Charge 38 Col. Writers Were Party Members

Eve Ettinger Admits to House Group She Joined

WASHINGTON, March 31.—An investigator for the House Un-American Activities Committee said he recognized as Communist Party members 38 persons on a list of over 400 writers who worked on or sold scripts to Columbia Pictures from 1945 through 1951.

The statement was made by investigator William A. Wheeler during examination of Eve Ettinger, story editor for Columbia, who is one of several witnesses to testify in executive session before a sub-committee on the West Coast last September. The committee had got around today to releasing that batch of testimony and testimony by another witness in May. The Motion Picture Association of America has been worryingly looking forward to the release of this testimony for many weeks, having been

(Continued on page 5)

MPAA Meets With Legion Officials

WASHINGTON, March 31.—Top film production executives tried for several hours today to convince American Legion officials that Hollywood has done a good job of getting rid of Communist Party members.

The meeting with Legion commander Donald R. Wilson, and public relations director James F. O'Neill, culminated a two-day session of UA film company presidents, vice-presidents, and lawyers at Motion Picture

(Continued on page 5)

Pabst Named U.A. District Manager

NEW ORLEANS, March 31.—George Pabst, today was named Southern district manager of United Artists by William J. Heineman, distribution vice-president, who is here from New York with UA vice-president Max E. Youngstein presiding over another of the company’s regional sales meetings.

The post has been vacant for some time and Pabst had been holding forth here as UA branch manager.

At the same time, Heineman dis-

(Continued on page 5)

MGM to Aid Houses In Tornado Areas

Distressed theatre cases among M-G-M customers in the areas stricken by the recent tornado will be extended assistance in keeping the houses operating.

Charles M. Reagan, M-G-M distribution chief, has advised branch managers at Atlanta, Dallas, Memphis, New Orleans and Oklahoma City that in line with the company’s policy in similar previous emergencies, assistance should be extended where warranted.

Rules Against AFM 5% Video Formula

HOLLYWOOD, March 31.—The American Federation of Musicians’ five per cent formula governing the release of theatrical films to television was put out by a U. S. re- per-cussion policy

(Continued on page 5)

New Texas Move Delays ‘Pinky’ Case

The State of Texas, which has su-

(Continued on page 5)

‘Singin’ in the Rain’ at $145,000 Paces N.Y. 1st-runs

Three sturdy openings, highlighted by “Singin’ in the Rain” at Radio City Music Hall, sparked New York first-run grosses this week.

At the Hall, which also features its annual Easter show, a big $145,000 was forecast for the first stanza of “Singin’ in the Rain.” At the Astor (My Six Centraits) is expected to hit a strong $135,000 for its opening week.

Another good opening gross of $64,000 is indicated at the Paramount, featuring “Meet Danny Wilson” on the screen and Frank Sinatra on stage.

Nothing of the hold-overs doing healthy business is "Deadline, U.S.A." at the Roxy, which also highlights Gloria De Haven on stage. For its third and final week $35,000 is predicted. With “A Song in My Heart” opens there Friday.

A nice $60,000 is seen for the sixth

(Continued on page 2)

UPT - ABC Hearing Adjourns to April 14

WASHINGTON, March 31.—The Federal Communications Commission’s Paramount hearing today wound up direct testimony on the proposed merger between United Paramount Theatres and the American Broadcasting Co. and went into a two-week recess.

Indications are that the 11-week-old hearing, which will pick up again on April 14, will go on for at least several weeks after that date.

First witness following the recess will be Gordon Brown, owner of WSAY, Rochester, N. Y., radio station, who will testify as a public wit- ness against the merger. Following

(Continued on page 4)

A. T. & T. Fails to Clear Olympic Game

Plans to televise last night’s Olympic play-off basketball game between New York and Madison Square Garden to two TV-equipped Commonwealth theatres in Kansas had to be abandoned by American Telephone and Telegraph could not supply cable facilities.

Both the Ashland, Kansas City, and the Grainland, Lawrence, Kan., which have followed local Kansas college basketball games on television, repeatedly with much success, had

(Continued on page 4)

Firms’ Plan of Arbitration Ready in Week

Appoint Harvey, Connors WTO’s Meet Delegates

The distributors’ sub-committee on arbitration and its counsel will complete its draft of proposals for an industry system of arbitration within a week, it was reported yesterday following the third meeting here of the group, which is under the chairmanship of William F. Rodgers.

