and Papanasam Sivan,
 12. Thyaga Bhoomi. S. D. Subbulakshmi and K J.
 Mahadevan, 13. "Don't Laugh"—N. S. Krishnan and
 T. A. Mathuram, 14. Seva Sadan—M. S. Subbulakshmi
 and F. G. Natesa Iyer 15. Mr. Ammanji and Kausalya
 Parinayam—S. D. Subbulakshmi and Pattu Iyer. 16.
 Vanaraja Karjan—Chellam and John Cavas 17.
 Naveena Satharam—S. D. Subbulakshmi and Mani
 Bhagavathar. 18. Rajasekaran and Emantha Sonagiri
 —M. R. Radha, T. V. Janakam T. T. Kanakam and

Distributors of Pictures in South India 51

N. S. Krishnan. 19. Bhaktha Kuchela—S. D. Subbulakshmi and Papanasam Sivan. 20. Balayogini—Baby Saroja and Balasaraswathi. 21. Premsagar (Hindi) Paresh Banerji and Kokila. 22. Rytu Bidda (Telugu) T. Raghavachari and Suryakumari. 23. Sathi Murali M. K. Radha and M. R. Santhanalakshmi—distribution rights for all districts except N. Arcot S. Arcot and Chingleput. 24. Krishnan Thoothu—Sama and P. Kannamba—Rights for Tinnevely Travancore Cochin, N. and S. Malabar and South Kanara. 25. Ramba's Love K. L. V. Vasantha and K. Sarangapani rights for Tanjore, Ramnad and Pudukottah. 26. Prahlada—M. R. Santhanalakshmi and T. R. Mahalingam—rights for Ramnad and Pudukottah. 27. Vandemataram (Telugu) Kanchanamala and Nagiah—rights for South India. 28. Veer Ramani—K. T. Rukmani and P. S. Sreenivasachari—rights for Madura Ramnad, Tinnevely Travancore and Pudukottah. 29. Chandrakantha—Kali N. Rathnam and Ramkumar rights for Ramnad and Pudukottah. 30. Meerabai—T. S. Santhanam and T. V. Rajasundari—rights for Tanjore Dt. 31. Ekanath—stars of Shining Star Society—rights for Tinnevely and Travancore. 32. Luck—V. V. Sadagopan and Suryakumari. 33. Saint Arunagiri—Sankaralingam and Swarnambal. 34. Onward March—Lakshmanan and Miss Chellam. 35. Eternal Music (Hindi) Maya Banerji. 36. Kokila—(Hindi) Sabita Devi.

General Film Distributors, 19 Woods Road, Mt. Rd. Madras Phone 86254. P Box 354. Telegram: "Genfilms" Madura Branch: 5, North Masi St., Madura. Proprietor Mr. J. R. Patel. Manager: Mr. Desai. Besides Hindi and English pictures. (vide list) they are distributors of Tamil and Telugu films :

TELUGU. Panduranga Vittal, with Kotiratnam and Tungula 2. Bhaktha Kuchela with Raghuramiah. 3 Lanka Dahan with Kotiratnam. 4. Kacha Devayani with Krishnaveni. 5 Balayogini with Baby Saroja and Maya Bazaar with Sri Kanjani (for East and West Godavari only.)

TAMIL: 1. Jalaja or Nataraja Mahima with Bhanumathi and Sri Lakshmi. 2, Youth League with Madira Mangalam Natesa Iyer, 3. Sri Thiagaraja, with Madira Mangalam Natesa Iyer. 4. Rama Nama Mahima and Paropakari with M. Natesa Iyer and Sri Lakshmi respectively. 5. Rukmani Kalyanam with M. S. Vijial and S. S. Rajam. 6. Meerabai with Rajasundari and Santhanam except Tanjore. 7. Lakhmi, the Harijan Girl with M. S. Vijial and 8. Daksha Yagna with V. A. Chellappa.

Goodwin Pictures, Subedar Chathram Road. Bangalore City, Branches at Gandhinagar, Bezwada and Chinnakadai St., Trichinopoly. Besides Hindi films, they are distributors of the following Tamil and Telugu pictures :—

Distributors of Pictures in South India 53

1. Chitrangada of Metropolitan pictures with V. A. Chellappa and Susila Devi, 2. Bharath Kesari of Wadia Movitone with all star cast, 2. Mava Machindra of Metropolitan Pictures with Mr. M. K. Radha, M. R. Krishnamurthi and M. B. Radha Bai, 4. Sarangadhara of Lotus Pictures with Srinivasan and Saradambal, 5. Sri Kanda Leela of Premier Cinetone with Raja and M. G. Dhandapani, 6. Pattinathar of Lotus pictures with Sundaramurthy Oduvar, 7. Daksha Yagna with V. A. Chellappa and Radha Bai N. S. Krishnan, T. A. Madhuran and P. G. Venkatesan. 8. Ekanath of Ponnambalam pictures with P. S. Krishnaswami and C. Padmavathi Bai except for Tinnevely and Travancore.

TELUGU

1. Malathi Madhavam of Metropolitan Pictures with Pushphavalli and Banumathi, 2. Baktha Jayadeva of Andhra Cinetone with Shanthakumari, 3. Gule Baka-
vali of Paramount Indian Liberty Picture with Kameswara Rao, 4. Nara Narayan of Wadia Move one with Ramathilakam and Sriranjini, 5. Chinthamani with Ramathilakam.

Hind Lanka Films Ltd. Khaleel Mansions Mount Road, Madras, Managing Director,—Mr. S. A. Aiyar
Distributors of "Mahananda" (Tamil) of Modern Theatres for the District of Tinnevely Travancore and Cochin. Branch office—Natarajarathna Vilas Building, Junction, Tinnevely.

Halima Pictures Circuit, 11, Swami Reddi St.^o
Egmore, Proprietrix Mrs. Halima Bai Jaffar Sait.

Hanuman Pictures, Erode, Telegrams: Kalidas
1. Bombay Mail (Tamil) a recent production for Madura, Ramnad, including Pudukottah State Tinnevely, Malabar including Travancore and Cochin, Coimbatore including Nilgiris, Burma, Strait Settlements Mysore Andhra and other Districts in Northern India. 2. Madras Mail (Tamil) for Salem, North and South Arcot, Chinglepet, Madras Mysore, Malabar including Travancore and Cochin and Andhra and Northern India, 3. Menaka (Tamil) sole rights for all districts except Tinnevely and Ramnad, 4. Kannappar (Tamil) sole rights for all districts.

Haran Talkies, East Gate, Madura, Telephone 164.
Gams. Haran Talky. 1. Manikkavasagar (Tamil) for Madura district, 2. Veera Jagadish (Tamil) with Naveena Purusha Sahasam (Comedy) for throughout India.

Hemalatha Pictures, Pro: Mr. Guntur Narasimha Rao, 61, Govindappa Naick St., Madras Phone 2004—
Distributors of "Mahathma Gandhi" (Telugu for all Andhra territory, Nizam and Mysore,

Distributors of "Shylock" (Tamil) for Telugu area—

Distribution of "Jeevan Jyothi" (Teugu) for Mysore State.

Distributors of Pictures in South India 55

Their branch offices are situated at 233 Anandha Rao Extensions, Gandhinagar Bangalore City and also at Satyanarayanapuram, Bezwada.

Indra Devi Films. 159 Lloyds Road, Royapettah, Madras—"Illalu" (Telugu) with Kanchanamala, Lakshmirajyam, Balasaraswathi Umamaheswra Rao. etc.

Jagadish Films. (Sri) 11 Ormes Road, Kilpauk, Madras—"Phone 4072. Pro: Mr. Y; V. Rao. Manager: Mr. Krishnayya. They are producers and distributors of "Malli Palli" (Telugu) with Kanchanamala and Y.V. Rao and "Viswa Mohini" (Telugu) with Y.V. Rao. Lalitha Devi, Chittoor Nagiah. Rajarathnam. Doraswami Rangaswami etc.

Jewel Pictures, Coimbatore. The following films are distributed by the Company: Pbone, 81. Grams. Jewel.

1. Baktha Ramadass (Tamil) with T.S. Rajamanikam and party,
2. Chilly Powder Farce, (Tamil) with T.S. Rajamanikkanm party.
3. Tenali Raman (Tamil) with M.S. Murugesan and Joker Ramudu,
4. Thulasi Brinda (Tamil) with Sankari Bai and Kothamangalm Subbu,
5. Thukaram (Tamil Telugu) with C.S.R. and Balasaraswathi,
6. Two Brothers (Tamil) with K.P. Kesavan and K.K. Perumal,

Jaya Bharath Film Co.—(Liquidated)—“Thayumanavar (Tamil) with M.M. Dandapani Desigar.

Jaya Films, Mirazpur House, Mylapore, Phone 22 48. Madras. Managing Director: The Zamindar of Mirzapuram General Manager: Mr. Krishna Rao Naidu. They are producers and distributors of films viz., “Jara Sandha” (Telugu) with Gaggayya, “Mahananda” (Telugu) with Krishnaveni and “Kalidas” with Kannamba and Addanki and Jeevan Jyothi (Telugu) with Krishnaveni.

Messrs Jayalakshmi Pictures, Amjikarai, Madras.

The following pictures are being distributed by the Company for the districts of Madras, North and South Arcot, Chinglepet and Pondicherry.

1. Jayakodi (Tamil), 2. Manickavasagar (Tamil) 3, Balaji (Telugu) 4. Chandika (Telugu), 5. Rajayogam (Tamil), 6. Parasuramar (Tamil) 7- Meenakshi Kalyanam, (Tamil), 8. Prisoner of Blue Mountain (Tamil) 9 Jothi Ramalingaswamigal (Tamil), 10. Sati Leelavathi (Tamil),

Krishna Films, 26. Neelakanta Mehta T. Nagar, Madras. Pro: Mr. L. S. Ramachandran—“Kadambam” (Tamil) with N.S. Krishnan, T.A. Mathuram, Kunchithapadam, T.S. Krishnaveni and P.G. Venkatesan.—Also film of wrestling matches.

Distributors of Pictures in South India 57

Kapurchand & Company, 22, Chickpet, Bangalore City—Phone 2382 and Telegram "Kapurchand." Besides Hindi Pictures (Vide Hindi film Distributors) they are distributors of the following pictures:

1. **Bhaktha Kumanan** (Tamil) with T.P. Rajalakshmi and V.A. Chellappa.

Rama Nama Mahima (Tamil) with Lakshmanan, Lakshmi, Visvanatham and Madira Mangalam Natesier and Paropakari (Tamil Comedy) with Lakshmanan, Lakshmi and Sridharan.

Kumar Pictures, Salem; "Dharma Veer" (Tamil)—directed by Mr. Sampath Kumar and starring M.A. Rajamani and P.U. Chinappa—Distribution rights for Madurai, Ramnad, Pudukoth Tinnevely, Travancore and Cochin.

Kubera Pictures Ltd. Landon's Garden, 141, Poona-malle High Road, Kilpauk, Madras—Phone 2607,— "Mahiravana" (Telugu).

Lakshmi Cinetone, Rasappa Chetty St., P. T. Madras—"Shyam Sunder" (Tamil) with Thavamani Devi and Master Raju

Lakshmi Film Co. Subedar Chathram Road, Bangalore City. Telegram: Movies. Phone 2488, Proprietor:

Mr. Krishendoss Sait. Besides Hindi films, they are distributors of the following Films in South Indian languages:

Prakash Lakshmi Production: 1 Toofan Queen (Tamil) Stunt and animal thriller with Horse Bhadur, dog tiger, R. B. Lakshmi Devi and Coco and others.

1. Sowbagyavathi with S. P.L. Dhanalakshmi, Ramkumar and M.S. Murugesan P.R. Mangalam.
2. Vamanavathar with Master Mahalingam and others (Except for Ramand and Pudukottah District.)
3. Thilothama with B. R. Panthulu R. K. Chokalinga Bagavathar and others.
4. Ekanath with Members of the Shining Star Society, Madras for Ramnad Dist. Pudukottah and Mysore State only.
5. Sati Leelavathi with M.R. Ganambal, M.R. Mani and T. S. Baliah and others, (For Mysore State only,
6. Sati Anasuya with M. R. Ganambal, M. V. Mani and T.S. Baliah (for Mysore state only).

1. Tukkaram with Musiri Subramanya Iyer and Balasaraswathi (for Mysore state only)

1. Mobini Bhasmasura (Telugu) with Pushpavalli, Dasari Kotiratnam and T. Chelapathi Rao (for Mysore State) and 2. Usha (Telugu) with Padma Shaligram and others for Nizam's dominions and other Ceded districts.

Distributors of Pictures in South India 59

London Film Echange, Bosotto Building, Mount-Road, Madras—Proprietrix: Mrs Mahimwala. Distributors of "Mohini Bhasmasura" (Telugu) with Pushpavalli and A.V. Subba Rao for all India except Mysore and "Padmajyothi" (Tamil) for Tanjore.

Murugan Talkie Film Company, Chinna Kadai St., Madura. Telegram Talko Films, Madras Branch: 2, Balfour Road, Kilpauk, Madras. Phone 4362. The following Tamil films are distributed by them.

1. Krishna Thulabaram, 2. Naveena Sarangadhara (Tamil), Usha (Tamil), 3. Vipranarayana (Telugu) with Kilattu Mappillai (Tamil), 3. Ramba's Love with K. V. L. Vasantha & Sarangapani, 4. Tarasasangam with T. V. Rajasundaribai and others, 5. Tulasidas with M. K. Radaha Sabita Devi and others 6. Ashok Kumar with M. K. Thiagaraja Bagavathar P. Kannamba, Kumudhini and Chittoor Nagaiah.

Madura Mohan Movietone Co., Manjanakarai St., Madura. Telegrams: Movietone. The following pictures are owned and distributed by the company: Chandramohana (Tamil), 2. Yayathi with Kanakavalli (Comic.)

Modern Theatres, Salem, Telegrams Modern Telephone Office 06. Studio. 05. Managing Director: Mr. T. R. Sundaram. The following Tamil films are

produced and distributed by the company : 1. Ahalya for all districts except Trichy and Tanjore, 2. Padma Jyothi for all districts except Tanjore. 3. Mayamayavan for all districts except Tinnevely, Travancore, Cochin and Ceylon, 4. Santhanadevan for all districts except South Arcot North Arcot and Chinglepet, Chittore, Madras, Tinnevely, Travancore and Cochin. 5. Satyavani with K. V. L. Vasanta for all districts except Tinnevely, Travancore and Cochin, 6. Mahananda for all districts except Tinnevely, Cochin and Travancore, 7. Rajayogam with Krishna veni, Kokila and others, 8. Uttama Puthiran with P. U. Chinnappa T. S. Baliah, M. V. Rajamma N. S. Krishnan T. A. Madhuram and others., 9. "Dharma Veer" (Tamil) with M. A. Rajamma and P. U. Chinnappa—Distribution rights for Salem Coimbatore, Mysore, Bangalore and F. M. S.

Modern Films, Natarajarathna Vilas. Buildings, Junction, Tinnevely - Distributors of "Satyavani" (Tamil) and "Santhanadevan" (Tamil) for Tinnevely, Cochin and Travancore.

M. K. & Sons. 41. Venkatachala Naick St., Royapuram, Madras, Phone 3674 Distribution of the following pictures for Madras City 1. "Seva Sadan" (Tamil with M. S. Subbulakshmi, 2. "Thiruneelakantar" (Tamil) with M. K. Thiagaraja Bhagavathar. 3. "Vayadi" "Poli Panchalai" and "Yes Man" (Tamil comedies) of Pragati Pictures, Madras

Distributors of Pictures in South India 61

featuring Master Ramachandran, Kali N. Rathnam and others.

Narayanan and Company, 26, Mount Road, Madras. Phone 86085 Grams: Film Dist. Pro. Mr. K. S. Narayana Iyengar. They are prominent distributors of Tamil and Telugu films for the Districts of Chinglepet, North Arcot and South Arcot and Pondicherry. The following is the list of pictures: Tamil : 1. Skanda Leela, 2. Tukaram, 3. Eknath, 4. Thayumanavar, 5. Mala Pilla, (Telugu) 7. Vandematharam, (Telugu) 8. Thyaga Bhoomi, 9. Don't Laugh, 10. Naveena Vikramadityan, 11. Kama Dhenu, 12. Boologa Rambai, 13. Thirumangai Alwar, 14. Sumangali (Telugu) 15. Illalu (Telugu). The following films are distributed by them in addition to the above territory, in Chittoor District also (Tamil) 1. Sathi Murali, 2. Krishnan Thoothu, 3. Santhana Devan, 4. Rukmangada, 5. Mahabharatham, 6. Gule Bakavali, 7. Lava Kusa, 8. Miss Sundari, 9. Traitor, 10. Sakthi Maya (Tanjore district). "Illalu" (Telugu) for Madras and Tamil Nad.

Messrs Oriental Films, Stringer Street, P. T. Madras. Phone, 2232 and Grams. Kannu The following films are distributed by them. Managing partner Mr. Narayanaswamy Mudaliar. 1. Garuda Garva Bangam (Tamil) 2. Maya Bazaar (Tamil) with M. S. Vijal, 3. Nallathangal, (Tamil) with P. S. Ratnabai, 4. Setu Bandan with M. S. Mohanambal, 5. Suguna

Sarasa with M S Vijayal and T. P. Rajalakshmi, 6 Mabi Ravana (Telugu) with Kanchanamala and Gagayya for Tamil Nadu and Kumara Kulothunga (Tamil.)

Pudukotah Film Co., Ltd. New Palace High Road' Pudukotah. Managing Director Mr. K. S. A. Manikam Chettiar Telegram "Filmco" they are distributors of "Raja Mohan" (Tamil) for Pudukotah and distributors of Veer Ramani (Tamil) for Tamil districts.

Prakjyothi Films, Bishops Garden, Adyar, Madras Phone 8411 "Bad coin" (Tamil).

Prabhakar Pictures, Guntakal—Distributor of "Balanagamma" (Telugu) with Chellam.

Quality Pictures, Bezwada. Telegrams Qualit Pictures. 1. Dasavathar (Telugu) with Pushpavalli Satyanarayana, Dommetti Suryanarayana, G. N. Swami and others. 2. Prthiviputhra (Telugu) with Parupalli Satyanarayana. 3. Drowpadi Manasamrakshanam with Bellary T. Ragavachari and Miss Ammani. 4. Ahalya with K. Rangarao and Ammani. 1. Bagya Leela (Tamil) with K. T. Rukmani and Sreenivasa Rao,

Ratilal Brothers, Bangalore City. (for Mysore state only) Telegrams: Traders. The following films are distributed by the company for Mysore state only.

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1. (Tamil) Sri Thiagaraja, 2. Jalaja, 5. Rukmani Kalyanam, 4. Modern Youth, 5. Meerabai, 6. Traitor, 7. Lava-Kusa, 8. Mohini Rukmangada, 9. Gule-Bakavali, 10. Maha Bharatham, 11. Miss Sundari 12. Pavalakodi, 13. Chandra Hasa, Veer Abimanyu, 15. Mathru Dharmam.

Royal Talkie Distributors, 120, South Masi Street Madura and with a Branch office at Bezwada. Telegrams: Duftontdyes. Madura. Rayaltakis—Bezwada. Phone 135 & 149. The following Tamil Pictures are owned and distributed by this company: 1. Kovalan with Miss T. P. Rajalakshmi and V. A. Chellappa, 2. Thooku Thooki with C. V. V. Panthulu and K. T. Rukmani, 3. Lalithangi with T. P. Rajalakshmi and V. A. Chellappa 4. Bhama Parinayam with T. P. Rajalakshmi, Vidwan Srinivasan, Serukalathur Sama and Raja M. G. Dhandapani, 5. Chinthamani with K. Aswathamma and M. K. Thiagaraja Bagavathar, 6. Santha Sakkubai with K. Aswathamma, Sarangapani, C. Banni Bai, P. G. Venkatesan and others, 7. Sakunthalai with M. S. Subbulakshmi, G. N. Balasubrahmanyam and others.

Messrs Rajeswari Talkies, Cauvery Road, Erode Grams: Rajeswari, 1. Baktha Dhuruva with M.S. Thangappa. V. Swaminathan, and R. B. Lakshmi Devi, 2. Raja Desing (Tamil) with Bharatha Natyam with T. K. Sundarappa, V. S. Mani and K. R.

Saradambal & others Bharatha Natyam with Srimathi Rukmani Arundale.

Ranga Films, Dindigal,—Distributors of "Tamil Thai" (Tamil) with T. P. Rajalakshmi and V. A. Chellappa.

Ramnikal Mohanlal & Co., Chickpet, Bangalore City—Distributors of Tamil pictures *vis:* Jaya Bharath, 2. Pucca Rowdy, 3. Madras Mail—(Vide for Hindi pictures also)

Rohini Pictures, "Pramoda" 36 Eldams Road, Mylapore, Madras, Pro: Mr. H. M. Reddi—Phone 86187—They distribute "Grihalakshmi" (Telugu) with Kannamba, Chittoor Nagiah and Kanchanamala.

Sadhana Films, Salem 91 Pondy Bazar, T. Nagar Madras — "Krishna Kumar" (Tamil) with Honoppa Bhagavathar, J.S. Rajalakshmi and K. Thavamani Devi.

Sarada Films, Devakotai S. I. Ry—Distributors of "Child Marriage" (Tamil) with Ramkumar for the District of Tanjore.

Salem Sri Krishna Films, Salem. Telegram: Kannan,

The following films are distributed by this company.

1. Manikkavasagar (Tamil) for Tanjore (including

Distributors of Pictures in South India 65

Karaikal, Ramnad and Pudukottah state. 5. Dhanasura Karna (Tamil) for Madras, Coimbatore, Nilgiris, Tinnevely, Travancore. Cochin, Malabar, South Canara, Andhra, Northern India, F.M.S. Burma and Ceylon. 3. Bhoja Kalidoss (Telugu) for whole of Tamil Nad including Travancore, Cochin and Malabar.

Salem Sri Rangar Films, Gugai Salem. Telegrams. Rangarfilm. The following films are distributed by the company. 1. Ananda Ashram (Tamil) with R. B. Lakshmi Devi, P. B. Rangachari. N. S. Krishnan and and T.A. Madhuram, 2. Kiratha Arjuna or Orvasi's Sahasam (Tamil) with P.B. Rangachari, M.R. Krishnamurthi and K. Subbulakshmi for Salem, Trichy, Coimbatore, Malabar and Mysore State. 3. Krishna Jarasanda (Telugu) with V. Gaggiah, M.V. Rajammah for Tamil Nad Madras City and Mysore State.

Salem Sankar Films, Ltd. Salem. Ambikapathi (Tamil) with M.K. Thiagaraja Bhagavathar and Prahlada (Tamil) with M.R. Santhanalakshmi and T.R. Mahalingam.

Messrs, Sarasvathi Talkies Bazwada, Phone No. 52., Grams. Saraswathi, Branch: Gandhinagar, Bangalore city. They distribute following Telugu Pictures.

1. Drowpathi Vasthrapaharanam for whole of British India including Strait Settlements, Burmah and Ceylon. 2. Kanakathara for whola of British India, Straiht Settlements. Burmah and Ceylon excluding

Tamil Nad., 3. Rythu Bidda, 4. Mala Pilla both for whole of British India, Excluding Tamil Nad and Mysore state, Burmah and Ceylon, 5. Pasupathasthram for whole of British India including Tamil Nad and Mysore state, 6. Tukaram 7. Chandika both for whole of British India and Mysore state excluding Tamil Nad, 8. Barrister Parvathism, Bondam's Pelli and Educated Wife—sole distributors throughout India 9. Illalu for whole of British India excluding Tamil Nad.

Topicals. 1. Gandhi Jayanthi Topical, 2. Nageswara Rao Niryanam Reels, 3. Faizpur Congress Reels.

Saraswathi Films, Karaikudi, S.I. Ry—Distributors of 'Swarnalatha' (Tamil) with Y.V. Rao, Child Marriage (Tamil) with Ramkumar and "Surya Puthri" (Tamil) with Miss Chellam, Rajakumari and Kothamangalam Seenu—the last two Pictures for the districts of Ramnad and Pudukotah districts. They are also distributors of "Three Gems" (Tamil) for all territory.

Sakunthala Films, 6/23, Avanashi Road, Coimbatore. Phone. 123. Grams. Sakunthala.

The following are distributed by this company.

1. Gnanasoundari (Tamil) with Sarojini and C.V.V. Panthulu and P.S. Srinivasan 2. Satharam with K. Aswathamma, G.H. Veeranna (Canarese)

Seetharam Films, 75, Kalanivasal Road, Karaikudi. Grams: Ramavilasam. 1. Virata Parvam also with one

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Comedy with C.S. Selvarathnam Pillai and Puliur Doraiswami Iyer, 2. Stupid Disciple, (Tamil) with T.S. Krishna-veni and Ramudu.

Sree Seetharam Pictures, Gandhinagar, Bezwada. Pro: Mr. T. Nagapotha Rao—Distributors of "Meera-boi" (Telugu) of Navya Kala Films. Madras.

Sree Rama Films, Nellore—Distributors of Sati Tulasi (Teluge) with Gaggiab, Nala damayanthi (Telugu) with Madhavapeddi.

Sri Rama Talkies, Kumbakonam.—Distributors of "Srimathi Parinayam" (Tamil)

Select Pictures Circuit. Gandhinagar, Bangalore City. Telegram "Select film" and Telephone 2366. Distributors of mostly Hindi Pictures (Vide Hindi list) Besides, they distribute the following South Indian films *viz*: Veera Abhimanyu (Telugu) with Pulipati and Kanchanamala and also—Sithapaharanam (Tamil) with Saraswathi, Raja and Ramachandra Bhagavathar.

Shivaji Pictures Salem—"Dharma Veer" (Tamil)—Distribution rights for Madras City, Chingleput, South & North Arcot, Tanjore, Trichy, Andhra, Burma Malabar and North India.

Skanda Films, Choolai, Madras—Proprietor: Mr. T.S. Shanmuga Mudaliar—Distributors of Mana Maligai

and Raja Gopichand (Tamil). one Universal serial (English) and two Hindi Pictures.

Star Combines, 19 Woods Road. Phone 8450 Managing Director: Mr. S.S. Sami—They are Telugu Picture distributors—*viz*: “Harischandra” (Telugu) with Kanamba and Addanki and “Sarangadhara” (Telugu) with Shantakumari, Kanakalingeswara Rao and Addanki.

Star Pictures Corporation, Bangalore City—Telegram “Favourete”—Distributors of Tamil Pictures *viz*: Danger Signal and Baamani—Distributors of Hindi and Urdu Pictures (Vide Hindi list).

Supreme Pictures, Jaforsa St., Trichinopoly.—Distributors of “Viswa Mohini” (Telugu) for Tamil Nad.

Subba Rao G.V.—65 Govindappa Naick St., G.T. Madras Phone 4070. Distributor of “Usha” (Telugu) with Padma Shaligram for Tamil Nad.

South Indian United Artistes Corporation. 2/163 Mount Road, Madras—“Jai Kodi” (Tamil) with K.T. Rukmani and, “Vana Mohini” or “Jungle Queen” (Tamil) with Miss Thavamani Devi, and Prisoner of Blue Mountain” (Tamil).

Shyamala Pictures Ltd. 1. Raja Annamalai Chettiar Road, Pурсawalkum, Madras Phone 4582. They are

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distributors of "Balan" (Malayalam Film), Gnanambika (Malayalam) with Rose and Kunju Bhagavathar.

Tamil Nadu Talkies 26 Mount Road, Madras, Sole Pro, Mr. S. Soundararajan.

The following films are owned by them Phone 86085.

1. Gule Bakavali (Tamil) with T. P. Rajalakshmi and V. A. Chellappa, 2. Mahabaratham (Tamil) with T. V. Janakam, Nott Annaji Rao and M. G. Nataraja Pillai, 3. Miss Sundari (Tamil) with P. S. Sivabagayam and Battling Mani, 4. Mohini Rukmangada (Tamil) with P. B. Rangachari Miss M. S. Vijayal and K. R. Saradambal and others, 5. Sangeetha Lava Kusa (Tamil) with Vidwan Srinivasan and Seetha 6. Traitor (Tamil) with Battling Mani and Nott Annaji Rao and others.

Thiagaraja Films, Big Chetty Street, Trichinopoly. Telegrams. Thiagaraj, Phone. 102.

The following Tamil films are distributed by them:—

Tamil. 1. Satya Seelan, 2. Thiruneelakantar (Sole Distributors), 3. Seva Sadan for North Arcot. Madras and Trichinopoly, 4. Vishnu Leela for North Arcot, South Arcot and Tanjore and Chinglepet, Sundaramurthy Nayanar for Madras and Chinglepet

Trinity Theatres, Rashkeyrum, Khaleel Mansions, Mount Road, Madras—"Chandra Gupta Chanakya" (Tamil) with Vasantha Kokilam and Sambamoorthy. They are also distributors of "Mala Pilla" (Telugu), with Kanchanamala for Tamil Nad and Ceylon.

T. K. Productions 24—25 Narasingapuram Street, Mount Road, Madras—Distributors of "Mani Mekalai" (Tamil) with K. B. Sundarambal and N. S. Krishnan and T. A. Mathuram.

Tiruppur Talkies, Tiruppur.—"Vasanthasena" (Tamil) with S.P.L. Dhanalakshmi and Raja Sandow.

Variety Hall Talkies, Coimbatore, Pro: Mr. S. Vincent Telegram "Variety" Distributors of Vallis Wedding (Tamil) with T.P. Rajalakshmi and Subhadra Haran (Tamil), with Velu Nayar.

Vauhini Pictures, 43, Acharappan Street, G. T. Madras. Managing Director: Mr. B. N. Reddi-Manager: Mr. B. M. Doss, Phone 4033. They are producers and distributors of "Vandemataram (Telugu) with Nagiah and Kanchanamala and "Sumangali" (Telugu) with Malati and Kumari for all areas except Tamil Nad and Ceylon.

Vel Murugan Film Service, 98, Pophams Broadway, G. T. Madras. Phone: 4532, Telegram: Velfilm. The following films, are distributed in all India and Burma :

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(Tamil) 1. Markandeya, 2. Pattinathar, 3. Kallidoss, 4. Kambar, 5. Jothi Arunagiri Nathar, 6. Pandurangan, 7. Bakthi, 8. Madurai Veeran only for North and South Arcot Districts Chinglepet and Madras City.

(Telugu) 1. Seethakalyanam, 2. Sree Krishnaleeia, 3. Maya Bazaar for all Madras Presidency and Burma 4. Grihalakshmi for Tamil Nad. Travancore, Cochin and Pudukottah, 5. Illalu for Burma only.

1. Yessel Film Company Madras. — 150.A Purasawalkum High Road. Vepery, Madras. Phone 3022 Telegrams Yesselfilm.

The following Tamil films are distributed by them.

1. Applicant with Ramkumar, 2. Asattuveeran Manai with S. D. Swamy and T. S. Krishnaveni and Puliyur Doraiswami Iyer, 4. Pathi Bakthi with K. P. Kesavan and M. B. Radha Bai, 5. Solider's Wife with M. V. Krishnappa and others, 6. Sri Ramanujar with Sangu Subrahmanyam and Seethalakshmi, 7. Vikrama Stree Sahasam with T. K. Sundarappa and Papa L. Lakshmikantam and others.

DISTRIBUTORS OF HINDI PICTURES.

Following is the list of distributors of Hindi or Urdu Pictures in South India:

Aurora Film Corpn. 66 Armenian St., G.T. Madras. Tele: Aurofilms. Phone 3368. Besides Tamil and

Telugu films, they are distributors of the following Hindi films also:

1. Balidon 2. Chandidas 3. Country girl 4. Chatrabakavali 5. Daku-ka-Ladka 6. Dil-Ki-Pyas 7. Diljani Mastana 8. Garib-Ka-Tope 9. Insaf-Ki-Tope 10. Manju 1939 11. One fatal night 12. Pavithra Lilavathi 13. Puran Bhakth 14. Raja Rani Meera 15. Ramayanam 16. Yahudikha Ladki.

Calcutta Film Exchange, 138, Broadway, Madras.—Phone 4149, and Grams: Kathorian, Madras branch Manager: Mr. M.B. Syed.

They are, mostly Hindi films Distributors and following is the list:

New Theatres Ltd. 1. Ruplekha with Saigal and Ratan Bai, 2. Daku Mansoor with Uma and Saigal, 3. Karwan E Hayat with Saigal. Ratan Bai. Sanyal and Molina, 4. Blood Feud with Prithiviraj and Molina 5. Devdas with Saigal, and Jamuna, 6. Dupchhaon with K.C. Dey and, Uma and Sanyal, 7. Millionarie with Saigal. and Molina, 8. Maya with Sanyal, and Jumuna, 9. President with Saigal, and Kamalesh Kumari 10, Dharti Mata with Saigal, and Uma. 11. Street Singer with Saigal, and Kanan Bala, 12. Dushman with Saigal, and Leela Desai, Indubala, 13. Sapera with Sanyal, and Kannan Bala 14. Jawani Ki Reet with Najam, and Kanan Bala, 15. Zindagi with Saigal, and Jumuna.

Associated Productions. Ltd. (Calcutta) Aandhi with Pankaj Malki, Muzammil. Molina and Sreeleka and others.

Kolhapur Cinetone 1. Bikharan with Ratan Bai & Winayak, 2. Nigabe Nafrat with Indira Wadika, 3. Hind Mahila with Vittal & Ratan Bai, 4. Hon a Haar Mehar Sultana and Rajkumari, 5. Ka imardhan with Master Vasant. Leela and Indubala, 6. Akahsh Wani with Leela & Winayk 7. Nigah E Kamil with Gulam Muhamud 8. Seeta.

Tollywood Studios. Jaflaton with Khalil, Rose and Mehzebin.

Kanwal Movitone 1. Karwan E Husn with Nur-jehan, & Zohara, 1. Painted sin with Methab & Nur jehan-

Stage Film Co. 1. Hamlet Or Khoon Ka Khoon with Shorab Modi, Naseem and Gulam Hussain.

Sudha Pictures Ltd. 1. Kismat Ki Bool with Nayampalli and Shete.

Marathi Pictures. 1. Shadvi Miraba with Balgan-dhrava & Londe Pande, 2. Shivaji Janma with Amina and Babu Rao.

Shorts (New Theatres). 1. Dulari Bibi with Saigal and Kumar, 2. Excuse me Sir with Dhiren, Ganguly,

and Molina and Indubala, 3. On a Moonlit Night (Cartoon) 4. Id Greeting with Saigal. 5. Bharat Nrityam with Rajae.

Kolhapur Cenetone. 1. Id Greeting song with Rattan Bai, 2. Baka Swapna (Cartoon),3. Warrior,

Congress Topical, 49th Session at Lucknow.

Chamria Talkie Distributors, Vepery High Road,, Madras. Telegrams. Chamriya and Phone. 2675.

The following Hindi films are distributed by this company, besides South Indian films:

HINDI. 1. Ahrat Ka Pyar, 2. Sultana, 3. Seeta-4. Mumtaz Begam, 5. King for a Day, 6. Nala Dama; yanthi, 7. Kismat Ki Kasoti, 8. Chandragupta, 9. Arehyat, 10. Laila Majnu, 11, Hindustan, 12. Garib Ka Duniya, 13. Sakuntala, 14. Indra Sabah, 15. Gulru Zarina, 16. Bilwamangal, 17. Nooranimoti, 19. Bride-grooms wanted, 20. Radha Krishna, 21. Harischandra, 22, Alibaba, 23. Alladdin, 24. Sherin Ferhad.

Devi Films, 498, Mint St., P.T. Madras. Phone 3744, and Telegram: Tiyenkey: Besides South Indian films, they distribute the following Hindi films:

1. Mother India (colour picture) 2. Brahmachari with Winayak and Meenakshi 3. Ardhangi with Leela Chitnis Meenakshi, and Winayak, 4. Goraknath or Alaknirianjan

Distributors of Hindi Pictures 75

(Hindi and Marathi) 5. Bhagwazenda (Marathi)
6. Methaji Palker (Marathi).

Messrs. Evergreen Pictures, Gandhinagar, Bangalore City. Tele phone. 2608. Telegrams Evergreen

They are prominent distributors of Hindi and Urdu Pictures *viz:*

1. Bhadur Kisan with Chandra Rao and Bhagwan
2. Divorce of Minerva Movitone with Naseem and Sheela,
3. Criminal with Chandra Rao,
4. Atma Tarang of Minerva Movitone with Shorab Modi and Feroz Dastur.
5. Imandar of Vishnu Cinetone with Anil Kumarhand Noorjehan and Master Peer Mohomed,
6. Bulbul E Paristan of Vishnu Cinetone with Anil-kumar,
8. Sangdil Samraj of Daryani with Sardar Akthar, Nazir, Sadique ali and others,
9. Sant Samdeo (Marathi) of Minvera Movitone with Bhadamkumar and others,
10. Bijli of Prakash Pictures with Jairaj and Pramila,
11. Inauguration of Prohibition in Bombay of Vishnuq Cinetone,
12. Pukar of Minerva Movitone with Shorab Modi, Chandra Mohan, Naseem, and Sheela.
13. Bagi of Vishnu Cinetone with Anil Kumar and others,
14. Hukum Ka Ekka of Prakash Picture with Jairaj, and Methab,
15. The will of Minerva Movitone with Sheela, and Jagirdar,
16. Defeat with Naseem and Navin Yagnik,
17. Jadui Nagri of Vishnu Cinetone with Yeshwant Dave and Rajakumari and others,
18. Bharosa of Minerva Movitone with Chandra Mohan, and Sardar Akthar.
19. Narsi Bhagat with Pagnis & Durgakhote.

Famous Pictures, Kempegowda Street, Bangalore
 City Telephone 2663. Telegrams, Famous Film Pro:
 Mr: Jayanthilal Thakore: Manager; Mr. Mandanna.
 They are distributors mostly of Prabhat Pictures.

Prabhat: 1. Branded Oath with Vinayak and Leela;
 2. Illusion with Govindarao Tembe, and Durgakhote,
 3. Amritmanthan with Chandramohan; Shanta Apte
 Nalini Tarkudi, 4. Chandrasena with Suresh Babu, and
 Nalini Tarkud 5. Mahatma (Santhana Dharma) with
 Chandra Mohan, Balagandarya and Vasanthi, 6. Rajput
 Ramani with Shantha Apte and Nalini Tarkud 7. Amar
 Jyothi with Shanta Apte and Durga Khote, 8. Tukaram
 (Marathi) with Vishnu Pant Pagnis, and Gowri.
 9. Beyond the Horizon and New Era in Bombay with
 Chandra Mohan, Shanta Apte and Leela Chitnis.
 10. Unexpected with Keshava Rao Date and Shanta
 Apte, 11. Gopalakrishna with Ram Marathe, and
 Shanta Apte, 12. My son with Ulhas and Shanta Hubi-
 kar, 13. Life is for living with Modak and Shanta
 Hublikar, 14. Dnyaneswar with Yeswant and Shahu
 Modak, 15. Padosi (Under production), 16. Sant Sakku
 (under Production). 17. Omar Khyam (under production)

Huns Picture: 1. Brandy Bottle with Vinayak and
 Meenakshi, 2. In Search of Happiness with Babu Rao
 Pendarkar and Meenakshi.

