

Jingle all the way

IT was party time for the idea-sellers. Members of the Advertising Club of Madras took time off from their hectic work schedules and demanding deadlines to celebrate the golden jubilee of their organisation. The occasion also saw the revival of the once well-known and pompously celebrated 'Adotsav', after a gap of ten years.

The event was inaugurated with the lighting of the *kuthuvilakku* by actor Madan Bob. His address, that evoked incessant bursts of laughter among the audience, set the tone for the evening.

The actor proclaimed his association with the club and its services, that has blossomed over the years. The words of wisdom from that enthralling experience

were "ads are basically ideas." The chairman of the golden jubilee celebrations, RV Rajan, briefed on the humble beginning of the organisation, with just 25 members on April 7, 1956. Now, the club is a thousand-member-strong entity and growing, he added.

Competitions were held in various categories including 'Golden Music', 'Golden Oldies', 'Just 50' and '50-50'.

A trio of energetic females took the programme to a flying start with their *O Mere Sona re* number. To follow them with the same vibrancy was Indira, playing *Sutrum Vizhi* on the veena, in the instrumental category, and she rightly deserved the huge applause she received.

Though there were many eleventh-hour backtrack-

ers, apparently due to stage fear, for others, the arena provided a chance to exhibit their guts along with skills.

The entertainers covered all the age categories, and some of the major highlights were the *Sound of Music* number by Robert, the mock *Kaun Banega Crorepati* (here it is *Kaun Banega Brandpathi*) by Ambar, and an *Anniyan*



Actor Madan Bob (second from left) lights the kuthuvilakku at the Adotsav

dance number by Chaitanya.

The artist in Robert had the audience standing up in

patriotic fervour when he reproduced the national anthem on his harmonica.

But, the man who stole the show for the day was Jagan, who grabbed the unlimited time offered by the organisers with both arms.

From Telugu commentary for an India-England one dayer, he moved to mimicking Tamil reel stars.

And at the end of the day, everyone ended up as winners, leaving the tough job for the judges.