Meanwhile, word arrived from San Francisco that Western Theatre Owners has named delegates to the forthcoming industry conference on arbitration in New York, thereby becoming the fourth exhibitor organization to do so. Five exhibitor groups were invited to the conference, the date of which has not yet been set.

The distributors’ group is expected to meet once more to put the final

(Continued on page 4)

Mono. Profit up for 2nd Half of 1951

HOLLYWOOD, March 31.—Monogram Pictures Corp. and subsidiaries’ operations in the last half of 1951 resulted in an unaudited profit of $23,582 for the correspond- ing period in 1950. Gross income from film rentals, television and accessories sales in the last half of 1951 was $14,03,861, which compares with $3,937,810 for the same period the year before.

Broadly said, “We believe our con- tinued profitable operation in the 1951 period reflects the success of the company’s policy of making family type picture.”

De-freezing of TV Is Again Delayed

WASHINGTON, March 31.—The Federal Communications Commission has pushed back to mid-April its target date for lifting the television station freeze.

Originally, officials had hoped to lift the freeze order by the end of March.
Personal Mention

W. RAY JOHNSTON, chairman of the Monogram-Alide Artists bondholders, will arrive here Friday at the S. S. Independence via Europe, as an outgrowth of a Mediterranean cruise of several weeks.

JACK SYNEV, recently appointed city manager for Loew’s Theatres in Baltimore, will leave here Monday for treatment of a stomach disorder.

JACK CUMMINS, M-G-M producer, will sail from the Coast April 5 for Honolulu on the S. S. Larlinue.

RAYMOND BURKE of the Universal home office will be married Saturday in Yonkers to Harriet W. Nixen.

DAVID GOLDING, Samuel Goldwyn Productions ad-publicity chief, will leave here tonight for Hollywood.

F. J. A. McCARTHY, Universal Southern and Canadian sales manager, left here yesterday for Miami.

WILLIAM H. CLARK, treasurer of RKO Pictures, will return here from Washington today.

GEORGE NICHOLS of M-G-M’s publicity staff, arrived here from the Coast yesterday.

Dore Schary Files New Suits vs. WEC

Hollywood, March 31.—Dore Schary today filed a new Superior Court suit against the Wage Earners Committee asking $1,643,115.65 and an injunction against picketing theatres showing M-G-M pictures. The suit, which supersedes the previous action against WEC, is valued at $1,250,000, and also names 12 individuals identified with the organization.

Schary charges that the court restrain defendants from directly or indirectly referring to him as a Communist, fellow traveler, sympathizer, or past or present member of the Party.

Subpoenas are also served by committees of Congress or State legislatures. The sum sought is broken down as follows:

$2,000,000 general damages; $300,000 punitive damages; $4,531.65 to reimburse plaintiff for cost of newspaper advertising space used to refute WEC’s asserted libelous references to him.

Cinecolor Lay Off

Hollywood, March 31.—Cinecolor, whose stockholders last week approved a new financing plan, today disclosed that it was necessary to lay off a “substantial number of valuable employees” in view of the probability that the laboratories will face a “financial period of several months” and that most will be reemployed subsequently.

4 Circuits Here in Newspaper ‘Co-op’

RKO Theatres, Randorche Circuit, Skouras Theatres and Century Circuit will file in court at Cincinnati a unique cooperative newspaper advertising approach, where features have been booked simultaneously across the board at theatres of the four companies in the Metropolitan area.

The large cooperative display ads started in New York newspapers March 12 to promote “Phone Call from A Stranger.” They contain a double panel listing the theatres and the ad cost effectively playing the same picture.

Predicts Increased Israeli Production

The predictions that despite lack of studio facilities production of films in Israel would increase in the near future was voiced here yesterday by Martin Quigley, general manager of the “Israel Fisher,” and one of the top executives of “Faithful City.” His picture, the first English-dialogue feature film made in the state of Israel, opens at the Park Theatre April 7. RKO Radio is distributing it.

“When I made this picture we did not even have laboratory facilities,” Leytes said, “We had to send our film to England to be processed. We received rushes once every four weeks after we started shooting and then again after the film was completed. Today there is a modern laboratory and Israel is moving toward developing its own film industry.”

