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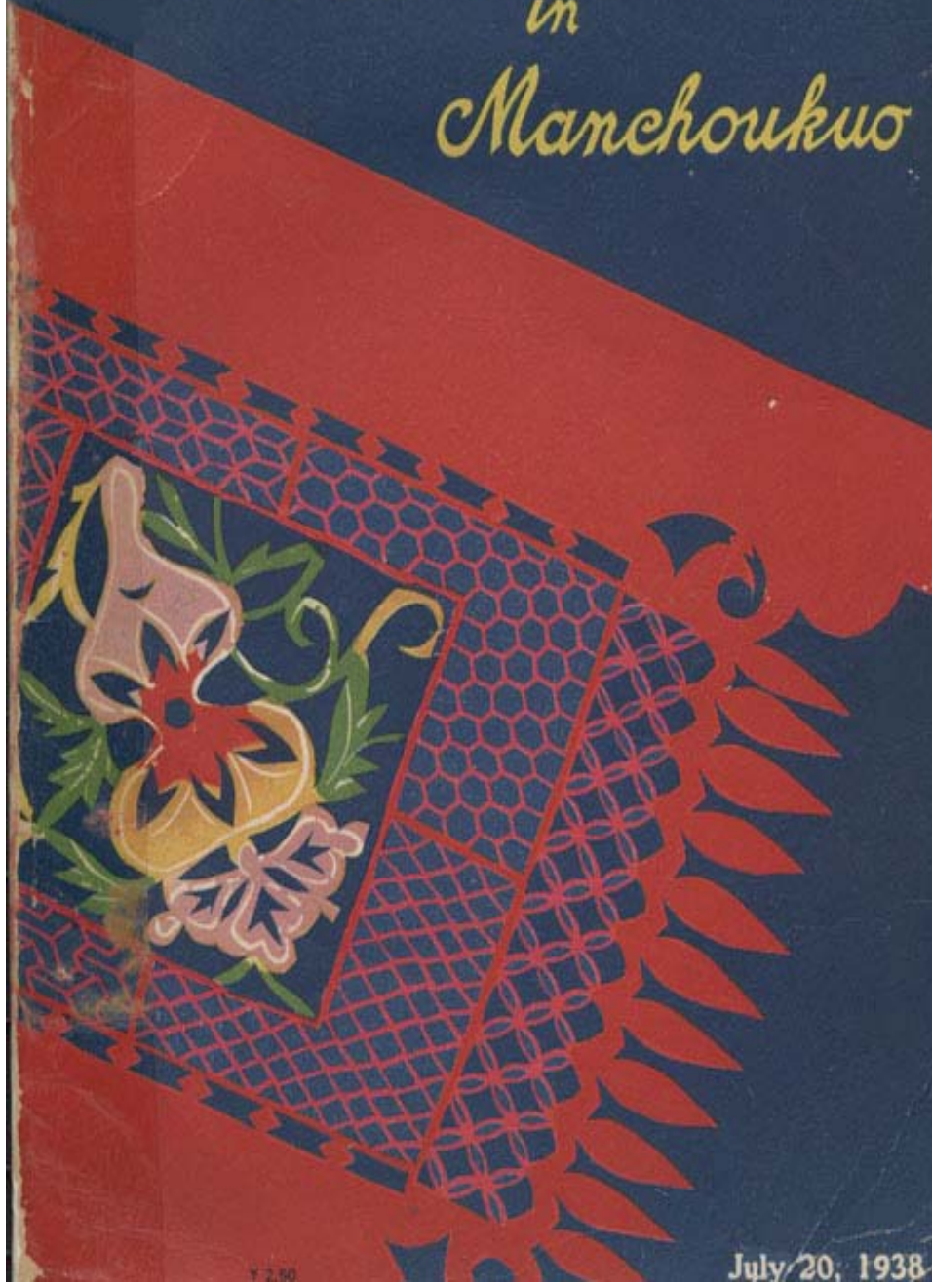
July 20, 1938

MANCHURIA

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Concordia & Culture
in
Manchoukuo



July 20, 1938

Chang Shao-sung. "Moviedom of Manchoukuo," *Manchuria*
(Extraordinary Issue, July 20, 1938), pp. 65-67.

MOVIEDOM OF MANCHOUKUO

By Chang Shao-sung

THE cinema nowadays forms a powerful influence upon the minds of the populace for not only are the films a source of much enjoyment but they also prove highly instructive. Comedy, historical association, travel, music, juvenile entertainment, period attire, the latest in fashionable garb, all prove attractions to one or another who visit the movie houses. But there is one other—the most important --- attribute which the cinema possesses, which is the effect it can have upon the mental, moral or spiritual side.

This is the great reason why the films are not limited to the material side only and thus are produced educational, hygienic and worthy propaganda pictures, which are for the benefit of the masses. In Manchoukuo the Kyowakai (the Manchoukuo Concordia Association) has produced, and will continue for the future to produce films for the purpose of drawing attention to the great work it is doing, which is to minister to the culture and welfare of the various races which go to make up the 40,000,000 people of the country.