Sagar Pictures, Youth League (Tamil) with Madiri-
mangalam Natesa Iyer.

Saraswathi Pictures. 1. Shyam Sunder with Modak and Shanta Apte,

General Film Distributors, 19 Woods Road Mount Road, Madras. Phone 86254 Tele: Gen Films: Pro: Mr. J.R. Patel. Besides English and South Indian films; they distribute, the following Hindi or Urdu films: 1. Dynamite with Surendra and Bibba, 2. Three hundred Days after with Sobita and Motilal, 3. We Three with Motilal, Maya and Rose and Char Dearvish, with Master Vittal.

Goodwin Pictures Corporation, Subedkar Chatram Road, Bangalore City. Telephone 2365 and Telegrams. Goodluck —Branches: Gandhinagar, Bezwada and at Chinnakadai Street, Trichinopoly.

They are distributors mostly of Hindi films. Besides, they are Indian distributors of Tamil and Telugu films also (Vida list of other distributors). The following Hindi films are distributed by them :

(HINDI) 1. Hind ka lal of Wadia Movitone with Mansoor and Radha Rani, 2. Son of Alladin a Paramount Picture with Shankar Vazre and Sarojini, 3. Punjab Mail of Wadia Movitone with Fearless Nadia and Jhon Cavas, 4. Sansara Sayya of Paramount Pictures with Navinchandra and Sarojini, 5. Hurricane Special of Sundar Movitone with Vatsala Kumetekar and Master Vittal, 6. Midnight Man of Paramount Pictures with Sanker Vazri and Miss. Moti,

7. Jungle King of Wadia Movitone with Jhon Cavas and Framilia, 8. Thief of Bagdad of Paramount Pictures with Shiraj, Moti and Amala, 9. Vagabond Lover with Navinchandra and Yasmin, 10. Chotte Sarkar of Sunder Movitone with Leela Chitnis and Jal Merchant, 11. Dil Hi To Hai of Film Corporation of India Ltd. with Ramola Devi and Ram Dulari, 12. Royal Commander of Vishnu Cinetone with Anil Kumar and Sultan, 13. Kahan Ha I Manzil Teri of Wadia Movitone with Iladevi and Radha Rani, 14. Hooded Terror of Paramount Pictures with Ganpat and Bhalerao and Rani Karnataki, 15. Vijaya Kumar of Wadia Movitone with S. Mansoor and Sarotadevi, 16. Prince of the Paupers of Jai Bharath Movitone with Navinchandra, 17. Golden Gang of Paramount Pictures with Navinchandra and Miss Moti, 18. The Hawk of Harshad Film Co. with Navinchandra and Jhena Bai, 19. Golibar of Paramount Film Co., 20. Alladin And The Wonderful Lamp of Paramount with Navinchandra and Banshi, 21. Sneha Lata of Prakash Pictures with Jayant and Gulab and Uma Kant, 22. Payame Haq of Vishnu Cinetone with Anilkumar and Ashok Hussa, 23. Flying Ranee (Wadia Movitone) with Yeshwant and Hasan Banoo, 24. Toofan Express of Sunder Movitone with Jal Merchant and Rajkumar, 25. Prince of Thieves of Naveen Bharath Movitone with Navinchandra, 26. Madhu Bansari of Paramount Pictures with Sanker, 27. Mark of Zero of Navbharath Movitone with Navinchandra and Gahar Karnatki,

28. Rangil Mazdur of Wadia Movitone with Harischandr Rao, 29. Marde Maidan of Jaganath Movitone with Miss Kantha and Benjamin, 30. Luthru Lalna of Wadia Movitone with Nadia and John Kavas, 31. After The Earthquake of New Theatres with Durga Khote and Prithviraj, 32. Hurricane Hansa with Nadia and Jhon Kavas, 33. Alladin another version films with Noorjehon Ranjit and Amritlal, 34. Toofani Tarzan of Wadia Movitone with Jhon Kavas and Gubshan, 35. Mithi Nazaar of Ambika Movitone with Rampiari and Madhav Kale, 36. Fighting Blood of Kala Cinetone with all Star Cast.

MARATHI. 1. Chandra Rao More of General Films with Nandrekar and Amina, 2. Nanda Kumar of Jayshree Films with Durga Khote and Anant.

PUNJABI 1. Son I Mahiwal of Empire Production Produced by Kamala Movitone with all star cast.

Kapurchand And Company, Bangalore City and Madras. Telephone 3382 and Telegrams Kapurchand.

They are distributors mootly of Hindi Films from the following studios : Madan Theatres, 1. Apriadai Aba with Rose and Lakshmi.

Mahalakshmi, 1. Seva Sadan with Zubeida and Jaddanbai, 2. Nanand Bhojai with Zubeida and Shahjadi.

Jayant, 1. Ranachandi with Navinchandra and Methab, 2. Jange Azadi with Alaknanda and Bachu, 3. Magic Horse with Alaknanda and Bachu, 4. Life Is A Stage (A Debki Bose Production) with Mrs. Khote and Rampirary, 5. Prem Pujari with Zohra and Alaknanda, 6. Takdir with Methab and Alaknanda, 7. Garib-ki-Ladki with Mehtab and Alaknanda.

Wadia Movitone Pictures, 1. Pahadai Kanya with Fearless Nadia, Sardar Mansoor.

Bombay Talkies Ltd. 1. Achut Kanya with Devika Rani and Ashok Kumar, 2. Savitri with Devika Rani and Ashok Kumar.

Shanker Talkies Corporation. 1. Mandir with Rajkumari, Pehelwan and Ansari.

New Theatres. 1. Vidyapathi with Pahari Sanyal and Kanan Devi, 2. Kapalakundala with Leela Desai and Najmal Hussain.

Daryani Productions. 1. Prem Murthi with Sardar Akthar, 2. Taswar-E-Wafa with Sardar Akthar.

Premier 1. (Imperial's Subsidiary). Naya Zamana with Jillo, Gulam Mohomed, Sayed Ahmed, and Baba-Vyas, 2. Rat-Ki-Bat with Dular and Jillo, 3. Sundari with Sarojini.

Imperial Movitone. 1. Wild Cat of Bombay with Sulochana, 2. Maha Maya with Pramilla. and Gulam

Mohomod 3. Jate Sharig with Jamna and Jamsheed.
4. Sarla with Ratan Bai and Kumar, 5. Our Darling Daughters with Rose, and Jillo, 6. Jagat Kesari with Sulochana. 7. Dhanwan or Majdur-Ki-Beti with Ratan Bai, 8. Wahri Duniya with Sulochana.

Sarasvathi Cinetone. 1. Raja Gopichand with Leela and Ratna Prabha. 2. I'ts True with Rose, and Motilal,

Hindusthan Cinetone. 1. Kon-Kisika with Sobhana Samrath and Khurshid, 2. Mud or Apni Nagarya with Sobhana Samrath and, Jayant.

Messrs. Lakshmi Film Company, Subedharchatram Road, Bangalore City. Telegram Movies, Phone 2488. Pro: Mr. Kishandoss. They are distributors mostly of Hindi films. For other films vide list of South Indian film Distributors. Enquiries can also be made, Lakshmi pictures circuit, Ernakulam, Golden Pictures, Vellore and Golden Pictures, Madura.

Wadia Movitone, (Hindi). 1. Bage-E-Misar with Feroz Dastur, 2. Dani-Samrat with Feroz Dastur, and Jal Khambatta. 3. Hind-Kesari with Miss Husna Banu, and Mr. Mansoor Mohumud and Horse Punjab-ki-beta. 4. Huterwali with Miss Nadia and Boman Sheriff, 5. Joshe-Watan with Miss Nadia and Boman Sheriff, 6. Jai Bharath and Wadia Variety No. II with Miss. Hus Na Banu, Mr. Mansoor and the Horse Punjab-ki-Beta, 7. Kala Gulab with Mohamed. Sheriffa and

Feroz Dastoor, 8. Miss Frontier Mail with Master Mohamed, Sheriffa and Feroz Dastoor, 9. Noor-E-Yaman with Master Mohmed and Feroz Dastur, 10. Nav-Javan and Wadia Variety No III with Harichandra Rao and Miss Hunsa Banu, 11. Poladai-Mukka and Wadia Variety No. I with Harischandra Rao and Miss Hunsa, 12. Veer-Bharath with Boman Shroff and Master Mohamed.

Prakash Pictures (Hindi) 1. Actress with Miss Panna, Harischandra and Batchoo, 2. Bombay-ki-Sethani with Gulab, Jayant and Shiria Banu, 3. Bombay Mail with Jayant and Rajkumari, 4. Challenge with Javant and Rajkumari, 5. Dream Lands with Jayant & Sardar Akthar, 6. His Highness with Jayant and Horse Bahadur, 7. Duniya with Panna, & Umakant, 8. Revenge with Jayant and Rajkumari, 9. Shamshire-E-Arab with Jaynt and Rajkumari, 10. State Express with Jayant, and Gorilla Dog Tiger and Tommy, 11. Tope Ka Gola with Shirin Bannu and Jayant, 12. Poornima with Gulab, Sardar Akthar and Umakanth, 13. Hero No. 1. with Jayant and Gulab etc., 14. Leather face with P. Jairaj, Methab, Horse Bahadur and Dog Tiger,

Minerva Film Co. (Hindi), 1. Khan Bahadur with Shorab Modi and Miss Sheriffa Naseem, 2. Meetha Zahar with Shorab Modi Naseem, 3. Saed E Havas with Shorab Modi and Chandra Kumar (The Picture is otherwise known as King Jhon of Shakespeare, 4. Jailor with Shorab Modi, Leela Chitnis, Sheela etc.,

5. Vasanthi with Navin Yagnik, Saidque Ali and Lovely Naseem.

Bhavnani Productions. 1. Awakening with Enaksi Rama Rao M.A., and Navin Yajnik, 2. Himalaya Ki Beti with Enaksi Rama Rao M.A. and Ramanad (The famous singer), 3. Zamboo The Apeman with Nayampalli and Navin Yajnik and Sarala, 4. Double Cross with Bimla Kumari and Navin Yagnik.

1. Khune Nahak with Shantakumari and Feroz Dastur, 2. Night Of Love with Shantakumari and Feroz Dastur, 3. Sherka Punja with Sardar Akthar, Padma and Nazir 4. Yasmin with Ratan Bai and Siddiqui, 5. Gafil Musafir with Sardar Akthar and others, 6. Idka Chand with Sardar Akthar and Ashraf Khan, 7. Malati Madhav with Sardar Akthar and Madhava Kale, 8. Naksh E Sulemani with Sardar Akthar, 9. Rup Basant with Sardar Akthar, 10. Sangdil Samaj with Sudasam, 11. Tarzan Ki Beti with Miss Shama (The Stunt Queen of the Jungle), 12. Bharath Ki Beti with Ratan Bai and Feroz Dastur, 13. Dharam Ki Devi with Sardar Akthar and Feroz Dastur, 14. Golden Hair with Feroz Dastur, 15. Call Of The Soul with Bai Jaddan Bai and Baby Ranil, 16. Burkhawali with Miss Pearl White, 17. Guru, Ghantal with Miss Navinchandra and Gohur Karnataki, 18. Talismi Heera with Kamala Devi 19. Who Is He? With Navinchandra and Atta Mohamed and Vaidya, 20. Gangster with Pushparani, 21. Marde Punjab with Gulsure and Pushparani.

Quality Pictures, Gandhinagar Bezwada. Telegram: Quality Pictures.

Besides Telugu films they distribute the following Hindi films:

1. Path of Glory and Gandhiji's Dandi March with Prabha Navin and others 2. Toofane Khazana with Jairaj and Urmila 3. Misarka Khajana with Ashraf-khan, Akthar, Ganpat and Nisar, 4. Iman Ferosh with Prabha shanker.

Ratilal Brothers. Bangalore, City.

The following Hindi films are distributed for Mysore 300 days and After, Dynamite, We Three. Valiant, Fashionable Wife, Graduate, Wamak Ezra, Khuni Kon, Thunder Bolt, Lord of the Temple, Hot blood. Dsulat and Arabian Night.

Ramnklal Mohanlal & Co., Chickpet, Bangalore City. They are Distributors of following Hindi pictures from the following studios:

Mohun Pictures productions. (Hindi) 1. Hatim-ki-beti, 2. Captain Kisoori, 3. Jagat Mohini, 4. Jadu-I-Kangan, 5. Hamara Desb, 6. Volunteer, 7. Swastik, 8. Black Heart 9. Chasma Wali, 10. Ran Sangram, 11, Ratna Lutri, 12. Bhedi Kumar. 13. Midnight Mail, 14. Cycle wali, 15. Yeer Bala. 16. Bhedi Trisul, 17, Chhabu wali, 18. Jungle ka Javan, 19. Kul Dipak.

Bombay. Talkies Pictures, (Hindi). 1. Jawani Ki Hava, 2. Maya Bibi, 3. Jeevan Naiya, 4. Janma Bhoomi, 5. Izzat 6 Prem Khani 7 Jivan Prahat, 8. Vachan, 9. Nirmala, 10. Bhabi, 11. Navjivan. 12. Durga, 13. Kangan.

Sagar, Movitone. (Hindi) 1. Civil Marriage (Hindi).

Jyoti Studios. Kalyani, 2. Chalti Duniya, 3. Actress, 4. Kyon Ban

Coming Attractions. 1. Dipak, Mahal, 2. Thief of Tartar.

Saraswathi Talkies Ltd. Bezwada and Gandhinagar, Bangalore City—Distributors of Hindi pictures *viz.*, 1. Imperial Mail, 2. Rifle Girl, 3. Murad, 4. Chasma-walli, 5. Midnight Mail, 6. Aparth and, 7. Jawahir-E-Hindi. Distributors of Telugu pictures also (Vide list of South Indian distributors).

Select Pictures Circuit, Gandhinagar, Bangalore City (For S. India) Telegrams: Select Film. Telephone: 2366.

Distributors of Hindi pictures from the following studios:

Ranjit Movitone: 1. Easy Victim (Bhola Shikar) with Methab and E. Billimoria, 2. Kashmeeri with Madhuri and Raja Sandow, 3. Veera Babhuvahan with Madhuri and E. Billimoria, 4. Tara Sundari with Gohur

and E. Billimoria, 5 Toofan Mail with Madhuri and E. Billimoria, 6. Nadira with Maduri and B. Billimoria, 7 Naughty Girl with Gohur and E. Billimoria, 8. Tyrant (Sitmaga) with Maduri and Billimoria, 9, Midnight Romance (Rathki-Rani) with Raja Sandow and Ishwarlal, 10 Guruchela (2 reels) with Charlie and Reva Shankar, 11. Collage Girl with Maduri and Raja Sando, 12. Desh Dasi with Gohur and E. Billimoria, 13. Noorevatan with Madhuri and E. Billimoria, 14. Raj Ramani with Madhuri and E. Billimoria, 15. Kimti Ansu with Gohur and E. Billimoria, 16. Solider's Sweetheart with Gohur and E. Billimoria, 17. Black Bandit (Chalok chor) with Raja Sandow and Madhuri, 18. Prabhuka Pyara (God's Beloved) with Gohur and E. Billimoria, 19. Laharilala with Madhuri and E. Billimoria, 20. Gay Prince (Rangila Raja) with E. Billimoria and Madhuri, 21. Jawala Mukhi with Ishwarlal and Rose, 22. Dil-Ka-Daku with Rose and Khatoon, 23. Flower Girl (Paredesi Pankhi) with Gohur and Billimoria, 24. Lure of Gold (Sharafi Loot) with Dilip (Nazir), and Malti (Yasmin), 25. Dolls of Clay (Mitti. Ka. Putla) with Madhuri and E. Billimoria, 26. Love of a Slave (Jamin, Ka. Chand) with Madhuri and E. Billimoria, 27. Flame of Love with Madhuri and (Dilip) Nazir, 28. Reckless Rouges (Toofani Toil) with Madhuri and E. Billimoria, 29. The Nightingale (Bankichidiya) with Madhuri and E. Billimoria, 30. Three Warriors with Yasmin and Nazir, 31. Riksha-wala (Ahoja Raja) with Mazar, Iladevi and Charlie, 32. Prithivi Puthra with Madhuri and E. Billimoria,

34. Gorakash Aya with Rajkumari and Mazar, 35. Cat (Billie) with Sunita and E. Billimoria, 36. Secretary with Madhuri and Trilok Kapoor, 37. Prof. Vaman M. Sc. with Sunitha and E. Billimoria, 38. Kick with Madhuri, Kumar and Charlie. 39. Sant. Tulsidas with V. Pagnis, Leela Chitnis, Vasanthi, 40. Bazigar with Trilok Kapoor and Khatoon. 41. On the River with Rumar, Sitra and Charlie 42. Adhuri Kahani (Unfinished Tale) with Durga Khote Rose and Prithiviraj, 43. Achhut (Untouchable) with Gohar, Motilal and Vasanthi, 44. Holi with Motilal, Khursid and Ishwarlal. 45. India today.

Sagar Movitone. 1. Jeevan Lata with Sabita and Motilal, 2. Manmohan with Surendra and Bibbo, 3. Village Girl with Sabita und Surendra, 4. Line of Sagar with Bibbo and Yakub, 5. Daughter-in-law with Motilal and Sabita, 6. Jagirdar with Motilal, Surendra and Maya, 7. Captain Kirthikumar with Motilal and Bibbo, 8. Watan with Kumar, Maya and Bibbo, 9. Service Ltd. with Surendra, Maya and Yakub, 10. The only way with Sahiaka, Arun and Anuradha, 11. Her Last Desire with Yakub, Maya and Sankatha, 12. Sadhana with Sobhana and Premadib, 13. Comrades with Surendra and Maya, 14. Poor Sweethearts with Maya, Premadib, and Bibbo, 15. Alibaba and Forty Thieves with Surendra, Wahidan and Sardar Akathar.

Imperial Movitone. 1. Rukmani Haran with Mustari and Datar, 2. Samaj-ki-Bhool with Dulari and Ghaz-

navi, 3. Devaki with Dulari and G.R. Sandow, 4. Chaltha Putla with Dulari and William san, 5. Laylo Nehar with Dulari and Willianson, 6. Temple Bells with Sulochana and D. Billimoria, 7. Gulsanovar with Sulochana and D, Billimoria, 8. Magic Flute with Sulochana and D. Billimoria, 9. My-Man with Sulochana and D. Billimoria, 10, Bo-Ghadi-Ki-Mouj with Sulochana and D. Billimoria. 11. Danger of The Temple with Sulochana and D. Billimoria. 12. Anarkali with Sulochana and D. Billimoria. 13. Pride of India with Sulochana and Billimoria, 14. Gulam Daku with Gulam Mohamud and Rose, 15. Jungle Queen with Sulochana and Billimoria, 16. Punjab Lancers with Kanta and Nissar, 17. Mere Lal with Pramilla and Gaznavi, 18. New Search Light with Sulochana and D. Billimoria.

New Theatres, Ltd. 1. Manzil with jamuna and Barua, 2. Pujarin with Saigal, & Chandra, 3. Anath Ashram with Uma Shashi and Najmal Hussain, 4. Mukti with Barua and Kanan Bala, 5. Abhagin with Molina and Prithiviraj.

Sudama Productions, 1. As you Please with Sabita, Motilal and Vasanthi 2. Chingari with Sabita, Prithiviraj and E. Billimoria, and Sajini—Sabitha Devi.

Supreme Pictures. 1. My Eyes with Kurshid and Ishwarlal, 2. Gazi Salahuddin with Mazar, Ratan Bai, and Gulam Mohamad.

Distributors of Hindi Pictures 89

General Films Ltd. Baghban or Gardener with Bimla Kumari and B. Nandekar.

Everest Pictures Corporation Ltd. 1. Litara (A gipsy musical Extravaganza) with Ratan Bai, Kurshid and Nazir.

Huns Pictures. 1. Dharmaveer with Penderkar, Vinayak and Ratna Prabha, 2 Chhaya with Penderkar, Vinayak and Leela Chitnis B.A., 3. Be Gunah with Penderkar, Sitra and Modhak, 4. Prem Veer with Vinayak and Ashalata.

Kolhapur Cinetone. 1. Gangavataram with Lilavati Misra and Chitnis.

Sangeet. 1, Journey's End with Methab and A. Hussain., 2. Moti-ka-Har with Methab and A. Hussain.

Saroj 1. Tale of Yesterday with Dhurga Kote, Rose, and Surendra.

Daryani Productions. 1. Bull Dog with Y. Effendi and Ashalata.

Sharada, 1. Shasi Punho with Gohar (Karnataki) and Kale and Karnataki and Gohar.

Ajanta. 1. Maya Jal with Nissar and Bibbo. 2. Vasva-datta with Bibbo and Sohni, 3. Shane Khuda with Bibbo and Nissar, 4. The Mill with Bibbo and Jairaj, 5. Queen's Wrath with Bibbo and Gohar, 6. Romance

with Kalita and W.M. Khan, 7. Navajivan with Nagris and W.M. Khan, 8. Free Souls with Nagris Jairaj and Parasher.

Star Pictures Corpn., Bangalore City : Telegrams : Favourite.

Distributors of Hindi Pictures *viz.*, 1. "Gramophone Singer," Sagar Movitone Pictures with Surendra, Bibbo, 2. Postman, Sagar Movitone with Kumar, Maya Banerjee, 3. Ladies only Sagar Movitone with Sabita and Surendra, 4. Deccan Queen, Sagar with Surendra and Arunadevi, 5. Forbidden Pride, Sagar Movitone with Sabita and Moti, 6. Dr. Madhurika, Sagar Movitone with Sabita Devi and Moti, 7. Lure of the City, Sagar Movitone with Sabita Kumar and Moti, 8. Educated Wife, Sagar movitone with Sabita and Jal Merchant 9. Dancing Girl, Sagar Movitone with Yakub and Jadan Bai, 10. Anoki Mohabat, Sagar Movitone with Kumar and Sitara, 11. Passing Show, Prakash Pictures with Jayant and Padma, 12. Red Letter, Prakash Pictures with Jayant and Padma, 13. Hoor-E-Samandar, Vishnu Cinetone with Ashik and Anusuya, 14. Punjab-Ka-Sinh of Vishnu Movitone with Ashik Hussain and Anusuya, 15. Diler Dilber of Vishnu Cinetone with Ashik Hussain, Anusuya, 16. Mastana Mashuk of Vishnu Cinetone with Yaswant Dave Anusuya, 17. Talwar-Ka-Dhani of Vishnu Cinetone with Anil Kumar, Mehar Sultana, 18. Gulbadan of Vishnu Clnetone with Ashik Hussain, Anusuya, 19.

Distributors of English Pictures. 91

Vanraj Kesari, Vishnu Cinetone with Ashik Hussain and Anusuya, 20. Loyalty, Vishnu Cinetone with Shankar and Shahzadi, 21. Anokha Prem Vishnu Cinetone, with Kajjan-Cooper—Y. Effendi, 22. Thief of Iraque, Vishnu Cinetone with Navinchandra and Johra, 23. Radha Mohan of Vishnu Cinetone with Modak and Zubeda, 24. Prem King, of Vishnu Cinetone with Bhai Desamukthar Begum, 25. M A Vishnu Cinetone with Jal-Zubeda, 26. Noormahal Vishnu Cinetone with Dulari and Azuri 27. Kisan Kanya (India's first Colour Picture) with Padma Devi-Nissar, 28. Henpecked Husband, of Vishnu Cinetone with Hira and Jamna, 29. Karma (English) Bombay Talkies with Devika Rani and Himansurai, 30. Nagan Ki Ragni (Hindi) of Bombay Talkies with Devika Rani and Himansurai, 31. Gunghat Wali with Prem and Anusuya, 32. Sultan Chandbibbi with Sheriffa and Kabuli, 33. Typist Girl with Kabuli and Amina (Topicals) 1. Welcome to Rashtrapathi and Quetta Earthquake produced by Messrs. Bombay Talkies, 34. Danger Signal, (Hindi), 37. Jadu-I-Kangan in Hindi, 38. Captain Kishori in Hindi, 39. Hatim Tai Ki Beti in Hindi.

DISTRIBUTORS OF ENGLISH PICTURES.

English Pictures, of American and British Origin, are being shown in Cinema theatres in South India and a considerable number of theatres are set apart for

such films. Following is the list of distributors of English pictures:

Aurora Film Corpn. 66. Armenian St., G.T. Madras. Tele: Aurofilms. Phone. 3368, Besides Indian films, they distribute the following English films;

1. Balacclava, 2. Bride of Frankenstein, 3. City of songs, 4. Man who reclaimed his head, 5. Mystery of Edwin Drood, 6. Oliver Twist.

Quality Pictures, Gandhinagar, Bezwada. Besides Telugu and Hindi films, they distribute English pictures:

1. Heroes of the West with William Desmond. 2. Pirate Treasure with Richard Talmadge. 3. Wolf Dog with Rin Tin. 4. Burn E.M. up Barnes (serial).

Calcutta Film Exchange. 133. Broadway Madras. Head Office: Sir Mangaldas Wadi, Bombay. Branch: 22, Amratolla Street Calcutta.

Besides Hindi and South Indian films, they distribute the following English films:

1. Wandering Jew (Gaumont-British) Conrad Velt. 2. Merry Monarch (British Pictures). Emil Jannings, Sydney Fox. 3. Balacclava (Gaumont-Picture) Benita Hume, Gyril Maclagan etc. 4. City of Song (British Picture) Jan Keipura, Betty Stockfield. 5. Thirteenth Guest (Monogram-Picture, Eng,) Ginger Rodgers, Lyl

Distributors of English Pictures. 93

Talbot. 6. Explorer of the World (Eng.) Harold Noyce—one Glamb' James L. Clark, Harold, McCracken, J. R. Stenhouse, Laurance M. Gould. 7. Comradeship (Pabst Masterpiece), Ernest Busch, Elizabeth Wendit,

General Film Distributors, 19, Woods Road, Mount Road, Madras. Phone 86254. Tele: Gen Films, Pro: Mr. J.R. Patel.

Besides Indian films, They are distributors of the following English films:

1. Roaring West with Buck Jones and his wonder horse (All-India rights), 2. Custers Last Stand-with Reed Howes, 3- Raven with Boris Karloff, 4. Naganna with Meloyne Douglas.

Goodwin Pictures, Subador Chatram Road, Bangalore Besides, Indian films, they distribute the following English films :

1. The Flash Gordon Conquers The Universe of Universal Pictures with Larry Buster Crabbe, 2. Flash Gordon Trip To Mars of Universal Pictures with Larry Buster Crabbe, 3. Tim Tyler's Luck of Universal Pictures with Jack Mulhal, 4. Radio Patrol of Universal Pictures with Grant withers, 5. Secret Agent X Nine of Universal Pictures with Jean Rogers and Lon Chaney, 6. Clancy of the Mounted of Universal Pictures with Tom Tyler and William Desmond, 7. Ace Drummond of Universal Pictures with John King

and Jean Rogers 8. *Frankenstein and Invisible Man* of Universal Pictures with Boris Karloff and Claude Rains, 9. *Flash Gordon* of Universal Pictures with Larry Buster Crabbe, 10. *Wolf Dog* of Republic Serial with Rin Tin Tin, 11. *Lightening Warrior* of Republic Serial, 12. *Shadow of the Eagle* of Republic Serial with Ralph Byrd and Kay Hughes, 13. *Dick Tracy* of Republic Serial with Ralph Byrd and Herbert Ralison, 14. *The Blake of Scotland Yard* of Republic Serial with Joan Barclay and Lord Highes, 15. *I was a Captive of Nazi Germany* with Isoble Steele, 16. *Thunder in the Air*. The English Drams, 17. *Sheik Steps Out* Republic Pictures with Ramon Navaro and Lola Lane, 18. *King Steps Out* Directed by Cecil D. Demille, 19. *Crown of Thorns* of M. Y. Gourland, Warner, Dorothy Cummin, 20. *Victory of Faith* by M.Y Gurlan with Ropert La Vigan and Jean Gabin, 21. *Golgotha* by Transit films, 22. *Flight to Planets* of ef Universal Pictures Larry Buster Crable, 23. *Kohens and Kellys in Troubles* Universal Pictures with George Sydney and Charlie Murray,

British Distributors (India) Ltd.—Distributors of films of Associated British film Distributors Ltd., Associated British Pictures Corporation, General Film Distributors Ltd., Grafton Films Ltd —Madras Office 9, Stringers St., Park Town, Madras. Gram and Cable "Kannu" and Phone 2232.

They are distributors of the following films:

Distributors of English Pictures. 95

For freedom—A Gainsborough Picture. The Middle watch—An Associated British picture—Jack Buchanan Mein Kempf—Associated British Picture, Under your Hat—Jack Hulbert & Cicely Courtneidge Charley's Aunt—Graham Moffat—A Gainsborough Picture. The Flying Squad—Sebastian Shaw—Associated British Picture. Let George do it—George Formby—A.T.P. Production contraband—Conrad Veidt—A British National film, Saloon Bar—Gordon Harker—A Capad production Traitor spy—Bruce Cabot Sailors Three—Claude Hulberts—A capad production. The Sigfried Line—A Gainsborough picture, Proud Valley—Paul Robeson—A Capad production. All at Sea—Sidney Powel—A British Lion Picture. The Bulldog sees it Through—Jack Buchanan Associated British Picture convoy—Clive Brook—A Capad production. The Mind of Mr. Reeder—Will Fyfe—A Jack Raymond production, Sons of the Sea—Leslie Banks, Hells cargo.—Robert Newton. Hold My Man—Stanley Lupino.—Associated British film, Old Bill & son—John Mills—A Legeran film, Ask A policeman—Will Hay—Gainsborough picture and Street Singer—Arthur Tracy—British National.

United Artists Corporation—Head Office—Marshall Building, Ballard Road. P.O. Box No. 467 Bombay. Madras Sales Manager: Mr. P. Madhavan, Khaleel Mansions. Mount Road, Madras.

The Cowby and the Lady—Gary Cooper & Merle Oberon, —Wuthering Heights—Merle Oberon & Lau.

rence Oliver—The Real Glory—Gary Cooper & David Niven—The Young in Heart—Janet Gaynor, & Paulette Goddard—Made for each other—Carole Lombard & James Stuart—Over the Moon (Technicolor)—Merle Oberon, & Rex Harrison—Four Feathers (Technicolor)—John Clements & June Duprez, C.—The Thief of Bagdad (Technicolor)—Sabu, & Conrad Veidt—Trade Winds—Frederic March & Joan Bennett—King of the Turf—Adolphe Menjou & Dolores Costello—The man in the Iron Mask—Louis Hayward & Joan Bennett—There Goes my Heart,—Frederic March & Virginia Bruce. Topper Takes a Trip, Constance Bennett & Roland Young, Captain Fury—Brian Aherne, & Victor Mc Kaglen, Zenobia—Oliver Hardy, & Billie Burke.

1939-40 Product: They shall have Music—Joel McCrea and Olivia De Havilland; Raffles—David Niven, London films Productions: Sinner (Technicolor.)—Merle Oberon, The Jungle Boy (Technicolor, Sabu, in Kipling's "Jungle Book." Intermezzo—Leslie Heward & Edna Best, Rebecca—Laurence Oliver, Eternally Yours—Loretta Young, and David Niven; House Across the Bay—Joan Bennett; My Personal Life. Vincent Sheethan's famous book; The House-Keeper's Daughter—Joan Bennett and Adolphe Menjou; 1,000,000 B.C An Imaginative Picturisation of the Dawn of Time—From the best-seller by Kenneth Roberts; Turnabout—Thorne Smith's famous novel. My Son—Howard Spring's famous novel, 'O, Absalom', Two Years Before The Mast—Richard Henry Dana's

Classic ; The House Of Monte Cristo. the further adventures of the beloved hero, and Valentino ; Chaplin Production No. 6. Charlie Chaplin, and Paulette Goddard ; The Californian (Technicolor)-The story of one of history's most notorious women.

Metro-Goldwyn Mayer India Ltd. Head Office—Bombay Metro House, Esplanade Road, Branches at Calcutta and at West End Cinema Buildings Mount Road, Madras—Telegram "Metro films". Phone at Madras 8410.

The following are some of English films distributed by this company: Mata Hari with Greta Garbo and Ramon Novarro. Sons of the Desert with Laurel & Hardy, Naughty Marietta with Jeanette MacDonald and Nelson Eddy. Anna Karenina—Greta Garbo, Tarzan & his Mate—(Re-issue) Johnny Weissmuller and Maureen O'Sullivan. Bonnie Scotland (Re-issue)—Laurel and Hardy. Queen Christina (Re-issue)—Greta Garbo and John Gilbert. Romeo & Juliet—(Re-issue)—Norma Shearer and Leslie Howard. Mutiny on the Bounty—(Re-issue) Charles Laughton & Clark Gable. The Good Earth—(Re-issue) Paul Muni and Luis Rainer. Broadway Melody of 1936. 38 39. 40. The Great Ziegfeld—William Powell and Luise Rainer. Camille—Greta Garbo and Robert Taylor. Marie Walewska—Greta Garbo & Charles Boyer. Trader Horn—Harry Carey & Edwina Booth. Swiss Miss—Laurel & Hardy, Marie Antoinette—Norma Shearer and Tyrone Power.

The Citadel—Robert Donat. Pygmalion—Leslie Howard & Wendy Miller. Idiot's Delight—Norma Shearer and Clarke Gable. Tarzan Finds a son—Johnny Weismuller & Maureen O'Sullivan. Good Bye Mr. Chips—Robert Donat. Lady of the Tropics—Robert Taylor and Hedy Lamor. The Merry Widow (Re issue) Jeanette MacDonald & Maurice Chevalier. Ninotchka—Greta Garbo. Devil's Brother—(Re-issue)—Laurel & Hardy. Waterloo Bridge—Viven Leigh & Robert Taylor. Edison the Man—Spencer Tracy. Gone with the Wind—Clarke Gable, Vivien Leigh (Technicolour) Robert Toney & Clivia de Havilland.

Forthcoming releases: Susan & God—Joan Crawford & Frederick March; Pride & Prejudice Greer Garson & Laurence Olivier. Boom Town Clark Gable, Hedy Lamor. Busman's Honeymoon I Love you again—William Powell & Myrna Loy. Escape—Norma Shearer and Robert Taylor. The Philadelphia Story—Katharine Hepburn, Cary Grant. Bad Man of Wyoming—Wallace Beery-Ann Sothern, Dulcy—Ann Sothern Ian Hunter. Strike up the Band—Mickey Rooney, Judy Garland. Madame Currie—Greta Garbo. The Ex-Mayor of Boys Town—Spencer Tracy, The Shadow of the Thin Man—William Powell Myrna Loy. Witch of the Wilderness Clark Gable. Sea of Grass—Spencer Tracy. The Great Canadian—Myrna Loy Clarke Gable. Third Finger Left Hand—Myrna Loy Melvyn Douglas. Road to Rome—Myrna Loy. To Night at 8-30—Norma Shearer. The Life of Simon Bolivar—Clark Gable. Osborne of

Distributors of English Pictures 99

Sing Sing—Clark Gable Robert Taylor. The Yearling—Spencer Tracy. Forever—Norma Shearer. Go West—Marx Brothers. Lynne Carver. Bombay Nights—Joan Crawford. The World we Make—Norma Shearer. I Married an Angel—Jeanette Mac Donald Nelson Eddy. Tropical Hurricane—Robert Taylor Lana Turner. Broadway Melody of 1941—Eleanor Powell. Combat Car—Wallace Beery. Cause for Alarm Robert Taylor. Wings on his Back James Stewart. Babes on Broadway—Mickey Rooney Judy Garland. The Ziegfeld Girl—Eleanor Powell Hedy Lamarr, Lana Turner. Flight Command—Robert Taylor. Bitter Sweet—Jeanette Mac Donald Nelson Eddie Little Nelly Kelly—Judy Garland George Murphy. A Woman's Face—Joan Crawford James Stewart. Smiling Through—Jeanette Mac Donald. and Night Train to Munich—Margaret Lockwood, Rex Harrison.

Paramount Films of India Ltd., Distributors of Paramount Pictures. California, U. S. A., Bombay Office. Hague Bldg, Ballard Estate, Post Box 623. Bombay.

They are Distributors of the following films :—

Rhythm On The River with Bing Crosby. I want A Divorce—Joan Blondell, Dick Powell. Victory with Fredric March and Sir Cedric Hardwicke. Arise My Love—Claudette Colbert Ray Milland. A Date with Destiny with Basil Rathbone. North West Mounted Police—Gary Cooper Madeleine Carrol. Skylark Clau-

dette Colbert, Melvyn Douglas. Shepherd of The Hills with Robert Preston and Betty Field. Aloma of The South Seas. Dorothy Lamarur, and Joan Hull. There's A Magic in Music, - Allan Jones, Margaret Lindsay. Virginia - Madeleine Carrol. Fred Mac Murray. Sunrise In My Pocket with Gray Cooper. The Road to Zanzibar with Bing Crosby and Dorothy Lamour. Second Chorus-Fred Astaire. The City That Never Sleeps with Joel Mc Crea and Barbara Stanwyck, Fairbanks Jr. The American Vagabond with Douglas Fairbanks. Ballerina with Loretta Young. Ther's Always Juliet-Madeleine Carrol, Fred Mac Murray.

Columbia Films of India Ltd., Head office, 170, Dharamtala Street, Calcuttah. Bombay office, Imperial Chambers, Wilson Rd Ballard Estate, Bombay. Madras office. Sanjeevi Bldg. 189/B, Mount Rd. Madras. Phone 8443.

They are Dirtributors of the following films :—

There's That Woman Again—Melvyn Douglas and Virginia Bruce. Let us Live with Maureen O' Sullivan and Henry Fonda. Smashing The Spy Ring with Fay Wray and Ralph Bellamy. Good Girls Go To Paris with Joan Blondell and Melvyn Douglas. U. Boat 29 or The Spy in Black, with Conrad Veidt and Sebastian Shaw. Mr. Smith Goes To Washington With Jean Arthur and James Stewart. Blind Alley with Chester Morris and Ralph Bellamy. Man That could Not Hang with Boris Karloff and Roger Pryor. Whispering

Distributors of English Pictures 101

Enemies with Dolores Costello and Jack Holt. Golden Boy with Barbara Stanwyck and Adolph Menjou. The Amazing Mr. Williams with Melvyn Douglas and Joan Blondell. His Girl Friday with Cary Grant and Rosalind Russel. I Give My Life with Danielle Darrieux and Anton Walbrook. Too Many Husbands with Jean Arthur and Fred Mc Murray.

Universal Pictures India Ltd., Registered office, Mustafa Building, Sir. Phirozshah Mehta Road, Fort-Bombay. Branch offices, Calcuttah, 170, Dharamtala St., Rangoon 182-196, Fraser St., and Madras. 2/163 Mount Rd. Phone 8276.

