RG 59  GENERAL RECORDS OF THE DEPARTMENT OF STATE

R.G. 59
STATE
CONSULAR TRADE REPORTS
1930
FROM  SHANGHAI

TO  SHANGHAI

Box No. 652
Voluntary Report.

In order to supplement the report in the "IMPORTATION, USE AND DISTRIBUTION OF MOTION PICTURE FILMS IN CHINA," completed on June 6, 1930, the following information is submitted:

**Grand Theatre**

**SUPPLEMENT TO REPORT ON IMPORTATION, USE AND DISTRIBUTION OF MOTION PICTURE FILMS IN CHINA**, (completed June 6, 1930.)

**From**

C. C. Spanier, American Consul.

American Consulate General,
Shanghai, China.

Date of Completion: October 28, 1930.
Date of Mailing: Oct 30, 1930

APPROVED:

Douglas Jenkins,
American Consul General.
In order to supplement and bring up to date enclosure No. 2 to the report on the IMPORTATION, USE AND DISTRIBUTION OF MOTION PICTURE FILMS IN CHINA (File No. 840.6, completed on June 6, 1930), there are enumerated hereunder all motion picture houses in Shanghai, giving the address, seating capacity, time of shows, admission prices, productions used, name of manager, and the name of the controlling interest, in addition to stating whether for sound or silent pictures.

It is believed that this additional material will enhance the value of the report in question.

