

Dear Friend,

In the year 1913 - Fifty years ago - the first feature film under the title of RAJA HARISHCHANDRA was produced by Late Dadasaheb Phalke. To commemorate the Golden Jubilee of the Indian Film Industry, the biggest - ever - Film Exhibition in the History of Bombay will be floodlit on and from 21st Nov. to 31st Dec., 1963 at the wide-open grounds of Cross Maidan, Churchgate, Bombay.

With the daily change of the most unusual and enthralling items (details on centre spread) this magnificent, unprecedented and gigantic EXHIBITION will provide a PARADISE OF ENTERTAINMENT to the millions of Bombayites as well as thousands of visitors to this Premier city of India.

Besides innumerable attractions, the gaily decorated Film Producers' PAVILIONS displaying, pictorially, their forthcoming productions with their EMBLEMS towered 30ft high, the leading Industrialists, Manufacturers and Merchants also will popularise their merchandise through this powerful medium.

Once again, we assure you that it will be a unique FESTIVAL unparalleled in show and grandeur in the annals of Show World.

For particulars, please contact the organisers at the Exhibition offices.

Yours sincerely,

*Chandulal J. Shah*

INDIAN FILM EXHIBITION

Chief Organiser

Offices:

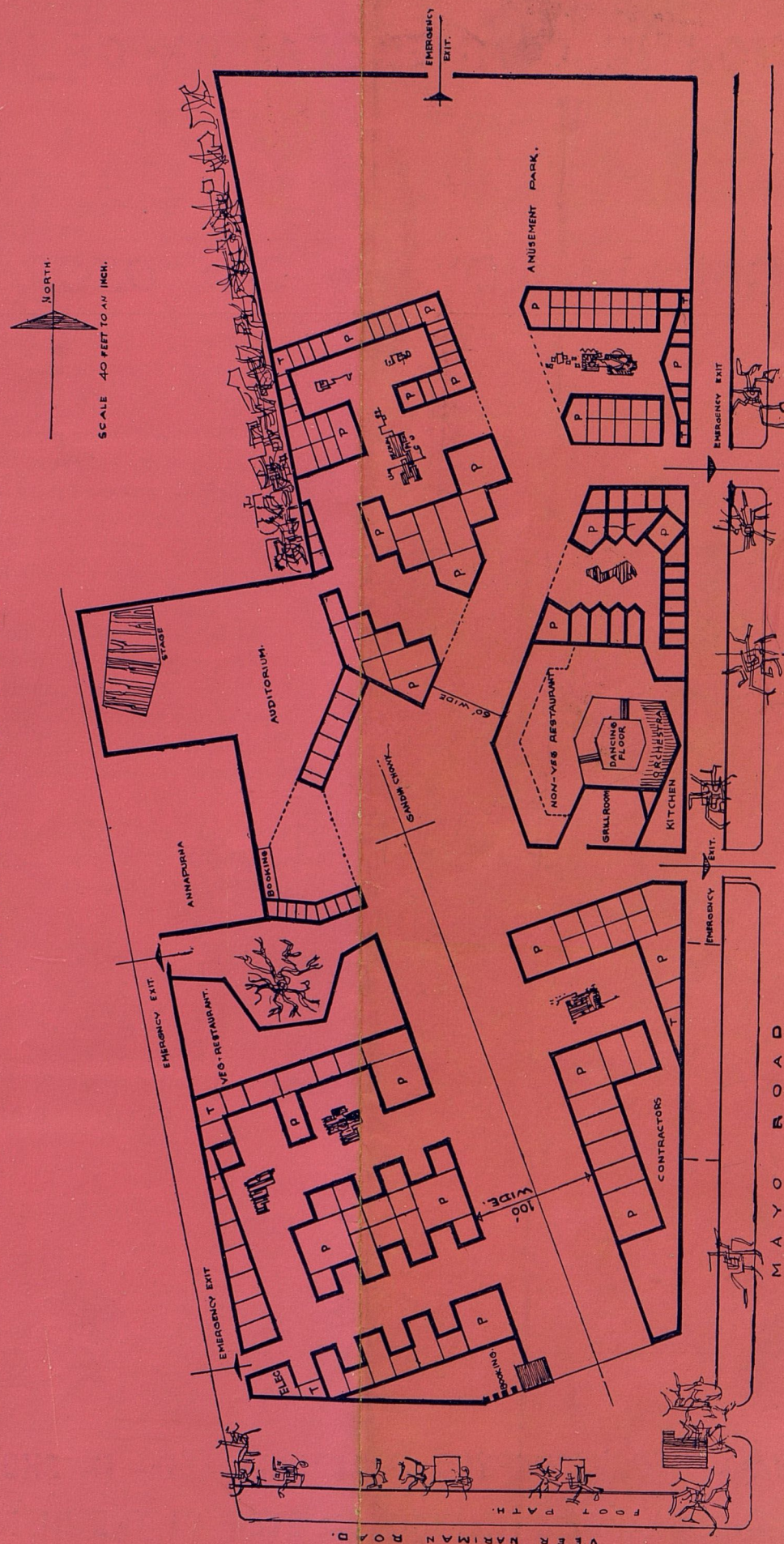
117, Dadasaheb Phalke Road,  
Dadar, Bombay-14