They are the Distributors of the following English films:—

Dracula's Daughter—Golia Holden and Otto Kruger. Magnificent-Brute-Victor Mecl aglen and Binnie Barnes. Three Smart Girls with Deanna Durbin and Barbara Read. Night Key with Boris Karloff, 100 Men and a Girl with Deanna Durbin and L. Stokowski. Mad About Music with Dlanna Durbin and Herbert Marshall. Crime of Dr. Hallet with Ralph Bellamy, Josephine Hutchinson. The Rage of Paris with Danielle Darrieux and Douglas Fairbanks, Jr. That Certain Age with Dittinna Durbin and Jackie Cooper. Service De Lusce with Constance Bennat and Charles Ruggless. Son of Fraukenstein with Basil Rathbone and Boris Karloff. Three Smart Girls Go Up with Deanna Durbin and Charles Winninger. The Sun

Never Sets with Douglas Fairbanks Jr. and Basil Rathbone. When To-Morrow Comes with Irene Dunn and Charles Boyer. First Love with Deanna Durbin and Robert Stack. Rio with Basil Rathbone and Victor Mc Laglen. Two Bright Boys with Jackie Cooper and Freddie Bartholomew. Destry Rides Again with Marlene Dietrich and James Stewart. Tower of London with Basil Rathbone and Boris Karloff. All Quiet on The Western Front with Lew Ayres and Slim Summerville. The Invisible Man Returns with Sir Cedric Hardwicke and Vincent Price. Black Friday with Boris Karloff and Bela Lugosi. It's A Date with Denna Durbin and Kay Francis. Bombay Mail (Special) with Edmond Lowe and Shirley Gray.

20th Centry—Fox Corporation. Head Office: Roxy Chambers, New Charni Road, Bombay. Madras Office: 10 Mount Road. Phone 8434,

They are distributors of the following films for the year:

Stanley and Livingstone with Spencer Tracy Nancy Kelly. Elsa Maxwell' - Hotel for Women' Ann Southern. & Linda Darneli: Shipyard-Sally Gracie Fields & Sidney Howard: The Rains Came-Tyrone Power & Myrna Loy. Sherlock Holmes—Basil Rathbone, & Nigel Bruce: The Escape Rane Richmond. Amanda Duff: 20,000 Men a Year—Randolph Scott, Preston Foster: Charlie Chan at

Distributors of English Pictures. 103

Treasure Island—Sidney Toler, Cesar Romero: Pack up Your Troubles—Ritz Brothers, Jane Withers: Hollywood Cavalcade (Technicolor) Alice Faye, & Don Ameche. Inspector Hornleigh on Holiday—Gordon Harker, Alastair Sim: Here I am a Stranger—Richard Greene, Richard Dix. Yours Family is 'Too busy to work' Jed Prouty, Spring Gyington: The Honeymoon's over—Marjorie Weaver, Stuart Erwin: Drums Along the Mohawk—(Technicolor) Claudette Colbert, Henry Fonda: The Cfsco Kid and the Lady—Cesar Romero, Marjorie Weaver: He Married his Wife—Nancy Kelly, Joel Mc Crea: Daytime Wife—Tyrone Power, Linda Darnell: Everything Happens at Night—Sonja Henie, Ray Milland: Barricade—Alice Faye, Warner Baxter: High School—Jane Withers, Joe Brown, Jr.: City of Chance—Lynn Bari, C. Aubrey Smith: The Man Who wouldn't Talk—Lloyd Nolan, Jean Rogers: Charlie Chan in Panama—Sidney Toler, Jean Rogers: They Came by Night Will Fyffe Phyllis Calvert: Shooting High—Jane Withers, Gene Autry: Viva Cisco Kid—Cesar Romero—Jean Rogers: Grapes of Wrath—Henry Fonda, Jane Darwell: Star Dust—Linda Darnell, John Payne: Little Old New York—Alice Faye, Fred Mac Murray: Johnny Apollo—Tyrone Power, Dorothy Lamour: Charlie Chan in City in Darkness—Sydney Toler. Lynn Bari. Swanee River—(Technicolor)—Don Ameche, Andrea Leeds; Free, Blonde and 21—Lynn Bari, Joan Davis: The Blue Bird (Technicolor)—Shirley Temple, Spring Byington: Lucky Cisco Kid—Cesar Romero, Mary Beth Hughes: Sailor's Lady—Nancy Kelly, Jon Hall: Maryland (Technicolor)

—Walter Brennan, Fay Bainter: Charlie Chan's Murder Cruise—Sidney Toler, Marjorie Weaver: I was an Adventuress—Zorina, Richard Greene; Lillian Russel, Alice Faye, Don Ameche: Four sons—Don Amecho! Mary Beth Hughes, Earthbound—Warner Baxter, Andrea Leads.

R. K. O. Radio Pictures Ltd., Heera House, Sandhurst Road, Bombay. Empire Talkie Distributors Madras are the authorised distributors of the R.K O. Radio Pictures, 8, Woods Road, Sagar Buildings-Phone 86068.

They distribute the following films :—

Pinocchio—Walt Disney's second full-length masterpiece in technicolour. The Hunchback of Notre Dame—Charles Laughton and Maureen O' Hara. Irene—Anna Neagle and Ray Milland. Abe Lincoln in Illinois—Raymond Masson. Nurse Edith Cavell—Anna Neagle. The Flying Deuces—Laurel-Hardy. My favourite wife—Irene Dunn and Cary Grant. King Kong—Re-issue. The First Rebel—John Wayne and Claire Trevor. Enchanted Cottage—Ginger Rogers. A Bill of Divorcement—Adolphe Menjou. Tom Brown's School Days—Swiss Family Robinson—Freddie Bartholomew. Meet Dr. Christian—Jean Hersholt. The Other man.—Carole Lombard and Charles Laughton. Kitty Foyle—Ginger Rogers. Passport to Life—Cary Grant. Sister Carrie"—K. Theodore Dreiser's Novel. The Devil and Miss.

Jones '—Jean Arthur. Ariane Pretends—Charles Boyer. No, No, Nanetta—Anna Neagle, Not quite a gentleman—Charles Laughton. Mr and Mrs. Smith—Carole Lombard. They met in Argentina Maureen O' Hara. Two on an Island—Ginger Rogers. Tom Dick and Harry—Ginger Rogers. and Little men—Kay Francis.

Warner Brothers—First National Pictures, Hagwe Building, Bullard Estate, Bombay.

They are to distribute the following films :—

All this and Heaven too—Bette Davis and Charles Boyer. Brother Orchid—Edward G. Robinson. The Sea Hawk—Errol Flynn. They drive by night—George Raft and Ann Sheridan. The Letter—Bette Davis. City for Conquest—James Cagney and Ann Sheridan. This Man Renter—Edward G. Robinson. No Time for Comedy—James Stewart and Rosalind Russel, and Santa Fe Trail—Errol Flynn.

CINEMAS & POPULATION (census 1931.)

Population in India	...	374,200,000
Population of Madras Presidency	...	44,165,000.
Hindus	...	88.31 per cent.
Muslims	...	7.07 ,,
Christians	...	3.80 ,,
Total Revenue.		Rs. 74,93,50,000.
Number of Towns with 50,000 population and above.	... }	24.
Municipalities.	...	82.
Panchayats	...	342.
Number of permanent Cine Theatres in presidency.	... }	234.
Touring Cinemas in the presidency.	... }	199.
Cinemas States in South India (Permanent).	... }	79.
Touring Cinemas in States.	...	24.

CINE THEATRES IN MADRAS PRESIDENCY.

The place that Cinema theatres occupy in relation to the population of the districts can be appreciated

from the following particulars *viz*: the Area, population and density per sq. mile. The names of each Municipality marked, M. and also the population figures of that Municipality are mentioned in the list of Theatres given here in under.

VIZAGAPATAM DISTRICT (Census 1931).

Area	... 8482 Sq. Miles.
Population	... 3, 444, 122.
Density per Sq. Mile	... 426,
Language	Telugu predominantly
Permanent Cine Theatres	... 11.
Touring Cine Theatres	... 6.

Permanent,

1. Parameswari Talkies,	... Salur.
2. Paradise Talkies,	... Vizagapatam (M. 57303)
3. Poorna Talkies,	... Vizagapatam
4. Select Talkies,	... Vizagapatam.
5. Ramakrishna Theatre,	... Chicacole (M. 16 588).
6. Sri Krishna Cinema,	... Vizianagaram
7. Bharat Lakshmi Talkies	... Vijianagaram (M. 44 696).

- | | | | |
|-----|----------------------------|-----|----------------------------|
| 8. | Sri Gowri Shankar Cinema, | ... | Anakapalle
(M. 23 376). |
| 9. | Chandra Mowleeswari Cinema | .. | Barvatipuram |
| 10. | Sri Lakshmi Talkies, | ... | Guzaratipetta |
| 11. | Ramakrishna Talkies, | ... | Narasapatam |

Touring Talkies.

- | | | | |
|----|---|-----|---|
| 1. | Kumaravel Touring Talkies, | ... | Jami Village
Srungavarapukota. |
| 2. | Raghunada Touring Talkies, | ... | No. 1 Bobbili. |
| 3. | Raghunada Touring Talkies. | ... | No. 2 Bobbili. |
| 4. | Sri Vijaya Touring Talkies, | ... | R a j a m Vil-
lage, Pala-
konda Taluq. |
| 5. | Chamria Touring Talkies, | ... | Ichapur. |
| 6. | Sri Suryanarayana Touring Tal-
kies. | ... | Chipurupalli. |

EAST GODAVARI DISTRICT.

Area	... 6220 Sq. Miles.
Population	... 1920, 582.
Density per Sq. Mile.	... 309.
Language	Predominantly Telugu.
Permanent Cine Theatres	... 15.

Permanent Talkies,

1.	Felix Talkies,	...	Cocanada (M. 65952),
2.	Gown Talkies,	...	do.
3.	Prabhat Talkies	...	do.
4.	Majestic Cinema	...	do.
5.	Rajah Talkies	...	Dharmavaram
6.	Kothanda Rama Talkies	...	Gollammidada
7.	Samaraja Talkies	...	Peddapuram. (M. 17338).
8.	Ismail Tulkies	...	Amlapuram.
9.	Sri Venkateswara Talkies	...	Ramachandra- puram.
10.	Sri Lakshmi Narayana Talkies	...	Mandapeta.
11.	Jaya Talkies	...	Rajahmundry, (M. 68526),
12.	Sri Krishna Picture Palace	...	do.
13.	Sri Venkateswara Talkies	...	do.
14.	Hanuman Picture Palace	...	do.
15.	Sri Gajalakshmi Talkies	...	do.

WEST GODAVARI DISTRICT

Area	...	...	2361 Sqr. Mile
Population	...	...	12,23,056
Density per sqr. mile	...	...	518

Language	...	...	Predominantly Telugu
Permanent Cine Theatres	...	5	
Touring Cine Theatres	...	7	

Permanent Talkies

- | | | | |
|--------------------------------|-----|-------------|----------------|
| 1. Ramakrishna Talkies | ... | Ellore. | (M.
57342) |
| 2. Panduranga Picture, Palace, | ... | Ellore. | |
| 3. Chittury's Talkies | ... | Tanmku. | |
| 4. Welcome Talkies | ... | Bhimavaram. | |
| 5. Kesari Talkies | ... | Ellore. | |

Touring Talkies,

- | | | |
|---|-------------|--|
| 1. The Saraswathi Touring Talkies... | Narsapur. | |
| 2. The Star Touring Talkies | ... | Palakol (M.
60904). |
| 3. The Mahalakshmi Touring Talkies | Bhimavaram. | |
| 4. The Royal Touring Talkies | ... | Bhimavaram. |
| 5. The Krishna Royal Touring
Talkies | ... | Attili. |
| 6. The Victoria Touring Talkies | ... | Pothavaram,
Tadepalli.
gudem Taluk . |
| 7. Mooken Talkies | ... | Nidadavolu. |

KISTNA DISTRICT

Area ...	...	...	3547 Sqr. Milles.
population ...	...	...	1254208.
Density per sqr. mile	...	...	354.
Language ...	...	...	Predominantly Telugu
Permanent Cine Theatres	...	...	12.
Touring Cine Theatres	...	...	6.

Permanent Talkies

1. Dhurgakala Mandiram	...	Bezwada (M 60427)
2. Sri Maruthi Cinema	...	do.
3. Sri Lakshmi Talkies	...	Bezwada.
4. Brindavanam Talkies	...	Masulipatam (M 56928).
5. Saraswathi Talkies	...	Masulipatam.
6. Minerva do.	...	do.
7. Saraswathy Talkies	...	Chellapelli.
8. Prabhat do.	...	Pedana.
9. Sri Krishna Kala Mandiram	...	Kavtaram.
10. Sri Gowri Shankar Cinema	...	Gudivada (M. 13535.)
11. Srinivas Cinema	...	Gudivada.
12. Sri Rama Talkies.	...	Bezwada.

Touring Talkies.

- | | | |
|---------------------------------|-----|---------------------------|
| 1. Krishna Touring Talkies | ... | Vuyyur. |
| 2. Humayun | do. | ... Veeranki Lock |
| 3. Ernaman | do | ... Penuganchipr-
ole. |
| 4. Sri Krishna Touring Talkies | ... | Kankipadu. |
| 5. Radhakrishna Touring Talkies | ... | Pedapudi. |
| 6. Coronation Cinema | ... | Nuzvid. |

GUNTUR DISTRICT.

Area	... 5757 Sq Miles.
Population	... 2035 660.
Density per Sq. Mile	... 354,
Language	Predominantly Telugu.
Permanent Cine Theatres	... 14.
Touring Cine Theatres	... 5.

Permanent Talkies.

- | | | | |
|----|--------------------|-----|-----------------------|
| 1 | Ratna Cinema | ... | Guntur
(M. 65179) |
| 2. | Rdhakrishna Cinema | ... | do. |
| 3. | Sri Krishna Cinema | ... | do |
| 4. | The New Theatre | ... | do, |

5.	Sri Venkateswara Cinema	...	Tenali (M. 34580)
6.	Sri Satyanarayana Cinema,	...	do,
7.	Jayaram Talkies	...	Ongole (M, 16672).
8.	Maruthy Talkies	...	Mangalagiri.
9.	Sree Lakshmi Kalamandiram	...	Sattanapalli.
10.	Sri Gopalakrishna Talkies	...	Perala,
11.	Lalitha Talkies	...	Bapatla.
12.	Sri Krishna Cinema	...	Repalli.
13.	Kamala Talkies	...	Nidubrolu.
14.	Angel Talkies	...	Narasaopet, (M, 15403).

Touring Talkies,

1.	Sri Ramakrishna Touring Talkies.	...	Kollur, Tenali Taluk.
2.	Ravindra Touring Talkies	...	Vetapalam, Bapenda Taluk-
3.	Maruthy Touring Talkies	...	Guntur.
4.	Vinolia Touring Talkies, of	...	Nellore, camping in Guntur District.
5.	Virginia Touring Talkies, of	...	Nellore, Camping in Guntur District.

NELLORE DISTRICT.

Area	... 7949 Sq. Miles.
Population	... 1,486, 222.
Density per Sq. Mile	... 187.
Language	Predominantly Telugu.
Permanent Cine Theatres	... 4.
Touring Cine Theatres	... 2:

Permanent Talkies.

- | | |
|------------------------------------|--------------|
| 1. Vinayaka Cinema | ... Nellore, |
| | (M, 45895) |
| 2. The New Talkies Picture Palace. | Nellore. |
| 3. Gandharva Talkies | ... Kavali |
| 4. Sri Ranga Talkies | .. Gudur. |

Touring Talkies.

- | | |
|-------------------------------|------------------|
| 1. City Touring Talkies | ... Allur. Kovur |
| | Taluk |
| 2. Saraswathy Touring Talkies | ... Gudur. |

BELLARY DISTRICT.

Area	... 5713 Sq. Miles.
Population	... 969, 774.
Density per Sq. Mile	... 170.
Language	Telugu & Canarese.

Permanent Cine Theatres ... 8.

Touring Cine Theatres ... 3.

Permanent Talkies.

1. Star Cinema ... Bellary
M. 47 573)
2. Sri Krishna Cinema ... Bellary.
3. B, N. Cinema ... Adoni
(M. 35 635).
4. Prabhakar Talkies — Adoni.
5. Murugan Talkies ... Hospet
(M. 21 673).
6. Guru Sachidananda Cinema ... Hospet.
7. Dhanalakshmi Cinema ... Rayadrug.
8. Royal Picture Palace ... Bellary.

Touring Talkies.

1. Hindumatha Touring Talkies. Kottur, Kuligi
Taluk.
2. Sree Venkateswara Touring
Talkies ... Kosigi, Adoni
Taluk.
3. Sivananda Touring Talkies ... Harpanahalli.

ANANTAPUR DISTRICT,

Area ... 6741 Sq. Miles.

Population ... 1050 411.

Density per Sq. mile	... 156.
Language	Predominantly Telugu.
Permanent Cine Theatres	... 4.
Touring Cine Theatres	... 7.

Permanent Talkies

1. Lakshmi Talkies ... (M. 14211).
2. Excelsior Cinema ... Anantapur (M. 5078).
3. Sri Jain and Mahomed Talkies ... Tadpatri (M. 12620.)
4. Crown Talkies ... Guntakal.

Touring Talkies.

1. Venkateswara Touring Talkies ... Thimman Cherla,
2. Bharath Touring Talkies ... Thimman Cherla.
3. Sri Venugopal Touring Talkies... Beluguppa Kalyan Taluk.
4. Sri Ramakrishna Touring ... Dharmavaram.
5. Sri Mahavir Touring Talkies ... do.
6. Pushpa Vilas Touring do. ... Kadiri.
7. Circar Touring Talkies ... Mada-Ka-Sira.

CUDDAPAH DISTRICT

Area ...	...	...	5919 sqr. miles.
Population ...	...	...	949397.
Density per sqr. mile	...	...	160.
Language ...	...	...	Predominantly Te- lugu.
Permanent Cine Theaters	...	3.	
Touring Cine	do,	...	6.

Permanent Talkies

1. Sri Satya Narayana Talkies ... Cuddappah (M. 22602).
2. Paradise Talkies ... Proddatur (M. 20124).
3. Swami Talkies ... Proddatur.

Touring Talkies

1. Sri Jayalakshmi Touring Talkies... Cuddapah.
2. The Star Touring Talkies ... Rajampet.
3. The Saravana Touring Talkies ... Kodur.
4. The Swami do, ... Proddatur.
5. The Kanyaka Parameswari
Talkies ... Proddatur.
6. Sri Kusumamba Touring Talkies Pulivendla.

KURNOOL DISTRICT

Area	...	...	7581 sqr. miles.
Population	...	...	1024961.
Density per sqr. Mile	...	...	135.
Language	...	...	Predominantly Telugu
Permanent Cine Theaters	...	...	1.
Touring Cine Theaters	...	...	5.

PERMANENT.

1. Sri Nandeswara Talkies ... N a n d i y a l
(M. 22608).

Touring Talkies.

1. Sri Jayalakshmi Touring
Talkies ... Kurnool
(M. 35314.)
2. Sri Lakshmi Touring Talkies. Kurnool.
3. Sri Jaya Mahalakshmi Devi
Touring Talkies ... Nandiyal.
4. Leela Touring Talkies ... Giddalore.
5. Sagar Touring Talkies ... Maddikera.

CHITTOOR DISTRICT.

Area	...	...	5091 Sq. Miles.
Population	...	...	1447 103.
Density per Sq. mile	...	...	245.

Language	Telugu & Tamil.
Permanent Cine Theatre	... 7.
Touring Cine Theatres	... 2.

Permanent Talkies.

1. Sri Gurunath Talkies	... Chittoor	(M. 22018).
2. Pramela	do.	... Chittoor.
3. Bharathi	do.	... Tirupathi
		(M. 19138).
4. Star	do.	... Madanapalli.
5. Kusuma	do.	... Madanapalli.
6. Madusudhana	do.	... Madanapalli.
7. Sri Basaweswara	do.	... Palmaner.

Touring Talkies.

1. Balaram Talkies	... Tirupati.
2. Balakrishna Talkies	... Tiruttani.

CHINGLEPUT DISTRICT.

Area	... 3091 Sq. Miles.
Population	... 1655 115.
Density per Sq. mile	... 535.
Language	Predominantly Tamil,
Permanent Cine Theatres	... 9.
Touring Cine Theatres	... 8,

Permanent Talkies.

1. Kannan	Talkies	...	Conjeevaram (M. 65258).
2. Murugan	do.	...	do.
3. Modern	do.	...	do.
4. Sri Krishna	do.	...	Madurantakam,
5. Tirumali	do.	...	Chingleput (M. 14358).
6. Victoria	do.	...	Alandur.
7. Ranga	do.	...	Perambur.
8. Lakshmi	do.	...	Amjikari.
9. Royal	do.	...	Trivellore.

Touring Talkies.

Gothamchand	Talkies	...	Gummudipundi.
Mukthambika	do.	...	Tiruvallur.
Vel Murugan	do.	...	Kunnathur.
Jaya	do.	...	Tiruvithiyur.
Kumaran	do.	...	Vitukottai.
Precious	do.	...	Tinnanur.
Mooken Talkies-one set		...	Ayanavaram.

MADRAS CITY.

Area	...	29 Sq. Miles.
Population	...	647230.

Density per Sq. mile	... 22 318.
Language	Cosmopolitan. Tamil is more predominant.
Permanent Cine Theatres	... 20.

Permanent Talkies.

1. Gaiety Talkies	...	Madras.
2. Willington Talkies	...	Madras.
3. The Presidency Paragon	...	Walajah Road.
4. Roxy Talkies	...	Purasawalkam, Madras.
5. Kinema Central	...	St. Xavier St. G.T.
6. Broadway	Talkies	... Broadway.
7. Crown	do.	... Mint St., G T.
8. Minerva	do.	... Davidson St. Near Loan Square.
9. Select	do.	... Thathamuthi- appan St. G.T.
10. Regal	do.	... Kondithope.
11. Saraswathi	do.	... Perambur.
12. Brighton	do.	... Rayapuram.
13. Star	do.	... Triplicane High Road.
14. New Elphinstone	...	Mount Road.

15. West End	Talkies	... General Patters Road.
16. Sagar	do.	.. Woods Road,
17. Kapali	do.	... Mylapore.
18. Prabhat	do.	... Broadway.
19. Sri Lakshmi	do.	... Perambur Barracks,
20. Sun Theatre		... Teynampet.

NORTH ARCOT DISTRICT.

Area	... 4648 Sq. Miles.
Population	... 2266 989.
Density per Sq. Mile	... 481,
Language	Tamil Predominantly.
Permanent Cine Theatres	... 12.
Touring Cine Theatres	... 9.

Permanent Talkies,

1. Opera	Talkies	... Vellore (M. 57265).
2. Roxy	do.	... Vellore.
3. Meenakshi	do.	... Tiru v a n n a - m a l a i (M. 27480).
4. Sri Lakshmi	do.	... Gudiyatham (M, 34681)

5.	Blue Bird	Talkies	...	Vaniyambadi (M. 22 940).
6.	Sri Meenakshi	do.	...	Tiruppathur (M. 18 299),
7.	Noorjahan	do.	...	Jalarpet
8.	Lakshmi	do.	...	Arni.
9.	Sri Lakshmi	do.	...	Thiru v a t h i puram.
10.	Rajalakshmi	do.	...	Wandiwash.
11.	Tajmahal	do.	...	Ambur.
12.	Sri Venkateswara	do.	...	Arcot.

Touring Talkies.

1.	Oriental	Touring Talkies	...	Ambur Town, Vellor Taluk.
2.	Lakshmi	do.	do. ...	Vaniyambady Town Tirupa- thur Taluk.
3.	Ananda	do.	do. ...	Pernambat.
4.	Mukhtar	do.	do. ...	Arcot Town, W a l l a j a h Taluk.
5.	Leela	do.	do. ...	Ranipet, Walla- jah Taluk.
6.	Shivaji	do.	do. ...	Arokonam Town do. Taluk.

- | | | | |
|----|-------------|-----------------|--------------------------------------|
| 7. | Coronation | Touring Talkies | Polur Town,
Polur Taluk. |
| 8. | Jothi | do. do. ... | Arni Town, Arni,
Sub-Taluk. |
| 9. | Buvaneswari | do. do. ... | T. Malai Town,
T. Malai
Taluk. |

SOUTH ARCOT DISTRICT

Area ...	...	... 4208 sqr. miles.
Population ...	...	... 2454507.
Density per sqr. mile	...	... 583.
Language ...	...	... Predominantly Tamil
Permanent Cine Theaters	...	... 5.
Touring do.	...	... 7.

Permanent Talkies

- | | |
|--------------------------------|-------------------------------|
| 1. Gajalakshmi Talkies | ... Tindivanam. |
| 2. Sri Krishna Pictures Palace | ... do. |
| 3. Srihdaran Talkies | ... Cuddalore (M
57358) |
| 4. Muthiah Talkies | ... Cuddalore. |
| 5. Pushkala do. | ... Chidambaram
(M. 25093) |

Touring Talkies

- | | | |
|---------------------------------|-----|------------------|
| 1. Shanmughananda Cinetone | ... | Panrurti |
| 2. Kandan Touring Talkies | ... | do. |
| 3. Sridharan Touring Talkies | ... | Tirukkoyilur. |
| 4. Sri Bharathy Touring Talkies | ... | Vriddachalam. |
| 5. Muthukumaran | do, | ... Chidambaram. |
| 6. Sri Ramakrishna | do, | ... do. |
| 7. Mothi | do. | ... Valavanur. |

TANJORE DISTRICT

- | | | |
|------------------------|-----|-------------------------|
| Area | ... | ... 3742. |
| Population | . | ... 2385,920. |
| Density per sqr. miles | | ... 638. |
| Language | ... | ... Predominantly Tamil |
| Permanent Cinemas | | ... 12. |
| Touring | do. | ... 10. |

Permanent Talkies

- | | | |
|-----------------------|-----|--------------------------|
| 1. Diomond Cinema | ... | Kumbakonam
(M. 62317) |
| 2. Rajah Talkies | ... | Kumbakonam |
| 3. Saraswathi Talkies | ... | Kumbakonam. |
| 4. Universal Talkies | ... | Tanjore (M.
66889 |
| 5. Tower Talkies | ... | Tanjore. |

- | | |
|--------------------------|------------------------------|
| 6. Sri Meenakshi Talkies | ... Tanjore. |
| 7. Sundaram do. | ... Mayavaram (M.
31887) |
| 8. Rialto Talkies | ... Tiruvarur. |
| 9. Regal do. | ... do. |
| 10. Neela do. | ... Pattukottai. |
| 11. Sundaram Talkies | ... Thirutharan
Pundi. |
| 12. Lakshmi Talkies | ... Mannargudi (M.
22764) |

Touring Talkies

- | | |
|------------------------------------|------------------------------------|
| 1. New Cinema | ... Shiyali. |
| 2. Sri Kamakshi Touring Talkies | ... Tranquebar. |
| 3. Gaiety Touring Talkies | ... Mayavaram. |
| 4. Ramalingam Touring Talkies | ... Papanasam. |
| 6. Sri Krishna do. | ... Ammapet, Pa-
panasan Taluk. |
| 7. Shree Dhurga Pictures | ... Koradacheri. |
| 8. Sivakumar Touring Talkies | ... Kilasannanallur |
| 9. Shree Venkatesa Touring Talkies | Muthupet. |
| 10. Majesti Touring Talkies | ... Arantanghi. |

TRICHINOPLY DISTRICT

Area ...	...	4314.
Population ...	...	1913245.
Density per sqr. miles	...	443.
Language ...	...	Predominantly Tamil.
Permanent Cinemas	...	13.
Touring do.	...	3

Permanent Talkies

1. Regal Talkies	...	Trichinopoly (M 142843)
2. Wellington Talkies	...	Trichinopoly (M 142843)
3. Roxy Talkies	...	Ranga Vilas Theatre, Tri- chy.
4. Rama Krishna Talkies	...	Trichy.
5. Paramount do.	...	do.
6. Gaiety do.	...	do.
7. Rajah Theatre	...	do.
8. Royal Talkies	...	Karur (M. 19850)
9. Sri Nataraja Talkies	...	Lalgudi.
10. Sri Ranga Rajah Talkies	...	Srirangam (M. 24663)

- | | |
|------------------------|-----------------|
| 11. Devi Talkies Ltd., | ... Srirangam. |
| 12. The Indra Talkies | ... Manaparai. |
| 13. Sri Ranga do. | ... Kulittalai. |

Touring Talkies

- | | |
|--|-----------------------------------|
| Sri Radha Krishna Touring Talkies-Camp | Turaiyur
Musiri Taluk. |
| Jayalakshmi Touring Talkies | ... Camp Musiri
Taluk. |
| Thirumurugan Touring Talkies | ... Mettupalayam
Musiri Taluk. |

MADURA DISTRICT

- | | |
|----------------------|-------------------------|
| Area ... | ... 4912 sqr. miles. |
| Population ... | ... 2195747. |
| Density per sqr mile | ... 447. |
| Language ... | ... Predominantly Tamil |
| Permanent Cinemas | ... 21. |
| Touring do. | ... 2. |

Permanent Talkies

- | | |
|---------------------------|---------------------------|
| 1. New Cinema | ... Madura (M.
181884) |
| 2. Silver Jubilee Talkies | ... Madura. |
| 3. City Cinema | ... do. |
| 4. Imperial Cinema | ... do. |

5. Select Talkies	... Madura
6. Central Talkies	... do.
7. Regal Talkies	... do.
8. Chintamani Talkies	... do.
9. Lakshmi do.	... Theni.
10. Sridhar Talkies	... Chinnamanur.
11. Ponnu Cinema	... Bodinayakunur (M. 27036.
12. Jothi Talkies	... Dindigul (M) 43617)
13. Ponu Talkies	... Uthamapala- yam.
14. Peace Cinema	... Dindigul.
15. Dinamani Talkies	... Madura.
16. Crescent do.	... do.
17. Chandra Talkies	... Batlagundu.
18. Rahim do.	... Periakulam (M. (23004)
19. Karunakaram Talkies	... Periakulam.
20. Jayaram Cinema	... P a l n i (M. 18899)
21. Kodaikanal Cinema	... Kodaikanal (M. 65 23)

Touring Talkies

1. Nandakumar Touring Talkies ... Ayakudy, Palni Taluk.
2. Elizabeth Touring Talkies ... Chinnalapatti, Nilakottai Taluk.

RAMNAD DISTRICT.

Area	... 4819 Sq. Miles.
Population	... 1838 955,
Density per Sq. Mile	... 382,
Language	predominantly Tamil,
Permanent Cine Theatres	... 12.
Touring Cine Theatres	... 8.

Permanent Talkies.

1. Sri Lakshmi Picture Palace ... Devacottah (M. 20 393).
2. Rama Vilasam Theatre ... Karaikudi (M. 21 672).
3. Nataraja Talkies ... Karaikudi.
4. Annamalai do. ... Kottayur.
5. Radha do. ... Virudhunagar (M. 33081).
6. Rajha do. ... Rajapalayam.
7. Ramanathan do. ... Ramnad.

- | | | | | |
|-----|------------------------|---------|-----|---------------|
| 8. | Sri Krishna | Talkies | ... | Karaikudi. |
| 9. | New Dhanalakshmi Ltd., | | ... | Sattur, |
| 10. | Muthu | Talkies | ... | Aruppukkottai |
| 11. | Nambu | do. | ... | Rameswaram |
| 12. | Chitha Ranjan | do. | ... | Sivaganga. |

Touring Talkies.

- | | | | |
|----|---------------------------------|-----|---------------------------------------|
| 1 | Sakhthi Touring Talkies | ... | Sivakasi
(M. 15212). Sattur Taluk. |
| 2. | The Silver Jubille Talkies | ... | Watrap, Sri-
villiputtur
Taluk, |
| 3. | Allan Touring Talkies | ... | Aruppukottai, |
| 4. | Sri Nambu Touring Talkies | ... | Paramakudi, |
| 5. | The Kohinoor Touring
Talkies | ... | Rameswaram, |
| 6 | The Basil Touring Talkies | ... | Kamudhi Mudu-
kulathur Taluk. |
| 7. | Sri Saradha Touring Talkies. | | Singampunari
Trippattur
Taluk. |
| 1. | Sri Kumaran Touring Talkies. | | Padayinipatti
Tirupattur Taluk. |

TINNAVELLY DISTRICT.

Area	... 4315 Sq. Miles
Population	... 2046907
Density per Sq. mile.	... 474
Language	Predominantly Tamil
Permanent Cine Theatres	... 6
Touring Cine Theatres	... 16

Permanent Talkies.

- | | |
|--|-------------------------------|
| 1. Lakshmi Kantha Talkies | ... Tuticorin
(M 60 395) |
| 2. Palace Walesgreen House | ... Tinnevelly
(M. 57 056) |
| 3. The Coronation Talkies | ... Tuticorin |
| 4. Royal Talkies | ... Tinnevelly |
| 5. Krishna Talkies | ... Keela Amba
samudram |
| 6. The Neilai Talkies, at Gana-
pathi Vilas Theatre | ... Tinnevelly |

Touring Talkies.

- | | |
|----------------------------|----------------------------|
| 1. Lilly Touring Talkies | ... Kallidaikurichi |
| 2. Devasagaya Talkies | ... Kadayam |
| 3. Lakshmi Touring Talkies | ... Veeravanallur |
| 4. Popular Talkies | ... Vikramasinga-
puram |

5. Vel Touring Talkies	...	Sivandipuram
6. Liberty Talkies	...	Sankarankoil
7. Dhanalekshmi, Touring Talkies	...	Puliangudi
8. Muthu Talkies	...	Srivaikuntam
9. Hollywood Talkies	...	Kilapavur
10. Golden Talkies	...	Krishnapuram
11. Kanakasabha Talkies	...	Tenkasi
12. Lakshmi Talkies	...	Udangudi
13. Jayalakshmi Talkies	...	Nazareth
14. Pharathamatha Talkies	...	Ettayapuram
15. Murugan Talkies	...	Koilpatti
16. Majestic Touring Talkies	...	Koilpatti

SALEM DISTRICT.

Area	...	7058 Sqr. Miles
Population	...	2433 972
Density per sqr. mile	...	345
Language	Tamil predominantly.	
Permanent Cine Theatres	...	7.
Touring Cine Theatres.	...	13.

Permanent Talkies.

1. Oriental	Talkies	...	Salem
-------------	---------	-----	-------

(M. 102 179)

- | | | | | |
|----|--------------------------|---------|-----|---------------------------|
| 2. | Murugan | Talkies | ... | Salem |
| 3. | Gugai | do. | ... | Salem |
| 4. | Central | do. | ... | Victoria Market,
Salem |
| 5. | Saraswathi Vilas Theatre | ... | | Rasipuram |
| 6. | The Swarnambika Talkies | ... | | Namakkal |
| 7. | Sri Lakshmi | do. | ... | Dharmapuri |

Touring Talkies.

- | | | |
|----|-------------------------------------|---|
| 1. | Ram Mohan Touring Talkies, | Kolathur, Omalur
Taluq. |
| 2. | Shaumuga Touring | do. ... Jalakantapuram,
Omalar Taluq |
| 3. | Lalitha Touring | do. ... Attur |
| 4. | Sri Lakshmi Touring | do. ... No. 2. Tiruchen-
gcde. |
| 5. | Sri Balakrishna Touring
Talkies | ... Tiruchengode |
| 6. | Sri Dhanalakshmi Touring
Talkies | ... Sendamangalam,
Namakkal Taluq |
| 7. | Ganga Touring | do. ... Velur, Namakkal
Taluq. |
| 8. | Kattuputhur Touring | do. ... Pothanur |
| 9. | The Veerampilly Touring
Talkies | ... Hosur |

- | | | |
|---|-----|-----------------|
| 10. The Diamond Touring
Talkies | ... | Dhurmapuri |
| 11. Radhakrishna Touring
Talkies | ... | Pennagram |
| 12. The Great Indian Touring
Talkies | ... | Krishnagiri |
| 13. Sri Ramalingeswara Touring
Talkies | ... | Shevapet, Salem |

COIMBATORE DISTRICT.

Area	... 7085 Sq. Miles
Population	... 2445 064
Density per Sq. Mile	... 345
Language	Tamil Predominantly
Permanent Cine Theatres	... 18
Touring Cine Theatres	... 9

Permanent Talkies

- | | | |
|-------------------------|-----|--------------------------|
| 1. Edison Theatre | ... | Coimbatore (M.
95198) |
| 2. Variety Hall | ... | Coimbatore |
| 3. Carnatic Talkies | ... | do. |
| 4. The Palace Talkies | ... | do. |
| 5. Radha Theatres Ltd., | ... | do. |
| 6. The Rajah Theatres | ... | do. |
| 7. The Nagiah do. | ... | Gobi. |

8. The Tip Top Talkies	...	Gobi.
9. The New Talkies	...	Bhavani Mohan Palace
10. Vasantha Talkies	...	Dharapuram (M. 18218)
11. Universal Theatre	...	Tiruppur (M. 18059)
12. Gaja Lakshmi do.	...	Tiruppur.
13. Narayan Talkies	...	Pollachi (M. 22112)
14. Chellam do.	...	Pollachi.
15. Nataraja do.		The New Theatres and Carnatic Talkies, Ltd., Erode (M. 30836)
16. Jubilee Talkies	...	Udamalpet (M. 13684)
17. Mani do.	...	Sulur.
18. Srinivas do.	...	Mettupalayam.

Touring Talkies

1. Malabar Touring Talkies	...	Camp Perundurai
2. Sivasubramania do.	...	Udamalpet
3. Nayar Touring do.	...	Camp Punjaipuli- ampatti
4. Raja do. do.	...	Uppilipalayam

5. Jagadha	Touring Talkies	...	Camp Gobi Chetti palayam
6. Star	do.	do.	... Avanashi
7. Rajaram	Talkies	...	Andhiyur
8. Chellam	Touring	do.	... Kangayam
9. Meenambika	do.	do.	... Chittode

THE NELIGIRIS DISTRICT

Area	...	...	... 982 sqr. miles
Population	...	...	... 169, 330
Density per sqr. mile	...	...	... 172
Language	...	...	... Tamil
Permanent Cine Theatres	...	...	... 8

Permanent Talkies

1. Blue Mountain	Talkies	...	Ooty
2. Bedford Cinema		...	Coonoor
			(M. 14 326)
3. Ganesh	do.	...	Coonoor
4. Regal	do.	...	Ooty
5. Assembly Rooms		...	"
6. Coronation	do.	...	"
7. Coonoor	do.	...	Wellington
8. Garrison	do.	...	do.

SOUTH KANARA

Area	...	...	4201 sqr. miles
Population	...	...	1372241
Density per sqr. mile	...	...	341
Language	...	...	Predominantly — Canarese
Permanent Cine Theatres	...	2.	
Touring do.	...	2.	