**MOTION PICTURE HOUSES IN SHANGHAI**

<table>
<thead>
<tr>
<th>Theatre</th>
<th>Address</th>
<th>Seating</th>
<th>Time</th>
<th>Admission</th>
<th>Control</th>
<th>Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Grand Theatre</strong></td>
<td>50 Bubbling Well Road.</td>
<td>Balcony 400. Stalls 800</td>
<td>3 - 5:30 - 9:15</td>
<td>$1.00 $1.50 $2.00 Mat.</td>
<td>Grand Theatre Corporation</td>
<td>A. L. Giles</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1.50 $2.00 $2.50 Eve.</td>
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</tr>
<tr>
<td><strong>Carleton Theatre</strong></td>
<td>2 Park Road.</td>
<td>Balcony 400. Stalls 560</td>
<td>3 - 5:30 - 9:15</td>
<td>$1.00 $1.50 $2.00 Mat.</td>
<td>China Theatres Ltd.</td>
<td>Lo Kan</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1.50 $2.00 $2.50 Eve.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fencing Theatre</strong></td>
<td>21 Museum Road.</td>
<td>Balcony 400. Stalls 500</td>
<td>3 - 5:30 - 9:15</td>
<td>$1.00 $1.50 $2.00 Mat.</td>
<td>Shanghai Amusements Co., Ltd.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1.50 $2.00 $2.50 Eve.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chain</td>
<td>Theatre</td>
<td>Address</td>
<td>Seating</td>
<td>Time</td>
<td>Admission</td>
<td></td>
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<tr>
<td>Far Eastern Theatre Co.</td>
<td>E. H. Booker</td>
<td>Embassy Theatre</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>House</td>
<td>Western Electric</td>
<td>Permanant</td>
<td>9:30</td>
<td>6:30</td>
<td>$1.00</td>
<td></td>
</tr>
<tr>
<td>Sound Equipment use</td>
<td>Paramount</td>
<td></td>
<td>126 Bubbling Well Road</td>
<td></td>
<td>$1.50</td>
<td></td>
</tr>
<tr>
<td>Prodctions use</td>
<td></td>
<td></td>
<td>Balcony 350. Stalls 550</td>
<td>9:30</td>
<td>$2.00</td>
<td></td>
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<tr>
<td>Control</td>
<td>Hartzberg-Percock Enterprises</td>
<td></td>
<td>3 - 5:30 - 9:15</td>
<td>$2.50</td>
<td></td>
<td></td>
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<tr>
<td>Managers</td>
<td>Hartzberg-Jos</td>
<td></td>
<td>$1.00</td>
<td>$1.50 Mat.</td>
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<tr>
<td>First Run Sound</td>
<td>Radio Corporation of America</td>
<td></td>
<td>$1.50</td>
<td>$2.00 Eve.</td>
<td></td>
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</tr>
<tr>
<td>House</td>
<td>Pathe, Tiffany</td>
<td></td>
<td>$1.00</td>
<td>$1.50 Mat.</td>
<td></td>
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<tr>
<td>Sound Equipment use</td>
<td>Hartzberg-Percock Enterprises</td>
<td></td>
<td>3:00</td>
<td>$1.50 Eve.</td>
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<td>Prodctions use</td>
<td>Hartzberg-Jos</td>
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<td>$1.50 Mat.</td>
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<tr>
<td>Control</td>
<td>J. Holt</td>
<td>Nanking Theatre</td>
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<tr>
<td>Manager</td>
<td>Shanghai (South) Amusement Co.</td>
<td></td>
<td>523 Avenue Edward VII</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>First Run Sound</td>
<td>Western Electric</td>
<td>Corner of Rue Marco Polo</td>
<td>Balcony 650. Stalls 950</td>
<td>3 - 5:30 - 9:15</td>
<td>$1.00 Mat.</td>
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<tr>
<td>House</td>
<td>Pathe, Tiffany</td>
<td></td>
<td>9:30</td>
<td>$1.50 Mat.</td>
<td></td>
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<tr>
<td>Sound Equipment use</td>
<td>H.C.L: Universal For</td>
<td></td>
<td>$1.50</td>
<td>$2.00 Eve.</td>
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<tr>
<td>Prodctions use after Apollo Theatre (3rd run)</td>
<td>Odeon</td>
<td></td>
<td>$1.00</td>
<td>$1.50 Eve.</td>
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<tr>
<td>Control</td>
<td>Yangtze Amusement Limited</td>
<td>Isis Theatre</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Manager</td>
<td>Leo</td>
<td>Paris Theatre</td>
<td>Corner Jukiang &amp; N. Szechuen Roads</td>
<td>3 - 5:30 - 9:15</td>
<td>$1.00 Mat.</td>
<td></td>
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<tr>
<td>Sound Equipment use</td>
<td>Western Electric</td>
<td></td>
<td>Balcony 500. Stalls 600</td>
<td>50¢</td>
<td>$1.50</td>
<td></td>
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<tr>
<td>Prodctions use after Carlton, Nanking, Peking</td>
<td>Odeon</td>
<td></td>
<td>80¢</td>
<td>$1.50 Eve.</td>
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<tr>
<td>Control</td>
<td>Shanghai Amusements Co., Ltd.</td>
<td>Peking Theatre</td>
<td>10 Kweichow Road</td>
<td>3 - 5:30 - 9:15</td>
<td>$1.00 Mat.</td>
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<tr>
<td>Manager</td>
<td>J. Holt</td>
<td></td>
<td>9:30</td>
<td>$1.50 Mat.</td>
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<td>Sound Equipment use</td>
<td>Western Electric</td>
<td></td>
<td>$1.00</td>
<td>$1.50 Eve.</td>
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<tr>
<td>Prodctions use after Carlton, Nanking, Isis</td>
<td>Odeon</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Odeon Theatre

Address: 1076 North Szechuan Road
Seating: Balcony 500, Stalls 900
Time: 3 - 5:30 - 9:15
Admission: 50c, 70c, $1.00 Mat.
70c, 90c, $1.20 Eve.

Manager: Y. B. Chen
Sound Equipment: Cinephone
Productions use after Capitol Theatre

Apollo Theatre

Address: 52 North Szechuan Road
Seating: Balcony 150, Stalls 400
Time: 3 - 5:30 - 9:15
Admission: 60c, 80c, $1.00 Mat.
80c, $1.00, $1.50 Eve.

