



E-ASIA

university of oregon libraries

<http://e-asia.uoregon.edu>

Sunday, July 29, 1939
Vol. 4, No. 15

MANCHURIA

(大正十三年十月十六日第三種郵便物認可)
(毎月一日十五日二回發行)

MANCHURIA

SPECIAL NUMBER



*Motion Pictures
in
Manchoukuo*

¥ 2.50

July 20, 1939

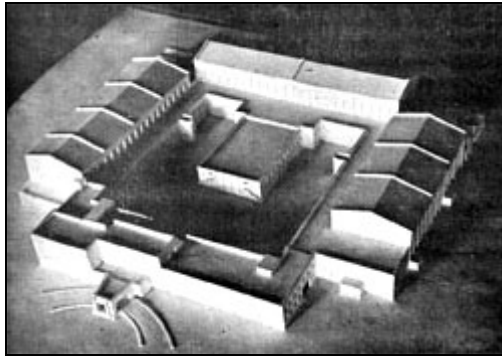
e-ASIA
university of oregon libraries

*The Manchuria Motion Pictures Corporation:
Its Structure and Work. Manchuria, Vol. 4, No. 15 (Special
Number, July 20, 1939), pp. 5-7.*

The Manchuria Motion Pictures Corporation

(The Manchuria Motion Picture Production and Distribution Co.)

ITS STRUCTURE AND WORK



(A model of a new studio for the Manchuria Motion Pictures Corporation now under construction at Nanhsinking in the suburbs of Hsinking.)

HEAD OFFICE :
213, TATUNG TACHIEH, HSINKING

INCORPORATED:
AUGUST 21, 1927

CAPITAL :
M.¥. 5,000,000 SUBSCRIBED;
M.¥. 2,5000,000 PAID UP
(AS AT THE END OF 1938),
CAPITAL CONTRIBUTORS :

THE GOVERNMENT OF MANCHOUKUO AND THE SOUTH MANCHURIA
RAILWAY COMPANY

DATE OF SETTLEMENT :
DECEMBER 31, EACH YEAR.

STAFF:
MR. KIN HEKITO, CHAIRMAN
MR. KENZO HAYASHI, MANAGING DIRECTOR
MR. KANICHI NEGISHI, DIRECTOR
MR. KATSUO FURUYAMA, DIRECTOR

MR. YAO IEN, DIRECTOR
MR. MASUZO NAKAGAWA, AUDITOR
MR. EN LIN, AUDITOR
DATE OF PROMULGATION OF ORGANIZATION LAW :
AUGUST 14, 1937, IMPEIRAL ORDINANCE No. 248

Object Of The Corporation

The object of he Corporation is to control the exportation, importation and distribution of motion picture films and to carry on enterprises relating to the production of educational, cultural and entertainment films, with a view to contributing to the exaltation of the national spirit and to the promotion of national education.

Enterprises Of The Corportion

1. Production of motion picture films;
2. Exportation and importation of same;
3. Distribution of same;
4. Conduct of business concomitant to the foregoing three items.

Branches Of The Association

Tokyo : Mantetsu Building, Aoi-cho, Akasaka-ku;
Peking: (called "the Hsinmin Films Association") Second floor, Chincheng Bank, Wang-Fu-Ching-Ta-Chieh;
Dairen: Totaku Building, No. 2. Yamagata-dori.

General Conditions Of The Corporation

The Corporation was established as "a national policy concern" with a view to attaining the object which has already been stated in the foregoing. Simultaneously with its establishment, the Corporation decided to build its office, together with a studio, on a site covering an area of 50,000 tsubo, located at 602, Hung-Hsi-Ta-Chieh, Hsinking. Started toward the end of 1937, the work of construction on these buildings has been progressing very smoothly, and is scheduled to be completed by the summer of 1939. It is now confidently expected that upon their completion, these buildings will greatly add to the beauty of the metropolis.

As regards the production of films, the deterioration in quality of Chinese films, added to the decrease in their volume, made the independent activities of the Corporation in this field more urgent than ever. Accordingly, the Corporation, while endeavouring to promote the efficiency in production by securing the service of a number of experts, has been doing its utmost for the training of the student movie actors whom it has enlisted on more occasions than one. Thus, by the end of 1938, the Corporation had completed eight kinds of photo plays and had six in the making. As for the production of cultural films, the Corporation, stimulated by the growing demand for the films of this description, had completed the making of fifty-one kinds by the end of 1938, and had thirty-two in the making, besides completing the fourteen news reels—thirteen ordinary news reels and one special reel—with explanation in the Japanese and Korean languages.

In respect of distribution, the Corporation had to encounter no small amount of difficulty partly due to the short space of time since the enforcement of control and to the short supply of Chinese pictures. Thanks to its efforts, however, for the guidance and development of movie houses as well as for the rationalization

page 6

of distribution, the Corporation has been able to score a spectacular success in increasing the number of cinema palaces. Thus, during the period between August, 1937, when the Corporation was first established, to the close of 1938, the movie halls run by Japanese increased from fifty-three to seventy-seven and those run by Manchurians from thirty-three to fifty-six.

