

Indian cinema pressbooks

Print Collection 56

Finding aid prepared by Mehr Mehta.

Last updated on October 31, 2018.

University of Pennsylvania, Kislak Center for Special Collections, Rare Books and Manuscripts

2018 October 31

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Summary Information

Repository	University of Pennsylvania: Kislak Center for Special Collections, Rare Books and Manuscripts
Title	Indian cinema pressbooks
Call number	Print Collection 56
Date [inclusive]	1929-2003
Extent	0.4 linear feet (1 box)
Language	English
Language Note	Material is in English, Hindi, and Urdu.
Abstract	Pressbooks are promotional material created by film producers to market films. These books usually contain a small synopsis of the plot, often in two or three languages, commonly English, Hindi, Urdu and sometimes a regional language like Gujarati, depending on the perceived audience for the movie. Since almost all of these movies were musicals, the lyrics to film-songs are a key feature of these booklets. This collection consists of multi-lingual cinema pressbooks that accompanied the release of films produced in India from 1929 to 2003. They are arranged in alphabetical order.

Cite as:

Indian cinema pressbooks, 1929-2003, Print Collection 56, Kislak Center for Special Collections, Rare Books and Manuscripts, University of Pennsylvania

Biography/History

Pressbooks are promotional material created by film producers to market films. When most film companies did their own promotion, pressbooks were given to theatre owners by distributing agencies. Indian pressbooks are completely different than those produced in Hollywood. The books usually contain a small synopsis of the plot, often in two or three languages, commonly English, Hindi, Urdu and sometimes a regional language like Gujarati, depending on the perceived audience for the movie. Since almost every movie was a musical, the lyrics to film-songs are a key feature of these booklets.

Scope and Contents

This collection consists of multi-lingual cinema pressbooks that accompanied the release of films produced in India from 1929 to 2003. They are arranged in alphabetical order.

Administrative Information

University of Pennsylvania, Kislak Center for Special Collections, Rare Books and Manuscripts

2018 October 31

Finding aid prepared by Mehr Mehta.

Access Restrictions

This collection is open for research use.

Use Restrictions

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Controlled Access Headings

FORM/GENRE(S)

- Motion pictures.
- Pressbooks (theatre manuals)
- Printed ephemera

SUBJECT(S)

- Arts, Indic--20th century
- Motion pictures--India--History
- Performing arts

Collection Inventory

	Box	Folder
Aakhri Insaaf / ##### (English/Hindi), 1980.	1	1
Aap Beati / ## ##### (English/Hindi/Urdu), 1976.	1	2
Abhinetri / ##### (English/Hindi/Urdu), 1970.	1	3
Angaray / ##### (English/Hindi/Urdu), 1954.	1	4
Anokha Bandhan / ##### (English/Hindi), 1982.	1	5
Anokhi Ada / ##### (English/Hindi/Urdu), 1973.	1	6
Aurat / ### (English/Hindi), 1967.	1	7

Balam / ##### (English/Hindi/Urdu), 1949.	1	8
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Basant / ##### (English/Hindi/Urdu), 1942.	1	9
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Be-gunah / ##### (English/Hindi/Urdu), 1957.	1	10
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Chakkar Pe Chakkar / ##### ## ##### (English/Hindi/Urdu), 1977.	1	11
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CID Girl / ## # ## ##### (English/Hindi/Urdu), 1959.	1	12
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Coolie / ##### (English/Hindi/Urdu), 1983.	1	13
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Dhoop Chhaon / ### ##### (English/Hindi), 1977.	1	14
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Duniyadari / ##### (English/Hindi/Urdu), 1977.	1	15
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Dushman / ##### (English/Hindi), 1972. 1 16