Phone: 60650 60327

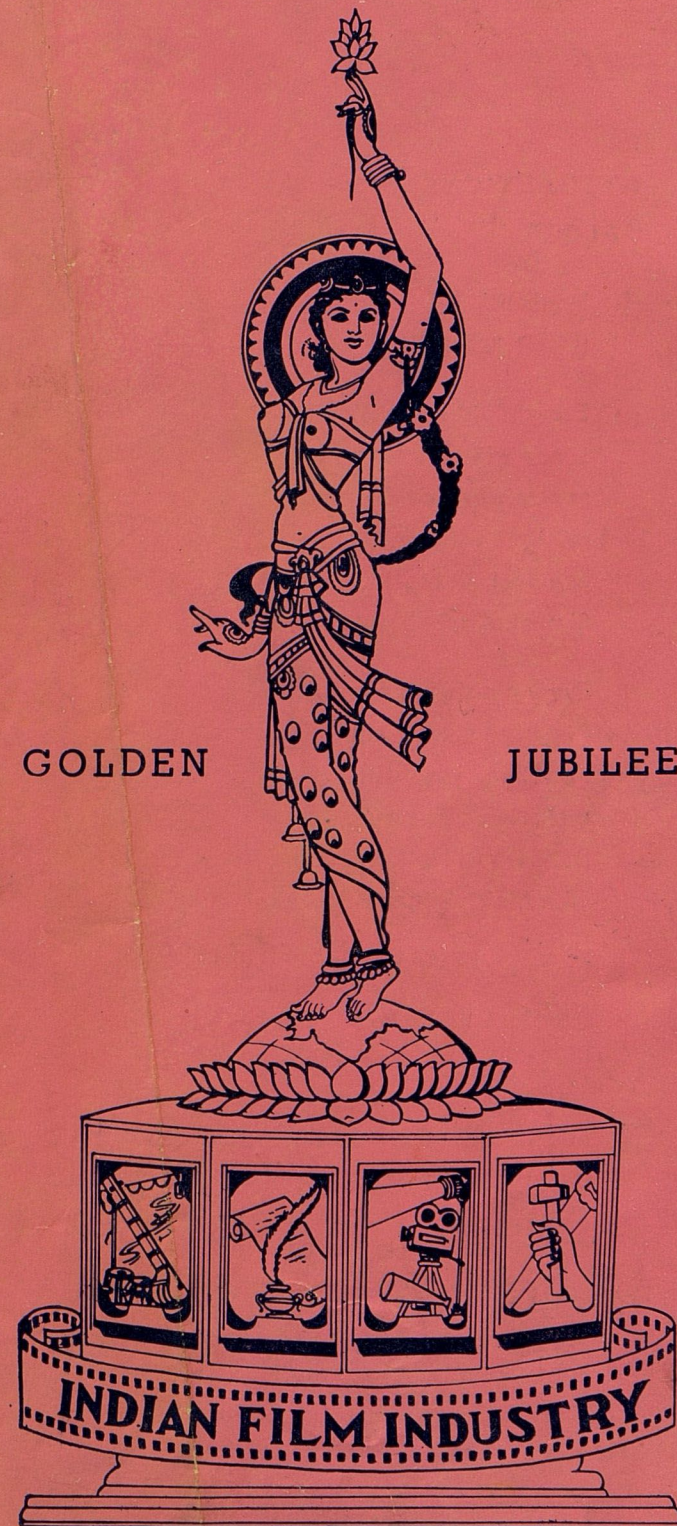
Shiv Prasad, 3rd Floor,  
Netaji Subhash Road,  
Bombay 1