Happily, the enterprises of the Corporation are now being carried on in a very brisk manner, as may have been seen from what has been stated in the foregoing. With the completion of its office and studio, of which mention has already been made, it will be enabled to conduct its production of films in a more proper way, making it quite logical to anticipate a still greater advancement in this line of its activity. Moreover, with the improvement to be simultaneously effected in the functioning of its whole structure, the Corporation will be enabled to carry on not only the distribution of Manchurian films more along the line of national policy, but also the whole business of distribution in a way really appropriate to the attainment of the object for which the Association was established. by promoting such measures as the importation of German films and the exchange of news reels with Japan.

Below will be outlined the principal enterprises to which the Corporation, which has greeted its third spring, undertakes to devote its main efforts:

I. Opening up of New Markets for Its Films in North and Central China.

In view of the object of its establishment, the corporation, immediately following its incorporation, laid out plans for effecting a monistic control of motion picture films both in Manchoukuo and China. With the development of the China Incident, the necessity of realizing these plans has become more urgent than ever. In January, 1938, therefore, the corporation established its branch office at Peking under the name of "the Hsinmin motion Pictures corporation" and has since been endeavouring to ensure a smooth

distribution of films in North China. In the meantime, the military operations have steadily developed; the maintenance of order in the occupied areas has become increasingly secure; the pacification campaign has been conducted more actively than ever, giving stimulus to the peace move among the populace, and furthermore, the newly-established Government has come to function in its proper way, making great strides towards the consolidation of the basis of the new regime. All factors have combined to make the films control in China one of the most urgent problems of the hour, and led to the unanimous agreement of all those interested, official and unofficial, to charge the corporation with the mission of developing the motion picture industry in North and Central China.

Accordingly, the corporation, after conducting thorough investigations in consultation with the authorities of Japan, Manchoukuo and those at the spot since 1938, has decided to establish a new films company immediately in North China, and also one in Central China at a date not much later. Already, the proposed North China Films Company is now fairly on the road to its materialization, actual preparations for its establishment being most energetically pushed ahead by the authorities concerned.

2. Importation and Distribution of German Films and Exchange of Films with the Luce of Italy.

Immediately following the incorporation of the Manchuria motion Pictures corporation, American pictures ceased to appear on the screen in Manchoukuo due to the enforcement of the regulations of the Hays Organization, formed by eight American producing companies. In view of its mission in regard to the national policy and national education, the Manchuria motion Pictures Corporation laid out plans to import German films to fill up the gap. Fortunately, the relations between Manchoukuo and the anti-Comintern countries were growing more cordial than ever at that time, and in 1938 a trade agreement, which contained, among others, a provision concerning motion picture films, was concluded between Manchoukuo and Germany. This proved a stimulus to the materialization of the Corporations to import German picture. Negotiations were started, and at the end of that year, a formal contract was concluded between the Corporation and producing companies. By that contract, the Manchurian motion Pictures corporation obtained the right to German pictures not only in Manchoukuo but also in Japan and China, and thereby secured, both in name and fact, the right to distribute German films in the whole of the Far East. At the beginning of 1939, negotiations were also started with the producers of Japan on practical issues concerning the distribution of pictures in Manchoukuo. The negotiations have now been brought to such a stage that makes it quite certain that the Association will be able to distribute Japanese pictures before mid-spring at the latest. It is now most confidently anticipated that these steps of the Manchuria motion Pictures corporation will go a long way toward meeting the demand not only of the lovers of foreign pictures in Manchoukuo, but also of those in Japan who are now suffering, as it were, from a famine of foreign pictures.

Moreover, through the good offices of the Italia' Good-will Mission, which visited this country in 1938, contract was also concluded with the Luce Company of Italy for the exchange of cultural films and news reels produced by each contracting party. Already, lots of pictures have been exchanged since 1938, and it is expected that the exchange of

films between the two parties will be conducted more actively in 1939. Thus it may be observed that movie films are making no small contributions to the promotion of amity and friendship with the anti-Comintern countries.

3. Mutual Adoption of News Reels between Japan and Manchoukuo.

The importance of news reels need scarcely be stressed. With this fact in view, the Manchuria motion Pictures Corporation, joining hands first with the Manchoukuo News Agency, and then with the Domei News Agency of Japan at the end of 1939, is now positively carrying out the mutual adaption of news reels by joint production with the Domei Agency not only for exhibition in Japan and Manchoukuo, but also in parts of the world, so as to give effect to the importance of news reels. To be more concrete, arrangements have been made between the two concerns that news reels made by the Domei will be exhibited in Manchoukuo not as Domei news but as the news of the Manchuria motion Pictures corporation, and that in Japan and elsewhere Manchuria motion Pictures Corporation's films will be exhibited not as such, but as the news of the Domei Agency.

4. Popularization of 16-Millimetre Pictures.

In a country like Manchoukuo, which embraces geographically so extensive an area, it is of paramount importance, from the viewpoint of national policy, to utilize the pervasive nature of moving pictures in spreading education, elevating the people's sentiment and providing means of healthy recreation. For this reason and also out of the considerations regarding expenses and equipment, the Government of Manchoukuo has decided to encourage the popularization and development of small-sized motion pictures.