Permanent Talkies

1. Chitra Talkies ... Mangalore
(M. 66756)
2. The National Cinema ... Udupi (I7250)

Touring Tlkies

1. Sri Laxminarayana Touring
Talkies ... of Coondapod cam-
ping at Barkur,
Udupi Taluq
2. Sri Manamohan Touring Talkies-of Chikmaglur com-
ping at Bantwal,
Mangalore Taluq

MALABAR DISTRICT

Area	...	...	5794 sqr. miles
Population	...	...	3533944
Density per sqr. Miles	...	...	610

Language	...	...	Predominant	Mala- yalam
Permanent Cine Theaters	...	5.		
Touring	do.	...	5.	

Permanent Talkies

- | | | |
|--------------------------|-----|-------------------------|
| 1. Radha Picture Palace | ... | Calicut (M.
99273) |
| 2. Crown Theatre | ... | Calicut |
| 3. Coronation Talkies | ... | do. |
| 4. The New Theatre | ... | Palghat (M.
49,084.) |
| 5. Gowder Picture Palace | ... | Palghat. |

Touring² Talkies

- | | | |
|--------------------------------|-----|---------------------------|
| 1. Gowder Touring Talkies | ... | Palghat |
| 2. Variety | do. | Pattambi |
| 3. Jayaram | do. | Tellicherry (M.
30349) |
| 4. Rajaram | do. | Cannanore (M.
34236) |
| 5. The Malabar Touring Talkies | ... | Mannarghat. |

Touring Cinemas In East Godavari.

The Following is the list of touring Cinemas in East Godavari District (Vide page 109 for permanent list).

- | | |
|--------------------------------------|---|
| 1. Jai Lakshmi Touring
Talkies | ... Kothapet, Razole
Taluk |
| 2. Sree Krishna Touring
Talkies | ... Tuni, Tuni Taluk |
| 3. Sree Krishna Touring
Talkies | ... Dowlaiswaram,
Rajahmundry Taluk. |
| 4. The Coronation Touring
Talkies | ... Pittapuram, Pitta-
pur Taluk |
-

CINE THEATRES IN S. INDIAN STATES.

MYSORE STATE.

Area	... 29326 sqr. miles.
Population	... 6557302
Permanent Cinemas	... 34
Touring Cinemas	... 5.

Permanent,

- | | | |
|-------------|---------|-------------------------------------|
| 1. Sagar | Talkies | ... Gandhinagar,
Bangalore City. |
| 2. Majestic | do. | ... Bangalore City |
| 3. Select | do | ... Bangalore City. |

Cine Theatres in S. Indian States 141

4.	Central	Talkies	...	Seshadripuram, Bangalore City
5.	Excelsior	do.	...	Chickpet, Bangalore City
6.	Paramount	do.	...	Market Square, Bangalore City
7.	City	do.	...	Sri Narasinga Raja Rd. B'lore City
8.	Sharada	do.	...	Bangalore City
9.	Shivaji	do.	...	Bangalore City
10.	Himalaya	do.	...	Bangalore City
11.	Prabhat	do.	...	Bangalore City
12.	Chamundeswari	Talkies	...	Mysore City
13.	New Olympia	do.	...	do.
14.	New Opera	do.	...	do.
15.	New Krishna	do.	...	do.
16.	Sri Krishna	do.	...	Chamarajanagar.
17.	New Imperial	do.	...	Oorgaum, Kolar Gold Fields
18.	Gay	do.	...	Robertsonpet,
19.	Olympia	do.	...	Robertsonpet
20.	Permanent	do.	...	Andersonpet
21.	Bharat	do.	...	Andersonpet
22.	Abdulla	do.	...	Chikamagalur Kodur District

23.	Imperial	Talkies	...	Hassan Town,
24.	Sri Krishna	do.	...	Shimoga Town.
25.	Sharada	do.	...	Kolar Town, do, District,
26.	Vani	do.	...	Chikballapur,
27.	Rajah	do.	...	Tumkur Town
28.	Krishna	do.	...	do.
29.	Vasanth	do.	...	Devanagere
30.	Mahalakshmi	do.	...	do.
31.	Vinoda	do.	...	do
32.	Rupvani	do.	...	Chitaldrug Town
33.	Parvathi	do.	...	Chennapattana (Bangalore Dt.)
34.	Lakshmi	do.	...	Dadballapur Bangalore Dt.

Touring Talkies.

1.	Chandrakala	Talkies	...	Chikmagalur
2.	Manomohan	do.	...	do.
3.	Sri Ranganatha	do.	...	Hassan
4.	Sri Krishna	do.	...	Shimoga
5.	Olympia	do.	...	Mandya

HYDERABAD.

Area	...	82698 Sq. Miles
Population	...	14436148
Cine Theatres	...	31.

Cine Theatres in S. Indian States 143

Following is the list of theatres in Nizam's Dominions (Deccan):

Hyderabad City (Deccan). 1. Central, 2. Excelsior, 3. Krishna, 4. Majestic, 5. Minerva, 6. Palace, 7. Royal, 8. West End and 9. Zamrud.

Secunderabad—10 British, 11. Garrison, 12. Imperial, 13. Jubilee, 14. Mondhar, 15. Rajeswari, 16. Rex, 17. Rivoli and 18. Tivoli.

Warangal—19 Globe, 20. Parbhani and 21. Prince.

Nisambad—22 Sri Krishna,

Gulbarga—23 Laxmi, 24. New Madan and 25 Select.

Lutur—26. Lahoti

Aurangabad—27. Gulzar,

Raichur—28 Hanuman, 29 Lakshmi, 30. Noori and 31. Commercial.

TRAVANCORE STATE.

Trivandrum.

Area	... 7625 Sq. Miles.
Population	... 5,095,973
Cine Theatres	... 13

Permanent Talkies.

1. The Chitra Talkies	... Aryasala, Trivandrum.
-----------------------	---------------------------

- 2, New Theatres ... Thampapur,
Central Ry. Stn.
3. Shanmukhananda Picture
Palace ... Near Bus stand
Kuzhithura
4. The Pioneer Picture Palace. Ramavarmapuram
5. Sree Meenambika Theatres. Meenakshipuram,
Nagercoil.

Touring Talkies,

1. Padmanabha Picture Palace. Near Ry. over
Bridge Trivandrum
2. K. V. Talkies ... Nedumangad
3. The Venugopal do. ... Radakkavur
4. The Golden do. ... Vakkom
5. Leela do. Cart Stand,
Thukala

KOTTAYAM.

Permanent Talkies,

1. Divine Talkies ... Meenachi Palai
2. Pankajam Munnar Talkies... Munnar

Touring Talkies.

1. Pankajam Touring Talkies. Perumbavoor

Cine Theatres in S. Indian States 145

COCHIN STATES.

Area	...	1480 Sq. Miles.
Population	...	1205016
Cine Theatres	...	15

Permanent

1. The Paramount Talkies ... Pandit Rd. Cochin
2. The Regal do. ... New Rd. Cochin
3. The Select do. ... do.
4. The Menaka Theatre ... Ernakulam
5. The Pearl Theatre ... Ayyampilly,
Cherai P.O.
6. The Jos. Theatre ... Trichur
7. The Rama Varma Theatre ... do.
8. The Shree Sitharam Talkies. Cochin, Chittur

Touring Talkies.

1. The Popular Talkies ... Trippunittura
2. The Imperial do. ... Karikamuri Rd.
Ernakulam
3. The Babysun do. ... Pudukad
4. The Veerampully do. ... Vadakancheri
5. The Shree Kaleswaran
Talkies ... Cranganur
6. The Nayar do. ... Tiruvilvamala

7. The Shree Soudambika
Talkies ... Nemmara

PUDUKOTTAI STATE.

Area	... 1179 Sq. Miles.
Population	... 400694
Cine Theatres	... 9

Permanent Talkies.

1. Vest Talkies ... Pudukkottai
2. Gaiety Lakshmi Talkies ... Pudukkottai
3. Vest do. ... Viswanathapuram
4. The Chittinad Theatres Ltd., Valampuri-
Valayapatti

Touring Talkies.

1. Sri Brahadambal Talkies... Pudukkottai
2. Sri Annamali do. ...
3. Neelalanjana do. ...
4. Jayavel do. ...
5. Sree Meenakshi Movietone ...

PONDICHERY.

Commercial Talkies	... Pondichery
Duplex Cinema	... do.

ENGLISH PICTURE HOUSES.

List of theatres in South India where English pictures are shown.

Bangalore Cantt.

1. Plaza Talkies, 2. New Globe, 3. New Imperial,
4. B. R. V. Talkies,

Bangalore City.

1. Excelsior Talkies.

Coimbatore.

1. Place Theatre, 2. Garrison Talkies, Wellington,
3. Coronation Talkies. Ootacamund. 4. Assembly
Rooms, Ootacamund.

Golden Rock,

S.I.R Cinema.

Trichnopoly.

Gaiety Talkies, Trichinopoly.

Madura.

Regal Talkies, 2. Chinthamani Talkies.

Trivandrum.

1. New Theatres —

Radha Picture Palace,	... Calicut.
Crown Talkies.	... do.
Swami Talkies	... Quilon
Menaka do.	... Ernakulam
Chitra do.	... Mangalore
Oriental do.	.. Salem,
Central	... Talkies, Salem
Diamond do.	... Kumbakonam
Tower do.	... Tanjore
Palace-De-Wales	... Tinnevelly
Durgakala Mandiram	... Bezwada,
Lakshmi Talkies,	... Bezwada
Minerva Talkies	... do.
BrindavanTalkies	... Masulipatam
Paradise Theatre	... Vizagapatam
Felix Talkies	... C o c o nada,
Majestic Cinema,	... do.
Crown Talkies	... Coconada
Sri Krishna Picture Palace	... Rajahmundry.
Radha Picture Palace.	... Rajahmundry.
Sri Krishna Picture Palace	... Guntur
Imperial Talkies	... Oorgaum

Madras.

Roxy Talkies, 2. New Elephinstone, 8. West End Talkies, 4: Minerva Talkies.

CINE THEATRES IN BOMBAY

Alfred Talkies, Grant Road; Alexander Cinema, Ballasis Road; Capital Cinema, Corner of Ward; Central Cinema. Charni Road; Coronation Talkies, Grant Road; Crown Cinema, Gopitha; Edward Cinema, Kalbadevi; Eros Theatre, Empire Talkies, Hornby Road; Excelsior Cinema, Ravlin Road; Elphinstone Talkies, Falkland Road; Globe Cinema, Golpitha; Hind Mata Cinema, Vincent Street, Dadar; Imperial Cinema, Lamington Road; Kohinoor Cinema, Dadar; Krishna Talkies, New Charni Road; Lamington Talkies, Lamington Road; Mahim Talkies, Lady Jamsetjee Road; Majestic Cinema, Girgaum; Minerva Talkies, Lamington Road; Novelty Talkies, Grant Road; Olympia Cinema, Falkland Road; Palace Talkies, Byculla; Pathe Cinema, Lamington, Road; Plaza Talkies, Dadar; Radio Talkies, Palton Road; Regal Cinema, Apollo Bunder; Royal Opera House; Cinema, New Queen's Road; Roxy Talkies, New Queen's Road; Saraswathi Cinema, Delisle Road; Super Cinema, Grant Road; Surya Cinema, Parel; Wellington Cinema, Dhobi Talao, West End, Lamington and Venus Cinema; Chinchpokli and Metro Dhobi Talao.

In Calcutta City

Alega, Alfred, Bharath Ramani, Bijoli Chhayloke, Chhubigher, Chitra, Corinthian, Cornwallis, Crown Dipali, Empire, Entally, Ganesh, Howrah, Krishna, Madan, Majestic, Maypuri (Howrah) Metro, National, Natya Peeth Nawbharat (Howrah) New Cinema, New Empire New Paragou, New Royal, Park Show, Plaza, Purna, Rangamahall, Regal R. K, O. Elphinstone, Ronak, Rupbani, Sree, Sri Rupa (Howrah) Sukalyani, Super and Talkie show.

CINEMAS IN BURMA :

Rangoon : Dossani, Excelsior, Globe, Kings, Manek, Moti, Odeon Palladium, Pathe, Regal, Roxy, Gaiety Dargon Sher all and Royal.

Moulmein—Bandoolla, King, Empire and Regal.

Mandaly—Elphinstone, and Rata! bono Maymyo : Empire, Rialto and Regal.

CINEMAS IN CEYLON.

Colombo : Capital, Elphinstone, Empire Majestic, New Olympia, Regal, Tower, Gaiety Guntupitia and Plaza.

Kandy—Empire and Wembly.

Jaffna—Regal and Windsor.

SHORT NOTES ON THEATRES MADRAS CITY

Roxy—Purasawalkum, Madras. Started on 6th Nov. 1931.

Prop : Globe Theatres.

Managing Agents ; Kooka Sidhwa and Co. Telephone 3111.

Accommodation 767.

Telegrams : Roxycine. Madras.

Manager : Mr. N. N., Mistri.

Pictures ; English

Classes : Rs. 2-8 ; 1-12-0 ; 1-2-0 : 0-9-0, 0-4-6 ;

Machine ; Western Electric.

Wellington Talkies, 17, Mount Road, Madras.

Prop : Mr. M. B. Billmoria of Bombay. Telephone : 2394.

Manager : Mr. S. B. Kapadia

Accommodation : 1201 ; Classes : 3-8-0 ; 2 8-0 ; 1-12-0 ; 1-2-0 : 0-9-0 ; 0-4-6.

Machine : Western Electric.

New Elphinstone, 184, Mount Road, Madras.

Accommodation : 835.

Prop : Western India Theatres, Bombay.

Manager : Mr. P. G. Plate. Asst. Manager : Mr
T. V. Nagaraj. Phone : 3206. Telegrams : Evernew

Pictures : English.

Classes : 2-8-0 ; 1-12-0 ; 1-2-0 ; 0-14-0 ; 0-9-0 ;
0-4-6.

West End Talkies, Mount Road, Madras : Started
on 3rd July 1935.

Prop : Mr. Dorabji Burjorji. Phone : 8319.

Accommodation : 1038. Classes : 2-8-0 ; 1-12-0 ;
1-2-0 ; 0-9-0 ; 0-4-6.

Machine ; Western Electric,

Minerva Talkies, 7-6, Davidson Street, G. T.
Madras, near Loane Sucre. Started on May 11,
1936.

Prop : Mr. C. Pulliah. Manager : Mr. Ramachandran.

Accommodation : 355. Classes : 1-2-0 ; 0-9-0 ; 0-6-0 ;
0-4-6.

Phone : 4026 ; Telegram ; " Minerva "

Pictures : English Pictures from all brands.

Speciality : Attractive Terrace Theatre with garden.
Three shows daily and four shows on Saturday and
Sunday including the one in the morning.

Machine : Western Electric.

Broadway Talkies, 4-95 Broadway, G. T. Madras.
Phone : 3521.

Prop : Madras Theatres (Mr. M.T. Rajan, Mr. Jayanthilal Thakore and Mr. C. P. Sarathy).

Accommodation : 1,187. Classes : 2-4-0 ; 1-2-0 ; 0-12-0 ; 0-9-0 ; 0-4-6.

Manager : Mr. Gandhi.

Machine : R. C. A.

Kinema Central 49 St. Xavier St. G T. Madras.
Phone : 2695.

Prop : Madras Theatres.

Accommodation : About 1,000. Classes : 1-2-0 0-9-0 ; 0-6-0 ; 0-4 6 ; 0-2-6.

Manager : C. L. Nethrasikbamani Mudaliar.

Pictures : Tamil, Telugu, Hindi or Urdu.

Machine : R. C. A.

Paragon Talkies, 57-58 Wallajah Road, Mount Road, Madras.

Phone : 8218.

Prop : Presidency Talkies Ltd., Managing Director : Mr. K. V. Al. Am, Alagappa Chettiar.

Accommodation : 912. Classes : 1-2-0 ; 0-12-0 ; 0-9-0 ; 0-6-0 ; 0-4-6.

Machine : Western Electric.

Manager : Mr. Ratnam Chettiar. Assistant : Mr. Sundaram.

Gaiety Talkies, Mount Road, Madras.

Sole Proprietor : Mr. T. S. Pl. P. Chidambaram Chettiar.

Accommodation : About 780 : Phone : 8383.
Classes : 2-4-0, 1-2-0, 0-9-0, 0-4-6.

Manager : Mr. Dinshaw Gotla.

Machine : R. C. A.

Crown Talkies 276-277, Mint Street, G. T. Madras,
Phone : 3276.

Prop : Chamria Talkie Distributors, Madras.

Accommodation : 850. Classes : 2-4-0, 0-12-0, 0-4-6.

Machine : R C. A. P. G. 30,

Select Talkies, 31. Thathamuthiappan Street, Sowcarpet P. O., Madras. Phone : 4046.

Started on 17th Augst 1935.

Controlled by : Select Picture Circuit, Gandhinagar, Bangalore City. (The Circuit controls, besides. Theatres in Bombay, Hyderabad, Secundrabad Vizag and Madura,

Managing Partner : Mr. L. L. Patel. Manager Mr. Amin.

Accommodation : 780 Classes : 2-4-0, 1-8-0, 1-2-0, 1-2-0, 0-12-0, 0-9-0, 0-4-6.

Machine : R. C. A. P.G. 30 model.

Star Talkies—Triplicane High Road, Madras
Phone : 8281 Started on 31st August 1935.

Prop : Mr. N. K. Irani.

Asst. : Mr. Shankar.

Accommodation : 950, Classes : 2 4-0, 1-2-0, 0-12-0, 0-9-0, 0-4-6.

Machine : R. C. A.

Saraswathi Talkies, Strahans Road, Otary, Madras.
Phone 2129.

Prop : Madras Theatres and Mr. A. P. Sarathy.

Manager : Mr. S. Ratnavelu Mudaliar

Accommodation : About 1,000. Classes 1-2-0, 0-9-0, 0-4-6, 0-3-6, 0-2-3.

Machine : B. T. H.

Regal Talkies, 155 Wall Tax Road. Phone : 3683
Started on 27th December 1935

Prop : Madras Talkies Ltd., Banga'ore

Manager : Mr. Mohideen Khan.

Accommodation—939 Classes : 0-9-0, 0-4-6, 0-3-6, 0-2-3.

Pictures—Hindi and Urdu pictures

Brighton Talkies, Royapuram, Madras. Phone: 2111
Started on 18th April 1935

Manager: Mr. Thivari.

Accommodation: 698 Classes. 1-2-0; 0-9-0, 0-3-6 and 0-2-3.

Pictures: South Indian.

Ranga Talkies Paper Mills Road, Prambur, Madras.
Phone: 4062. Four fourlongs from the Railway Station.

Accommodation: 1200

Pictures: Tamil, English and Urdu or Hindi.

Machine: R.C.A. Double Projector.

Classes: 1-2-0, 0-9-0, 0-6-0, 0-4-6 0-2-3.

Sagar Talkies, No. 8, Woods Road, Near Congress House, Royapettah Madras, Phone 8049.

Started on 7th Oct. 1938.

Capacity: 1093.

Mr. L. L. Patel, Managing Partner.

Manager: Mr. S. F. Byramshah.

Classes: 2-4-0, 1-8-0, 1-2-0, 0 12-0, 0-9-0, 0-6-0. and 0 4-6, special accommodation for gosha ladies in 0-9-0 and 0-4-6 classes.

Machine: R.C.A. latest deluxe model with high intensity arcs, producing moonshine lights.

Pictures: Hindi and Urdu. Special Accommodation for parking cars inside the theatre

Prabhat Talkies, 97 Pophams Broadway. Madras.

The latest and up-to-date Talkie House

Phone 2882;

Pro: Madras Theatres.

Pictures: South Indian

Manager: Mr. T. Kannabiran.

Kapali Talkies, 2 & 3/34 Brodies Road, Mylapore, Madras, Phone: 8014.

Pictures: South Indian.

Sun Theatre. Gopathy Narayanaswami Chetty Road Teynampet Phone: 88125.

Pro; Mr. T. Sundara Rao Naidu, B.A, B.L. (Ex. M.L.C.) Harris Road, Madras

Pictures: South Indian.

Mr Irani's New Theatre, Next to Gaiety Talkies, Mount Road, Madras.

Chithra Talkies. Lang's Garden Road, Near Harris Bridge, Mount Road, Madras.

Central Talkies, Mount Road Madras.

LIST OF PICTURES.

The following is the list of pictures released since the beginning of the South Indian Talkies till the end of '40.

TAMIL.

1. Kalidoss, 2. Harischandra, 3. Galava, 4. Ramayana, 5. Savithri, 6. Parijatha Pushpaharanam, 7. Kovalan, 8. Sita Kalyanam, 9. Valli (National Theatre) 10. Valli (Vincent) 11. Prahalada, 12. Sakkubai, 13. Nandanar (New Theatres) 14. Sri Krishna Leela, 15. Srinivasa Kalyanam, 16. Sakunthala, 17. Sathi Sulochana, 18. Lava Kusa, 19. Drowpathi Vastharapaharanam 20. Drowpathi Vasthrapaharanam, (Angel's film) 21. Bhama Vijayam. 22. Pavalakodi, 23. Gopalakrishna, 24. Dumbachari, 25. Dasavathar, 26. Kovalan, 27. Alli Arjuna. 28. Harichandra (Vincent) 29. Mohini Rukmangada, 30. Subadra Haran, 31. Markandeya. 32. Chandrasena. 33. Naveena Sarangadara, 34. Original Sarangadara, 35. Nallathangal, 36. Nallathangal (New Theatre, 37. Dhuruva, (Pioneer) 38. Dhuruva (New Theatres). 39. Thooku Thooki, 40. Nala Damayanthi, 41. Ramadas. 42. Gule Bakavali. 43. Baktha Nandanar, (Asandas) 44. Gnana Sounrai, 45. Lanka Dahan, 46. Poorna Chandra, 47. Maya Bazaar 48. Siruthonda Nayanar, 49. Sathi Abalya (Chandra Bharathi) 50. Radha Kalyanam, 51. Krishna Arjuna, 52. Lalithangi, 53. Raja Boja, 54. Rajambal. 55. Original Pattinathar, 56. Vel Picture's Pattinathar. 57. Ratnavali, 58. Dharma Patni,

59. Sati Leelavathi, 60. Pathi Bakthi, 61. Kabirdas. 62. Kausalya, 63. Paduka Pattabishekam, 64. Menaka. 65. Chandrasahsa 66. Rukmani Kalyanam, 67. Manohara, 68. Athiroopa Amaravathi, 69. Naveena Sadharam. 70. Ali Badusha, 71. Krishna Naradi, 72. Leelavathi Sulo-chana, 73. Usha Kalyanam, 74. Tharasasangam, 75. Baktha Kuchela, 76. Garuda Garva Bangam. 77. Madras Mail. 78. Nalayini(Sundaram Sound studios), 79. Nalayini (Oriental Sound picture), 80. Raja Desingh, 81. Seemanthini, 82. Srimathi Parinayam, 83. Viswa-mithra 84. Mahabaratham, 85. Bhama Parinayam, 86. Chandra Mohana, 87. Satya Seelan, 88. Parvathi Kal-yanam, 89. Chandrakantha. 90. Mirabai.

IN 1937

91. Raja Bakthi, 92. Two Brothers, 93. Vasanthasena, 94. Balayogini, 95. Baktha Jayadev, 96. Miss Sundari, 97. Sati Ahalya, 98. Chinthamani, 99. Vikrama Stbree Sahasam, 100. Devadas, 101. Sri Thiagaraj. 102. Chamundeswari, 103. Harijan Girl, 104. Sati Anusuya, 105. Danger Signal, 106. Krishna Thulabaram 107. Jothi Arunagirinathar, 108. Padma Jyothi, 109. Mr. Ammanji, 110. Kausalya Parinayam, 111. Bala Mani, or. Pukka Tirudan 112. Baktha Tulsidass, 113. Naveena Niru-pama, 114. Basmasura Mohini with a comedy of Mr-Loose and Tight, 115. Pucca Rowdy, 116. Minnal Kodi. 117. Purandaradass, 118. King Vellala 119, Miss Kamala 120, Sundaramurthi Nayanar, 121. Saint Arunagiri, 122. Ambikapathi, 123. Minor Rajamani, 124, Indra

Saba, 125. Rajasekaran, 126. Andal Thirukalyanam, 127. Raja Mohan 128. Solidier's wife.

IN 1938

129. Nandkumar, 130. Lion of Harijans, 131. Jalaja 132. Mada Sambirani, 133. Vishnu leela, 134. Baktha Namadev, 139. Vipranarayana (Madras Sound Studios), 135. Daksha Yagna, 136. Kannappa Nayanar, 137. My Love and Idiot son-in-law, 138. Seva Sadan, 139. Tenali Raman, 140. Vanaraja Karzan, 141. Kambhar, 142. Traitor, 143. Mayooradwaja, 144. Baktha Meera, 145. Bhoo Kailas, 146. Onward March, 147. Sri Kanda Leela, 148. Sri Ramanujar, 149. Musiri Tukaram, 150. Maya Mayavan, 151. Swarnalatha, 152. Orphan Girl, 153. Bagya Leela, 154. Thayumanavar, 155. Youth League, 156. Yayathi, 157. Ekanath,

IN 1939

158. Jothi Ramalingaswamigal, 159. Madurai Veeran, 160. Asattu Veeran Manaivi, 161. Veera Ramani, 162. Punjab Kesari, 163. Maya Machindra, 164. Sowbagya-vathi, 165. Sairandhiri, 171. Seethapaharanam, 166. Luck, 167. Thiruneelakantar, 168. Bharath Kessari, 169. Sakkubai, 170. Mathru Bhoomi, 171. Vamana Avathar 172. Veera Garjani 173. Ramba's love. 174. Panduranga Vittal, 175. Prahalada, 176. Don't Laugh, 177. Anandaashram, 178. Thyaga, bhoomi, 179. Santhanadevan, 180. Suguna Sarasa- 181. Vamanavathar, 182. Manikkavasagar, 183. Bombay Mail, 184. Sankaracharya, 185. Manmatha

Vijayam, 186 Ramanama Mahima, 187. Kiratha Arjuna, 188. Rajasekaran. 189. Panduranga Vittal with T.A. Madhuram and M.R. Krishnamurthy, 190. Sakthi Maya with the Members of the Shining Star Society, Madras.

1940.

191. Baktha Chetha with Papanasam sivan and G. Subbulakshmi. 192. Bagyathara with Rin tin tin and others. 193. Bakthi with Subbiah Naidu and Lakshmi Bai. 194. Jayakodi with K.T. Rukmani and Natarajan, 195 Jai Bharath with P.S. Srinivasa Rao and M.A. Rajamani, 196 Vimochanam with all the Girl students of Music school, Madras. 197. Abala with Seethalakshmi and others 198. Krishnan Thoothu with Serukalathur sama and P. Kannamba, 199. Kalamegam with T.N. Rajaratnam Pillay and S.P.L. Danalakshmi and others, 200. Sathi Murali with M.K. Santhanalakshmi and M.K. Radha. 201. Naveena Vikramadityan with N.S. Krishnan and T.A. Maduram party, 202. Sathi Mahananda with P.B. Rangachari and others, 203. Satyavani with K.V.L. Vasantha and M.R. Radha, 204. Veera Jagadish with S.S. Rajamani and M.R. Radha. 205. Prisoner of Blue Mountain with Natarajan and Susila Devi. 206. Vayadi and Polipanchali with T.V.A. Poorani and T.R. Ramachandran, 207. Mathru Dharmam with T. P. Rajalakshmi and V.A. Chellapa, 208. Shyama Sunder with K. Thavamani devi and others, 209. Thirmangai Alwar with Kothamangalam

Seenu and K.T. Rukmani, 210. Mani Mehalai with K.B. Sundarambal and others, 211. Parasuramar with K.V.L. Vasantha and Serukalathur Sama and others. 212. Chandra gupta with Sambamurthi and Vasantha Kokilam, 213. Child Marriage with Ramkumar and Rukmani and Santha, 214. Suryaputhri with Chellam, Seenu, Subbu and Rajkumari, 215. Meenakshi Kalyanam with M.R. Krishnamurthi and Premavathi. 216. Desh Bhakthi Sri Dhanalakshmi, and Damayanthi, 217. Hari Hara Maya, Modern Theatres, Salem, 218. Rajayogam, with T.S. Krishnaveni S.K. Natarajen. 219.. Vikrama Oorvasi, Kali N. Rathnam, and C.S. Meenasulochani, 220. Dana Sura Karna, B.R. Panthulu & Tripuramba, 221. Shylock with Serukalathur Sama and others, 222. Bad Coin with Sarangapani and others, 223. Life of Mahatma Gandhi. (Documentary Films), 224. Bhooloka Rambai with K.V.L. Vasantha and others. 225. Tillotama produced by Premier, Cinetone. Coimbatore, 226. Oorvasi Sahasam, P.B. Rangachari, and K. Subbulakshmi. 227. Uttama Puthiran with M.V. Rajamma T.S. Baliah and P.W. Chinappa. 228. Sakuntalai with M.S. Subbulakshmi and G.N. Balasubramaniam.

TELUGU FILMS

The following is the list of pictures since the beginning of the South Indian Talkies till the end of 1940.

1. Kalidoss, 2. Savithri, 3. Prahalada, 4. Chintamani
5. Ramdass (Imperial) 5. Ramdass (East India) 7.
- Ahaly, 8. Paduka Pattabishekam, 9. Sakunthla, 10.
- Prithiviputhra 11. Seetah Kalyanam, 12. Lava Kusa-
13. Kabirdass, 14. Prithni Pathna 15. Krishna,
- Thulabaram, 16. Sakkubai, 17. Kuchela, 18. Krishna
- Leela, 19. Ramayanam, 20. Harisohandra. 21. Sati
- Anusuya, (Aurora) 22. Dhuruva, 23. Sati Anusuya,
- (East India) 24. Droupathi Manasamrakshanam, 25.
- Drowpathi Vastharapaharam, 26. Lanka Dahan, 27.
- Sathi Thulasi, 28. May Bazaar, 29. Prema Vijayam,
30. Sarangadara, 31. Dasayathar 32. Kanakathara,
33. Mohini Rukmangada, 34. Narayana, 35. Viratapar-
- vam, 36. Chitranaleeyam, 37. Tukaram, 38. Chalmo-
- hanranga, 39. Satyanarayana Viratham, 40. Kasalu-
- peru, 41. Grihalakshmi 42. Vipranarayana, 43. Baktha
- Markendeya, 44. Kachadevayani, 45. Krishna Jara,
- sanda, 46. Mala Pilla, 47. Rukmani Kalyananam, 48.
- Mohini Bhasmasura, 49. Baktha Jayadev, 50. Venka-
- teswara Mahatyam, 51. Vandematharam, 52. Vara-
- Vikrayam, 53. Rytu Bidda. 54. Malli Pelli, 55. Amma,
56. Usha Parinayam, 57. Radhakrishna, 58. Jayap-
- rada. 59. Panduranga Vittal, 60. Pasupathastharam,
61. Mahananda, 62. Sampoorana Ramayana. 63. Mahi
- Ravana.

1940

Chandika, Kannamba: Sumangali, Malathi and Kumari: Bhoja Kalidas, Kannamba: Barister Parvathisam, Lonka Satyam: Educated Wife, Vijian: Illalu, Kanchanamala: Malathi Madhavam, Pushpavalli and Banumathi: Viswa Myhini. Y.V. Rao and Lalitha Meerabai, Chellam and G.V. Subba Rao: Jeevan Jothi, Krishnaveni: Bhookailas, Subbiah Naidu and Lakshmi-bai.

KANARESE

Raja Sooya, Sati Sulochana, Satharam, Samsara Nowka, Purandaradoss, Chiranjeevi & Markandeya, Subhadra Haran (under production).

MALAYALAM

Balan and Gnanambika & Rajaleela.

MADRAS FILM BALLOT

The Madras Film Ballot was started in 1935 under the auspices of the Madras Film League. The Ballot was for the stars and pictures seen during the year 1934. The following were the results during the last six years.

Film Ballot for 1934

Films English: 1. Queen Christina, 2. The House of Rothschild, 3. Tarzan and his Mate,

Indian: 1. Chandidas, 2. Bhama Vijayam, 3. Valli's Wedding.

Male Stars—English: 1. George Arliss, 2. Clark Gable, 3. Charles Laughton.

Indian: 1. Saigal, 2. D. Billimoria, 3. M.R. Krishna-murthy,

Female Stars, Foreign: 1. Greta Garbo, 2. Norma Shearer, 3. Joan Crawford.

Indian: 1. T.P. Rajalakshmi. 2. Uma Devi. 3. P.S. Ratna Bai,

Film Ballot for 1935

Films, English: 1, Anna Karenina 2. Count of Monte Cristo, 3, Les Miserables.

Indian Tamil: Menaka, 2. Baktha Nandanar, 3. Naveena. Sarangadhara,

Telugu: 1. Krishna Leela, 2. Lava Kusa,

Hindi: 1. Amirthmanthan, 2. Devadas.

Male Stars. Foreign: 1. Fredric March, 2. George Arliss, 3. Maurice Chevalier.

Indian: Tamil: 1. M.K. Thyagaraja Bagavathar, 2. M.R. Krishna murthi.

Telugu: 1. Vemuri Gaggayya, 2. Master Bhima Rao.

Hindi: 1. Saigal 2. Motilal.

Female Stars: English: 1. Cretea Garbo. 2. Shirley Temple 3. Norma Shearer

Tamil, 1. S.D. Subbulakshmi, 2. M.S. Vijayal, 3. K.B. Sundarambal.

Telugu: 1. Sri Ranjini.

Hindi: 1. Sabita Devi, 2. Madhuri, 3. Nalini Tarku^d

Film Ballot for 1936.

Films: English: 1. Modern Times, 2. A Tale of Two Cities, 3. Mutiny or the Bounty.

Tamil: 1. Baktha Kuchela, 2. Pattinathar, 3. Two Brothers.

Telugu: 1. Sati Tulasi, 2. Drowpathi Vasthrapharanam.

Hindi: 1. Achuth Kanya, 2. Amar Jyothi, 3. Dhoop Chaon,

Male Stnrs: English: 1. Fredric March, 2. Ronald Colman, 3. Charlie Chaplin

Tamil: 1. K.P. Kesavan, 2. Thyagaraja Bagavathar, 3. Dandapani Desigar.

Telugu: 1. Gaggiah, 2. Yedavalli, 3. Dommetti.

Hindi: 1. Saigal 2. Ashok Kumar. 3. Chandramohan.

Female Stars: English: 1. Shirley Temple, 2. Greta Gerbo, 3. Claudotte Colbert.

Tamil: 1. S.D. Subbulakshmi, 2. M.S. Vijayal.

Telugu: 1. Ramathilakam, 2. Sri Ranjini, 3. Kannamba

Hindi: 1. Devika Rani, 2. Uma Devi. 3. Durga Kote.

Film Ballot for 1937

Films; English: 1. Romeo and Juliet, 2. Prisoner of Zenda, 3. Good Earth.

Tamil: 1. Chinthamani, 2. Ambikapathi, 3. Bala Yogini.

Telugu: 1. Kanakathara, 2. Bala Yogini, 3. Mohini Ruk-Mangadha.

Hindi: 1. The Unexpected, 2. President, 3. Tukaram.

Male Stars; English: 1. Paul Muni; 2. Ronald Colman. 3. Robert Taylor.

Tamil: 1. Thiagaraja Bagavathar, 2. K.P. Kesavan, 3. Y.V. Rao.

Telugu: 1. V. Gaggiah, 2. Dommeti Suryanaryana, 3. C.S.R. Anjaneyalu.

Hindi: 1. Saigal, 2. Ashok Kumar, 3. Motilal.

Female Stars; English: 1. Greta Garbo, 2. Shirle Temple, 3. Norma Shearer,

Tamil: 1. Aswathamma, 2. S.D. Subbulakshmi, 3. M.R. Santhanalakshmi.

Telugu: 1. P. Kannamba, 2. P. Ramathilakam. 3. Baby Saroja, (who came 4th in the list of Tamil Actresses.)

Hindi: 1. Santha Apte, 2. Devika Rani, 3. Sabitha Devi,

Film Ballot Result for 1939

The counting of votes of the 6th Annual Film Ballot was held on Wednesday 28th March 1940, The following are the results:—

The 6th Annual Madras Film Ballot

The most popular pictures and stars seen during the year 1939.

Films: Tamil: 1. Thiruneelakandar, 2. Santha Sakkubai. 3. Ramba's Love.

Telugu: 1. Vandemadaram. 2. Vara Vikrayam. 3. Rytu Bidda.

N. Indian: 1. Pukar. 2. Admi, 3. Mother India.

English: Robinhood. Wizard of Oz. Goodbye Mr. Chips.

Male Stars: Tamil: 1. M.K. Thyagaraja Bagavathar, 2. Sarangapani. 3. P.G. Venkatesan.

Telugu: 1. Nagiah, 2. Balejepalli. 3. Ragavachari.

N. Indian: 1. Saigal. 2. Shorab Modi, 3. Chandra-mohan.

English: 1. Errol Flynn. 2. Robert Donat. 3. Ronald Colman.

Female Stares: Tamil: 1. K. Aswathamma. 2. T. A. Maduram, 3. S.D. Subbulakshmi,

Telugu: 1. Kanchanamala, 2. Pushpavalli, 3. Surya-kumari.

N. Indian: 1. Kanan Bala, 2. Naseem. 3. Devikarani.

English: 1. Bette Davis. 2. Norma Shearer. 3. Shirley Temple.

TAMIL LADY ARTISTES

Following is the list of some Artistes of Tamil screen : with their latest pictures during 1938-40 :

Aswathamma K. Visweswarapuram, Bangalore—Chintamani and Sakkubai.

Aranganayaki K. Madras—Chintamani and Veer Jagadish.

Balasaraswathi—63 Harris High Road, Mount Road, Madras—Thiruneelakantar.

Bhanumathi, Kumbakonam—Jalaja.

Bannibai, Cine Artist, Sowcarpet P. O. Madras—Santha Sakkubai

Baby Saroja, 10, Sullivans Street, St., Thome,
Madras—Phone 86075, —Kamadhenu

Baby Sulochana, 28, Ammiappa Mudali Street
Royapettah, Madras

Chellam K. R. c/o. V. V. Satagopan, Residence of
Mr. K. Soundararajen B.A., B.L. D' Sylva Road
Mylapore, Madras—Suryaputhri

Chandra (Miss Clara) Royapettah High Road,—
Vayadi

Dhanalakshmi S.P.L., "Alyil Amarndel" Nilayam,
3rd Bazlullah St. T. Nagar—Kalamegam and Desh
Bhakthi—Phone 88310

Damayanthi T. S.—Aliyil Amarndel, Nilayam 3rd
Bazlullah St. T. Nagar—Desh-Bhakthi

Devasena M.S. 2-49 Mulla Sahib St. G.T. Madras—
Manikkavasagar

Gnanambal P.S. Madras—Satyavani and Kalamegam-
Janakam T.V. Tanjore, Shylock.

Janaki S.R.—Madras Bhakthachetta.

Krishnaveni T. S. Neelakanta Mehta St. T. Nagar,
Madras Uthamaputhran.

Kannamba, Pasupuleti, 7 Arcot Mudali St. T. Nagar
Phone 88284—Krishnan Thoothu, Ashok Kumar.