Control: Hertzberg-Peacock Enterprises
Manager: Hertzberg-Joe
Sound Equipment: Radio Corporation of America
Productions use after Embassy Theatre (2nd run)

Republic Theatre

Address: 11 Muirhead Road
Seating: Balcony 302, Stalls 644
Time: 2 - 4 - 7 - 9:15
Admission: 40c, 60c

Manager: B. J. Benjamin Cheng
Sound Equipment: Facent
Productions use after Apollo Theatre (3rd run)

Eastern Theatre

Address: 436 Avenue Joffre
Seating: Balcony 200, Stalls 484
Time: 3 - 5:30 - 9:15
Admission: 40c, 60c, 80c, 100c Mat.
60c, 80c, $1.00, $1.50 Eve.

Manager: Ross
Productions use first silent

Tun Nan Theatre

Address: 72 B. Des 2 Republiques
Seating: Balcony 250, Stalls 650
Time: 3 - 5:30 - 9:15
Admission: 20c, 40c, 60c
30c, 50c, 80c

Manager: H. D. Tsung
Productions after Peking, Paris, Crystal Palace
Silent version under contract Puma Film Co.
Crystal Palace Theatre
Address: Pai Shan Bridge
Seating: Balcony 400. Stalls 500
Time: 530 - 9:15
Admission: 30¢ 40¢ 60¢
Control: Foo Chong Tobacco Co.
Productions use after Peking, Paris
Silent

Kwong Hwa Theatre
Address: Avenue Edward VII
Seating: Balcony 250. Stalls 400
Time: 530 - 9:15
Admission: 20¢ 40¢ 60¢
Foreign Productions Only

Republic Theatre
Address: Fung Pong Bridge, West Gate
Seating: Balcony 350. Stalls 600
Time: 530 - 9:15
Admission: 20¢ 40¢
Foreign Productions Only

Shangse Theatre
Address: Nanning Road, corner N. Shangse Road
Seating: Balcony 400. Stalls 600
Time: 530 - 9:15
Admission: 20¢ 30¢ 40¢ 50¢
Foreign Productions Only

Sun Lay Theatre
Address: Sun Lay Road, Small West Gate
Seating: Stalls only 800
Time: 2:30 - 5:30 - 8:30
Admission: 20¢ 30¢

Honkow Cinema
Address: 112A Chao Poo Road
Seating: Stalls only 800
Time: 515 - 7:15 - 9:15
Admission: 20¢ 40¢ 50¢
Manager: Solomon Skenazi
Foreign Productions Only

Pentheon Theatre
Address: Fushan Road or. Range Road
Seating: Balcony 250. Stalls 500
Time: 530 - 9:15
Admission: 20¢ 30¢ 50¢
Manager: Richard E. Ray
Foreign Productions Only

Cinema
<table>
<thead>
<tr>
<th>Theatre</th>
<th>Admission</th>
<th>Manager</th>
<th>Foreign Productions Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empire</td>
<td>30¢ 60¢ 90¢</td>
<td>S. S. Shunk</td>
<td></td>
</tr>
<tr>
<td>Foo Sing</td>
<td>20¢ 30¢ 40¢</td>
<td>Foo Chong Tobacco Co.</td>
<td>Foreign Productions only</td>
</tr>
<tr>
<td>Kiu Sing</td>
<td>30¢ 40¢ 50¢</td>
<td>S. M. Tsang</td>
<td></td>
</tr>
<tr>
<td>Wouchang</td>
<td>20¢ 30¢ 40¢</td>
<td>Foo Chong Tobacco Co.</td>
<td></td>
</tr>
<tr>
<td>Palace</td>
<td>20¢ 30¢ 40¢</td>
<td>J. C. Chang</td>
<td></td>
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<tr>
<td>Victoria</td>
<td>30¢ 40¢ 60¢</td>
<td>C. Shanghai Cinemas, Ltd.</td>
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</table>