Moreover, many of the Special Companies in Manchoukuo are undertaking to install small-sized movie cameras for the welfare of their employees. In order

page 7

meet this situation, the Manchuria Motion Pictures Corporation has decided to start its business relating to the instruments, films and other articles required for the taking and projecting of 16-millimetre pictures, and in view of the inadequacy in supply of the films for 16-millimetre pictures both in quality and quantity; it has also decided to establish, ahead of its rival concerns in Japan, adequate facilities for making reduced-size editions or for repairing and fitting up instruments or apparatuses, so that this line of business' might be conducted in the most efficient way.

5 Expansion of the Circulating Movie Corps.

For small towns or border districts where there are no regular movie houses, the Manchuria Motion Pictures Corporation has been endeavouring to promote the spread of educational and entertainment motion pictures by instituting circulating movie shows. In view, however, of the existing state of affairs in Manchoukuo, the Corporation thought it necessary to expand this system of movie show on a more positive line, and decided to effect the expansion and improvement of the system in close collaboration with the

authorities of the Government, the Hsieh-Ho-Hui (the Manchoutikuo Concordia Association) and other connected organs, with a view to promoting the spread of motion pictures and the establishment of permanent kinema houses where there are as yet no such facilities.

6. Control of Attractions.

So far no control has been exercised over the "attractions" staged in the regular movie houses, as the result of which some of the attractions often proved to be very despicable and questionable ones, intended merely for profit. Indeed, the situation has been such that the Manchuria motion Pictures Corporation which has close contact with the masses of the people through motion pictures, feels itself in duty bound to take some measures for the remedy of the evil. The Corporation, therefore, has decided to adjust the situation to the rising trends in Manchoukuo by taking upon itself, from this year, not only the task of controlling the attractions, but also that of staging them for itself. Needless to say, the aim of the Corporation in taking such steps is to contribute to the advancement of the State through these theatrical entertainments as through motion pictures.



7. Production of Cultural Films on More Positive Lines.

The demand for cultural films has been daily increasing, as may have been seen from the foregoing paragraphs. It must be noted in this connection that each tendency is wholly due to the rapid development of domestic industries and to the steady improvement of the cultural standard of the people, and is destined to grow even more intense as time goes on.

The production of cultural films in 1939, therefore, is expected to score a great advance, aided not only by the above-mentioned factors, but also by the improvement in their producing facilities.

8. Production of a Complete Series of Screen Versions of the General Conditions of Manchoukuo.

The necessity of introducing by films all the phases of the remarkable progress achieved by Manchoukuo in all the fields of her activities, embracing politics, economics, industries, culture, etc, has long been keenly felt among the thinking classes of the nation. Having now attained the stage of efficiency adequate enough to secure the proper functioning of its business facilities, the Manchuria motion Pictures Corporation has decided upon the launching of this big project, and organizing a "Production Committee", composed of experts from various quarters, has already set itself to the task of producing the following parts :

History of the State-Founding of Manchoukuo;

Politics of Manchoukuo;

Manchoutikuo Hsieh-Ho-Hui (the Manchoutikuo Concordia Association);

Army and Navy of Manchoukuo;

Agricultural Co-operative Societies in Manchoukuo;

Economics of Manchoukuo;

Finance and Banking in Manchoukuo;

Heavy Industries of Manchoukuo;

Light Industries of Manchoukuo;

Agriculture of Manchoukuo;

Forestry of Manchoukuo ;

Mining Industry of Manchoukuo;

Salt Industry of Manchoukuo;

Live-Stock Farming of Manchoukuo;

Fishing Industry of Manchoukuo;

Staple Products of Manchoukuo;

Communications and Transportation of Manchoukuo;

Aviation of Manchoukuo;

Postal Administration of Manchoukuo;

Urban Communities of Manchoukuo;

Rural Communities of Manchoukuo;

Sight-Seeing in Manchoukuo;

Social Conditions of Manchoukuo;

Living Conditions of the People of Manchoukuo;
Religions of Manchoukuo:
Literature and Art of Manchoukuo;
Education of Manchoukuo;

9. Establishment of Research Laboratory and High Precision Machine Workshop.

So far, in Manchoukuo, no systematic and technical study has been conducted in regular movie show circle; or other departments of motion picture industry on the faculties of the apparatuses or instruments or other technical matters connected with motion pictures. In case, therefore, any partial hitch occurred in the working of the projecting apparatus of a movie house, there was no alternative but to depend upon technicians in Japan for its removal, and it frequently happened that some of the regular movie houses, (unable to have their apparatuses repaired due to the time, and (in the cases of those run by Manchurians) to the expenditure, required for the repair, were compelled to cause no small amount of inconvenience to picture-goers in general. Realizing the urgent necessity of rectifying such deplorable situation, the Manchuria motion Pictures corporation has decided to establish in 1939 a research laboratory and a high precision machine workshop with a view to making good the above-mentioned defect as well as, ' to promoting the technical advancement of the entire moviedom of the country.