No great degree of intelligence is required to realise that a State must as far as possible confine the kind of pictures shown to those which will not conflict with the policy of the nation, no matter what that policy may be. Many countries however are circumscribed in this as the cinema is often a source of large profit and if they prohibit the showing of certain pictures or those from any certain nation, repercussions are bound to follow to the detriment of the countries so doing.

Manchoukuo Different

Manchoukuo however is a new State and she is a far different case from other of the older nations. Certain of these have a highly diversified population and attempts to control, too rigidly, the showing or import of pictures might bring about internecine trouble. Though the population of Manchoukuo is also of many races there is great harmony among them and the State can be absolutely considered as an integral whole. This has been largely brought about by the Concordia Association. The result is that the government at Hsinking can be certain of undivided support in whatever control it enforces in the cinema industry and thus came into existence last August in Hsinking the Manshu Eiga Kyokai or Manchuria Motion Picture Producing and Distributing

Company.

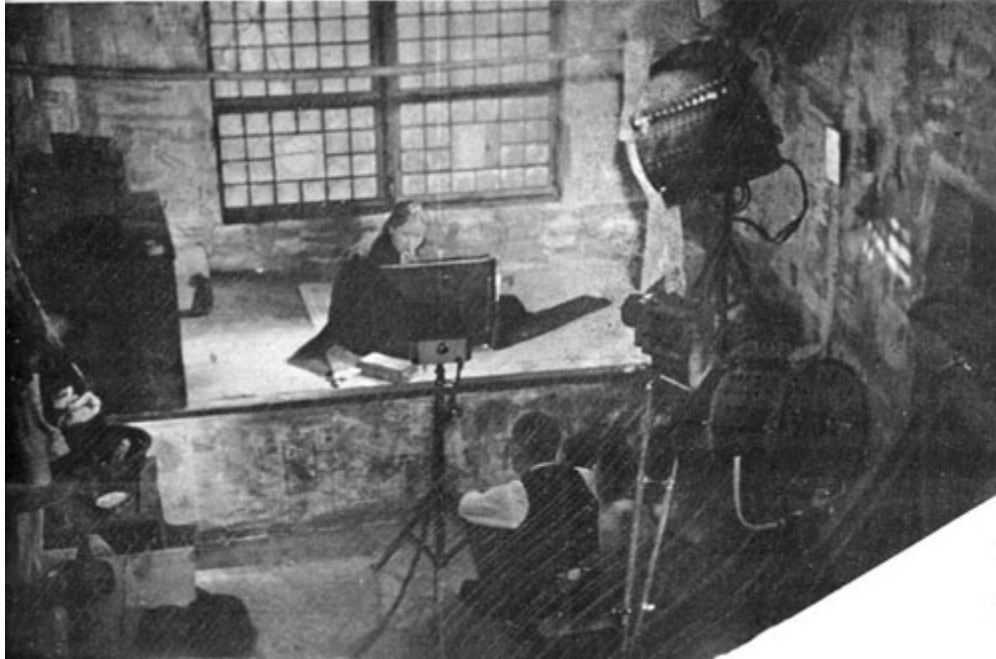
The mission of this corporation is important and serious, almost vital in fact, and the films it produces should not be such that they could cause disappointment among the people who flock to see them as they are first and foremost a mirror of the national policies of the new Empire of Manchoukuo. The most momentous duty of the company is to turn out and distribute pictures popularising the foundation of Manchoukuo and the events leading up to it, showing that the new State is the only one in the world, erected on the foundations of Wangtao, or the Kingly Way, perfect in the harmony among the people of different race, indissolubly joined with the great Empire of Japan.

Means of Knowledge

The company should also remember that these pictures are the best means for introducing the real Manchoukuo to the world. The majority of people throughout the globe have but a fragmentary idea of what the new State is, but through the pictures put



A scene from the "Village Hero," a cinema produced by the Manchuria Motion Picture Association.



Another scene from the same film play.

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out by the company delineating the happiness and prosperity which the people of Manchoukuo are now enjoying under the administration of His Majesty the Emperor. They will be able to realise what the actual conditions are. In addition these pictures should be placed before the Chinese people so that they might learn how vital it is for them to cooperate and collaborate with Japan and Manchoukuo for preserving the peace of East Asia.

The national spirit of the Japanese people can be placed before the Chinese by means of Japanese pictures but a better way is to turn out Manchoukuo films in which it can be shown. how the progress of the new Empire is interwoven with the Japanese national spirit.

Manchoukuo is primarily an agricultural country and although industry has moved ahead in rapid strides the people of the country as a whole are alarmingly ignorant of the technical side of industry as it is carried out nowadays. Pictures dealing with the technical part of industrialisation would form a great contributory factor for bringing about better understanding in Manchoukuo while at the same time depicting to foreign countries how quickly industry in Manchoukuo is making headway.