Ek Se Bhale Do / ## ## ## ## (English/Hindi), 1985. 1 17

Ekka Raja Rani / #### ##### (English/Hindi), 1994. 1 18

Farz aur Kanoon / ##### ## ##### (English/Hindi), 1982. 1 19

Farz ki Keemat / ##### ## ##### (English/Hindi), 1983. 1 20

Fauji / ##### (English/Hindi), 1995. 1 21

Ghar Ghar ki Kahaani / ## ## ## ##### (English/Hindi/Urdu), 1988. 1 22

Ghar ka Chirag / ## ## ##### (English/Hindi/Urdu), 1989. 1 23

Gol Maal / ### ### (English/Hindi/Urdu), 1979.	1	24
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Gul Sanobar / ### ##### (English/Hindi//Urdu), 1953.	1	25
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Haath ki Safai / ### ## ##### (English/Hindi/Urdu), 1974.	1	26
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Hamari Shaan / ##### ### (English/Hindi), 1951.	1	27
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Hanuman Vijay / ##### ##### (English/Hindi), 1974.	1	28
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Indar Sabha / ##### ### (English/Hindi/Urdu), 1932.	1	29
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Izzat ki Roti / ##### ## ##### (English/Hindi), 1993.	1	30
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Jaag Utha Insaan / ### ### ##### (English/Hindi), 1984.	1	31
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Jaanbaaz / ##### (English/Hindi/Urdu), 1986. 1 32

Jaisi Karni Waise Bharni / ##### (English/Hindi), 1989. 1 33

Jalwa / ##### (English/Hindi), 1987. 1 34

Jasoos Ladki / ##### (English/Hindi), 1973. 1 35

Johny Mera Naam / ##### (English/Hindi/Urdu), 1970. 1 36

Jwalamukhi / ##### (English/Hindi/Urdu), 1980. 1 37

Kaamchor / ##### (English/Hindi), 1982. 1 38

Kamla / #####(English/Hindi), 1984. 1 39

Kanoon / ##### (English/Hindi/Urdu), 1960.	1	40
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Kashmir ki Kali / ##### ## ### (English/Hindi), 1964.	1	41
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Khuda Gawah / ##### ##### (English/Hindi/Urdu), 1992.	1	42
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Lagaan / ##### (English/Hindi), 2001.	1	43
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Laila / ##### (English/Hindi/Urdu), 1954.	1	44
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Lorie / ##### (English/Hindi/Urdu), 1984.	1	45
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Mahabali Hanuman / ##### ##### (English/Hindi), 1981.	1	46
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Nasihath / #####(English/Hindi/Urdu), 1986.	1	47
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Omar Khayyam / ##### (English/Hindi/Urdu), 1946.	1	48
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Parwana / ##### (English/Hindi/Urdu), 1971.	1	49
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Phool aur Kante / ## ##### (English/Hindi), 1991.	1	50
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Pyar ke Naam Qurbaan / ##### ## ##### (English/Hindi/Urdu), 1990.	1	51
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Qurbani Rang Layegi / ##### ## ##### (English/Hindi/Urdu), 1991.	1	52
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Raadha aur Seeta / ##### ## ##### (English/Hindi), 1979.	1	53
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Raahee / ##### (English/Hindi), 1987.	1	54
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Rocky / ##### (English/Hindi/Urdu), 1981.	1	55
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Sajan / #####(English/Hindi/Urdu), 1969.	1	56
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Sarfarosh / ##### (English/Hindi/Urdu), 1985.	1	57
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Shahi Chor / ##### ### (English/Hindi/Urdu), 1955.	1	58
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Shararat / #####(English/Hindi/Urdu), 1959.	1	59
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Sikander / ##### (English/Hindi/Urdu), 1941.	1	60
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Sinbad the Sailor / ##### # ##### (English/Hindi), 1952.	1	61
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Sunny / ##### (English/Hindi/Urdu), 1984.	1	62
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The Hero / # ##### (English/Hindi), 2003.	1	63
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Thief of Baghdad / ##### ## ### (English/Hindi/Urdu), 1977.	1	64
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Toofani Tirandaj / ##### ##### (English/Hindi), 1937.	1	65
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Ulta Seedha / ##### ##### (English/Hindi), 1985.	1	66
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Vijaypath / ##### (English/Hindi), 1994.	1	67
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Vir Babhravahan / ### ##### (English/Hindi), 1950.	1	68
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Vir Ghatotkachh / ### ##### (English/Hindi), 1949.	1	69
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