<table>
<thead>
<tr>
<th>Theatre</th>
<th>Address</th>
<th>Seating Production</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empire</td>
<td>61 Thibet Road</td>
<td>500</td>
<td>3 - 5:30 - 9:15</td>
</tr>
<tr>
<td>Foo Sing</td>
<td>111 Avenue Foch</td>
<td>700</td>
<td>3 - 5:30 - 9:15</td>
</tr>
<tr>
<td>Kiu Sing</td>
<td>4 Wouchang Road</td>
<td>330</td>
<td>3 - 7 - 9:15</td>
</tr>
<tr>
<td>Wouchang</td>
<td>20 Pakhoi Road</td>
<td>800</td>
<td>3 - 5:30 - 9:15</td>
</tr>
<tr>
<td>Palace</td>
<td>24 Haining Road</td>
<td>550</td>
<td>3 - 5:30 - 9</td>
</tr>
<tr>
<td>Victoria</td>
<td>30¢ 40¢ 60¢</td>
<td>500</td>
<td>3 - 9:30 - 9:30</td>
</tr>
<tr>
<td></td>
<td>20¢ 30¢ 50¢</td>
<td></td>
<td>3 - 9:30 - 9:30</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Theatre</th>
<th>Control</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Empire</td>
<td>Shanghai Amusement Co., Ltd.</td>
<td></td>
</tr>
<tr>
<td>Foo Sing</td>
<td>C. Shanghai Cinemas, Ltd.</td>
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</tr>
<tr>
<td>Kiu Sing</td>
<td>Shanghai Amusement Co., Ltd.</td>
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<tr>
<td>Wouchang</td>
<td>Shanghai Amusement Co., Ltd.</td>
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<tr>
<td>Palace</td>
<td>Shanghai Amusement Co., Ltd.</td>
<td></td>
</tr>
<tr>
<td>Victoria</td>
<td>Shanghai Amusement Co., Ltd.</td>
<td></td>
</tr>
</tbody>
</table>
Empire Theatre

Address: 81 Avenue Joffre
Seating: Balcony 200, Stalls 350
Time: 3 - 5:30 - 9:15
Admission: 20¢, 30¢, 40¢, 60¢
Control: Shanghai Cinemas, Ltd.
Manager: Kenneth Dong
Chinese Productions Only

Carter Road Cinema

Address: 180 Carter Road
Seating: Stalls only 800
Time: 3 - 7 - 9
Admission: 20¢, 30¢, 40¢
Control: Shanghai Cinemas, Ltd.
Manager: S. M. Yong
Chinese Productions Only

China Theatre

Address: 184 Firefield Road
Seating: 97 Seward Road
Time: Balcony 200, Stalls 400
Time: 3 - 7 - 9
Admission: 20¢, 30¢
Control: Shanghai Cinemas, Ltd.
Manager: Y. S. Tsing
Chinese Productions Only

Little South Gate, South City

French Cinema

Address: Kee Zing Kai, French Concession
Seating: Balcony 200, Stalls 350
Time: 3 - 7 - 9
Admission: 20¢, 30¢, 50¢ Mat.
Control: Shanghai Cinemas, Ltd.
Chinese Productions Only

Van Wang Hwa Cinematheque

Address: 205 Ching Ying Road, Chapel
Seating: Balcony 200, Stalls 400
Time: 3 - 6:30 - 9:30
Admission: 20¢, 30¢, 50¢
Manager: Y. Y. Bai
Chinese Productions Only

Universal Cinema

Address: 88 Ching Ying Road, Chapel
Seating: Balcony 200, Stalls 400
Time: 3 - 7 - 9
Admission: 20¢, 30¢, 50¢
Control: Shanghai Cinemas, Ltd.
Chinese Productions Only

Chun San Cinema

Address: Corner of Whislow Road
Seating: Balcony 150, Stalls 300
Time: 2 - 7 - 9
Admission: 20¢, 30¢, 50¢
Control: Hwa Wei Film Co.
Chinese Productions Only

Chang Kiang Cinema
Address: 16 Pingliang Road
Seating: Stalls only 400
Time: 2 - 4 - 7 - 9
Admission: 90¢
Chinese Productions Only

New Helen Theatre
Address: P.O. Box 998 Haining Road
Seating: Balcony 200, Stalls 500
Time: 1 - 3 - 7 - 9
Admission: 80¢, 30¢
Chinese Productions Only