Kumudini, Madras—Mathrubhoomi and Ashok
Kumar.

Lakshmi Devi R. B. Gajalakshmi Vilas, Mowbray's Road, Madras—Toofan Queen and Samsara Sagaram.

Lakshmikantham K. (Alies Papa) Tinnevely—Thiruneelakanta Nayanar.

Lakshmi Bai—Mysore Nataka Mundali—(Guindy)—Bhakthi.

Mathuram T. A.—Eridon, 38 San Thome High Road, Madras—Phone 8086—Played almost in all Tamil Films, latest being "Aladdin."

Mangalam P.R. Pondicherry—Meenakshi Kalyanam
Premavathi—Madras—Meenakshi Kalyanam.

Poorni T. A. A.—Poli Ponchali C/o Saraswathi Stores, Mount Road, Madras.

Rajalakshmi T. P. Rajarathnam Road, Kilpauk, Madras—First South Indian actress of the screen—Tamil Thai or Motherland.

Rajalakshmi A. K. Madras—Mathrubhoomi.

Rajamani S. S. Madras—Thiruneelakantar.

Rajamma, now at Salem—Uthamaputhiran and Clerk's Daughter.

Rajakumari, Alzil Amarndal Nilayam, 3rd Bazlullah St, T. Nagar—Mandaravathi.

Ratna Bai P. S. Pantheon Road, Egmore, Madras
Sairandri.

Rukmani K. T, 59 Audiappa Naick St. P. T. Madras Shantha.

Shanta Apte, (New Theatres, Calcutta)—Savithri.

Subbulakshmi S. D. Luz, Mylapore, Madras—Thiagabhoomi and Samsara Sagaram.

Subbulakshmi M. S. 1-B. Landon's Road, Kilpauk, Madras.—Sakundalai

Saraswathi Bai P. S. Pantheon Road, Madras—Sairandri.

Subbulakshmi G. 14 Pichupillay St. Mylapore, Madras—Bhaktha Chetha and Kamadhenu.

Santha, North Mada St, Mylapore, Madras. Child Marriage.

Santhanalakshmi M R. St. Thome St. Mylapore Madras Sathi Murali and Prablada.

Saradambal (Golden) Tondiarpet, Madras, Mathru Bhoomi and Chanakya.

Sundarambal K. B. Kodumudi S. I. Ry. Mani Mekalai.

Sivabhagyam P. S. Madras—Bhaktha Panduranger.

Suryakumari T. Mosque St. Triplicane, Madras—Luck.

Thavamani Devi of Ceylon C/o Mr. S. Kadiresu,

Kopoy, Jaffna, Ceylon and C/o South India n United Artites corpon: 162 Mount Road, Madras. Vedavathi or Seetha Jananam.

Vasantha K. V. L. Coimbatore, Bhoologa Rambai.

Vasantha Kokilam N. C. Extension, Coimbatore—Chandra Gupta Chanakya.

Vasundhara Devi — T. Nagar, Madras — Rishia Sringar.

Vijial M. N. Narayana Vadiyar St. Madura—Krishnan Thoothu.

TAMIL MALE ARTISTES.

Baliah T. S. Bhoologa Rambai.

Balasubrahmanyam G. N. Triplicane Madras. Sakuntalai.

Balasubrahmanyam R. Narasimha Vilas, Vellaal St. Purasawalkam Madras.

Chellappa S. G. Shenkotah, Thiruneelakantar.

Chellappa V. A. C/o Rayal Talkie Distributors (New Theatres, Culcutta)—Savithri.

Chinnappa P. U. Iynavaram 1st Street Pudukotah Dharmaveer.

Dandapani Desigar M. M. 2149 Mulla Sahib St. G. T. Madras. Manickkavasager.

Doraswami Iyer, 31 Arasappa Mudali St. Pursawalkam Madras. Sankaracharya and Child Marriage.

Dhansingh—Madras—Mandaravathi.

Dikshit otherwise called Yagneswara Iyer, 30 Elappa Naick St., Mount Road P. O. Madras, Acted in several pictures the latest being Anandasram and Manickkavasagar. Bhakthi and Kamadhenu.

Kasi S. G.—Shenkottah, Madras, Shylock.

Krishnamurthy M. R. Kumbakonam, Meenakshi Kalyanam.

Krishnamachari T. E. III, Anna Pillai St. G. T. Madras, Sairandri.

Kalai N. Rathnam, C/o Pragathi Pictures Madras, Poli Panchali, Mandaravathi,

Mahalingam T. R. C/o Central Studios, Trichy—Sathi Murali.

Mani Bhagavathar, Madras, Sevasadan and Ashok Kumar.

Mahadevan K. J. 30 East Mada St. Mylapore, Madras.—“Thiagabhoomi.”

Perumal K. K. Salem, Dharmaveer,

Pantulu, B. R. Madhava Chetty Gardens, Villivakam, Dana Sura Karna.

Pattu Iyer G. Mylapore, Madras, Kamadhenu and Rishia Sringar.

Pantulu C. V. V. 151B Brodies Road, Mylapore Madras, Manickkavasagar.

Rao Y. V. 11, Ormes Road, Kilpauk, Madras Swarnalatha and Savithri.

Ramachandran T. R. C/o Pragathi Pictures Madras Vayadi.

Ramakumar S. Basavangudi, Bangalore City, Child Marriage,

Rangachari P. B. Little Conjeevaram, Oorvasi Sahasam.

Radha M. K. Audiappa Naick St. Purasawalkam Madras, Sathi Murali.

Santhanam T. S. Madras, Shylock.

Satagopan V. V. C/o Mr. K. Soundararajen B.A., B. L. D' Silva Road, Madras Mithra Murari.

Serukalathur Sama, Tiruvadi, S. I. Ry. or 76 Lloyds Road Mylapore Madras, Shylock.

Sreenivasa Rao P. S. Bombay, Shantha,

Srinivasan, Vidwan, 3 Mundakanniamman Koil St. Near Sanskrit College, Royapettah Madras, Pundarigar.

Srinivasan Kothamangalam, 10, Subrahmanya Mudaliar, St. Purasawalkam Madras. Suryaputhri.

Subbu Kothamangalam, 10 Subrahmanya Mudaliar St. Purasawalkum, Madras, Bhaktha Chetha.

Sundaram V. N. Kumbakonam, Sankara Charya.

Selvarathnam Pillai C. S. Salem, Chidambaram, Hari Hara Maya.

Thiagaraya Bhagavather M. K. Trichy Yeswanth House, Waddel Road, Kilpauk Madras, Phone 4362, winner in the Madras Film Ballot, Thiruneelakantar and Ashok Kumar.

Varadachari G. R. Salem Junction, Maya Mayavan, Rajayogam and Dharma Veer.

COMEDY PLAYERS

Coco S.S.—6I, Bells Road, Triplicane, Satyavani Uthamaputran.

Dorai Raj M.R. Madras—Vikramadityan.

Joker Ramudu, 15, Gengu Reddi St. Egmore, Madras Satbi Murali.

Krishnan N S. Eridan, 38, San Thome High Road, Mylapore, Madras—Acted in almost all Pictures—Aladdin.

Kunchithapadam, Chidambaram, Madras—Krishnan Thoothu.

Narayana Rao L. Trichinopoly—Madras—Shylock.

Sarangapani K—Rambas Love and Sakkubai.

Venkatesan P.G. Thousand lights, Madras—Krishna Kumar,

TELUGU LADY ARTISTES.

Balasaraswathi, 63. Harris Road. Mount Road, Madras. — Meeraboi and Illalu.

Bhanumathi, Ongole, Guntur District—Malath Machavam and Dharmapathni.

Chellam,—Madras—Meeraboi.

Lalitha Devi-C/o. 11 Ormes Road. Kilpauk- Chandiga and Viswa Mohini.

Lakshmirajyam—c-o. Sarathi]Films, Madras—Illualu.

Kannamba Pasupuleti, 7, Arcot Mudali St. T. Nagar-Madras.

Kanchanamala D. Tenali, 2, Sripuram St. Nagar-pettah—Vandematharam, Malli Pelli and Illalu.

Kotirathnam Dasari, Tenali—Mohini Bhas masura.

Kumari, Tenali. — Sumangali.

Krishnaveni, Madras.- Mahananda and Jeevau Jyothi Malathi, Ellore,- Sumangali.

Pushpavalli, Pentapudu. Madras—Malathi Madhavam and Thara Sasangam.

Padmavathi Saligram, Poona—Usha.

Rajaratnam, Bezwada—Malli—Pelli and Viswa Mohini.

Raju, Peddapuram,—Dharmapathni.

Sundaramma P.—Bhimavaram—Rytu Bidda,

Shantakumari Proddatur, Madras—Dharmapathni.

Suryakumari, Mosque St. Triplicane, Madra Chandrabas.

Varalakshmi, Madras—Rytu Bidda and Illalu.

Vijaya, Cuddapah—Radhakrishna, Bondam's marriage and Balanagamma.

TELUGU MALE ARTISTES.

Addanki Sreeramamurthy—Addamki, Guntur Dt—Kalidas.

Anjaneyalu C.S.R—Balaji,

Chenchu, Nellore, Viswa Mohini.

Chelapathi Rao, Tungala Tenali-Mohini Bhasmasura Daitha Gopalan, Bezwada—Vara Vikrayam.

Doraswami, Madras, Sumangali and Viswa Mohini.

Gaggayya, Vemuri, Guntur Dt: Played in several films latest being Chandika.

Gouripathi Sastri,—Madras Sumangali.

Kumpatla Subba Rao, Madras-Jeeven Jyothi.

Kasturi Narasimham—Bezwada

Kanakalingaswara Rao, Banda-Kalachakran.

Lakshmikantha Kavi (Balijepalli) Kalahasthri.
Chittoor Dt—Malli, Pelli.

Narasimha Rao B (B.N.R.) Madras—Rytu Bidda.

Nagaraja Rao, Nellore—Nellore—Chandika.

Nagiah V. Chittoor-Winner in the Film Ballot—Viswa Mohini.

Parabrahma Sostri, Vemuri, Madras-Balanagamma.

Pulipati Venkateswarulu. Bezwada-Tharasasangam.

Rangaswami—11 Ormes Road, Kilpauk-Visva Mohini

Ragavachari, T. Bellary-Chandika.

Raghavan M.C. Madras-Illalu.

Raghaviah Chowdry-c-o Sarathi Films, Madras-Rytu Bidda,

Ramakrishna Sastri. T. Madras-Tharasasangam.

Rajeswara Rao Master, Madras-Illalu.

Satyam Lanka, Madras Barrister Parvathisam and Viswa Mohini.

Subba Rao, Pasupalli, C/o Jaya Films, Kalidos.

Subba Rao A. V. Coconada, Malati Madhavan.

Sarabayya, 11 Ormes Road, Kilpauk Madras, Viswa Mohini.

Suribabu P. p. C/o Sarathi Films, Madras, Illalu and Tharasasangam.

Subba Rao Govindarajulu, Tenali, Meerabai.

Subba Rao G. V. Ellore Sumangali.

Swamy G. N. C/o Jaya Films, Chandrasasa.

Sheshayya N. V. C/o Andhra Patrica Office, Madras Usha.

Y. V. Rao. 11 Ormes Road, Kilpauk Madras; Malli Pelli and Viswa Mohini.

Uma Maheswara Rao C/o Indira Devi Films, Madras Illalu.

Vangasa Venkatasubbiah C/o Sarathi Film, Madras Rytu Bidda and Illalu.

Venkataraju (Master Bondam) Nurla Gongaraju Veedhi Mummudupet, Coconada, Bondam's Pelli.

Venkataramayya Madhavapeddi Madras Chandrahasa.

DIRECTORS OF TAMIL PICTURES.

Following is the list of Directors of Tamil screen during 1938-40;

Babu—Madras—Mandaravathi.

Bhonshali Vijay, Bombay-Veera-Garjanai or Revenge.

Dave, Mohan Pictures, Bombay-Desh Bhakthi.

Boman Irani-Mani eMhalai.

Dungan Ellis R. Connemara Hotel, Madras-Sakuntalai.

Dwarakanath, Vontikoppal. P.O, Mysore-Dana Sura Karna.

Gune D.G-Bhaktha Pundarigar.

Iyer P.S.V.-Madras-Abala.

Iyer C-S.V.—Asst. Director: Bhakthchetha.

Jagadesh Chandra Chakrevarthi, c-o Aurora Film Co. Calcutta-Sankaracharya.

Jamathagni-Madras-Bhaktha Kora Kumbar,

Jyothish Sinha-Madras-Three Gems c-o Sri Raja Rajeswari Pictures, T. Nagar, Madras.

Kalyanasundaram A.N.—Youth League.

Krishnaswami N, Pragati Pictures, Madras-Poli Panchali.

Mehta H,S. Madras Parasuramar.

M S. Mani, Eriden, San Thom, Madras-Naveen^a Vikramadithyan.

Marconi, — Vimochan.

Muthuswamy A. now at Central Studios, Coimbatore Michra Murari.

Moylan William J.—Kennore, Rutland Gate Road, Cathedral P.O. Madras—Suryaputhri.

Notani, Nadras-Granambika (Malayalam).

Nandalal Jaswanthalal, Madras Hope Lodge, Bishop Waller Avenue, Mylapore-Kamadhenu.

Padmanabhan R. 8 Raja St. T. Nagar-Meenakshi Kalyanam Phone 88248,

Prakash R. 56 Pursawalkam, Madras-Tharasasangam.
Pattu Iyer G. Mylapore, Madras-Assisted in Kamadhenu.

Raja Chandra Sekhar. 17 Miller's Road, Kilpauk—Ashok Kumar.

Raghunath T.R. 17 Miller's Road Halls Road Kilpauk-Seetha Jananam,

Raman C.V. Madras-Vikrama Oorvasi.

Raja Sandow P.K. Landons Road Kilpauk—Thiruneelakantar.

Reddi H M. Eldams Road. Mylapore. Madras-Mathrubhoomi.

Rao B.N. c/o Central Studios-Boologa Rambai.

Ranga Rao K. Bombay-Bhaktha, Kumanan.

Ram Kumar, Mysore. Child-Marriage

Rathod. Kanchibai.-Sairandhree,

Rao Y, V, 11. Ormes Road, Kilpauk Madras now at New Theatres, Calcutta-Savithri,

Subrahmanyam K. phone 8487, Mylapore Residence,
"Srivasta" San Thome, High Road, Madras.
Phone 8146.

Sundara Rao Nadkarni, Paragati Pictures, Madras-Sakkubai and Bhookailas,

Sampath Kumar B. Salem, Dharma Veeran, Rajayogam, Bombay Mail, Maya Mayavan and Satya Seelan, Sounderarajan M.P. Hadras-Seethapaharanam.

Soundararajen S. 26, Mount Road Madras-Residence, Kutchery Road-T. Nagar Phone: 88230.

Sundaram T.R. (B. Sc,) Salem-Uthama Puthran.

Sachi C.K.-Madras-Chandragupta Chanakya.

Sama & Ramu-Directon-Bharath Pictures, Mowbrays Road-Shylock.

Subrahmanya Yogiari D. Nowrojee St. Chetpet, Madras-Krishnakumar.

Tandon M.L. Calcutta-Mani Mehalai.

DIRECTORS OF TELUGU PICTURES.

Babu H.V.—Eldams Road, Mylapore, Madras-Kalidas.

Chinu Kameswara Rao, Dronamraju, Madras-Jeevan Jothi-

Narasimha Rao Ch. Modavakkam Road, Kilpauk, Madras-Jayaprada.

Narasimha Rao (B.N.R.) Bishop Wallers St. Gopalpuram-Meeraboi.

Narayanamurthy Ch, Kubera Pictures Ltd, Madras, —Mahi Ravana.

Prakash R, 56 Pursawalkum High Road, Madras-Thara Sasangam.

Pulliah C. Coconada-Proprietor Minerva Talkies, Madras-Vara Vikrayam, Malathi Madhavam.

Pulliah P, Nellore.- Dharmapathni.

Rao Y.V, 11, Ormes Road, Kilpauk Madras—Malli Pelli and Viswa Mohini.

Ramabrahmam Gudavalli. Sarathi Films Ltd. Lloyds Road, Madras-lilalu.

Reddi H.M. -"Pramoda" Eldams Road, Madras—"Tenali Rama-Krishnan"

Reddi B.N, 5 Thanikachalam Chetty St, T. Nagar, Madras-Sumangali and Goddess.

Ramachandran D,L. Eldams Road, Madras-Bondam's Marriage,

Raja Sandow P.K, Raja Sandow, Landon's Road- Kilpauk- Choodamani.

Sadasiva Rao - Kallakuri, c-o Jaya Films, Madras—Chandrasah.

Venkateshwara Rao G. -Usha,

TAMIL SCREEN-STORY & DIALOGUE WRITERS & SONG COMPOSERS.

Rao Bahadur P. Sambandam Mudaliar, (Manohara, Leelavathi, Sulochana etc,

Tamil Screen Story Writers 185

Vaduvur K. Doraswami Iyengar, Menaka, and Minor Rajamani.

Mrs. V. M. Kothainayaki Ammal, 26 Car St., Triplicane, Madras Raja Mohan and Orphan Girl.

Mr. B.S. Ramiah of Chithravani, Wallajah Road—Mitra Murari.

Thanikachalam (Elongovan), Madras. Ambikapathi and Thiruneelakantanayanar.

Rangaraju T.R. Chandrakantha.

K. Subrahmanyam, Bhaktha Chetha.

Pandit P.S. Chettiar. Raja Desingh, and Thayumanavar.

T.P. Rajalakshmi, Miss Kamala.

Venkatachalam B. Padma Jyothi.

T.P. K. Sastry. Thiagaraj.

M.N.M. Pavalar, Thirupapuliur, South Arcot. now c/o All India Radio Madras. Naveena Tenali Raman and Three Fools. Nasakala Kotta, Naveena Markendiyar, and Naveena Tharasasangam.

G.K. Seshagiri. Jalaja.

Papanasam Sivan, Madras. Song-composer of almost all Tamil pictures latest being Sakuntali. 11 E.P.M. Koil St. Mylapore Madras.

Gayaka Sikhamani. L. Muthiah Bhagavathar, Lava Kusa, Maya bazaar and Radha Kalyanam. (Song composer).

Gopalasami Iyengar V.V Saint Arunagiri (Music Director)

Sivaramalingam Pillai. Nallathangal, Krishna Leela, and Dhurva (Songs and Dialogues).

K.S. Santhana Krishna Naidu, Puraswalkum. Madras. Thirumangai Alwar.

Kavi Kunjaram Alli Arjuna and Subadra Haran.

Mariyappaswami of Madura, Jothi Ramalingaswami Yanai Vaidyanatha Iyer, Bhoo Kailas.

T.B.N. Anandam. Chamundeswari.

Kavi A.M. Nataraja Mudaliar. Tukaram. Siruthondanayanar and King Vellala.

Narayana Kavi, Thooku Thooki.

Madura M S. Balasundaram Alli Arjuna.

Baskardas Pondichery Valli Sakuntala and Usha Kalyanam, Balamani and Kalamegam.

Harikesh Nallur Brothers, (Music Directors), Bhaktha Meera

V. Krishnamacharair-Music director-Baktha Korakumbar.

Sarma Brothers. 48 Sullivan Garden Road Mylapore, Madras. (Music Directors).

Heer Mohamad Pawalar. Lalithangi and Krishna Arjuna.

Balagadas Bhoomi Menaka.

Kavi Chakravarthi Vaidyanatha Sarma, Sethubandhan.

Ayyalu Somayajulu, Mundakaneamma Koil St. Near Sanscrit College; Royapettai Madras (Dialogue writer). Chintamani, Bhaktha Meera, Bhoo Kailas and Swarnalatha.

Vedamanikkam. Tharasaangam: Viswamithra and Indra Sabha.

C.A. Lakshmanadas. Dharmapathni. T.K: Jayarama Iyer-Vedavathy or Seetha Jananam.

TELUGU SCREEN AUTHORS

B, Venkata Rao: Paduka.

Sachidananda Sastry: Bezwada, The author of famous 'Savithri' Bhakta Kabir

Ramanamoorthi Cocanada. Wrote dialogues for Lavakusa & Dasavathar.

Kallakuri Sadasiva Rao: Cocanada, Son of the famous author, late Mr. Kalla Kuri Narayana Rao; adopted his father's book for "Chintamani"—Directed Chandrabas.

B. Lakshmi Kantham: Kalahasti Kavitha Kalanidhi; A successful author. Worked in Sati Anasuya, Dhruva and Vijaya Dasami, and composed songs for Jara sandha, and Markandeya—Author of dialogues in 'Malli Pelli, and Bhakthacheth.

Ch. Kesavadoss. Jaggayyapetah, M.S.M. Ry. worked in Lankadahan.

Vidwan T Arumugam Pillai: Chittoor, Pundit in Muthyalpet High School, Madras; worked in "Maya Bazaar."

Pasumatbi Yagnanarayana Sastry: Masula Author, critic, worked in Draupathi Vastrapaharan, & Kalidas of Jaya Films.

Veluri Siva Rama Sastry. Chirivada Kistna Dt. Satavadhani, Widely read and acknowledged story writer and composer. Worked in Jarasandha.

D. Ramireddi: Kavi Kokila Nellore Chitra Naleeyam. and Balaji, In Naleeyam he worked as a director too. Sati Tulasi.

Tapi Dharma Rao Naidu, Madras: A critic of great eminence. Knows many languages and Master of many subjects Now the Editor of "Kagada". Worked in Mohini Rukmangada, Sarangadhara, Mala Pilla, Rytu bidda and illalu.

Vedantham Lakshmi Kantham: Bapatla. "Droupathi Manasamrakshanam,

Varanasi Seetharama Sastry: Bezwada. [Rukmanī Haran, and Mahananda.

Malladi Atchutha Rama Sastry: Bezwada. Retired Telugu Pandit. Pridhvi Putra" and Pasu-Pathasthram".

Malladi Venkata Viswanadha Sastriar. A lecturer in Vizianagar College; Kavi Raj. He worked in Bhaktha Markandeya of Kubera.

T. Veera Raghavaswamy : Tenali. A member in Sahiti Samiti. He worked as script writer and assistant Director in Vipranarayana of Aurora Films.

P. Pullayya, B. A. Nellore. An enthusiastic young man with the necessary courage and conviction of his profession. Worked in Harichandra as an assistant Director also. Now he is full blown picture Director with three pictures to his credit, viz., Sarangadhara, Balaji, and Dharmapathni.

Vajhala Kalidas : Dasavathar.

Stanapathi. Dasavathar and Pasupathastram.

S. V. Raghavacharya : Pedapullivarru, Guntur Dt. Popularly known as Prajarmitra Acharya. He is a man who fills in his job, Worked in Kanakatarā, Grihalakshmi, Vauhini's Vandemataram, and Sumangali,

Gudipati Venkatachalam, Tenali "Mala Pillā."

Ramachandra Rao V, Music Director, Chandika.

Prabhala Satya Narayan, Music director, Lava Kusa
Sati Anasuya : Duruva and Grihalakshmi,

B. Narasimha Rao : Music director, Droupadi
Vastrabaharanam Kanakataru, Sati Tulasi, Mohini
Rukmangada Malapilla. Sarathi's ' Rythu Bidda ' and Meerabai.

Gopalsing : Music director Sati Savitri, Dasavathar
Prithvi Putra. Now in Pasupatastrum.

Gali Panchala Narasimha Rao : Music director
Seetha Kalyanam, Krishnaleela, Mayabazar, Jara-
sandha and Markandeya:

Padmanabhasastry : Music director Paduka &
Chitrancelayam.

Akula Narasimha Rao : music director Saranga-
dhara, Balaji and Harichandra.

Rambabu : music director Balayogini.

Tsunduru Satyanarayana : music Vipraunarayana.

Maruthi Seetha Ramayya : music director, Hari-
chandra.

Master Rajeswara Rao Madras, Illalu,

M. Kulkarni music director, Viswamohini.

Prabhala & Haranath music director, Kalachakram.

PEOPLE IN THE FILM WORLD

Besides those, whose names are mentioned in this book, in one category or other the following persons are connected with films, directly.

Adivi Bapiraju : Art Director, "Meerabai" Telugu.

Athan Ramachandra Iyer S : Manager and Actor, M, U. A. C. No, 1 Brodies Rd. Madras.

Aboobaker M, C. : Still Photo Dept. M. U. A. C. Madras.

Bartley Marcus Cameraman. Pragati Pictures, Adyar, Madras,

Basaviah Chowdari : Art Director, Shanta Vasundara Films.

Brij Mohan Doss M, Publicity, Wizard of Vauhini Pictures.

Biggs C. E: Sound Engineer, Hope Villa St. Thome High Rd. Madras.

Chitti R : (Brother of Mr. R. Prakash) Production Manager, R. S. Pictures Madras.

Chettiar P. S : Washermanpet Asst. Director "Kalamegam"

Cooper C, W: Cameraman, C-o Gaiety Talkies, Mount Rd. Madras.

Dhiren Dey : Cameraman, C-o Prakjothi Film
Adyar Madras.

Embarayya R : Director, Vel Pictures, Guindy.

Ghad Gankar D. S : Art Director, Illalu and
Chandika.

Gopalaswami D : Manager, New Tone Studio,
Madras

Gopal Krishna Mahershi : Production Manager,
M. P. P. C. 20 A Baslullah Sahib St. Thyagaraya
Nagar.

Govinda Dinkar Joshi : Film Editor, Sarathi
Films.

Hanumantha Rao : C-o Navya Kala Films Madras.

Iyer S. G : Desikachari St. Mylapore, Madras,
Asst. Director Kalamegam.

Jagam K G : Asst, Director and General Manager
Sadhana Films, Madras.

Jyothish Sinha, Cameraman and director, C-o Sri,
Kaja Rajeswari Pictures Madras.

Jeevarathnam E : Sound Recordist, Vel Pictures
Ltd. Madras.

Jaganatham N : Art Director, Chandra Prabha
Cinetone, Madras.

Kamal Ghosh : Cameraman, M. U. A. C. Brodies
Road, Mylapore Madras.

Kini : Make-up Man, Jaya Films Madras.

Krishnaswamy R. M : Cameraman, Sundaram Sound Studios, Adyar Madras Tharadasangam.

Kurra Subba Rao : Film Publicity Officer Sarathi Films, Madras.

Kumarappa E., Managing Agent, 'Sukumar Pictures and Director of Trinity Theatres, Khaleel Mansions; Mount Rd.

Kutumbarao D.: Manager, Rohini Pictures, 36 Eldams Road, Mylapore, Madras.

Mahadevan K. P : Publicist and organiser 28, Lake View St. Mambalam Phone 88265

Mohan K. T : Asst. Film Director Sarathi Films Ltd. Rendered commentary in 'Mahatma Gandhi, Madras, Royal Indian Air Force etc.

Mani V. S. Film Editor, Dandapani Films Madura.

Moreshwar, S. Managing Director, Prakjothi Films Adyar

Nagi Reddi B. Asst. Publicity Manager, Vauhini Pictures.

Nagabhushanam K : Production Manager, Raja Rajeswari Pictures, Gopal Krishna St. Thyagarayanagar.

Narayan P. R : Film critic, Mint St. Madras.

Natarajan V. B. Editing Dept. C-o Water Works Engineer, Kilpauk, Madras.

Natesa Iyer F. G. Film critic Woriyur, Trichy.

Neelakantan T. V : Asst. Director and Production Manager Gemini Pictures', Studio, Teynampet Madras.

Pattabhi K : Cashier of Indira Devi Films.

Pillai M. C : Film critic 28, Baroda St. Thyagarayanagar.

Prasad K. P : Recordist, Sundaram Sound Studio Thiasasangam.

Prabhakar : Cameraman, Jaya Films.

Radhabai (Miss) C. A., B. A (Hon.) M. Lit. Research student in 'Cinematography in India' Madras University, Royapettah, Madras.

Rajagopal R ; Editing Dept. C-o M. U. A. C. Madras.

Rajagopalan C. K : Film Producer, Gajalakshmi Vilas, Mowbrays Rd. Rayapettah Phone 86200.

Rama Krishna M. Publicity Manager, Saraswathi Cinetone, Poona ex-Editor Amusement Weekly and Cine Critic,

Ramanathan K : Ace Cameraman of Vauhini Pictures 43, Acharappan St. G. T. Madras.

Ramiah S : Film Publicity Agent and Publisher of Movie Herald, Khaleel Mansions.

Ranga Rao P. Sound Recordist M. P. P. C. Madras.

Reddi K. V., B. A. B. Sc. Production Manager Vauhini Pictures, Madras.

Rao G. R : Asst. Director Chandika,

Ramakrishna C. V. Asst. Cameraman, M. U. A. C. Madras.

Rama Rao P. R. Cameraman.

Rudrappa B : Laboratorian Vel Pictures, Madras.

Seetharaman M. P. P. C : Studio, Manager.

Sekhar A. K : Sound Recordist and Art Director of Vauhini Pictures.

Siddham Setti Madhava Rao, Landlord and financier for films, Hyderabad.

Singaravelu Mudaliar V. N. Additional Managing Director, Vel Pictures Ltd. Guindy Residence 'Sankara Vilas', 6 Kilpauk Garden Road, Madras Phone 4580.

Shankar of Chamria Talkie Distributors, Sound Engineer.

Shantaram : Art Director Jaya Films.

Sreedhararao P. Cameraman C-o Rohini Pictures Madras.

Sreenivasa Siromani, Publicity Manager C-o, Hemalatha Pictures Govindappa Naick Street G. T. Madras.

Sudhays Chandra Ghotak Cinenatographer, 82 Purasawalkam High Rd. Madras.

Sundaram T. V. Managing Agent of 'Sukumar Pictures' Khaleel Mansions and Manager of Trinity Theatres

Surya Narayana H. Production Manager, Indira Devi Film Madras.

Tangirala Hanumantha Rao, Asst. Film Director Grihalakshmi.

Taylor; Sound Recordist C-o Rohini Pictures Madras.

Vasagam S. K. Film Director First film journalist in South India C-o Prakjyothi Films Adyar, Madras.

Viswanath P. K. Sound Recordist 16, Coats Road, Thyagarayanagar Madras.

Walke: Recordist, Jaya Films.

Saras S. Cameraman C/o Cine Technicians Combine, 20, Halls Road, Kilpauk.

Mohan Rao K. L. Manager C/o Cine Technicians Combine, 20 Halls Road.

A. Gopala Rao, Film Director, Cine Technicians Combine, 20 Halls Road, Madras.

Ayyangar M. A. N. Sound Recordist.

Natarajan D. T. Laboratorian.

Mr. B. G. Rama Rao, C/o Sree Raja Rajeswari Pictures, Madras.

Mr. C. Mrutyunjaya Rao: Customs House, Coconada
Pro. English Picture Exchange. Ex-Manager,
Minerva, Madras.

NEW FILM COMPANIES.

Following is the list of new Film Companies :

1. Bharath Movitone formerly National Movitone,
Poonamale High Road Madras.

Picture Announced : Subadra Haran.

2. Roopavani Pictures; Madras, 'Deena-bandhu.

3. Kasturi Films, C-o Central Studios Coimbatore-

4. K. S. S. Pictures, 3 Pudupet Garden St Mow,
rays Road, Madras.

5. New Era Films C-o Cinema World, Washermanpet Madras.

6. Vasundhara Films, Alwarpet P. O. Mylapore Madras Producers of Documentary Films.

7. Malathi Pictures, 64 Gangadareswara Koil St. Purasawalkam Madras.

8. Kishora Films, Sripuram 2nd Street, Royapettah, Madras.

9. Selvamani Films, Sullivans Street Mylapore, Madras.

10. Renuka Films, Madras.

11. Sukumar Pictures Ltd, Khaleel Mansions, Mount Road, Madras.

TELUGU PICTURES DURING THE YEAR. Correction.

Following is the list of Telugu Pictures released during the year 1940 as a correction to what has been published in Page 164. of Section I.

1. Myravana, 2. Sumangali, 3. Bhoja Kalidas
4. Kalachakram, 5. Barrister Parvathisam, Bon-
dam's Marriage and Educated Wife. 6. Chandika.
7. Malati Madhavam, 8. Viswa Mohini, 9. Meerabai,
10. Jeevan Jothi, 11. Bhookailas: 12. Illalu.

CINE PUBLICATIONS.

The Torch, Monthly, Edited and published by Mr. M.S. Abdul Majid B.A. Publicity officer. Calcutta Film Exchange, 183 Broadway, Madras.

The Illustrated Film Weekly, Mr. C.B. Devaraj 133 Govindappa Naick St. G.T., Madras.

Cine Art Review fortnightly 12 Thambu Chetty St. G.T. Madras. Editor Mr. P. Narasimham.

Cinema Samachar. Monthly Journal of Mr. V. Rama Rao, B.A.. 2 Venkatachala Naick St. Komaleswaranpet, Mount Road P.O, Madras.

Film News of India Monthly. Publisher Mr. S. Krishnamoorthy 2/10 Post Office St. G.T.

Film Bulletin, monthly Edited by Mr. V. Sreenivasan 20 Kuppu Mudali St. Thiruvatteswaranpet, Triplicane P.O.

Kine-Sports Monthly. Edited by Mr. K.A. Ganesh at Luz, Mylapore.

Talk-A-Tone, Monthly—22 Swami Chetty St. Komaleswaranpet. Mount Road P.O. Madras—Publisher Mr. P.D. Thambi Editor: Mr N. Srinivas.

Movietonews, 311 Mint St. G.T. Madras,—Editor : Mr. T.D. Sivapunyam.

Kala Sevaki. Anglo Vernacular fortnightly of Mr. Ratnasabhapathy Mudaliar at 149 Broadway, Madras.

Film Roar, Fortnightly—Edited by Mr. M. Venkateswara Rao, 34 Erulappan St. Madras.

DAILIES.

The Hindu Mount Road Madras Friday Morning Cinema page. Advertisement rate—(casual) Rs. 5/- per column inch. Contract rates lower. Cinema Editor: Mr. S. Parthasarathy.

The Mail, Mount Road, Madras Advt. Rate—Rs 3/- per column inch. Cinema Editor: Mr. Douglas.

Indian Express, Mount Road, Madras—contract rate—Rs 2/- per inch. (Not less than 200 inches)—cinema Editor: Mr. K. Narasimham.

Free Press 1-17 Mount Road Madras.

WEEKLIES.

Sunday Times Ltd. 21 Errabalu Chetty St. G.T. Madras-Cinema Editor: Mr. K.R. Narayanan.

Free India—204 Anna Pillai St, G.T. Cinema Editor: Mr. V.A.K. Pai.

Modern Times, 5 Francis Joseph St. G.T. Cinema Editor: Mr. A.L. Pandya

Deccan Times, Broadway. G.T

TAMIL.

Cinema Oolagam. or Cinema World, Weekly, Edited by Pandit P.S. Chettiar at 2 Gangamman St, Washermanpet, Madras.

Adal Padal, weekly published by Mr. M.V. Veera-Raghavan at 232, Wall Max Road.

Movie Herald, fortnightly, Publisher Mr. S. Ramiah.

City Cinema—(Tamil) Post Office St., G.T. Madras,

Film India—fortnightly—53, Seven Wells St, G.T. Madras.

Chithravani—Tamil film monthly—Edited and published by Mr. Muthuswami at 29, Wallajah Road, Mount Road, Madras.

Film Mail—(Tamil monthly) on behalf of the Madras United Artistes Corporation Published at 1/9 Mount Road, Madras,

TAMIL DAILIES.

Weekly Cinema Supplements in Tamil Dailies:

Swadesamithran Cinema Editor Mr. Lakshmi Narasimham Royapettah, Madras

Dinamani, Mount Road Madras.

Bharath Devi, 1/17, Mount Road Madras—Mr. Natarajan.

WEEKLIES:

Ananda Vikatan 2-140 Broadway, Madras-Phone 2915, Cinema Editor: Mr. R. Krishnamoorthy

Naradar 2-140 Broadway, Madras Phone 2915, Cinema Editor: Mr. Sreenivasa Rao

Hanuman Ltd. 204 Annapillai St. G.T. Cinema Editor: Mr. P.R.S. Gopal.

Hindusthan, 21, Errabalu Chetty St. G.T. Cinema Editor: Mr. K.S.V. Ramani.

Rashtravani, 232 Wall Tax Road Madras—Cinema Editor: Mr. N. Ramarathnam.

Lokopakari, 17, A Godown St. G.T. Madras.

Chandnodayam. monthly, 60Thambu Chetty St. G.T.

Dar-ul-Islam, 21 Anderson St. G.T.

Sakthi, monthly G.T. Madras.

Sanganatham. monthly Editor: Mr. R. Krishnaswamy 36 Perumal Mudali St. Royapettah.

TELUGU JOURNALS.**DAILIES,**

Andhra Patrica 7 & 8 Thambu Chetty. St., G.T.

Andhra Prabha. Mount Road Madras.

TELUGU WEEKLIES.

Prajamithra, 160 Lloyds Road, Royapettah. Cinema Editor, Mr. Goodavalli Ramabrahmam, (Film Director)

Prababandhu, 39 Anderson St. G.T. Madras. Publisher. Mr. C. Appu Rao - Also Publicity officer of Sri Jagadish Films, Famous Films and Balaji Films.

Gobhoomi. 57 Varada Muthiappan St. Cinema Editor: Mr. P. Nagaswara Rao.

Kagada, 43 Acharappan St. G.T. Madras - Cinema Editor, Mr. T. Mohana Rao.

Andhra Jyothi - 145 Mint St. Madras.

Dhanka. Monthly, 6 Sunkurama Chetty, St. G.T. Cinema Editors: Mr. B.T. Narasimhachari and Mr. R.T. Srinivasachari.

Telugu Cinema, Telugu Cinema monthly 1. Somasundaram St. Thiagarayanagar, Madras. Editor: Mr. C. Venkataramiah.

Anandavani, Madras

URDU JOURNALS.

The Jadeed Dilchasp - Urdu film Journal. Editor: Mr. Md. Ismail Sait 1-10 Kandappa Chetty St. G.T. Madras.

Filmisthan Triplicane, Madras.

Alvai (Daily) Triplicane High Road, Madras.

Nav-Javan, Triplicane High Road, Madras.

Mussalman, Triplicane, Madras.

MALAYALAM,

The Cinema, fortnightly publication in Malayalam.
Ernakulam.

KANARESE.

Chithra Samachar. Kanarese film monthly Bangalore City—Editor, Mr. Krishnamoorthy.

PUBLICATIONS IN N. INDIA.

Film India, English monthly, Edited by Mr. Babu Rao Patel 104 Applo St. Fort, Bombay,

The Motion Picture Magazine, English monthly 143 Esplanade Road, Bombay, Publisher Mr. F.J. Collins.

The Mirror, English Weekly. Editor Mr. D.S. Kulkarni, Lamington Road Bombay 4, Phone 42740,

Movieland, English and Urdu film monthly 32 Hayter St. Secunderabad, Managing Editor: Mr. L. Bhalla.