Phone: 243705

GROUND PLAN OF THE INDIAN FILM EXHIBITION  
From 21st Nov. to 31st Dec. 1963



# Indian Film Exhibition



GOLDEN JUBILEE

21st November to 31st December 1963  
at Cross Maidan,  
Churchgate, BOMBAY 1



INDIAN FILM EXHIBITION IN COMMEMORATION OF INDIAN FILM INDUSTRY'S

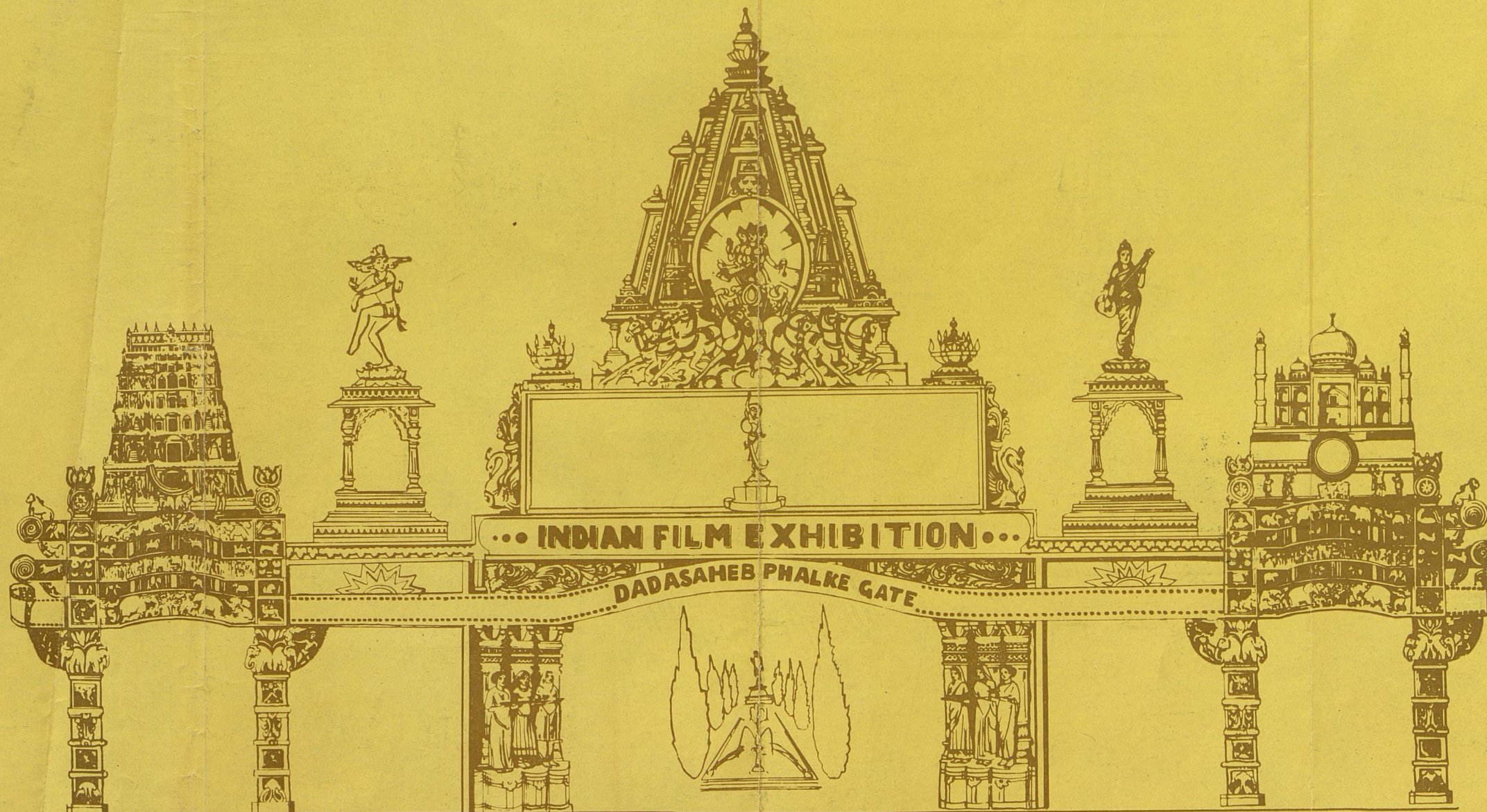
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FROM 21st NOV. to 31st DEC. 1963

## ATTRACTIONS

### GALORE

- Every night a STAR NIGHT
- Every night a regular film scene will be shot on a specially erected stage (80'x30') which will make you feel sitting in a film studio.
- Every night your favourite Playback singer will entertain you with lilting melodies. Famous Dancers will enthral you with their rhythmic dances.
- Every night a DANCE NIGHT on a novel ultra-modern Dance-floor, with multicoloured light effects interspersed with the most colourful Cabaret shows.
- Every Night - Indian Classical Music interludes by your renowned maestros.
- Quawalies and Mushairas.