Leytes said that cinema interests in Israel were waiting for reports of the reception of “Faithful City,” before going into heavy production. “I know of some five films that are now in work,” he said. “The fact that there are no good laboratory facilities is just as you might think. The days are long and the air is clear in Israel. You can shoot for two hours a day or even until eight at night. You need only mobile equipment, and that is becoming more and more available.”

“Faithful City” is expected to cost approximately $100,000, he said. Made in English, it will be released soon in Israel with English subtitles.

Leytes has plans for a Technicolor production to be produced in the Holy Land in the near future.

Variety Award to Jack Beresin

Philadelphia, March 31.—Jack Beresin, president of ABC Vending Machine Co. and general manager of the first assistant chief barber was tonight presented with the local Tent No. 13’s “Great Heart Award” by a group of local board members. Beresin is associated with Strawfot Hotel. The award was made in honor of Beresin’s many charities among the people, the underprivileged and handicapped children.

News in Brief...

Washington, March 31.—The Federal Communications Commission was asked today by Edward J. Butler, chairman of the Senate Interstate Commerce Committee, to continue for another year its rule limiting each licensee to only five television stations.

Tampa, March 31.—Seven percentage action were filed in Federal Court here against Hugh Thomas, Jr. and Walker and Thomas Amusements, Inc., for damages based on alleged under-reporting of receipts at the Trail Theatre. Sales figures for the week were compiled of 20th Century-Fox, Low’s, Paramount, Universal, Warner, United Artists and RKO Radio. Plaintiffs are Fiske, Robinson, Delaney and Kelly, of Tampa, represent the distributors with Sargoy and Stein of New York of counsel.

A package of 13 short subjects on sports is being offered for sale to television stations by RKO Pathe, Jack Pathe, executive vice-president, disclosed here.

Bonnafield said the films, which run six minutes each, were compiled from RKO Pathe’s library. As yet, he had no deal for the television distribution of the package has been approved, although inquiries have been received.

Hirliman, Producer Of TV Films, Dies

George Hirliman, 50, head of Hirliman Productions, producer of films for TV, died Sunday in Doctors Hospital, New York, of a heart attack.

In various phases of the motion picture laboratory field from 1916 to 1927, he joined the organization of the Film Industries, he later organized Exhibitors Screen Service, which he sold in 1933 to National Screen. He produced independent production on the coast. He opened Film Classics in 1943, sold that to United Artists, and later went into business specializing in the sale of his personal movies, as do a daughter, Kathy, a son, George, and two sisters, Mrs. Charlotte Marcus and Mrs. Ida Mountain.

Roland West, 65, Dies

Hollywood, March 31.—Roland West, 65, pioneer producer, inactive for many years during the past several years, died today. Producer, director, writer, identified with features starring Norma Talmadge and others, had a heart attack two years ago. Funeral arrangements are pending.

Again Drop Drive-in Bill

Boston, March 31.—House Bill No. 961 which would provide for the construction of a drive-in theatre within 2,000 feet of a school, church of hospital was again rejected by the Massachusetts Legislature yesterday when it was brought up for reconsideration today. It was rejected by the Senate and the House. State Senator William Keenan resulted in its being brought up today.

UK Reels Get Grand National ‘Exclusive’

London, March 31.—British newsmen have obtained exclusive rights to film the Grand National Steeplechase, to be run next Saturday, over the protests of British broadcast. The newsmen agreed to televise the turf classic.

B.B.C. reportedly is endeavoring to get approval of the government to film the big race, for a radio broadcast of the event, but has not succeeded thus far.

N.Y. 1st-run Grosses

(Continued from page 1)

Inning of “African Queen” at the Capitol, while a good $27,000 is estimated for the third week of “The Marrying Kind” at the Victoria.

“Captive City” opened to a fair $18,000 at the Criterion for its first seven days, while the initial stanza of “The Moon” at the State is expected to gross a satisfactory $18,000.

“Hong Kong” will replace “Smoke Jumpers” Friday at the Globe which will bow out with a tepid $10,000 for its second and final week. At the Rainier, still a satisfactory $5,800 is seen for the eighth stanza of “Viva Zapata.”

A special “Madame Bovary” will open at the Mayfair on Thursday when “Sailor Beware” will bow out with a fairly good $16,500 for its ninth inning.

Among the off-Broadway houses, “The Lavender Hill Mob” is holding well, with a nearly steady forecast for its 24th week. While at the Paris, a fine $8,000 is estimated for the 30th week of “The River.”