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The Journal of Film Industry, Official organ of the Indian Motion Picture producers Assn. and Distributors Assn. Editor: Mr. Ram L. Gogtay, 1-B Sir Mangaldas Estate, Lamington Road, Bombay 4.

The Bombay Radio News, English monthly. 160 Tardea Road, Bombay.

Dipali, English Weekly—Edited by Mr. Bankim Ch. Chatterjea at Dipali Office 123/1 Upper circular Road Calcutta.

Cinema. Lahore.

SCIENCES AND ARTS IN CINEMATOGRAPHY

1. Mechanical Engineering ; 2. Electrical Engineering ; 3. Sound Engineering ; 4. All the fine arts (music, drawing, painting, architecture, sculpture etc.) 5. Stage craft ; 6. Make-up technique ; 7. Research study ; 8. Photography ; 9. Journalism ; 10. Story writing ; 11. Scenario writing 12. Directing ; 13. Laboratory work ; 14. Film editing ; 15. Physical training ; 16. Dietry ; 17. Mass Psychology ; 18. Showmanship.

CINEMATIC TERMS.

Back drop : Usually a painted curtain used as a back ground for a scene.

Back-ground music : Music which is more felt than heard in the course of a picture show. It is meant to enhance the effect of different sequences.

Back lighting : Illumination on the back side of the character which is being photographed.

Campaign book or exploitation : Publicity book describing every aspect of a particular production. It is meant for the exclusive use and guidance of the distributor and theatre manager.

Camera angle : It's the view point from which a scene is taken. Ordinarily, angle is counted as being four feet six inches above ground level.

Censor : Member of Government body in India who passes pictures as fit for exhibition. Censorship fee in Madras is Rs. 5 per every thousand feet of picture censored.

Close-up : A detailed photograph of a character or object taken at close range.

Commentator ; The name of the person whose voice is heard (face not seen) commenting or explaining short pictures. Normally a silent picture is taken and voice is " dubbed " on to it later.

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Composite shot : It's either several shots taken on the same strip of negative film or one scene taken through a prism.

Continuity : The gradual development of one situation to another, so as to be of guidance to the audience.

Cutting : Changing direct from one visual image on the screen to another in immediate succession. It is meant for creating psychological effects. It consists in joining of one strip of film to another, being a different photographic image.

Cut back : Repetition of a scene or any part of a scene flashed on the screen.

Director : The creator of a picture. The chief organiser who is in complete control and charge of the production of a film.

Distributor : An agent who is the medium between producer and exhibitor. He is responsible for pushing the picture into the market.

Dissolve : It's the transition from one visual image to another. The first image slowly disappears and the second image appears in its place.

Dolly : A moving trolley with rubber tired wheels, on which the camera will be put for taking pictures from varying ranges.

Double Exposure : The combination of two separately photographed parts in one scene.

Dubbing : A method of synchronising the voice to the film.

Dummy ; A figure manufactured to be used as a substitute for real actors, while "shooting" scenes involving risk to life.

Echometer : A device used to discover the source of film sounds which are to be eliminated.

Editing : Complete building up of the film by putting in order all the photographed parts in their appropriated sequences.

Exhibitor : One who exhibits film for public view.

Extra : A player employed temporarily in certain minor scenes.

Fade-in : The gradual appearance of an image on the screen marking the opening of a sequence.

Fade-out : The gradual disappearance of visual image on the screen.

Flash : A swift visual image on the screen, usually occupying a foot of film.

Focus : Concentration of a light on the characters or set.

Glass-shot : A photograph taken partly of a constructed set and partly of a representation of the desired effect on a sheet of glass.

Insert : Introduction of a photographed letter or matter shown to enhance the development of the plot.

Location : Site outside the studio, selected for taking particular scenes.

Long-cutting : Use of long strips of film for creating soothing or sad effect on the audience.

Long shot : A picture taken from a distant range.

Mask : A device employed for isolating a certain portion of the visual image on the screen.

Medium shot : Picture of an object or scene taken at a moderately distant range,

Mike or Microphone : Instrument for catching sounds and transmitting to sound recording apparatus.

Mixer : The process of controlling, regulating and intensifying the volume of voice in the making of a picture.

Montage : The act of assembling strips of celluloid, bearing photographic images and also of assembling material of scenario or studio.

Multi Scene : A scene taken by means of an arrangement of mirrors. It is possible to take a long scene of unending display of human splendour.

Out of Focus : A scene which is not very clear on the screen. It is due to incorrect focus of lense. Sometimes it is intentionally employed to create artistic effects.

Pan to : The horizontal and vertical movement of the camera, the actual position of the camera; remaining steady, or Panoramic Camera shot.

Panchromatic stock : Film which is sensitive to larger range of light than ordinary stock.

Positive film : Film on to which negative film is printed. Positive film is projected on to the screen.

Preview : An advance showing of a picture preferably to press representatives and select few.

Producer : The person or concern bearing the financial responsibility of the production.

Prop or property : Article used in a scene.

Reel : Part of a film folded into a separate reel. Usually a reel is 1,000 ft. which takes approximately 11 minutes to run on the screen,

Rushes : The day's " takes " of a film projected inside the theatre of a studio for the examination by the director.

Scenario plan : The manuscript screen version of a story, in terms of " Shots ", scenes and sequences.

It contains a detailed description of the visual images relating to sets, situations, characters, of the camera positions etc.

Sequence: A natural division of the narrative incidents into sections.

Set: A structural erection in studio or exterior, meeting the requirements of the scenario.

"Shooting" Art of taking the picture,

Short: A short picture usually a comic story or educational or topical picture.

Short-cutting: Introduction of swift flashes in rapid succession.

Soft focus: A picture having on the screen a soft effect. This is due to the employment of varying thickness of gauze or focus disc.

Splicing; Cementing together pieces of film.

Still photograph: A static photograph of an exclusive "short" of a film, either taken during production or enlarged afterwards from the film itself.

Stock Shot: Films of some stock scenes purchasable for insert in order to lend atmosphere effect to a certain situation.

Split Stage: A device used to photograph double exposure or a single player taking two roles.

Spot : Exposure of glaring light like spot-light in a stage.

Sunlight Arc : A light whose rays give out large illumination.

To Super impose : To photograph two or more scenes on the same strip of negative.

Synchronisation : Usually dubbing of voice on the film.

Talkie : A talking picture, sound and picture waves being together projected on the screen

Telephoto lens : Camera lens having a long focus which can clearly take a close up photograph of a distant object.

Title or sub-title : A textual matter included in film, explaining the continuity of course of the narrative.

Throw : The distance between the screen and the projector in a Cinema Theatre.

Niggers : Black camera diffusers that protect the lens from too much light.

Spiders : Switches to plug lights into.

Blimps : Sound-proof coverings, made of sorbo rubber wood-which are spread over cameras to deaden the whirl of machinery.

Inkies : Incandescent lights.

Gaffers : Head " Juicer " (electricians) or the men who tell their crews to take the silk off (remove the silk diffusers from a large side lamp) and " hit a sago pudding and spread across the floor " (insert a special glass screen into a lamp and spread its rays in a certain direction).

Lense-lizards : Scene stealers.

Footage-eaters : Slow movers.

Line biters : Quick speakers

Yodellers : High voiced stars.

When the director calls " cut " and the " take " is completed, the " gaffer " warns his crew to " save " them (switch off the lights) and the " Juicers " on " cat-walk " are told to " hit the deck " (come down to the floor). The cameraman puts the film " in the can " and sends it away to laboratory to be dipped in " soup " The next day the director sees the " rushes " of the previous day's " stuff " (exposed film is " stuff " and unexposed film is " stock ") He may comment that it contains too much " grief " (footage which may as well be cut out) or the shot may be n g. (not good) in which case even a " re-take " will be necessary If the work is satisfactory, the director murmurs " O. K. " a sigh of relief goes up and a precious reel of celluloid is stored in the " magazine ".

Reel after reel is thus added and a complete picture is produced.

FIRMS & PROFESSIONS.

RAW FILM SUPPLIERS.

The following is the list of firms and professions, directly connected with the motion picture industry in South India.

Messrs Kodak Ltd., 2-155, Mount Road, Madras
Telegrams. Kodak, Madras Telephone. No. 3869. P.O.
Box No., 323. Offices at Hornby Road, Bombay. 17,
Park Street, Calcutta. The Mall, Lahore. Madras
branch manager: J.M. Beard.

Rates effective as from 15th Septem-

	ber 1939.	per 400 feet
Negative, Plus X	...	Rs 59-12
„ Super XX	...	Rs. 59-12
„ Panchromatic "K" (Infra Red)	...	Rs. 59-12
„ Background & Background X	...	Rs. 59-12
„ Duplicating	...	Rs. 59-12
„ Zelcras" (Bi-Pack)	...	Rs. 134-8
Positive film, Black and White	...	Rs. 18-12
„ „ Blue Tint	...	Rs. 18-12
„ „ "Sonochrome" Tints	...	Rs. 18-12
Sound Recording, Highspeed	...	Rs, 20-8
Leader film.	...	Rs. 15 0

The above prices are subject to 5% discount for cash or prompt settlement.

Daylight Loading Spools, 100 ft., Plus X Rs. 17-8 each

Messrs Ilford-Selo (India) Ltd. 3-B Woods Road, Mount Road, Madras. Telegrams Bromide—Photographic manufacturers and whole salers. Telephone No. 8320. P.O. Box No. 339.

Registered office: Cook's Building, Hornby Road, Bombay and at Calcutta. Madras Branch Manager: Mr. C.R.S. Iyer.

		Per 400 feet.
Positive films 35 mm, Black and white		Rs. 18-12,
do.	do.	Tinted base with
		clear sound track, Rs. 18-12

Subject to a discount of 5% for cash.

Messrs Roxy Photo Company. 30 Mount Road, Madras manager: Mr. Gulab Bhai Vakil. Telephone No. 8300 Head Office, Kapurchand & Co. Bombay.

Rates	per 400 feet.
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"Dupont" Panchromatic Negative

Superior No. I.	...	Rs. 59 12
do. Sound Negative 35 mm.	...	Rs. 20-8
do. Steel base positive	...	Rs. 18-12

Subject to a discount of 5% for cash.

Bhimji & Co. 4 Bunder St. G.T. Madras. suppliers
Fuji Cine film—(unexposed film) Phone 2542.

STUDIO MECHANICAL SUPPLIERS.

Fazalbhoj Limited:—Head Office: 16 New Queen's Road, Bombay, Madras Branch: 1-18, Mount Road. Also at Calcutta, New Delhi & Lahore. Suppliers of the following machines:

Fidelytone Recording Equipments. Debie Super Parvo Cameras. Debie Automatic Printers, Debie Editing Machines and other Debie Laboratory Equipments, Mitchell Cameras, Bell and Howell Cameras, Moviolas, Moviola Synchronizers etc., etc., Mole Richardson Lighting Equipments. Perambulators etc., etc., Manager, Madras branch: Mr. K.V. Sabnis

Sound Studios (India) Ltd. 16, New Queen's Road Bombay. Represented in Madras by: Fazalbhoj Limited, 1-18, Mount Road.

British Acoustic Recording Equipments and all Vinten products such as Cameras, Printers, Synchronizers. Developing and Processing Equipments etc., etc.

Photophone Equipments, Ltd. Prospect Chambers. Hornby Road, Bombay. Represented in Madras by, Fazalbhoj Limited, 1-18, Mount Road.

R.C.A. Photophone Recording Equipments, R.C.A. Photophone Reproducing Equipments and R.C.A. Home Recorders and Public Address Equipments.

REPRODUCING MACHINE SUPPLIERS.

Photophone Equipments Ltd, Prospect Chambers, Hornby Road Bombay. Represented in Madras by: Fazalbhooy Limited. 1-18 Mount Road. Suppliers of R C.A. Photophone reproducing equipments.

Messers Patel Brothers, Dinroze Estate 5-17 Mount Road, Madras—Distributors of Victoria IV-B Talkie Equipment.

International Talkies Equipment Co. 17 New Queens Road, Bombay 4.

Eastern Electric & Engineering Co, 129—Esplanade Road, Bombay.

Saraswathi Stores 2-159 Mount Road, Madras Telegram; Sarastore. Distributors of Bauer projectors—Managing Partners: Mr Sivasubrahmanya Chettiar.

Sound Products Co 163 Mount Road, Madras—Manager: G.V. Menon.—Distributors of Philips equipment.

FILM APPLIANCE SUPPLIERS.

Fazalbhoy Ltd. 16 New Queens Road, Bombay.

M. B. Billimoria, Sri Mangaldas House, West End Cinema Compound Lamington Road, Bombay. Importer of and dealer in Films, Carbons and replacement parts. Offices at Bangalore, Delhi, Lahore and Trichinopoly.

Patel Brothers, Dinroze Estate, 5-17 Mount Road, Madras, Suppliers of Spartan radio engine, Dynamo, Generating sets, Arc resistance, slide equipment. carbons, cement, acoustic materials, studio chemicals etc.

The Central Talkie Equipment, Bharath Building 1-18 Mount Road, Madras.—Suppliers of Simplex machine & parts

Cine Products Agency, Khaleel Mansions, Mount Road, Madras. Pro : Mr. P. N. Vaidyanathan.

Calcutta Film Exchange, Broadway, Madras. Suppliers of film cement.

General Film Distributors, Woods Road, Madras. Suppliers of Columbia-Lorraine carbons and film cement.

Vernon & Co. 36, Second line Beach, Madras. Distributors of Philisner equipment.

Evergreen Pictures, 51, Gandhinagar, Bangalore City. Agents for Brenkert Enarc Lamps, Hertner Transverts, Duo Sound mast products.

THEATRE BUILDERS & TENT MAKERS.

Shaw Wallace, Thambu Chetty St. through their contractor Mr. Deva Vadam.

Tharaporewalla, P. W. D. Contractor, Madras.

Mr. R. J. Dhanam & Co. Engineers and Building Contractors, 40, Langs Garden Road, Pudupet, Madras.

Massey & Co. Engineers, Main Road, Royapuram. (Studio builders)

King & Company. 321, Thambu Chetty St., G T. Madras.

TENT MAKERS.

Mr Ignatius, Tent Manufacturer, Trichur, Cochin State.

Mr. Verghese, Tent Manufacturer, c/o Jos Electric Bioscope. Trichur, Cochin State.

Mr. K Loganatham & Co. 51, Venkatesa Gramani St., Chintadripet, Madras.

Rate : The average cost of three poled Touring Cinema tent with equipment comes to about Rs. 1500. without projecting machine.

FILM LABORATORIES.

1. **Sound Studios (India) Ltd.** 16, New Queen's Road, Bombay. Represented in Madras by Fazalbhoy Limited 1-18, Mount Road, Dufay Colour Laboratories.
2. **Kodak Laboratory**, Juhu Road, Dadar Bombay
Opened on 25th June 1940. Movie Colour processing on "Kodak-chrome" on sub-standard films.
3. **Sailen Bose Laboratory**, c/o Prakjyothi Films, Adyar Madras. Proprietor: Mr Sailen Bose, Sri Vilas, Lalithanagar San Thome, Madras. Phone 8204.
4. **Saraswathi Cine Laboratory**, Mount Road, Madras. Manager: Mr. T. R. Rama Iyer.
5. **Vel Pictures Laboratory**, Guindy, Madras.
6. **Super Cine Laboratory**, 30, Kilpauk Garden c/o Newtowne Studios.
7. **Jaya Films Laboratory** c/o Jaya Films Studios. Director of Laboratory: Mr. V. B. Ramaswamy.
8. **Mr. M. B. Kundal**, Laboratorian c/o Kubera Pictures, Poonamalle High Road, Madras.

The usual rate for printing a copy of 1000 ft. of film is Rs. 20/-.

SUPPLIERS OF CHEMICALS.

Kodak Ltd., 2-155, Mount Road, Madras. Phone 3869. Manager : Mr. J. M. Beard.—Members of Film Chamber.

Ilford Selo (India) Ltd , Ilford House, Woods Road, Mount Road, Madras. Phone 8320. Manager : Mr. C. R. S. Iyer—Members of Film Chamber.

Martins & Harris Ltd., 4, Sunkurama Chetty St. Phone 2789.

Choksi Brothers, Dinroze Estate 1-17, Mount Road, Madras. Phone 8224.—Also Purchasers of old film,

SUPPLIERS OF STORAGE ARTICLES.

Volkart Brothers, 115-116, Armenian St. G. T. Madras.—Suppliers of cold storage for films.

Asbestos Cement Ltd. 202, Mount Road.

ELECTRIC GOODS SUPPLIERS.

M. T. Rajen & Co. Govindappa Naick St. Madras.

The India Electric Works Ltd. 12-A. Lingha Chetty St, G. T. Madras.

Patel Electrical Co. 1-17, Mount Road, Madras.

General Electric Co. Mount Road, Madras.

Crompton Engineering Co. 1st line Beach, Madras.

Osler & Co. Ltd. 21-22, North Beach Road, Madras.

TOILET AND MAKE-UP ARTICLES.

The Chittoor Toilet Manufacturing Co. Chittoor, Suppliers of make-up articles etc.

Spencer & Co. Mount Road, Madras.

Burjois Ltd.—Agency 19-20, Linghi Chetty St., G. T. Madras.—Manufacturers of grease paints, lip stick and other theatrical requisites.

Amami Shampoos, P. B. 1370, Madras.

SUPPLIERS OF ANIMALS ETC.

Mr. Abdulla Khan, Persian Stables 94-95, Wallajah Road, Madras. Suppliers of horses for purposes of film production.

MODES OF FILM PUBLICITY

1. Photographs of scenes, 2. blocks—half tones, line and colour. 3. Posters 4. Hand-bills 5. Booklets 6. Heralds, 7 Exploitation sheets. 8 Cutouts 9. Banners 10. Hoardings, 11. Trailors, 12. Slides, 13. News paper Advertisements and insertions in film journals. 14.

Theatre decoration, 15. Tramway and vehicular advertisements, 16. Stunt Advertisements. 17. Head lights etc.

ARTISTS, DESIGNERS & PUBLICISTS.

Ananda Vikadan Office—2-140 Broadway Madras
Phone 2915. Film Publicists.

Mr. T.K. Deena, Artist, 2 Triplicane High Road, Madras. Gold medalist in technical Exam. Specialist in cinema publicity in cut-outs banners etc,

Cine Art Publicity, Poonamalle High Road, Madras.

Associated Artistes, Royapettah High Road Madras

The Modern Commercial Art. Services, 103. Armenian St. G.T. Madras—Artist: Mr. G.H. Row,

Publicity & Service, Royapettah High Road, Madras.

Chithrakala Home, 40 Gengureddi Road Egmore, Madras.

Art. & Designers 1-B. Ritherden Road. Madras.

Bharath Studio 1-19, Mount Road, Pro: Mr. Nama-sivayam.

Famous Cine Litho Works, 12. Kumpta St. Ballard Estate, Bombay.

Associated Printers, Mount Road, Madras.

The Caxton Litho Works, 27. Cinnatambi St. G.T. Madras, Phone 3693.

Hoe & Co. 26/29. Stringers St. G.T. Madras.

Marina Studios. Triplicane, Madras.

Mr. W A Menon, Cine Publicity Artist, 59. Broadway, Madras,

Devi Press, 9-29, Mount Road, Madras Expert Colour-Printers.

Modern Printers, Chinabazaar, Madras; Expert Colour Printers.

Solden & Co., Triplicane High Road, Madras.

Ramakrishna Printing Works, 19B Woods Road, Mount Road Madras.

Kohinoor Art. Studio, 11, Swami Reddi St. Colouring Experts—Film Colouring work undertaken at Half Anna and above per foot of film.

Mohan Bros, 15 Tana St. Pursawalkum—Manufacturers of sello signs useful for film publicity.

E. S. Hajee & Co. 12. Sembudoss St. G.T. Madras—Colouring work undertaken.

Imperial Art. Cottage. 1-A. Tagore Castle Calcutta.

Neon Signs, Bangalore City.

ADVERTISERS AND PUBLICISTS.

Kalappan Advertising Co. 14. Sunkurama Chetty, St. & 193 Mount Road Madras Lamp post Advertisers and large scale publicity Agent in Madras.

Modern Publicity Co. 7, General Patters Road, Madras, Pro: Mr. K.N. Sivasambu. Phone 8261. Agents of Publicity Society of India Ltd. 1 Waterloo St. Calcutta, They are agents for all Advertisements by Tramways and S G. Railway.

Members of the **South Indian Film Chamber of Commerce** are given concession rates for Tramway publicity through the above company.

Star Advertising Service. 59. Broadway, Madras. Proprietor: Mr. M. S. Abdul Majid B.A, Press Poster and Cinema publicity.

Express Publicity Bureau. Pro: Mr. K. N. Natarajan C/o Devi Press, Mount Road, Madras.

OTHER ADVERTISERS (Licenced by Madras, Corporation).

Advertisers licensed by the Corporation of Madras under Byelaw VIII of Advertisement Byelaws ;—

1. P.S. Naidu, 71 Avadanam Papier Road, Vepery, Madras — He controls all advertisements on Ordinance Lines, Ratan Bazaar, and China Bazaar.

2. Modern Advertising Bureau, 83, Egmore High Road. Madras,

T.R. Bushanam for Associated advertisers, 27, Fruit Market, Madras.

4. The Presidency Advertisers, 4-183, Mount Road, Madras.

5. The Bill Posting and Publicity Co., 1-21-A Errabalu Chetty street. Loane Square, Madras.

6. The Publicity Society of India Ltd, 1, Waterloo Street, Calcutta.

7. S.G. Naidu's advertising Co., 1. Elephant gate Street, Madras.

8. A.V. Naidu, 165, G.N. Street, G. T. Madras.

9. Cunnappa Mudaliar, Proprietor, Star Advertising Service, Govindappa Naicken Street. G.T. Madras.

10. Ranganatham Chetty Proprietor, D. Pany & Co., 9 Arni Muthia Mudali Street. Choolai.

11. C.K. Babu Mudaliar, Proprietor, Royal Advertisers, 12. Veerappan Street, Madras,

BLOCK MAKERS.

Klein & Payerl, Mount Road, Madras. Phone 8025.
Process Block Makers.

Ananda Vikatan, Broadway, Madras.

Newtone and Co. Wallajah Road, Madras.

Appaswamy & Co. Mannady. Madras.

Solden & Co. Triplicane High Road, Madras.

Viswa & Co. 50, Wallajah Road, Madras.

Gordon & Co. Triplicane High Road, Madras.

RECORDERS OF SONG HITS

SUPPLIERS OF MUSICAL ARTICLES.

Saraswathi Stores, Odeon Records 2-159. Mount Road. Phone 8206.

Hutchins & Co. 78-79, Wallajah Road, Mount Road, P B 335, Madras. Phone 8090. Pro : Mr. M. Achutha Naidu.

The Gramophone & Co. Cathedral Post, Madras.

Orrs Gramophone Co. Mount Road, Madras.

Spencer & Co. Mount Road, Madras.

Mohamad Ibrahim & Co. Mount Road, Madras.

Musee Musical. 3-16, Mount Road, Madras.

V. S Rajagopal & Co. 195, Mount Road, Madras
Phone 8518.

FURNISHERS.

Spencer & Co. Mount Road, Madras.

Curzon & Co. Round Tana, Mount Road, Madras.

Modern Furnishing Co. 1-17, Mount Road, Madras.

SUPPLIERS OF FIRE EXTINGUISHERS.

Parry & Co. G. T. Madras.

Shaw Wallace & Co. Thambu Chetty St., G. T. Madras.

Asbestos & Co. 2nd Line Beach, Madras.

Best & Co. Armenian St., G. T. Madras.

SHIPPING & CLEARING AGENTS.

Sugesan & Co. Ltd. 109, Moore St., G. T. Madras. Phone 2742.

Binny & Co. Ltd. 7, Armenian St., G. T. Madras. Phone 2974. (clearing & forwarding Dept.)

Best & Co. Ltd. 1st line Beach, Madras. Phone 2933.

FILM INSURANCE.

Lloyd's Fire Insurance :— Maitland Heriot & Co.— Agents for Madras: Parameswar & Co. 9, Francis Joseph St. Madras, Film Insurance through Mr. V. Rama Rao B.A. (Manager, South Indian Film Chamber of Commerce) Khaleel Mansions, Mount Road, Madras.

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A Full length Talking Singing
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Excellent Acting of

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Enticing dances of

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ரங்கநாயகி

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It is a story full of myths, thrills, music, and adventures.

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Facing Gopathy Narayanaswamy Chetty, Rd.

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— AND ALSO facing —

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SECTION II

THE CINEMATOGRAPH ACT, 1918

[Following is the digest of the Act and the Rules directly relating to cinematography in Madras Presidency:]

1. (1) This Act may be called the Cinematograph Act, 1918.

(2) It extends to the whole of British India including British Baluchistan.

(3) The Provincial Government may, by notification in the Official Gazette direct that the whole or any of its provisions shall come into force in any Province or part of a Province on such date as may be specified in the notification.

Definition

2. In this Act, unless there is anything repugnant in the subject or context:—

"Cinematograph" includes any apparatus for the representation of moving pictures or series of pictures ;

"Place" includes also a house, building, tent or vessel and

"Prescribed" means prescribed by rules under this Act.

Cinematograph exhibitions to be licensed

3. Save as otherwise provided in this Act, no person shall give an exhibition by means of a cinematograph elsewhere than in a place licensed under this Act, or otherwise than in compliance with any conditions and restrictions imposed by such licence.

Licensing authority

4. The authority having power to grant licences under this Act (hereinafter referred to as the "licensing authority") shall be the District Magistrate, or in a Presidency town the Commissioner of Police ;

Provided that the Provincial Government may, by notification in the Official Gazette, constitute for the whole or any part of a Province such other authority as it may specify in the notification to be the licensing authority for the purposes of this Act.

**Restrictions on powers of
licensing authority**

5. (1) The licensing authority shall not grant a licence under this Act, unless it is satisfied that—

(a) the rules made under the Act have been substantially complied with; and

(b) adequate precautions have been taken in the place in respect of which the licence is to be given to provide for the safety of persons attending exhibitions therein.

(2) A condition shall be inserted in every licence that the licensee will not exhibit, or permit to be exhibited, in such place any film other than a film which has been certi-

fied as suitable for public exhibition by [an authority constituted under section 7], and which, when exhibited, displays the prescribed mark of that authority, and has not been altered or tampered with in any way since such mark was affixed thereto.

(3) Subject to the foregoing provisions of this section, and the control of the Provincial Government the licensing authority may grant licences under this Act to such persons as it thinks fit, and on such terms and conditions, and subject to such restrictions as it may determine.

Punishment for contravention of this Act and rules made thereunder

6. (1) If the owner or person in charge of cinematograph uses the same or allows it to be used, or if the owner or occupier of any place permits that place to be used, in contravention of the provisions of this Act or the rules made thereunder, or of the conditions and restrictions upon, or subject to

which, any licence has been granted under this Act, he shall be punishable with fine which may extend to one thousand rupees and, in the case of a continuing offence, with a further fine which may extend to one hundred rupees for each day during which the offence continues, and his licence (if any) shall be liable to be revoked by the licencing authority.

(2) If any person is convicted of an offence punishable under this Act committed by him in respect of the film, the convicting court may further direct that the film shall be forfeited to His Majesty.

7. (1) Any Provincial Government may by notification in the Official Gazette, constitute as many authorities as it may think fit for the purposes of examining and certifying films as suitable for public exhibition, and declare the area (hereinafter referred to as the 'local area') within which each such authority shall exercise the powers conferred on it by this Act. Where an authority so

constituted consists of a Board of two or more persons, not more than one-half of the members thereof shall be persons in the service of the Crown.

(2) If any such authority after examination considers that a film is suitable for public exhibition, it shall grant a certificate to that effect to the person applying for the same, and shall cause the film to be marked in the prescribed manner. The certificate of any such authority shall, save as hereinafter provided, be valid throughout the territories in which this Act is in force.

(3) (a) If the authority is of opinion that a film is not suitable for exhibition in the local area, it shall inform the person applying for the certificate of its decision, and such person may, within thirty days from the date of such decision, appeal for a reconsideration of the matter by the Provincial Government by which the authority was constituted.

(b) If the Provincial Government rejects the appeal it shall, by notification in the

Official Gazette, direct that the film shall be deemed to be an uncertified film in that local area, and such direction shall have effect notwithstanding the subsequent grant of a certificate in respect of the film by any other such authority.

(4) Any such authority may demand the exhibition before itself of any certified film which it has reason to believe is about to be publicly exhibited in its local area, and may by order suspend the certificate of any such film pending the orders of the Provincial Government and during such suspension the film shall be deemed to be an uncertified film in that area.

(5) The District Magistrate, or, in a Presidency town, the Commissioner of Police, may by order suspend the certificate of any film pending the orders of the Provincial Government and during such suspension the film shall be deemed to be an uncertified film in that district or town,

(6) A copy of any order of suspension made under subsection (4) or (5), together with a statement of reasons therefor, shall forthwith be forwarded by the authority or the officer making the same to the Provincial Government by which the authority was constituted or, to which the officer is subordinate as the case may be, and such Provincial Government, may, either discharge the order or, by notification in the Official Gazette, direct that the film should be deemed to be an uncertified film in the whole or any part of the Province.

(7) A Provincial Government may, of its own motion, by notification in the Official Gazette direct that a certified film shall be deemed to be an uncertified film in the whole or any part of the Province.

(8) The exhibition of a film to which any order or direction under clause (b) of subsection (3) or sub-section (4), (5), (6) or (7) is for the time being applicable shall, in the area to which such order or direction relates,

be deemed to be a contravention of the condition mentioned in sub-section (2) of section 5.

Power to make Rules

8. (1) The Provincial Government may make rules for the purpose of carrying into effect the Provisions of this Act,

(2) In particular and without prejudice to the generality of the foregoing power, rules under this section may provide for—

(a) the regulation of cinematograph exhibitions for securing the public safety ;

(b) the procedure of the authorities constituted for examining and certifying films as suitable for public exhibition, and all matters ancillary thereto, and the fees to be levied by those authorities ;

(bb) the appointment of officers subordinate to authorities constituted under section 7 and the regulation of the powers and duties of such officers ; and

(c) any other matter which by this Act is to be prescribed.

(4) All rules made under this Act shall be published in the Official Gazette and on such publication, shall have effect as if enacted in this Act.

Power to exempt

9. The Provincial Government may, by order in writing, exempt, subject to such conditions and restrictions as it may impose, any cinematograph exhibition or class of cinematograph exhibitions from any of the provisions of this Act or of any rule made thereunder.

THE MADRAS CINEMATOGRAPH RULES, 1933.

PART I GENERAL.

1. These rules may be called the Madras Cinematograph Rules, 1933.

2. (1) These rules shall apply to all cinema premises in the Province of Madras

which come into existence after the date of issue of these rules.

(2) These rules, except rules 37 and 39 and sub-rules (6) to (11) of rule 45, shall apply to all cinema premises existing in the Province of Madras on the date of issue of these rules, on the expiry of a period of one year from the said date, during which period they shall continue to be governed by the rules in force on the day immediately preceding the said date.

(3) Rules 37 and 39 and sub-rules (6) to (11) of rule 45 of these rules shall apply—

(a) to all cinema premises existing in the City of Madras on the date of issue of these rules from such date as may be notified in that behalf by the Government ;

(b) to all cinema premises existing on the date of issue of these rules, in any mofussil town which is specially notified in that behalf by the Government, to such extent, and from such date as may be specified in the notification,

3. In these rules, unless there is anything repugnant in the subject or context—

(a) 'auditorium' means the portion of the licensed place in which accommodation is provided for the public to view the cinematograph exhibition ;

(b) 'enclosure' means the portion of the licensed place in which the cinematograph apparatus is erected ;

(bb) 'Government' means the Government of Madras.

(c) 'permanent building' means a building which is constructed for permanent use with stone, mud, brick, mortar, cement or other non inflammable material.

Explanation.—Where the floor, roof, side-walls, galleries and stair-cases of a building are made of non inflammable material, the building shall, for the purpose of these rules, be deemed to be a permanent building ; and

(d) 'temporary building' means a building which is not a permanent building.

4. No person other than a company or association shall be entitled to obtain or hold any licence under the Act unless such person has attained the age of 20 years.

5. If any question arises as to the interpretation of these rules otherwise than in connexion with a prosecution for an offence, the question shall be referred to the Government whose decision shall be final.

6. These rules, printed in large type, together with the name and address of the licensee affixed thereto, shall be kept during public entertainment always posted in some conspicuous place at the principal entrance at a height of not more than four feet from the floor so that all persons entering the licensed premises may be acquainted with them and any breach of these rules should at once be reported to the licensing authority.

7. (1) Every enclosure, cinematograph plant and electric installation shall be inspected—

(a) When first erected and thereafter at least once every year by the licensing authority or an officer deputed by him ;

(b) when first erected and thereafter annually by the Chief Electrical Inspector or an officer deputed by him ; and

(c) at every renewal of the certificate of registration in Form D by the Chief Electrical Inspector or an officer deputed by him.

For the inspection under clause (b) of the enclosure, the cinematograph plant and the electrical installation when first erected a fee of one hundred rupees shall be paid in advance by the applicant for the licence and for each subsequent annual inspection under the said clause, a fee of fifty rupees shall be paid in advance by the licensee.

(2) The licensing authority, the Chief Electrical Inspector or any officer deputed

by either in that behalf or any Magistrate having jurisdiction over the area or any police officer specially deputed to keep order in the premises may, at any time, enter and inspect the premises and plant.

8. The licensee shall comply with such of the provisions of the Indian Electricity Act, 1910, and of the rules made thereunder as are applicable to the premises. In cases where the notice referred to in section 30 of the said Act has to be given to the District Magistrate or the Commissioner of Police, no licence shall be granted until such notice has been given and the licensing authority has informed the Electrical Inspector of the decision to issue the licence.

9. (1) The Chief Electrical Inspector or any officer deputed by him, inspecting an installation under rules 7 and 12, shall, if he discovers any defect therein, issue written orders, to the owner or person in charge, for their rectification and prescribe a

reasonable time within which such orders should be carried out.

(2) If, in the interval between two such inspections, any further inspection shall, in the opinion of the Chief Electrical Inspector or the officer deputed by him, have become necessary owing to the neglect or failure of the owner or person in charge to carry out any written orders of such officer issued under subrule (1), within the time prescribed by him, a fee of fifty rupees shall be charged for such further inspection and such fee shall be paid by the licensee on demand by the Chief Electrical Inspector.

Provided that in the case of travelling cinematograph shows, the fee chargeable for any inspection shall be thirty-five rupees.

PART II—LICENCES

10. No licence shall be granted under the Act in respect of any building unless—

(i) such building has a road frontage on the public thorough-fare upon which the site of such building abuts ;

(ii) there are suitable means of entrance and exit for the public in such frontage ; and

(iii) in addition, these are reserved for service in case of emergency, entrances and exit opening on two separate and distinct passages leading either to the said public thoroughfare or to other suitable thorough-fares and such passages are not less than five feet in width.

11. Every application to the licensing authority for a licence under section 3 of the Act shall be in writing and shall be accompanied by—

(i) complete plans, elevations and sections in duplicate of the premises and of all erections or buildings thereon drawn correctly to a scale of one-eighth of an inch to a foot and showing the position of the electrical machinery and cinematograph apparatus—
and

(ii) a block plan in duplicate on a separate sheet showing the position of such premises in relation to any adjacent premises and to the public thoroughfare upon which the site of such premises abuts, drawn to a scale of not less than one-fortieth of an inch to a foot.

The cardinal points shall be marked on such drawings. All drawings shall be coloured to distinguish the material employed in the construction of buildings and erections.

The width of all staircases and the number of steps in each, the width of corridors, gangways and doorways together with the height of any galleries or tiers in such premises and in any of the erections or buildings in connexion therewith as are more than one tier in height shall be indicated on such drawings, as well as the floor and roof ventilation and the details of any intended gas or electric installation. The thickness of the walls and scantlings of the various materials used shall be clearly

shown on such drawings by figured dimensions.

12. (1) The licensing authority shall forward the application, plans and drawings and other connected papers to the Chief Electrical Inspector. The Chief Electrical Inspector or an officer deputed by him shall examine them, inspect the enclosure, the cinematograph plant and the electrical installation and if he is satisfied that a licence may issue, he shall forward to the licensing authority a certificate in Form D referred to as the Chief Electrical Inspector's certificate as to the suitability of the enclosure, the cinematograph plant and the electrical installation and shall also certify that the enclosure, the cinematograph plant and the electrical installation fulfil the requirements of these rules.

(2) The Chief Electrical Inspector's certificate shall be valid for a period of one year provided that the officer granting the certificate may for sufficient reason reduce the

period of validity of the certificate to six months or three months

13. On the receipt of such certificate, if the licensing authority is satisfied that the other requirements of these rules are fulfilled, he shall issue to the applicant a licence signing and dating it: provided that the licensing authority may, in the case of a temporary building, refuse a licence if in his opinion any portion of such building is dangerously near to any other building provided further that the licensing authority may, in the case of a permanent building, obtain a certificate from the Executive Engineer as to the structural soundness of the building, and may refuse a licence if, after obtaining such certificate, he is of opinion that the building is not structurally sound. A copy of the plants and drawings referred to in rule 11 shall be attached to the licence. The Chief Electrical Inspector's certificate, shall also be delivered to the applicant along with the licence. A duplicate

of the Chief Electrical Inspector's certificate may be granted by the Chief Electrical Inspector on payment of a fee of Rs. 3 provided that the application is submitted through the licensing authority.

14. For every licence, when granted or renewed, a fee shall be charged according to the scale laid down below :—

For an annual licence.—Rupees five for an area of 1,000 square feet or less with an additional fee of Rs. $2\frac{1}{2}$ for every 500 square feet or fraction thereof in excess of 1,000 square feet.

For a temporary licence for a period not exceeding three months for a building thatched or constructed of wood or mats or other inflammable materials or for a tent.—Rupees five for a period of three months or for a portion thereof for an area of 1,000 square feet or less with an additional fee of Rs. $2\frac{1}{2}$ for every 500 square feet or fraction thereof in excess of 1,000 square feet.

For a temporary licence for a period not exceeding three months for a building not thatched nor constructed of inflammable materials.—Rupee one for a month or for a month or a portion thereof for an area of 1,000 squarefeet or less with an additional fee of annas 8 for a month or for a portion thereof for every 500 square feet or fraction thereof in excess of 1,000 square feet.

Annual licences shall be granted only in respect of permanent buildings. The fees for temporary licences shall be leviable at half of the above rates, where the buildings or enclosures are used solely by day and without lights.

Explanation.—Where the place consists partly of a structure and partly of a merre unroofed enclosure, the fee shall be calculated on the area of the structure alone.

Duplicate of a licence may be granted on payment of a fee of Rs. 5.

14-A. (1) If, on an application for the renewal of a licence presented under rule 11, the licensing authority does not for any reason before the date of expiry of the licence, either renew and return the licence or refuse to renew the same he shall grant a temporary permit provided that Chief Electrical Inspector's certificate continues to remain valid.