Orpheum Theatre
Address: 138 Jessfield Road
Seating: Balcony 300, Stalls 450
Time: 2 - 5:45 - 8:30
Admission: 80¢, 50¢
Chinese Productions Only

Star Garden Cinema
Address: Little South Gate, South City
Seating: Balcony 150, Stalls 400
Time: 2:30 - 7 - 9 - 10
Admission: 80¢, 40¢
Chinese Productions Only

Yang Kon Cinema
Address: Corner Yate Road
Seating: Stalls 500
Time: 3 - 7 - 9 - 7 - 10
Admission: 20¢, 30¢
Chinese Productions Only

Towa Cinema
Address: 111 Chaiho Road
Seating: Balcony 200, Stalls 400
Time: 7:30
Admission: 60¢, 80¢
Japanese Productions

Chekiang Theatre
Address: 777 Chekiang Road
Seating: 600
Time: 5 - 5:15 - 7:15 - 9:15
Admission: 20¢, 40¢, 60¢
Broadway Theatre
Address Broadway and Yangtzepoo Road
Seating 700
Time 2 - 4:15 - 7 - 9:15
Admission 30¢ 50¢ 70¢ Mat.
40¢ 60¢ $1.00 Eve.
Control Odeon Amusements, Ltd.
Sound Equipment Cinephone

Strand Theatre
Foo Tu Road, New North Gate
Stalls 700
Address Ningpo Road
Seating 1500 Stalls 440 Balcony
Control Productions Odeon Amusements, Ltd.
Sound Equipment Western Electric
(To open in the near future)

Wing On Roof Garden Cinema
Szeiming Road
Stalls 700 Balcony 100
Address Nanking Road
Seating Stalls only 1000
Time in Production 2:30 - 5 - 8 - 10
Admission Depart 30¢
Productions shown two pictures daily; Foreign and Chinese soldiers; free charge.

Sincere Roof Garden Cinema
Address #411 Nanking Road
Seating Stalls Only 700 Seats 600
Time 7:30 - 5 - 8 - 10
Admission 25¢
Productions shown two pictures daily; Foreign and Chinese directors; no charge.

Sun Sun Roof Garden Cinema (Currency)
CAR/TEY Address 145 Nanking Road
340.6 Seating Stalls only 600
Time 2:30 - 5 - 7 - 10
Admission A. Robinson 20¢
Chinese Productions Only

Great World Cinema
Address Thibet Road or. Avenue Edward VII
Seating Stalls only 1000
Time 6 - 11
Admission 30¢
Chinese productions only

New World Cinema
Address Commercial Bubbling Well Road or Thibet Road
Seating Stalls only 600
Time 6 - 11
Admission 20¢
Chinese and Foreign Productions

Paradise
Paradise Cinema Department

Address  Foochow Road cr. Shunting Road
Seating  Stalls 600
Time    6 - 11
Admission  10¢
Chinese Productions Only

Little World Cinema

Address  Foo Yu Road, New North Gate
Seating  Stalls 700
Time    6 - 11
Admission  10¢
Chinese Productions Only

Navy Y.M.C.A.

Address  214 Szechuen Road
Seating  Stalls 700  Balcony 100
Time    7
Admission  No charge
Foreign Productions Only
This Cinema Department only shown twice a week, every Wednesday and Saturday evening; specially for foreign soldiers; free charge.

Y.M.C.A. Cinema

Address  201 Szechuen Road
Seating  Balcony 100  Stalls 600
Time    7
Admission  20¢
Both Chinese and Foreign Productions
No definite date showing

(All prices in local silver currency)

CAR/VTY 840.6

(Prepared by Chas. A. Robertson)

In quintuplicate to the Department; two copies to the American Legation, Peiping; one copy to the Commercial Attaché, Shanghai.
SOURCE OF INFORMATION

The list of military pictures annexed to this report was obtained through the courtesy of Miss A. 写入 missing text here. Some illustrations of Shanghai, etc., in turn, were obtained through the courtesy of the 汶水湖 湖北水 部 湖北省. To be, therefore, received in an essentially correct and by to date.