## EVERY NIGHT A DREAM-COME-TRUE NIGHT

- SKITS & MIMICRY by your happy-go-lucky laughing comedians.
- Gaily decorated Pavilions where the Film Producers of India will be prominently displaying their Emblems as well as their forthcoming productions.
- PICTORIAL GALLERY of the Film Industry, depicting the History of Films, during the last fifty years coupled with the HALL OF MEMORY.
- FASHION PARADES.
- BEAUTY COMPETITIONS
- AMUSEMENT PARK for you and your children with innumerable attractions.
- Leading Restaurants offering their choicest delicacies.
- Gents cloak-rooms and Ladies toilet rooms with special amenities.

A UNIQUE FESTIVAL — UNPRECEDENTED — UNPARALLELED — IN SHOW AND GRANDEUR  
THE BIGGEST AND GRANDEST EXHIBITION EVER IN THE HISTORY OF BOMBAY





Devika Rani garlanding Prime Minister Nehru when he inaugurated the film seminar in New Delhi in 1956. The seminar, the first and so far the only one of its kind in the country, was sponsored by the Sangeet Natak Akademi with Devika Rani as its convener.

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But when educated women—and men—from high society entered the cinema, they brought "respectability" and a sort of prestige to the profession of film acting. Degrees of B.A. and M.A. impressed film-makers and film-goers alike. It was during this transitional period that Nalini Tarkad, the graduate film heroine from Poona, warned the film producers that "the days of brainless beauty are over."

In a signed article we find her accusing the producers, "the people who cannot distinguish between talent and latent" demand perfection from their heroines in everything—in beauty, in acting ability, as well as in music. She cited the example of a Hollywood producer who she said made use of even the weak points of his artistes.

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Another rebel against the then accepted rules of conduct in the cinema world was Shobhana Samarth, one of the first actresses to openly come in the public and refuse to "go into purdah" as she put it. "Why should I give up the normal rights of a free individual and shut myself from people," she asked those who believed that a film actress lost her value if she mingled with the people outside the cinema world!

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1. Name of paper

SUNDAY STANDARD

2. Published at

DELHI

3. Dated

14-7-63



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# INDIAN FILMS 50 YEARS OF PROGRESS

On The Occasion of The Indian Film Exhibition in Bombay

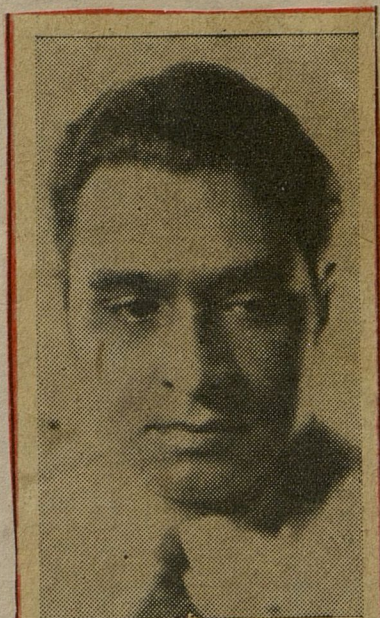
Special **SCREEN** Feature



Devika Rani Roerich, who was the moving spirit behind the first Film Seminar held in New Delhi in 1955, garlanding the Prime Minister, who had inaugurated the symposium.



In this photograph of historic significance in the history of the motion picture industry, all the leading lights of the film world who participated in the Film Seminar are seen with Mr. Nehru.



Himansu Rai — first man to make films for the international market.



7

SCREEN, DECEMBER 6, 1963



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GOLDEN JUBILEE OF INDIAN FILM INDUSTRY 1963

# Cine Advance

PUBLISHED SIMULTANEOUSLY FROM CALCUTTA. BOMBAY AND DELHI.

CALCUTTA, WEEK ENDING DECEMBER 12, 1963.

VOL. XXXI NO. 49.

Telephone No. 24-1139.

## Good Old Days



Indian films have made great strides in the last 50 years, technically and cinematographically. But motion pictures that were made in thirties and forties will always remain a land-mark in the history of this major industry of India. Those good old days belonged to such stars as Ashok Kumar and Devika Rani who are seen here in a sequence of one of their early films, 'Savitri'.