(2) Such temporary permit shall be subject to the conditions of the licence sought to be renewed, and shall be valid for a period of one month from the date of the grant thereof and may be renewed by the licensing authority for further periods of one month at a time:

Provided that the temporary permit shall cease to be valid and shall be surrendered to the licensing authority on the applicant receiving the licence duly renewed or on his receiving an order refusing to renew the licence:

Provided further that the temporary permit shall be surrendered to the licensing authority on demand made at any time in that behalf.

(3) No fees shall be levied for the grant of such temporary permit.

(4) The temporary permit shall, during the period of its validity, be deemed to be a licence for the purpose of these rules.

15. No subsequent addition or alteration shall be made to premises in respect of which a licence has been granted or any part thereof, without the sanction of the licensing authority being obtained there for and the plans and drawings relating to such addition or alteration being approved by him.

16. The licensee shall give notice in writing to the licensing authority of his intention to add or alter the licensed premises or any portion thereof and such notice shall describe clearly the intended

additions or alterations and be accompanied by complete plans, elevations and sections and block plan and specifications of the work proposed to be executed, drawn up in duplicate in the manner required by rule 11. The licensing authority shall, before according sanction to the proposed addition or alteration, follow as far as may be the procedure laid down in rules 12 and 13.

17. No addition to or alteration of any part of the electric installation or of the apparatus for the production of any other illuminant in use in the lantern shall be made without the sanction of the licensing authority being obtained therefor. The licensee shall notify in writing his intention to make such addition or alteration to the licensing authority who shall communicate the notice to the Chief Electrical Inspector. The licensing authority shall not accord his sanction for the addition or alteration unless the Chief Electrical Inspector or the officer deputed by him certifies that the alteration

or addition fulfils the requirements of these rules.

18. The licence and the plan and description attached there to shall be produced on demand by any police officer not below the rank of Sub-Inspector or by the licensing authority or by any person authorized by him or by the Chief Electrical Inspector or by any person authorized by him.

19. The licensee, his servants and agents shall comply with all orders issued by the Chief Electrical Inspector, the licensing authority or police officers acting on their behalf from time to time or as occasion arises, for the safety or convenience of the public or for the preservation of order or of the public peace. The licensing authority may, if special circumstances so require, impose safeguards in addition to those laid down in these rules.

PART III—ENCLOSURE.

20. The cinematograph apparatus shall be placed in an enclosure of substantial

construction, made of, or lined internally with, fire-resisting material, and of dimensions sufficient to allow the operator to work freely.

21. The enclosure shall be outside the auditorium, and where a rewinding room adjoins the enclosure, each shall have its independent exit.

22. The door of the enclosure and of any rewinding room and all openings, bushes and joints shall be so constructed and maintained as to prevent, as far as possible, the escape of any smoke into the auditorium. Ventilators shall be provided for the enclosure and for any rewinding room but the ventilation ducts shall not communicate direct with the auditorium. The area of the ventilating ducts of the enclosure shall not be less than one per cent of its floor area.

Explanation.—By 'bush' is meant packing inserted in the holes through which the pipes and cables pass in order to render such holes reasonably smoke-proof.

23. The openings in front of the enclosure shall not be larger than is necessary for effective projection and observation. No such opening shall exceed eight inches square.

24. Each opening shall be provided with a plate glass screen not less than $\frac{3}{16}$ th of an inch in thickness fixed in position with a smoke-tight joint;

Provided that for openings of less than twenty square inches the thickness of the plate glass screen shall not be less than one-eighth of an inch.

25. No unauthorized person shall be allowed to enter the enclosure.

26. Smoking shall not be permitted within the enclosure.

27. No inflammable article shall unnecessarily be taken into, or allowed to remain in, the enclosure.

28. Lanterns shall be placed on firm supports constructed of fire-resisting mate-

rial and shall be provided each with a metal shutter which can be readily inserted between the source of light and the film gate.

Where the electric pressure in the enclosure exceeds 125 volts, all metal supports of the lantern shall be connected to the earth.

29. Cinematograph projectors shall be fitted with two metal film boxes of substantial construction to and from which the films shall be caused to travel. The film boxes shall be made to close in such a manner and shall be fitted with a film slot so constructed, as to prevent the passage of flame to the interior of the box.

30. Films shall be wound upon spools in such a manner that the wound film shall not at any time reach or project beyond the edges of the flanges of the spool. The rewinding of films shall not be carried out in the enclosure while an exhibition is in progress.

31. All films, when not in use shall be kept in separate close metal boxes. The metal boxes shall be of substantial construction, the plate used being not less than '022 of an inch thickness. Each box shall have a hinged cover secured by hasp and staple. A rack shall be provided for storing the closed metal boxes without piling. Films shall not be stored in any part of a building which is at a lower level than any other part thereof used for residential purpose.

32. Cables for cinematograph lamps shall be taken as separate circuits from the supply side of the main fuses in the general lighting circuit.

33. An efficient double-pole switch shall be fitted within the enclosure in the cinematograph lamp circuit.

34. Within the enclosure the insulating material of all electric cables, including those leading to illuminating lamps, shall be covered with fire-resisting material. Where

the electric pressure exceeds 125 volts, all cables shall be enclosed in screwed metal conduits connected to the earth. Lead covered cables shall not be used unless enclosed in such conduits.

35. All resistances, with the exception of a resistance for regulating purposes, shall be placed outside the enclosure and, if reasonably practicable, outside the auditorium. If placed inside the auditorium, such resistances shall be protected by an earthed wire guard or other efficient means of preventing accidental contact.

36. (1) enclosure shall be in the charge of a competent operator who shall be not less than 18 years of age, and shall be present in the enclosure during the whole time the machine is being operated.

(2) The operator shall satisfy himself, before the commencement of each performance, that all cables, leads, connexions and resistances as also the fire extinguishing

appliances in the enclosure are in proper working order.

(3) Such number of persons as may be necessary shall be specially appointed to be in charge of the fire extinguishing appliances in the auditorium during every performance.

PART IV—BUILDING

37. All such premises shall be in communication with the nearest fire brigade station by telephone which shall be fitted in such place and manner as the licensing authority may direct. The installation and maintenance of the complete telephone connexion shall be carried out at the cost of the licensee.

38. (1) The following fire extinguishing appliances shall be provided:—

In the enclosure.—A bucket of dry sand and a portable fire extinguisher of a pattern approved by the licensing authority.

In the auditorium.—A supply of not less than 5 gallons of water per 100 square feet of floor area stored in buckets and four portable fire extinguishers of a pattern approved by the licensing authority.

(2) These appliances shall be so disposed as to be readily available for use. The buckets shall have round bottoms and handles. They shall be painted red with the word 'Fire' painted on them in large black letters in English and the local vernacular.

(3) The portable fire extinguishers shall be of two-gallon size; they shall be installed at an adequate height from the ground. A record regarding the maintenance of portable extinguishers shall be kept. Tet-rachloride extinguishers shall not be permitted in the enclosure.

(4) Where a portable fire extinguisher of the chemical combination pressure type is older than five years or has not been tested previously, it shall be tested by

hydraulic pressure by the Electrical Inspector or by an engineering firm or mill authorized in this behalf by the licensing authority, to show that it can withstand for one minute a pressure of 250 lb, per square inch and a certificate of such test shall be submitted to the licensing authority. Similar tests shall be repeated every two years thereafter.

(5) In addition to the requirements of sub-rule (1), there shall be provided such other facilities for fighting fire as may be required by the licensing authority.

39. The floor, roof, ceiling, private boxes, balconies, galleries, tiers, partitions, and every room, lobby, cooridor and passage intended for the use of the public shall be constructed of fire-resisting materials.

Provided that the following materials may be used for this ceiling, namely :—

Acoustic Celotex

Asbestos Spray

Canec

Celotex

Heraklith

Insulite Building Board

(Termitox) and Insulitation

Hard Board

Ljusne woxna

Insulwood

Treetax and

Upson Insulating Board.

40. The premises shall be enclosed with proper external or party walls of brick or stone. This rule shall not apply to buildings in respect of which temporary licences are granted.

41. Where the first tier or balcony extends over the pit or stalls, the height between the floor of the pit or stall and such tier or balcony shall not, in any part, be less than 10 feet; the height between the floor of the highest part of the gallery and

the lowest part of the ceiling over the same shall not, in any part, be less than 12 feet. The height between any tier and the tier or ceiling above it shall, in no case, be less than 8 feet.

42. (1) No passage, gangway or corridor shall be used as a cloak-room and no pegs for hanging hats, cloaks, etc., shall be allowed therein nor shall any such passage, gangway or corridor be used for storage purpose or for any purpose whatever except for exit and entrance from and to the auditorium.

(2) There shall be no recesses or projections in the walls of such passages, gangways or corridors within 6 feet of the ground; lights shall be not less than 6 feet 8 inches above the ground.

(3) No corridor leading to any staircase communicating with any exit shall be less than 5 feet in width in any part thereof.

(4) Where possible, gradients or inclined planes shall be used instead of steps, but no

gradient or inclined planes shall be steeper than 1 in 10.

43. Where cloak-rooms are provided they shall be so situated that the use of them shall not obstruct the free use of any exit.

44. (1) All outside doors for the use of the public shall be made to open outwards and all internal doors shall be so fitted as not to obstruct, when open, any gangway, passage, stairway or landing. Such doors, when open, should engage on an automatic spring.

(2) The size of the doorways shall not be less than 7 feet by 5 feet, the width being measured between the leaves of the door in the open positions :

Provided that in the case of buildings constructed on or after 23rd May 1939 the size of the doorways shall not be less than 8 feet by 5 feet the width being measured between the leaves of the door in the open position.

45. (1) All staircases shall be constructed entirely of stone, cement or concrete with fire-resisting roof and ceiling and shall have solid square (as distinguished from spandrel) steps and landing of approved stone or of such other fire-resisting material and construction as may be approved by the licensing authority with treads not less than 11 inches wide and with risers not more than 6 inches high (each lapping at least 1 inch over the back edge of the step below it) in flights of not more than 15 or less than 3 steps.

(2) The floors of all landings shall be 6 thick.

(3) Every staircase forming an exit from an upper gallery or tier of the auditorium shall be enclosed on both sides with walls of brick or of fire-resisting materials in the storeys through which it passes, and no openings shall be made into auditorium except the one required for exit from the gallery or tier which it serves-

Provided that staircases leading to the first or lower gallery or tier may be left open on one side in which case the open side shall be provided with extra stout handrails and balusters, but in no case shall staircases be left open on both sides.

(4) All enclosed staircases shall have on both sides strong handrails firmly secured to the wall by strong metal brackets about 3 inches clear therefrom and about 3 feet above the stairs but such handrails shall not run on level platforms and landings where the length of such platform or landing exceeds the width of the stairs.

(5) Where the flight of steps returns upon itself, the newel wall shall be chased so as to allow the handrails to turn without projecting over the landing.

(6) The treads and risers of steps on each flight shall be of uniform width and height.

(7) Each flight of steps shall be properly supported and enclosed to the satisfaction of the licensing authority.

(8) No staircases shall have more than two flights of 15 steps without a turn and the width of the landing between such flights shall be at least the same as the width of the staircase.

(9) There shall be at least two staircases each not less than 4 feet wide to provide access to any gallery or upper floor.

(10) Stairs turning at an angle shall have a proper landing without winders being introduced at the turn.

(11) There shall be no recesses or projections in the walls of such staircases within 6 feet of the floor, and any fittings for lighting shall be at least 6 feet 8 inches above the steps or landing.

46 (1) The electric lighting of the premises shall have at least three separate and distinct main circuits as follows:—

(a) For the enclosure and thence through a dimming regulator to the central lighting of the auditorium ;

(b) for approximately one-half of the auditorium, passage ways, stairways, exits and parts of the building open to the public and

(c) for the remaining half of the auditorium, passage ways, stairways, exits and parts of the building open to the public.

The control of the circuits in respect of the two halves of the auditorium referred to in clauses (b) and (c) shall be remote from each other.

(2) The general lighting of the auditorium shall be capable of control from inside the enclosure and also from outside and away from the enclosure. A competent person shall be appointed to be present and to be in charge of the general lighting while the the public are on the premises.

(3) A plan (in single line) of the wiring shall always be kept in a prominent place in the

office of the Manager. The plan should conform, as far as may be, to the model, wiring diagram.

(4) Whenever required by the licensing authority or a police officer not below the rank of Sub-Inspector, a sufficient number of approved oil or candle lights shall be provided for use in case of failure of the electric lighting in the auditorium, gangways, passages and exits. These lights shall be kept burning during the whole time the public are on the premises.

(5) Whenever any illuminant other than electricity is used for the lantern, its use and the apparatus for its production shall be subject to the approval of the licensing authority.

(6) Ordinarily, no open or naked lights shall be allowed, but if the nature of the performance or exhibition absolutely necessitates the use of naked lights, this fact shall be mentioned when application is made for a licence.

47. (1) No building shall be used for cinematograph exhibitions to which the Act applies, unless it is provided with an adequate number of clearly indicated exits so placed and maintained as readily to afford the audience ample means of safe egress, and with a passage 3 feet in width for every ten rows of seating accommodation. By 'adequate' is meant 5 linear feet of exit way for 500 square feet of sitting space inside.

(2) (a) The number of persons admitted into any part of the auditorium, shall not exceed the number prescribed in the licence for that part of the auditorium. The number prescribed for each part shall be clearly indicated in such part by means of a board or otherwise.

(b) The number prescribed under clause (a) in respect of any part of the auditorium shall not exceed the following limits, namely;—

In the case of a permanent building.—The number arrived at by calculating at the rate

of 20 persons per 100 square feet of floor area in respect of such portions as are provided with chairs having backs and arms, and at the rate of 25 persons per 100 square feet of floor area in respect of other portions' after excluding the area of the entrances, the passages and gangways, the stage, the stair-cases, and all places to which the public are not admitted.

(ii) *In the case of a temporary building.*—The number arrived at by calculating at the rate of 25 persons per 100 square feet of floor area, after making the exclusions referred to aforesaid.

(3) A common place of egress may serve as the exit, for the floor and the first tier of the auditorium, provided the capacity of such place of egress is equal to the aggregate capacity prescribed by these rules for the necessary outlets from such floor and tier.

(4) If the floor or any tier of the auditorium is divided into two or more parts,

separate exits as prescribed in the rules shall be provided for each such part.

(5) All doors shall open outwards and shall be distributed round the hall and not merely at one end or side,

(6) All exit doors shall be kept unbolted during the performance. All the top and bottom bolts of such doors shall, wherever possible, be capable of operation from one central handle on each pair of doors.

(7) The words "No Exit" shall be painted over all doors or openings which are in sight of the audience but which cannot be used as exits.

(8) A notice shall be clearly painted on the exit doors indicating the method of opening.

(9) Each exit notice shall be illuminated by a light ; such lights shall be kept burning during the whole time the public are on the premises.

10 The public may leave at the end of a performance or exhibition by any exit door.

(11) No chair or other obstruction shall be placed in any passage, gangway or staircase.

(12) No person shall be permitted to sit or stand in any gangway intersecting the seating or to sit in any gangway or between the screen and the barrier referred to in rule 48.

48. The following provisions shall be observed in providing seating accommodation :—

(a) Chairs shall be battened together in complete lengths.

(b) In all cases there shall be an intervening space of at least one foot between the back of one seat and the front of the seat immediately behind measured between perpendiculars.

(c) The gangways shall be not less than 3 feet in width and shall be so arranged that

no seat shall be more than 10 feet from a gangway.

(d) The angle of elevation subtended at the eye of any person seated in the row nearest to the screen by the length of the vertical line dropped from the center of the top edge of the picture to the horizontal plane passing through the observer's eye shall not exceed 35 degrees, the height of the eye of the person so seated being 3 feet 6 inches above the floor level. A strong barrier or other efficient partition shall be provided to enforce this provision.

(e) The angle between the vertical plane containing the upper edge of the picture and the vertical plane containing the observer's eye and the remote end of the upper edge of the picture, shall not be less than 25 degrees. A strong barrier or other efficient partition shall be provided to enforce this provision.

49. Whenever required by the licensing authority, sufficient and approved artificia

means of ventilation shall be provided. Guards shall be provided for ceiling fans with less than 7 feet clearance; the height between the guard and the floor shall not be less than 6 feet 8 inches :

Provided that, in the case of a permanent building for which an annual licence is ganted for the first time on or after 23rd May 1939 the licensing authority may require that the auditorium shall be provided with exhaust fans at the rate of one exhaust fan for a floor area of 500 square feet or fraction thereof.

PART V

TRAVELLING CINEMATOGRAH SHOWS

50. The rules in this part shall apply only to travelling cinematograph shows.

51. In this part—

(a) 'building' shall include any booth, tent or similar structure; and

(b) 'travelling cinematograph show' shall mean an outfit comprising cinematograph

apparatus and plant taken from place to place in the Province of Madras for giving cinematograph exhibitions.

52. The licensing authority may refuse a licence if the building is constructed in whole or in part of a material which is, in his opinion, so inflammable as to be a public danger or if in his opinion any portion of the building is dangerously near to any other building.

53. In every pandal constructed of inflammable materials, there shall be on each side an aperture at least 7 feet high and 18 feet wide. This aperture may be closed by tatties fixed on split bamboo frame and fastened by twine on the inside.

54. Doors and apertures not ordinarily in use may be made of or covered or closed by mat, screen or similar material which can be removed by a slight pressure from inside the building.

55. No external fencing shall be allowed within a distance of 10 feet from the building

56. No building constructed of inflammable materials shall be licensed to exhibit shows in any place for a period longer than four months in the aggregate within any continuous period of twelve months.

PART VI

SPECIAL PROVISIONS IN THE CASE OF CERTAIN CINEMATOGRAPH EXHIBITIONS.

57. The rules in this part shall apply to—

(a) cinematograph exhibitions given in schools or halls for occasional public use ;

(b) cinematograph exhibitions given in the open air or in pandals where the sides cannot be enclosed ; and

(c) cinematograph exhibitions given in any place with an enclosed bulb projector with films not greater in width than 16 millimeters.

58. (1) In the case of cinematograph exhibitions given in schools or halls for occasional public use, the following provisions shall apply, namely :—

(a) Where it is not practicable to have a fireproof enclosure, a clear space of 6 feet shall be railed off all round the cinematograph apparatus.

(b) No drapery or unprotected combustible material, other than that composing the floor, shall be within 6 feet of the apparatus.

(c) The following fire extinguishing appliances shall be provided near the enclosure :—

(i) two portable fire extinguishers in accordance with rule 38 ;

(ii) one blanket ; and

(iii) three buckets of water with one large sponge in one of the puckets.

(d) Two hurricane lanterns burning dim shall be placed near the lantern.

(2) In the case of cinematograph exhibitions given in the open air or in pandals where the sides cannot be enclosed, the provisions contained in clauses (a) and (b) of sub rule (1) and rule 55 shall apply,

59. Save as provided in rule 58, the rules contained in Part II, III, IV and V shall not apply to any cinematograph exhibitions to which this part applies :

Provided that the licensing authority may in consultation with the Chief Electrical Inspector, apply to any such exhibition such of the rules contained in the said parts and with such modifications as he may consider necessary.

PART VII—CERTIFICATION OF FILMS

60. (1) When the importer of a film or his authorized agent, or the proprietor or manager of any place (or the producer of a film or his authorized agent) desires to have a film certified for public exhibition he shall submit an application in writing to the President, Madras Board of Film Censors.

(2) Every such application shall contain the following particulars, namely :—

(a) the exact length of the film, the number of the reels and the length of the film in each reel ;

(b) the name of the film ;

(c) the name of the person or company by whom the film was produced ;

(d) the name of the country in which the film was originally produced ;

(e) a statement as to whether the film has or has not been previously submitted to any authority in British India constituted under section 7 of the Act, and as to the orders, if any, which have been passed by such authority.

If the application submitted to the authority aforesaid was withdrawn, whether the permission of such authority was or was not obtained for such withdrawal, and in the latter case, the reasons for the withdrawal ;

(f) the licensed place at which the applicant desires to produce and exhibit the film at his own cost before the Board for examination ;

(g) the date and the time most suitable to the applicant for such examination ; and

(h) the number of copies imported or manufactured.

(8) Every such application in respect of a film shall be accompanied by three typed or printed copies of its synopsis and cast and in the case of talkies, the words of the songs.

(4) Every such application shall be accompanied by the fee prescribed in this part.

61. On receipt of such application the President shall, within a period of seven working days, constitute a Board consisting of at least two members, to examine the film and to report to him the nature of the film and its suitability for public exhibition.

62. (1) In the event of the Board deciding that the film can be certified only after

certain specified parts have been removed therefrom, the parts removed from the film or from all copies of the film in the applicant's possession and intended for exhibition in British India shall be handed over to the Board's office to be kept for one year and afterwards destroyed provided that single excisions exceeding 75 feet in length shall be kept for two years before destruction.

The film shall thereupon be certified as suitable for public exhibition, the certificate issued being endorsed with a description of the parts required to be omitted and with a statement of the exact length or lengths cut out.

A clearly visible triangle shall be drawn in the left hand bottom corner of every certificate bearing such an endorsement.

(2) In the case of a film already certified by the Board and regarding which a representation has been received from any member of the public or from the person who applied for its examination and certi-

fication, or in the case of a film certified by a Board in another Province constituted under the Act and regarding which a report has been submitted by a member of the Board in this Province, the President may appoint a committee to examine the film and to submit a report to him.

(3) No fee shall be charged for the examination of a film already certified by a Board in India, constituted under the Act.

62-A. When a film has been notified as uncertified under subsection (6) or (7) of section 7 of the Act, it is open to the owner of the film to apply anew for certification after excising the objectionable parts or fulfilling such conditions as the Board or the Government may require. In all such cases, the usual examination fee shall be charged.

63. If the Board decides that a film is not suitable for public exhibition, the President

shall communicate such decision within three days thereof, to the applicant.

64. All certificates granted by the Board shall be in Form B annexed to these rules and shall bear the signature of the President. The prescribed mark of the Board shall be a copy of the certificate which shall be affixed to the film certified.

65. In exceptional and urgent cases, provisional certificates may be granted by the President on his own authority, subject to confirmation by the Board.

In respect of all topical films and news reels, the President shall grant certificates without examination by a regular Board when he is satisfied from the synopsis that there is nothing objectionable

66. A fee of Rs. 5 shall be charged for the examination of every 1,000 feet of film or fraction thereof.

No separate fee shall be payable for the grant of a certificate; but a fee of Re. 1

shall be charged for the grant of a duplicate certificate.

67. Examination and certification of, duplicates of films previously certified shall not be necessary if it can be shown by the synopsis and the cast that the second film is identical with the first.

67-A. If any film is altered by excision addition or otherwise after it has been certified by the Board, it shall not be exhibited unless it has been reexamined and a fresh certificate obtained in accordance with these rules. The fee for such re-examination shall be the same as that laid down in rule 66 for the examination of films.

68. The Board shall have power to reduce or remit at its discretion, the fee payable for examination in respect of scientific or educational films, or to remit the fee in the event of a film being withdrawn before examination or in the case of a miniature film.

69. The President shall maintain a register in which shall be entered the following particulars, namely :—

- (a) the name of every film examined ;
- (b) the name of the person applying for the certificate ;
- (c) the name of the person or company producing or releasing the film ;
- (d) the name of the country in which the film was originally produced ;
- (e) the date of examination ;
- (f) the length of the film in feet, the number of reels and the length of each reel in feet
- (g) order of the Board on such examination ; and
- (h) the number and date of certificate issued, if any, together with a copy of any endorsement made on such certificate.

Copies of the entries in such register shall be sent monthly to all other authorities

constituted under the Act for the examination and certification of films in British India.

70. Any member of the Board or any police officer not below the rank of Sub-Inspector may enter any place licensed under the Act for the purpose of seeing that the provisions of these rules are being carried out.

FORM A (SEE RULE 13).

Licence for exhibition under the Cinematograph Act, 1918.

Name and address of licensee.

If the licensee is not the owner of the place or building, the name and address of the owner thereof.

Situation of the place or building.

Area of the place or building in square feet.

Material of which the roof, side-walls, gallery and staircase are made.

Whether the place or building is to be used during the day or during the night or both.

Date of last inspection by the Chief Electrical Inspector or officer authorized by him.

Special conditions, if any, on which the licence is granted.

Period for which the licence is to be in force.

Fees paid.

Maximum number of persons permitted in each part of the auditorium :—

In the first class ... persons.

In the first class ... persons.

In the persons.

In the persons,

Total ...

Conditions of licence.

This licence is granted subject to the provisions of the Cinematograph Act, 1918

and the rules made thereunder. It is also subject to the following conditions :—

(1) This licence does not exempt the licensee or his servants, or agents from taking out any other licence required by or otherwise complying with any other law or rule or by-law made thereunder.

2. The licensee shall not exhibit or permit to be exhibited any film other than a film which has been certified as suitable for public exhibition by the authority constituted under section 7 of the Act, and which when exhibited, displays the perscribed mark of that authority, and has not been altered or tampered with in any way since such mark was affixed thereto.

(3) The licensing authority and any subordinate duly authorized by him in that behalf and any police officer deputed to keep order during any entertainment in the licensed premises shall at all times have free access to the said premises in order to see

whether the conditions of the licence are fulfilled.

(4) The licensee shall, when and so often as the Government of Madras may perscribe, exhibit films provided by the Government, and on such terms as regards remuneration as the said Government may determine.

(5) No firework shall be used as an adjunct to a cinematograph exhibition.

(6) No person shall be admitted within a line . . . feet in front of and parallel to the screen. A strong barrier or other efficient partition shall be provided for enforcing this condition.

(7) The licensee shall not, without the permission of the licensing authority, assign, sublet or otherwise transfer the licence or the licensed premises; nor shall the licensee without permission as aforesaid allow any other person, during the period of currency of the licence, to exhibit films in the licensed premises.

(8) In the case of travelling cinematograph shows, the address on the first day of each month and of every subsequent change of camp shall be notified to the Electrical Inspector.

(9) The licensed premises shall not be kept open after * on any day without obtaining special permission in writing from the licensing authority in respect of such day.

(10) This licence shall be subject to cancellation or suspension for the breach of any of these conditions or of the special conditions specified on the reverse.

Dated the day of

Seal

Commissioner of Police,

of the _____

District Magistrate.

* The hour fixed by the licensing authority with due regard to local conditions (but not earlier than 12 midnight and not later than 1-30 a. m.) should be entered.

MADRAS FILM CENSOR BOARD

Madras Film Censor Board : The Board was first constituted in June 1920. The term of office is for one year. The Board works on a self supporting system. No fees are paid to the members for attendance at the Board meetings. But a sum equal to fees levied for certification of new films is equally distributed among the members who witness an exhibition.

In exercise of the powers by Sub-sections (1) of Section 7 of the Indian Cinematograph Act 1918, as amended by Act XXIII, of 1919, the Government of Madras have constituted at Madras, with effect from the 21st November 1940, a Board consisting of seventeen members to be the authority for the purpose of examining and certifying films as suitable for public exhibition in the province of Madras for one year.

Madras Board of Film Censors

The following persons are nominated in the Board with effect from 21st November 1940.

1. The Commissioner of Police (Mr. L. B. Gasson, Ex-officio President.
2. Station Staff Officer, Fort St. George, Ex-officio.
3. Mr. M. T. Rajen, Vice-President, South Indian Film Chamber of Commerce, Khaleel Mansions Mount Road, Madras Phone 86050.
4. Rao Bahadur P. Sambanda Mudaliar "Pammal Lodge", 70, Acharappan St., G. T. Madras.
5. Mr. Abdul Hamid Khan, 125, Thayar Sahib Street, Triplicane.
6. Dr. U. Krishna Rao, M. B. B. S., "Hawarden", Lawdersgate Road., Vepery Madras Phone 2347.

7. Mr. B. Pocker, 9-10, Second Line Beach, G. T. Madras.

8. Mr. C. Sambasiva Rao, Bar-at-Law, Olivers Road, Mylapore.

9. Mrs T. L. R. Chandran, "Chandrika," Mallony Road, Thyagarayanagar,

10. Mrs. I. Kurien, 4, Pachayappa Hostel Road., Chetpet, Madras.

11. Mr, G.R. Walker, "Dunluce", Harrington Road, Chetpet.

12. Mr. Vavilla Venkateswara Sastralu, 323, Tiruvottiyur High Road, Madras.

13. Mr. Jamal Mohamad Ismail Sahib, 16, Thambu Chetty Street, G. T. Madras.

14. Dewan Bahadur Devisikhamani Mudaliar, "Murugan Arul", Gopathy Narayanaswamy Chetty Road, Thyagarayanagar.

15. Mr. S. V. Vijayaraghavachariar, 12, Ranganathan Street Thyagarayanagar.

16. Rao Bahadur, M. C. Rajah, St. Thomas Mount.

17. Mr. T. A. V. Nathan, Meeran Sahib St., Mount Road, Madras.

Cinema censorship code-General Principles, in Bombay.

The following principles are generally noted in the censorship of films.

1. No generally and rigidly applicable rules of censorship can be laid down.

2. It is essential to be consistent but impossible to aim at strictly logical decisions.

3. Each film must be judged on its own merits.

4. Nothing should be approved which in the Censors' honest opinion is calculated to demoralise audience or any section of it.

5. The following kinds of films are liable to objection.

Those which :

(a) Extenuate crime: or which familiarise young people with crime so as to make them conclude that theft, robbery and crimes of violence and normal incidents of ordinary life not greatly to be reprobated: or which exhibits the actual methods by which thieves carry-out their purpose and make the methods of crime the chief theme: or in which crime is the dominant feature of a serial and not merely an episode in the story.

(b) Undermine the teachings of MORALITY, by* showing vice in an attractive form even though retribution follow: or casting a halo or glory or success round heads of the vicious: or suggesting that a person is morally justified in succumbing to temptation in order to escape from circumstances or ungenial work: or bringing into contempt the institution of marriage: or suggesting abnormal sexual relations: or lowering the sacredness of the family ties.

(c) Exhibits indecorous dress or absolute nudity of living (except infants: and small children, or nude statues or figure in suggestive positions.

(d) Bring into contempt public characters acting as such e.g., soldiers wearing H. M. uniform Ministers of religion, Minister of the Crown, Ambassadors and official representatives of foreign nations, judges, the police, civil servants of Government etc.

(e) Are calculated to wound the susceptibilities of foreign nations or of members of any religion.

(f) Are calculated or possibly intend to foment social unrest and discontent: (i.e. not scenes merely depicting realistically the hard condition under which people live, but depicting the violence that results in an actual conflict between capital and Labour)

(g) Are calculated to promote disaffection or resistance to Government or promote a breach of law and order.

6. Inspectors should consider the impression likely to be made on an average audience in India, which included a not inconsiderable proportion of illiterate people or those of immature judgement.

7. Inspectors should remember that a film may be in itself innocent yet dangerous because of the bad reputation of the book it reproduces, and that a book may be harmless but a film of it dangerous.

8. Inspectors should distinguish between errors of conduct caused by love, even guilty love, and those that result from the pursuit of lust.

9. Objections to films may be removed by the Board either (1) by modification or removal of titles and sub-titles or of the film narrative or description, or (2) by cutting out portions of films, or (3) by both.

10. Two Inspectors or the Secretary and one inspector should be present at the inspection of a film.

The following is a list of film subjects that are likely to be objectionable:—

1. Indecorous, ambiguous and irreverant titles and subtitles.
2. Cruelty to animals.
3. The irrelevant treatment of sacred subjects.
4. Drunken scenes carred to excess.
5. Vulgar accessories in the staging.
6. The MODUS OPERANDI of criminals.
7. Cruelty to young infants and excessive cruelty and tortures to adults, especialiy woman.
8. Unnecessary exhibition of feminine clothing.
9. The exhibition of profuse bleeding,
10. Nude figures.
11. Offensive vulgarity, and impropriety in conduct and dancing.
12. Indecorous dancing.
13. Excessively passionate love scenes.
14. Bathing scenes passing the limits of propriety.
15. References to controversial politics.
16. Relations of Capital and Labour.
17. Scenes tending to disparage public characters and institutions.
18. Realistic horrors of warfare.
19. Scenes and incidents calculated in times of war to afford

information. 20. Incidents having a tendency to disparage other nations, 21. Scenes holding up the King's uniform to contempt or ridicule. 22. Subjects dealing with India, in which British or Indian officers are seen in an odious light, and otherwise attempting to suggest the disloyalty of Native States or bring into disrepute British prestige in the Empire. 23. The exploitation of tragic incidents of the war. 24. Gruesome murders and strangulation scenes. 25. Executions. 26. The drug habit e.g. opium, morphia cocaine etc. 27. Subjects dealing with "White slave" traffic. 28. Subjects dealing with the premeditated seduction of girls. 29 "First night" scenes. 30 Scenes suggestive of immorality. 31. I n d e l i c a t e sexual situations. 32. Situations accentuating delicate marital relations. 33. Men and women, in bed together. 34 Illicit sexual relationship. 35. Prostitution and procura- tion 36. Incidents indicating the actual per- petration of criminal assaults on woman. 37. Scenes depicting the effect of venereal

deases., inherited or acquired. 38. Incidents suggestive of incestuous relations. 39. Themes and references relative to "race suicide." 40. Confinements. 41. Scenes laid in brothels. 42. Materialisation of the conventional figure of any founder of religion.

The Cinematograph Act 1918

The authority having power to grant licences under this Act shall be the District Magistrates or the Commissioner of Police.

The Madras Cinematograph Rules of 1933 are operative along with the Act.

Fees.—For every licence under the Act for a permanent cinema theatre the annual fee shall be Rs. 5/- for an area of 1000 sq. feet or less with an additional fee of Rs. 2-8-0 for every 500 sq. ft. or fraction thereof in excess of 1000 sq. ft.

For a temporary building, thatched or constructed or tent. Rupee one (Re. 1/-) for a month or for a portion thereof for an area

of 1000 sq. ft. or less with an additional fee of annas eight for a month or for a portion thereof for every 500 sq. ft. or fraction thereof in excess of 1000 sq. ft.

Film censoring fees

A fee of Rs. 5/- shall be charged for every 1000 ft. of film or fraction thereof. One rupee shall be charged for every duplicate certificate

Electrical Inspection fees

Permanent Cinemas—

(1) 1st. inspection after the Cinema Theatre is newly erected Rs.100 per annum.

(2) For every subsequent inspection carried out every year Rs 50/- per annum.

Touring Cinemas

After 21st April 1939, all touring cinemas are charged an annual fee of Rs. 35/- only for each inspection whether it is for the first inspection or for subsequent inspection.

PUBLIC RESORT ACT

In the city of Madras, in exercise of the powers conferred by sections 36 and 39 of the Madras City Police Act (Madras Act III of 1888) the Commissioner of Police, Madras with the approval of the Governor in Council, has made rules called "Places of Public Resort—Rules" for ensuring order and decency and for the public safety at all places of public entertainment or resort in the City of Madras. The application has to be made to the Commissioner of Police.

Fees—Rs. 2/- per annum—licence fee for permanent building per annum.

Rs. 1/- for temporary licence for 3 months.

In the Presidency

In the rest of the Municipalities in the Madras Presidency, the Public Resort Act 1888 is operative. The application under the Act shall be made to the Chairman of the Municipality or to the District Magis-

The Madras Entertainments Tax Act 77

trate, as the case may be, having jurisdiction in that area.

Fee—Licence fee for one year for permanent building. Rs. 5/- for 1000 sq. ft. or less with an additional fee of Rs. 2-8-0 for every 500 sq. ft. or fraction in excess of 1000 sq. ft.

The same rate holds good in the case of temporary building like touring cinema.

THE MADRAS ENTERTAINMENTS TAX ACT 1939.

The Act came into force in the presidency of Madras with effect from 1st August 1939.

Four methods are prescribed for the payment of the Tax.

1. Payment by means of stamps.
2. Payment at a specified percentage (20% of the gross proceeds) of the gross proceeds on the basis of returns.
3. Payment of the Tax by composition.

4. Payment of the Tax in cases where admission is controlled by mechanical contrivance.
5. Payment of the Tax on admissions to entertainments on payment of subscriptions or contribution to an institution.

Rates

The Government of Madras, have issued a communique dated July 16th to the effect that the Provincial Entertainment Tax will come into force throughout the presidency from 1st August 1939.

The following are rates of the taxes.

RATES:—

Where the payment, excluding the amount of the tax:—

Rs. A. P.

- (i) is not more than two annas 0 0 3
- (ii) is more than two annas but
less than six annas, 0 0 6

The Madras Entertainments Tax Act 79

- (iii) is six annas or more but is Rs. A. P.
less than twelve annas. 0 1 0
- (iv) is twelve annas or more but
is less than one rupee
eight annas. 0 2 0
- (v) is one rupee eight annas or
more but is less than
two rupees eight annas. 0 4 0
- (vi) is two rupees eight annas or
more but is less than
three rupees eight annas. 0 8 0
- (vii) is three rupees eight annas
or more but is less than
six rupees eight annas. 0 12 0
- (viii) is four rupees eight annas
or more but is less than
six rupees eight annas. 1 0 0
- (ix) is six rupees eight annas or
more but is less than
nine rupees eight annas. 1 8 0

(x) is nine rupees eight annas or more but is less than ten rupees.

2 0 0

(xi) is ten rupees or more

... Rs. 2 in respect of the first ten rupees and Rs. 2 for every Rs. 10 or portion thereof in excess of the first ten rupees.

Officers Under the Act

1. Entertainments Tax Commissioner
Chepauk, Madras.
2. Entertainment Tax Officers.
3. Commissioner, Corporation of Madras and
Revenue Officer of the Corporation of
Madras in the City of Madras.
4. Revenue Divisional officer in other municipal areas.

The following officers can enter the premises of a theatre for the purpose of seeing that the provisions of the Madras Entertainment Tax Act 1939, and the rules framed thereunder are carried out.

1. Entertainment Tax Officers (Revenue officer, Corporation of Madras) and
2. Officers of the Police Department not below the rank of Head Constable.
3. Officers of the Land Revenue Department not below the rank of Revenue Inspector.
4. Village Headman in non-municipal areas

Places of Public Resort Act
Application form

Application for a licence under section 34 of the Madras City Police Act, 1888, for the use of enclosed place/building for public entertainment or resort.

1. Name of applicant and place of abode.
2. Name of the owner of the place or building.
3. Situation of the place or building.
4. Size and description of the place or building.

5. Material of which the roof and enclosures are made.
6. Period for which the licence is required.
7. Purpose for which the place or building is proposed to be used.
8. Whether the place or building is to be used during day time without lights or whether it is proposed to be used during day or night with lights.

I do hereby declare that I shall abide by the rules and conditions under which the licence may be granted.

Date.

Place.

Signature of the applicant.

CERTIFICATION OF FILMS

Application Form

Application to be submitted to the President, Madras Board of Film Censors.

(a) the exact length of the film, the number of the reels and the length of the film in each reel;

(b) the name of the film ;

(e) the name of the person or Company by whom the film was produced.

(d) the name of the country in which the film was originally produced ;

(e) a statement as to whether the film has or has not been previously submitted to any authority in British India constituted under section 7 of the Act, and as to the orders, if any, which have been passed by such authority.