It is a matter for deep regret that there are so many people in Manchoukuo who have such a poor grasp of culture or what it can mean to a country, while their civilisation is not of a very high grade. This is the result of long years of maladministration under the vicious warlords. whose very power depended upon the ignorance of the people they so badly governed while extorting the last cash possible from them. Culture can be introduced to these persons through the medium of

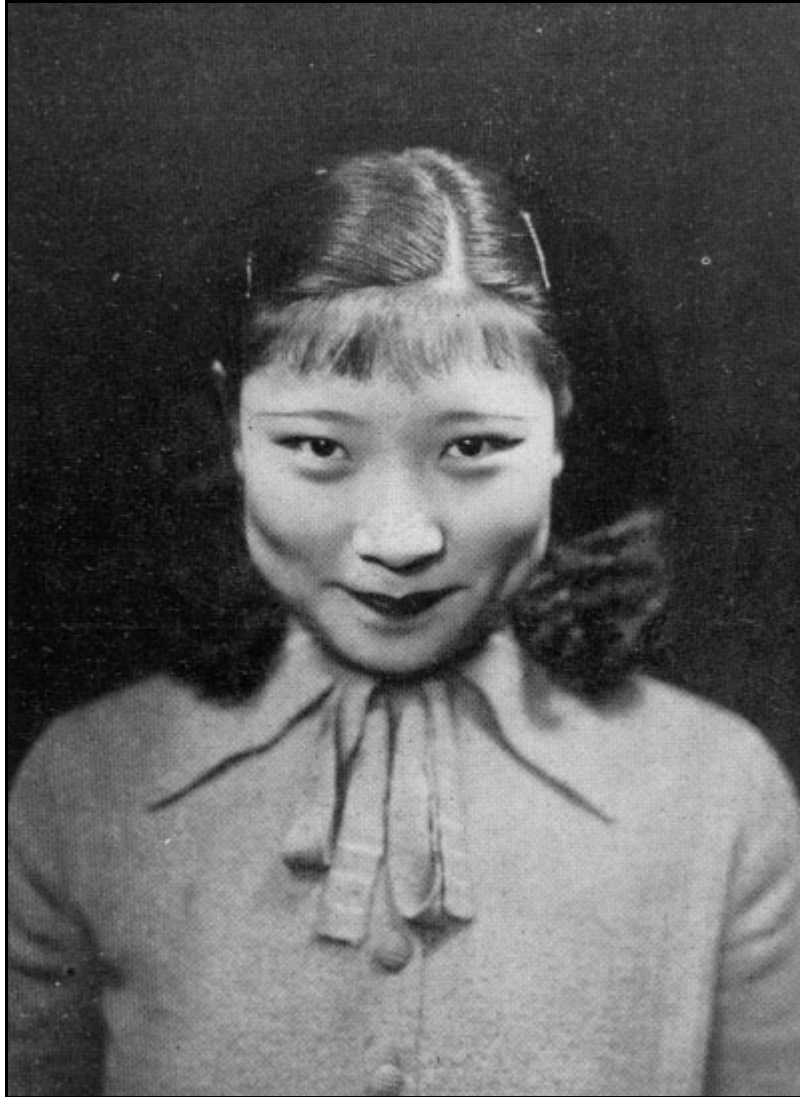
the cinema and the company should lend part of its efforts to this work.



Miss Lu Lu-hsia, a talented actress of the association.



Miss Ting Hsiao-chien, another charming player of the M.M.P.A.



A demure ingenue of the M.M.P.A., Miss Lin Li.

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Studio and Stars

This company is now publishing a monthly periodical, Manshu Ega (Manchurian Movies) and it is put out in two editions, one in Japanese and the other in Chinese. This was started from December 1937.

The company is now stepping briskly along the road to its ideals and it is expected that by spring.

1939 there will be one of the finest studios in the Orient, which is now under construction in Hsinking. This is the foundation from which will arise a more civilized State of Manchoukuo than can be found at the present day.

Last autumn, the company asked for candidates for the studio and out of some several hundred applicants about fifty were allowed to enter the training school from which they will emerge later as actors and actresses.

With Mr. Kondo, a Japanese director, in charge they are settling down to learn all about make-up and everything else in movie making with which they should be familiar. They have no screen names as yet but all are studying as hard as they can each one wishing to be the greatest cinema star in Manchoukuo. They are educated, well behaved and highly assiduous at their work. All of them are attractive some of them particularly so, as you can see from their pictures here. Before long they are expected to appear in the first film, entitled 'The Birth of a Star.'

This is only the beginning for movie making in Manchoukuo but it is an auspicious one, and all who are connected with this enterprise are certain, that in a few years to come it will, in the words of Hollywood, be colossal—that is of colossal benefit to the people of the young though aspiring State of Manchoukuo.



Another lonely member of the troupe, Miss Wang Tan.



Lu Shuan, another personable member of the Hsinking film company.



Li Yen-fen, one of best players of the M.M.P.C.