If the application submitted to the authority aforesaid was withdrawn, whether the permission of such authority was or was not obtained for such withdrawal, and in the later case, the reasons for the withdrawal ;

(f) the licensed place at which the applicant desires to produce and exhibit the film at his own cost before the Board for examination.

(g) the date and the time most suitable to the applicant for such examination ; and

(h) the number of copies imported or manufactured.

P. S. Three typed or printed copies of its synopsis and cast and in the case of talkie the words of talkie-must be sent.

The president will give 7 day's notice for the show.

A fee of Rs. 5/- will be paid for every 1000 ft. of film consored or a fraction thereof.

CINEMATOGRAPHY IN S. INDIAN STATES

ACTS AND REGULATIONS

Mysore

Mysore Cinematograph Regulation 1923 as amended by Regulation of 9th July 1935 is operative in Mysore :

Rules are published under this Regulation for the regulation of Cinematograph exhibition in Mysore state. The rules are

substantially the same as in Madras, except for certain differences. The salient 'differences may be mentioned as follows:—

In respect of films which have already been certified by the Board of Censors in British India when such certificates are accepted in Mysore without further examination, a fee of Re. 1 for every 1000 feet shall be paid to the certifying authority before the film is exhibited in public.

In cases where the Board in Mysore considers for any reason that it is necessary to re-examine the film and does so re-examine it, a fee of Rs. 5- per 1000 feet shall be paid to the certifying authority.

Copies of certificates issued under Rule 2 will be granted, on sufficient cause being shown, on payment of a fee of one rupee for every copy of a certificate in respect of a film upto 5,000 ft. in length, Re. 1-8-0 for a copy in respect of a film above 5,000 feet and upto 10,000 feet (inclusive) and Rs. 2/-

for a copy in respect of a film above 10,000 ft. in length.

Cinematograph licence for theatres :—

For every licence when granted or renewed a fee shall be charged according to the scale laid down below :

For an annual licence—Rs. 11-8-0 for an area of 1000 sq. ft. or less with an additional fee of Rs. 6 for every 500 sq. ft. or fraction thereof in excess of 1000.

For a temporary licence for a period not exceeding three months for a build- ing thatched or cons- tructed of wood or mats or other inflam- mable materials or for a tent.	}	Rs. 11-8-0 for a month or for a portion thereof for an area of 1000 sq. ft. or less with an additional fee of Rs. 6-0-0 for a month or for a portion thereof.
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For a temporary licence for a period not exceeding three months for a build- ing not thatched nor constructed of in- flam mable materials but only occasio- nally used as a place of public resort or entertainment.	}	Rs. 2—8—0 for a month or a portion thereof for an area of 1000 sq. ft. or less with an additional fee of Re. 1-8-0 for a month or for a portion thereof for every 50 sq. feet or fraction thereof in excess of 1000 ft.
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In Travancore

The Travancore Cinematograph Regulation 1 of 1102 corresponding to 24th May 1927 is operative in Travancore. The rules published there under are substantially the same as in Madras.

Censoring of pictures is done by a Board, presided over by Rajaseva Pravina Khan Bahadur G. S. A. Karim O. B. E., Inspector General of Police of Travancore.

There is no Entertainment Tax in Travancore, except it be that a fee of Rs. 700 is paid to the municipality per year.

In Cochin

The Cochin Cinematograph Regulation and rules operative in Cochin State are substantially the same as in the Madras Presidency.

Pudukkottai

There is a regulation called Regulation III of 1936. This Cinematograph regulation is adopted from British Indian Acts and amended by Regulation VIII of 1926.

MADRAS CITY MUNICIPAL ACT

Schedule of fees Re: Cinema

Storing films — 25/- Each place per annum for storing celluloid, celluloid goods, cinematograph films and others. There is no fee on films which are upto 10 lbs.

Using for any industrial purpose fuel or machinery—(Motors for power used in cinema theatres)—Rs. 40/- per annum for over 20 Horse Power to 30 Horse Power.

Over 30 H. P. to 50 H. P. ... Rs. 50

Over 50 „ „ 100 „ „ ... Rs. 100

Cinema Studio—Licence fee per annum is Rs. 100/—

CORPORATION OF MADRAS (Advertisement Tax)

(Revised schedule of rates as per Resolution of the council dated 16—8—38).

1. In respect of advertisements on cloth hung across streets, the rate of advertisement tax shall be Rs. 10 per calendar month or less in a street 10 ft. to 20 ft. broad and Rs. 20 per calendar month or less in a street 20 ft. broad upto 50 ft. This kind of advertisement will not be allowed in streets broader than 50 ft.

2. In respect of advertisements on hoardings, walls, posts in the form of nonilluminated sky signs:—

	Per Week Rs. A. P.	Per Month Rs. A. P.	Per year Rs. A. P.
(a) For a space not exceeding single royal $2\frac{1}{2}$ sq. ft.	0 0 6	0 2 0	
(b) For a space over a single Royal and upto 10 sq. ft.	0 2 0	0 6 0	4 0 0
(c) For a space over 10 sq. ft. upto 25 sq. ft.	0 2 6	0 8 0	5 0 0
(d) For every additional 25 sq ft. or less	0 2 0	0 6 0	4 0 0

Per Week Per Month Per year
Rs. A. P. Rs. A. P. Rs. A. P.

3. Posters:—

(a) For a space Not exceeding a single Royal

0 0 6 0 2 0

(b) do double

Royal 0 1 0 0 4 0

c) For every additional 10 sq. ft.

or double Royal 0 0 9 0 3 0

4. (a) For each vehicle other than motorcar or lorry or any other means of conveyance propelled by electrical or mechanical power.

3 0 0

	Week Rs. A. P.	Month Rs. A. P.
4. (b) For each Motorcar or lorry or any other means of conveyance propelled by electrical or mechanical Power.		10 0 0
5. Advt. Boards carried by sandwich Boardmen		1 0 0
6. Illuminated advts. and skysigns :—		
(a) For space upto 5 sq. ft.		1 0 0
(b) For space above 5 sq. ft. upto 25 sq. ft.		1 8 0
(c) For every additional 25 sq. ft.		1 4 0
Lantern slide		1 4 0

*Note:—*Mere Exhibition of the name of the owner of the vehicle, lorry or tramcar is not an advertisement liable to tax. For the purpose of calculating the size of an illuminated advertisement or sky-sign the greatest length and the greatest breadth will be taken into consideration.

STORING OF FILMS

Licence under section 290 and the bye-laws framed under Section 349 (13) of Act IV of 1919.

Conditions under which Licence is Granted

1. Not more than one ton in weight of celluloid goods and not more than one ton in weight of cinematograph films shall be kept in any store and in no case shall the aggregate of all such goods in any store exceed one ton in weight.

2. The storage shall ordinarily be confined to top floors and not below residential floors.

3. In the case of shops or godowns, the upper floors of which are used for dwelling purposes not more than 4 cwts in weight of celluloid, celluloid goods and not more than 20 lbs. of cinematograph films shall be kept except with the special permission of Commissioner.

4. All celluloid, celluloid goods and cinematograph films kept under a license shall be in securely closed fire resisting respectacles which shall not be used for any other purpose, provided that instead of being kept in such a respectacle, the same may be kept in separate well ventilated chamber constructed of fire resisting materials, but such chamber, shall not be used for any other purpose, and shall be kept securely locked.

5. Each reel of cinematograph film shall, except when required to be exposed for the purpose of examination, cleaning, packing, rewinding or repair, be kept in a separate properly closed metal box.

6. The examination, cleaning, packing, rewinding or repair of cinematograph films shall be carried on in a separate suitable room called the examination room which shall not be used for any other purpose.

7. Not more than 10 reels or 40 lbs. of cinematograph films shall be exposed in the examining room at any one time.

8. Cinematograph films shall not be kept in the examination room except for such time as may be necessary for the purpose of Examining, cleaning, packing, rewinding or repair.

9. The fittings of a celluloid and/or celluloid goods store and cinematograph filmstore and examining room shall, so far as practicable, be of noninflammable or fire resisting material, and there shall be no fire place in such store or room.

10. No fire or flame or substance liable to ignite celluloid or celluloid goods or cinematograph film and no electrical or other

appliance likely to produce an exposed spark, shall be allowed in any celluloid or celluloid goods store, film store or examining room, except under such conditions as may be imposed by the Commissioner.

11. Waste celluloid, celluloid goods, or Cinematograph film shall not be allowed to accumulate on the floor, but shall be collected at frequent intervals and placed in a strong metal receptacle with hinged lid.

12. Adequate means for extinguishing fire having regard to the quantity of celluloid or celluloid goods or cinematography films kept on the premises at any time shall be provided to the satisfaction of the Commissioner.

13. The licence shall be affixed or kept hung in some conspicuous part of the licensed premises.

14. The licence is not transferable either as regards the person to whom, or the premises for which it is granted, without the written permission of the Commissioner.

In case the business or trade is found to be a nuisance or otherwise objectionable the commissioner reserves to himself the right to revoke the licence at any time.

Licensing of cinema operators.

The Government of Madras have decided that examination for cinema operators should be conducted by a Board consisting of the Chief Electrical Inspector to Government or his nominee and four members nominated by the South Indian Film Chamber of Commerce. The Board will grant competency certificates to candidates who pass the examination: on the strength of the certificate the Chief Electrical Inspector will grant licens to cinema operators.

These licences will be permanent unless revoked for good and sufficient reason.

Syllabus: The syllabus will be as shown below.—

(i) a working knowledge of bioscope machines, and a particular technical knowledge of the type of machine which the candidate is at the time employed in operating;

(ii) a knowledge of the municipal by-laws and other rules relating to cinematograph exhibitions and precautions against fire;

(iii) a knowledge of the most speedy and effective methods of dealing with fire;

(iv) a knowledge of the elements of electric power, direct and alternating current, voltage, amperage, etc., or in the case of muffasil operators, of petrol and oil engines; and

(v) proficiency in handling, winding, repairing and efficient cleaning of films.

3. Fees: A fee of rupees five will be charged by the Board for the examination and issue of a competency certificate, and Rs. 5 will be charged by the Chief Electrical Inspector for the issue of a licence to a cinema operator.

4. **Exemption:** No exemption from the examination will be granted, but every cinema operator already in employment will be allowed one year from 1st April, 1941 to obtain a competency certificate and licence.

His service shall only be certified and attested to by the Manager or Proprietor of cinema.

5. **Age** A Candidate appearing for the examination must not be less than 18 years of age.

6 **Qualifications for Candidates:** A candidate will be eligible to appear for the examination (i) if he knows to read and write in his mother tongue and (2) (a) if he has, previous to the date of appearing for the examination, put in apprenticeship or service for a period of not less than two years in a cinema theatre under the supervision of a licensed operator or (b) if the candidate is a holder of a degree or diploma in Electricity of a University or a recognised institute, and has, previous to

the date of appearing for the examination, put in apprenticeship for not less than one year in a cinema theatre under the direct supervision of a licensed operator.

The record of such apprenticeship or service, by a candidate will be certified and attested to both by the licensed operator under whose supervision he had worked and by the Manager or Proprietor of the theatre in whose theatre he had worked for the period specified.

The Rule 6 does not apply to the existing operators who are in employment as operators, having put in two years service on the date of application for the examination.

The dates, centres of examinations, and other particulars relating thereto, will be notified shortly. Any enquiry may be made to the South Indian Film Chamber of Commerce, Khalleel Mansions, Mount Road, Madras, by sending postage for the reply.

Ry. Concession to film producing Companies

Over the State managed Railways viz East Bengal, East Indian, Great Indian Peninsular and North Western Railway, Film Producing Companies are allowed the same concession as is granted to bonafide professional entertainers, subject to the following conditions ;

(a) That not less than 20 persons travel by the same train.

(b) That the minimum distance for charge is 100 miles.

(c) That the journey in being undertaken for the production of films.

Factories Act 1934

The following are relative clauses in the Factories Act 1934 (as modified up to 15th August 1937) which are made applicable to Cinema Studios :

Section 2, Sub-section (J) States :

“ Factory ” means any premises including the precincts thereof whereon twenty or

more workers are working or were working on any day of the preceding 12 months, and in any part of which a manufacturing process is being carried on with the aid of power or is ordinarily so carried on.

Power to declare places to be factories under Section 5 (1) states :

Notwithstanding anything contained in clause (j) of Section 2, the Provincial Government may, by notification in the Official Gazette, declare any place wherein a manufacturing process is carried on whether with or without the aid of power and wherein on any one day of the twelve months preceding the notification ten or more workers were employed, to be a factory for all or any of the purposes of this Act.

Under the Act, the following exemptions are allowed in the case of workers in the Cinema Studios ;

Factories Act of 1934 ;

Exemptions from the Factory Act. (Rules Practised in Bombay.)

The Factory Act is not applicable to the following persons : 1. Author, 2. Photoplay wright, 3. Scenario writer, 4. Composer of songs, 5. Production Manager, 6. Costume designer and his assistants. 7. Assistant production Manager, 8. Art director and his assistants 9. Cameraman-in-chief. 10. Music Director, 11. Sound Engineer, 12. Chief recordist, 13. Sculptor, 14. Make-up supervisor, 15. Painter, 16. Decorator, 17. Property Man, 18. Orchestra, 19. All artistes who have continuity make-up for film shooting (actors and actresses, be they men, women or children) 20. Director and his assistant, 21. Head Electrical Engineer, 22. Film Editor and 23. Assistant film editors.

Persons who are engaged in the erection or dismantling of " Settings " or the makeup of actors and actresses in the cinema studios

are exempted but the period of work shall in no case exceed 11 hours on any one day.

Persons who are engaged in showing reflectors and shifting of furniture on the set or as clap boys in the process of shooting films in cinema studios.

The Payment of Wages Act 1936

The Payment of Wages Act of 1936 as modified upto 1st May 1937, is made applicable to cinema studios in Madras presidency.

Sec. 3 : Says :

Every employer shall be responsible for the payment to persons employed by him of all wages required to be paid under this Act.

Sec. 4 : Says :

(1) Every person responsible for the payment of wages under section 3 shall fix periods in respect of which such wages shall be payable. (2) No wage-period shall exceed one month.

Sec. 5: Says :

(1) The wages of every person employed upon or in,—

(a) any railway, factory or industrial establishment upon or in which less than 1000 persons are employed shall be paid before the expiry of the seventh day.

(b) any other railway, factory or industrial establishment, shall be paid before the expiry of the tenth day.

After the last day of the wage period in respect of which the wages are payable.

The authority under the Act is The Commissioner for Industrial disputes.

Indian Companies Act 1913

The following fees is charged for the Registration of Companies (Limited Companies) under the Indian Companies Act 1913.

	Fees.
	Rs.
A company with a share	
Capital of Rs. 20,000	... 40
do Rs. 30,000	... 60
do Rs. 40,000	... 80
do Rs. 50,000	... 100
For every Rs. 10,000 the fee is	Rs. 5/-

Stamp duties for filing documents with the Registrar of Joint Stock Companies.

	Fees.
	Rs
Articles of Association	... 50
Memorandum	... 30
Filing fees	... 3

Other Fees

1. Consent of Directors' document	... 3
2. List of Directors	... 3
3. Declarations of the person filing documents	... 3
4. Notice of Registered Office	... 3
5. Memorandum	... 3
6. Prospectus	... 3

Income Tax**Depreciation on written down Value**

[The Central Board of Revenue have allowed for the purpose of income-tax, depreciation on written down value as follows :]

Recording equipment; repro-	} 20%
ducing equipment, developing	
machines, editing machines, syn-	
chronisers and studio lights.	
Projecting and reproducing	} 10%
equipment of film exhibiting	
concerns.	} 10%

Renewal of bulbs of studio lights will be allowed as revenue expenditure.

[Originally the Central Board of Revenue proposed that only 15% be allowed while bulbs were not allowed as revenue expenditure. In 7 years this would have enabled the writing off of 68% of the original value, The 20% now allowed means that 78% of the

value can be written off in the same period and is a distinct gain of 16%.

If the balance of 25% has to be recovered in subsequent years, that is in conformity with the allowances conceded to other industries the Government cannot make any exception in the case of the film industry. Should a particular article become entirely unserviceable necessitating replacement by a new one without hope of redeeming anything even as scrap material either before or after this 78% is written off, the whole of the unwritten cost should be written off in the year in which the article becomes unserviceable. On the other hand if some value is realised the amount to be written off would to that extent be less.

Railway Concessions

Bonafide professional entertaining companies (Theatrical, concert or variety including bioscope and cinema companies) are given concession on M.S.M.Ry. & S.I. Ry.

The concession allowed for the above companies, excluding coolies and others who travel invariably in third class, is as follows :

The party must be travelling to give public performances. They must produce a letter of authorisation signed by an authorised officer of the Railway namely: The application must be made to the Chief Transportation Superintendent of the concerned railway) and on the production of the same, concession tickets will be issued in the following way :

First and second class tickets on payment of half-fares and simple inter class tickets, on a payment of third class mail fares, subject to (a) a minimum of 4 concession fares. (b) a minimum distance for charge of 100 miles. N.B. the whole party must travel by the same train but not necessarily by the same carriage.

Duty on Raw Films.

The duties announced under Ottawa Pact giving preferential treatment to articles of the British Manufacture in preference to those of Non-British origin, have been of late modified. Ottawa pact was replaced by the United Kingdom India Trade Agreement (about April 1939) by which the preferential rate was abolished.

As per the latest agreement (since April 1939) the Customs duty on films are as follows :—

1. Raw Cinematograph films (unexposed) 20 % irrespective of the Country of origin.
2. Exposed cinematograph films $37\frac{1}{2}\%$.

For feature films (exposed) the tariff value is calculated at the rate of As. 7 per foot and the duty is collected at $37\frac{1}{2}\%$ thereon. For other exposed films (shorts, documentaries, educational pictures topicals etc.,) the value of film is calculated at As. 3. per foot and $37\frac{1}{2}\%$ customs duty is levied thereon.

The Performing Right Society Limited

Agents for Southern and Western India-
Vernon & Co. 36 Second line Beach, Madras:

The Performing Right Society is an Association of composers, authors, publishers, and proprietors of copyright musical works, relating to non-Indian films.

The policy of the Society is to grant licences for a moderate annual fee to responsible proprietors of premises where copy-right music is played.

The Cinema licences issued by the Society cover the performance of copyright music at Cinema entertainments only and should Cinemas be leased out for other entertainments at which copyright music is performed, then either a separate licence has to be taken out or if such entertainments do not exceed five in number during any one year, they can be covered by individual permits at a fee of Rs 16 per day.

Acts and Regulations

Acts operative in India in relation to the motion picture industry are as follows ;

1. Indian Cinematograph Act 1912 as amended by Act XXIII of 1919.
2. Municipal Acts. (Madras City Municipal Amendment Act 1936.)
3. Madras Entertainment Tax Act, 1939.
4. Electricity Act.
5. Indian Companies Act 1913.
6. Copyright Act of 1914.
7. Places of Public Resort Act 1888.
8. Contract Law.
9. Police Act.
10. Sea Customs Act.
11. Indian Railway Act.
12. Income tax Act.
13. Advertisement Tax in Madras—(sec 129 A. B. C. D. E. F. of the Madras City Municipal (Amendment) Act 1916.)

14. Indian Patents and Designs Act 1911.
15. Factory Act.
16. Payment of Wages Act.
17. State Aid to Industries Act.
18. Holidays Bill.

Duties and Taxes

The following duties, taxes and fees are payable to the Government and quasi-Government authorities by the motion picture industry in Madras Presidency: 1. Registration fee under Indian Companies Act. 2. Film censorship fees 3. Storage of Film Tax 4. Entertainment Tax. 5. Electrical Inspection fees. 6. Theatre licence fees. 7. Public Resort Licence Fee. 8. Musical Performance Right Tax. 9. Police Attendance fees 10. Fees for using machinery. 11. Sea Customs duties 12. Advertisement Tax. 13. Studio licence fees. 14. Corporation licence fees, etc.

Government Bodies and Officers

The following are the bodies and officers directly connected with the motion picture industry in Madras presidency :

1. The Commissioner of Police and ex-officio President of the Board of Film Censors, Egmore, Madras
 2. The Commissioner of Corporation, Ripon Buildings, Madras.
 3. Revenue Officer, Madras Corporation Ripon Buildings.
 4. Chairman of Taxation and Finance Committee, Madras Corporation.
 5. Chief Electricity Inspector, Chepauk Madras.
 6. Registrar of Joint Stock Companies, 1st line Beach.
 7. Presidents, Chairmen and chief executive officers of Local Bodies and Municipalities.
 8. District Magistrates.
 9. Director of Industries.
 10. Entertainment Tax Commissioner.
-



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*

- * *
1. Radio Service
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 3. Radio Engineering
 4. Electrical Wiring
 5. Cinema Projection
 6. Sound Recording
 7. Photography
 8. Cine Photography
- * *

*

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T. K. Jayaramier

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We Three	Char Dearvesh

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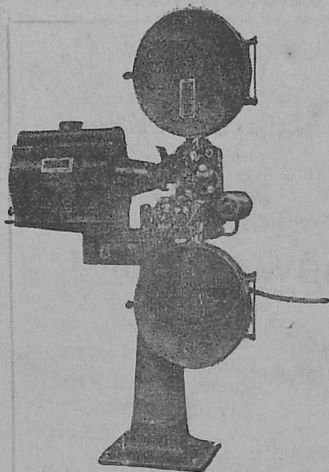
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Music : Ramachandra Rao.
Art : T. V. S. Sharma

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HOLIDAYS

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All *Sundays*; *New Year's Day* (Wednesday, January 1) ; *Good Friday* (Friday, April 11) ; and *Christmas Day* (Thursday, December 25)

Vaikunta Ekadasi: Bakr-Id	...	Th	Jan.	9
Pongal	...	M.	"	13
Muharram (10th Day)	...	F	Feb.	7
Maha sivaratri	...	M	"	24
Lunar Eclipse	...	Th	Mar.	13
Telugu New Year's Day	...	F	"	28
Meeladi Nabi	...	Th	April	10
Easter	...	{	Sa	" 12
		{	M	" 14
H. M. The King's Brithday	...	Th	June	12
Bank 'Day	...	Tu	July	1
Avani Avittam	...	Th	Aug.	7
Vinayaka Chathurthi	...	Tu	"	26
Mahalaya Amavasya	...	Sa	Sep.	20
Ayudha Pujah	...	M	"	29
Ramzan	...	W	Oct.	22

Christmas	...	{ F Dec.	26
		{ Sa „	27
Vaikunta Ekadasi; Bakr-Id	...	M „	29
Christmas	...	{ Tu „	30
		{ W „	31

NOTE.—No days have been noted as holidays for the following as they fall on Sundays :—

Bhogi ; Pongal	...	Su Jan.	12
Sri Rama Navami	...	Su April	6
Tamil New Year's Day	...	Su „	13
Sri Jayanti	...	Su Sep.	14
Deepavali	...	Su Oct.	19

GENERAL

(In addition to holidays under Negotiable Instruments Act)

All Penultimate Saturdays.

Christmas	...	...	Th Jan.	2
Easter	...	{	Th April	10
		{	Tu „	15
Empire Day	...	...	Sa May	24
Christmas	...	...	W Dec	24

JANUARY 1941

Wednesday 1.

Thursday 2.

Friday 3.

Saturday 4.

2

JANUARY '41.

Sunday 5.

Monday 6.

Tuesday 7.

Wednesday 8.

Thursday 9.

Friday 10.

Saturday 11.

The screen is an open book, school, a system of education amounting often to a moulder of the character of the young.

—W. T. Forman.

Sunday 12.

Monday 13

Tuesday 14.

Wednesday 15.

Thursday 16.

Friday 17.

Saturday 18.

The films have done much to bring all the world peoples together and the process would continue to the benefit of all humanity.

—*Pandit Jawaharlal.*

6

JANUARY '41.

Sunday 19.

Monday 20.

Tuesday 21.

Wednesday 22.

JANUARY '41.

7

Thursday 23.

Friday 24.

Saturday 25.

The Motion picture has a great future in the making of a New and Free India.

—Mr. S. Satyamurti.

Sunday 26.

Monday 27.

Tuesday 28.

Wednesday 29.

Thursday 30

Friday 31.

Saturday 1.

In our country which is steeped in illiteracy, visual appeal can provide powerful stimulus for the masses in directing their untapped energy into constructive and regenerative channels.

—*Mr. K. M. Munshi.*

10

FEBRUARY '41.

Sunday 2.

Monday 3.

Tuesday 4.

Wednesday 5.

FEBRUARY '41.

11

Thursday 6.

Friday 7.

Saturday 8.

The heavy responsibility of moulding the
minds of millions lies on our shoulders.

Director Santaram.

12

FEBRUARY '41.

Sunday 9.

Monday 10.

Tuesday 11.

Wednesday 12.

Thursday 13.

Friday 14.

Saturday 15.

Beauty and Charm are very important
in film profession but ability is even more
important.

—Miss Gohar.

14

FEBRUARY '41.

Sunday 16.

Monday 17.

Tuesday 18.

Wednesday 19.

Thursday 20.

Friday 21.

Saturday 22.

Any good girl can join the screen and make her career a success, without losing herself or home.

—Srimathi Padma devi.

16

FEBRUARY '41.

Sunday 23.

Monday 24.

Tuesday 25.

Wednesday 26.

Thursday 27.

Friday 28.

Saturday 1.

Indian actresses would be as great on the screen as any of the well-known western stars, if only they were provided with the same comforts and opportunity which Hollywood gives.

—Miss Sadhona Bose.

18

MARCH '41.

Sunday 2.

Monday 3.

Tuesday 4.

Wednesday 5.

Thursday 6.

Friday 7.

Saturday 8.

Let the light of patriotic instinct guide
and help us to use the film in re-moulding
the nation's mind.

—*Sardar Chandulal Shah.*

20

MARCH '41.

Sunday 9.

Monday 10.

Tuesday 11.

Wednesday 12.

Thursday 13.

Friday 14.

Saturday 15.

Too sudden fame, too easy a road to success, is always dangerous.

—*Jeanette Rex.*

22

MARCH '41.

Sunday 16.

Monday 17.

Tuesday 18.

Wednesday 19.

MARCH '41.

23

Thursday 20.

Friday 21.

Saturday 22.

To last a longtime as a motion picture
player-change your type.

—*Mr. Francis Lederer.*

24

MARCH '41.

Sunday 23.

Monday 24.

Tuesday 25.

Wednesday 26.

MARCH '41.

25

Thursday 27.

Friday 28.

Saturday 29.

Repression is the keynote of suceess in acting as all other arts.

—*Jean Arthur.*

26

APRIL '41.

Sunday 30.

Monday 31.

Tuesday 1.

Wednesday 2.

Thursday 3.

Friday 4.

Saturday 5.

If the public support the film industry, as their own, we shall make it the biggest industry of the country providing careers for thousands of their children.

—Chimanlal B. Desai.

28

APRIL '41.

Sunday 6.

Monday 7.

Tuesday 8.

Wednesday 9.

Thursday 10.

Friday 11.

Saturday 12.

My contention is that the atmosphere in film studios is no better or no worse than any other walk of life.

—Mrs. Durga Kote.

30

APRIL '41.

Sunday 13.

Monday 14.

Tuesday 15.

Wednesday 16.

Thursday 17.

Friday 18.

Saturday 19.

The Cinema, like the Radio, has come to stay, and if it is to make its due contribution to social culture it will need the sincere efforts, not only of those on the commercial side of the industry, but also of all lovers of truth and beauty in art to see that progress is made along proper lines.

—Lord Erskine.

Sunday 20.

Monday 21.

Tuesday 22.

Wednesday 23.

APRIL '41.

33

Thursday 24.

Friday 25.

Saturday 26.

If we could send out cultural and educational films made in India, I am sure that India and her culture would become known and appreciated by people abroad.

—*Babu Subhas Chandra Bose,*
Congress President.

Sunday 27.

Monday 28.

Tuesday 29.

Wednesday 30.

Thursday 1.

Friday 2.

Saturday 3.

The world stands in need of knowing the real India and her culture. We have expressed her spirituality through dance music and sculpture. Let us try to express it through the new art of film also.

—Srimathi RukmaniDevi

Sunday 4.

Monday 5.

Tuesday 6.

Wednesday 7.

Thursday 8.

Friday 9.

Saturday 10.

Of the forces and instruments which at the present time, hold public taste and opinion, probably none is more ubiquitous or more powerful than the Cinema.

Lord Howart—

Lord Chief Justice of England

Sunday 11.

Monday 12.

Tuesday 13.

Wednesday 14.

Thursday 15.

Friday 16.

Saturday 17.

Press, Radio and film bind humanity with spiritual bonds. They endeavour to mould life in general through their appeal to the spirit, the press with the printed word, the Radio with the spoken word and the film with its living pictures as well as the spoken word.

—*His Holiness of Rome*

Sunday 18.

Monday 19.

Tuesday 20.

Wednesday 21.

Thursday 22.

Friday 23.

Saturday 24.

The mission of the soul is the greatest mission that man can give to man. If men and women of the Indian motion picture art and trade can believe so they can give to the world what Swami Vivekananda gave the other day and Mahatmaji and Tagore are giving to-day.

—*Debiki Bose*

Sunday 25.

Monday 26.

Tuesday 27.

Wednesday 28.

Thursday 29.

Friday 30.

Saturday 31.

Right must triumph in children's films
because the children's sense of Justice is
very strong indeed

—*Eleanor Plumber,*

Governor of British Film Institute.

Sunday 1.

Monday 2.

Tuesday 3.

Wednesday 4.

Thursday 5.'

Friday 6.

Saturday 7.

There is not a single science, art or industry, in the teaching of which to the younger generation, the talkie, in its present form cannot be utilised.

—*Rao Bahadur P. Sambandam Mudaliar.*

JUNE '41.

Sunday 8.

Monday 9.

Tuesday 10.

Wednesday 11.

Thursday 12.

Friday 13.

Saturday 14.

To spread the glory of Indian art and culture all over the world should be our object

—*Devika Rani*

Sunday 15.

Monday 16.

Tuesday 17.

Wednesday 18.

JUNE '41.

49

Thursday 19.

Friday 20.

Saturday 21.

A woman who is of good character can certainly look after herself whether on or off the screen.

—*Shanta Apte*

Sunday 22.

Monday 23.

Tuesday 24.

Wednesday 25.

Thursday 26.

Friday 27.

Saturday 28.

There are three ways how the gospel can be preached; newspaper, radio and film of which the latter is a great help for avengelistic work.

—Rev S. S. Luckcock

Sunday 29.

Monday 30.

Tuesday 1.

Wednesday 2.

Thursday 3.

Friday 4.

Saturday 5.

It is always my opinion that however clever an artist may be, unless there is perfect understanding and harmony between the artist and the director, the picture can never be a success.

—S. D. Subbulakshmi.

Sunday 6.

Monday 7.

Tuesday 8.

Wednesday 9.

Thursday 10.

Friday 11.

Saturday 12.

The special capacity to express one's inner most feelings is the privilege of an artist.

—*Enakshi Rama Rao.*

Sunday 13.

Monday 14.

Tuesday 15.

Wednesday 16.

Thursday 17.

Friday 18.

Saturday 19.

In startling novelty, speed of progress and value to the public, the film industry is on a par with the two other remarkable inventions of the age, namely the automobile and the aeroplane.

—*Sir. M. Visweswarayya.*

Sunday 20.

Monday 21.

Tuesday 22.

Wednesday 23.

Thursday 24.

Friday 25.

Saturday 26.

Surely to learn to bear minor irritations with a smiling face is the royal road to beauty and happiness.

—Norma Shearear.

Sunday 27

Monday 28.

Tuesday 29.

Wednesday 30.

Thursday 31.

Friday 1.

Saturday 2.

I like direction, but production of a picture
much better.

—*P. C. Barua*

Sunday 3.

Monday 4.

Tuesday 5.

Wednesday 6.

Thursday 7.

Friday 8.

Saturday 9.

It is acting ability that keeps an actor at the top these days, not beauty.

—William Powell

Sunday 10.

Monday 11.

Tuesday 12.

Wednesday 13.

Thursday 14.

Friday 15.

Saturday 16.

Films should assist the nation in its march towards progress by the spread of correct ideas in the minds of the public.

—*Dr. T. S. S. Rajan.*

Sunday, 17.

Monday 18.

Tuesday 19.

Wednesday 20.

Thursday 21.

Friday 22.

Saturday 23.

Length hangs like doom over any film.

—Sydney Howard, *Hollywood scenarist.*

Sunday 24.

Monday 25.

Tuesday 26.

Wednesday 27.

Thursday 28.

Friday 29.

Saturday 30.

If only the State paid half the attention that they pay to the development of broadcasting, Cinema would have made rapid progress.

—Y. V. Rao.

Sunday 31.

Monday 1.

Tuesday 2.

Wednesday 3.

Thursday 4.

Friday 5.

Saturday 6.

My success is due to the spirit of co-operation and team work rife in our studio.

K. L. Saigal.

Sunday 7.

Monday 8.

Tuesday 9.

Wednesday 10.

Thursday 11.

Friday 12.

Saturday 13.

Art is the supreme way of release not only of human emotion generated by reaction to the impacts of external life but of intimations and revelations from the higher nature of the individual to the lower, and from the higher degrees of universal life to its human embodiment.

Dr. Jamess H. Cousins

Sunday 14.

Monday 15.

Tuesday 16.

Wednesday 17.

Thursday 18.

Friday 19.

Saturday 20.

The only role I can see for censorship is that of guarding the experience of the immature.

Edgar Dale

Sunday 21

Monday 22.

Tuesday 23.

Wednesday 24.

Thursday 25.

Friday 26.

Saturday 27.

The theory has been expressed, that of the so-called actors of the world only five per cent possess real talent, and that the same proportion is true every where.

Sir Cedric Hardwicke

Sunday 28.

Monday 29.

Tuesday 30.

Wednesday 1.

Thursday 2.

Friday 3.

Saturday 4.

If you want good love scenes film them
at night. Never, in the morning.

Director Clarence Brown

Sunday 5.

Monday 6.

Tuesday 7.

Wednesday 8.

OCTOBER '41.

81

Thursday 9.

Friday 10.

Saturday 11.

Just as in poetry we would lose a great deal of enjoyment if the poet were not given a certain licence, so we would in the finished picture, if the producer were limited to facts.

—Captain O'Connor

Sunday 12.

Monday 13.

Tuesday 14.

Wednesday 15.

Thursday 16.

Friday 17.

Saturday 18.

Coconuts are a great beauty food, and their milk is a great beauty drink, fine for the complexion and marvellous for the teeth.

—*Kathryn Sergava.*

Sunday 19.

Monday 20.

Tuesday 21.

Wednesday 22.

Thursday 23.

Friday 24.

Saturday 25.

We represent one of the biggest industries of India to-day, for the film can hold its influence over the thoughts and deeds of the men, women and children of the country.

—*Director K. Subrahmanyam.*

Sunday 26.

Monday 27.

Tuesday 28.

Wednesday 29.

Thursday 30.

Friday 31.

Saturday 1.

"I've had to learn my job of directing pictures from life-my life. I've had to learn from mistakes."

—Cecil de Mille.

Sunday 2.

Monday 3.

Tuesday 4.

Wednesday 5.

Thursday 6.

Friday 7.

Saturday 8.

The Assistant Director's main job is to act as a competent and effective buffer between the director and the thousand and one worries that occur during the making of a film.

—Cecil Dixon.

Sunday 9.

Monday 10.

Tuesday 11.

Wednesday 12.

Thursday 13.

Friday 14.

Saturday 15.

I'm always willing to be interviewed. It is business. But when the stories come out full of slanders, I see red.

Joan Crawford.

Sunday 16.

Monday 17.

Tuesday 18.

Wednesday 19.

Thursday 20.

Friday 21.

Saturday 22.

If there is any tendency to crush free artistic expression through the medium of the film, censorship will fail.

—*Ernst Lubitsch.*

'94

NOVEMBER '41.

Sunday 23.

Monday 24.

Tuesday 25.

Wednesday 26.

Thursday 27.

Friday 28.

Saturday 29.

Very often a man marries an actress and loses his own identity—I want that my husband must have done something to justify his existence.

—Miss Florence Desmond.

Sunday 30.

Monday 1.

Tuesday 2.

Wednesday 3.

DECEMBER '41.

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Thursday 4.

Friday 5.

Saturday 6.

Sunday 7.

Monday 8.

Tuesday 9.

Wednesday 10.

Thursday 11.

Friday 12.

Saturday 13.

Sunday 14.

Monday 15.

Tuesday 16.

Wednesday 17.

Thursday 18.

Friday 19.

DECEMBER '41

101

Saturday 20 .

Sunday 21.

Monday 22.

Tuesday 23.

Wednesday 24.

Thursday 25.

Friday 26.

Saturday 27.

DECEMBER '41.

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Sunday 28.

Monday 29.

Tuesday 30.

Wednesday 31.

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Bombay	7 0	Nellore	6 2
			1 18
Calcutta	8 14	Ootacamund	3 2
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Cuddalore	1 8	Pollachi	3 6
Cawnpore	9 10	Poona	6 4
Chettinad		Rajahmundry	3 6
(Pallathur)		Salem	6 6
Cocanada	2 12	Simla	10 0
Cochin	3 8	Tanjore	2 6
Coimbatore	4 2	Tellicherry	3 14
Colombo	3 2	Tinnevely	4 0
Coochnoor	6 8	Tiruppur	3 0
Delhi	3 2	Trichinopoly	2 8
Ellore	10 0	Trichur	3 12
Ernakulam	3 2	Tuticore	3 14
Guntur	4 2	Vellore	1 5
Jalarpet	2 12	Virudhunagar	3 8
Karachi	1 12	Vizagapatam	4 4
Karalkudi	10 0	Vizianagaram	4 8
	2 12		

N.B.—Half the above rates will be charged daily between 8 p.m. and 8 a.m. except for calls to Ceylon. On Sundays and on Telegraph holidays reduced charges up to Rameswaram.

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West St. Mayavaram - Screen writer : Bhamma
Vijayam, Bhakta Nandanar, Daksha Yagna &
Manickkavasagar.

Mr V. V. Raghavan, Asst. Editor, Sadhana Films.

MADRAS FILM DIARY 1941

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The Directory is divided in three sections.

Ist section deals with the studios, companies, pictures personalities, firms, professions, terms etc, connected with the industry in South India.

The 2nd section deals with the Acts, regulations, taxes, fees, officers, rates related to cinematography in South India.

The third part of publication is the Diary and film advertisements.

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CALENDAR FOR 1941

12-6-95

JANUARY.	FEBRUARY.	MARCH.
S ... 5 12 19 26	S ... 2 9 16 23	S 30 2 9 16 23
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W 1 8 15 22 29	W ... 5 12 19 26	W 3 10 17 24 31
T 2 9 16 23 30	T ... 6 13 20 27	T 4 11 18 25 ...
F 3 10 17 24 31	F ... 7 14 21 28	F 5 12 19 26
S 4 11 18 25	S 1 8 15 22 29	S 6 13 20 27

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