The second week of “Just This Once” at the Park Avenue is expected to bring in a satisfactory $4,200. At the Broadway, a fine $8,600 is predicted for the initial week of “The Young and the Damned.” “Murder in the Cathedral” at the Copacabana was forced to do an all right $7,200 for its first seven days.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

OPENING

“SINGIN’ IN THE RAIN”

Gene Kelly, Debbie Reynolds, Donald O’Connor, Rita Moreno

Color by Technicolor • Ast A-M-G Picture

June 7—3 week engagement

FRANK SINATRA

SHELLEY WINTERS

ALEX NICOL

SINATRA

DANNY WILLIAMS

TUESDAY, APRIL 2, 1952

MOTION PICTURE DAILY

ROCKEFELLER CENTER

Gene Kelly

Debbie Reynolds

Donald O’Connor

Rita Moreno

Color by Technicolor • Ast A-M-G Picture

TUESDAY, APRIL 2, 1952

MOTION PICTURE DAILY

ROCKEFELLER CENTER

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Debbie Reynolds

Donald O’Connor

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Color by Technicolor • Ast A-M-G Picture

TUESDAY, APRIL 2, 1952

MOTION PICTURE DAILY

ROCKEFELLER CENTER

"WHAT A GLORIOUS FEELING GET HAPPY AGAIN!"

HAPPY EASTER AT MUSIC HALL AND NATIONWIDE!

WEATHER FORECAST: GOLDEN M-G-M SHOWERS
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during the period. They
would give evidence, he declared, from which it could be determined whether 
the personal participation on the part of Goldenson and his associates in the office was in the direction of 
"the unlawful buying out of competing theaters."

Galane Cites
As the basis for this request, Galane cited the District and Supreme Court decisions in the Crescent case. Both courts, he said, made a finding of 
monopolistic control based on Crescent's financial reports. The Supreme Court, Galane said, found that when Crescent acquired theatres under circumstances which would give them a monopoly. 

FCC hearing examiner Leo Resnick said he would rule on Galane's request at a later date.

Arbitration
(Continued from page 1)
touches on its draft. However, Rodgers yesterday did not set a date for another meeting of his committee.

H. V. (Roto) Harvey of San Francisco and William J. Connors of Seattle will be the WTO delegates, and L. S. Hamm of San Francisco will accompany them as counsel.

Now only the New York Metropoli-

tan Motion Picture Theatres Asso-
ciation has yet to name its meeting delegates. Allied, Theatre Owners of America and the Independent Theatre Owners Association of New York announced their delegates about a week ago. MMPTA indicated yesterday that its delegates would be selected at a membership meeting here the latter part of this week.

Eric A. Johnston, Motion Picture Association of America president, acting in behalf of 10 distributors, on March 21 invited the exhibitor groups to name representatives to discuss with the distributors' sub-committee the possibility of establishing an industry system of arbitration.

Earlier, both Allied and TOA submitted their respective proposals for setting up such a system.

A. T. & T. Fails
(Continued from page 1)
hoped to carry the Garden tilt between Kansas University and LaSalle. However, Theatre Network Television, which holds exclusive theatre TV rights to major Garden games, notified Commonwealth that A. T. 
& T. facilities were unavailable for the project.

Cantor in UJA Film
Eddie Cantor will make his first screen appearance in four years as star of "Front Line '52, a 10-minute campaign film produced by Paramount for the United Jewish Appeal.

UPT-ABC Hearing Adjourns
(Continued from page 1)
Motion Picture Daily

38 Writers

(Continued from page 1)

tipped off that it contained some very hot material. Actually, however, most of the testimony was merely a rehash of information long since made public.

Denied Contact After '45

Miss Ethinger, who has been a Communist Party member in New York City, where she worked for Paramount and Columbia, from about 1939 until 1941, denied any contact with the Party after going to California in 1945, and also stoutly denied Committee quests as to whether any agents had tried to use her Party membership as a means of obtaining information or personal details.

Wheeler asked particularly whether agents John Weber or George Willner had ever done this.

Under Committee instruction, Miss Ethinger had prepared a list of all writers hired by Columbia from the time of her arrival in California in 1945 until her testimony last fall. She said there were over 900 names on the list. Wheeler had reviewed this list, and "I have recognized 38 as having been identified as having been members of the Communist Party."

Vague on Names

The witness was vague on naming persons she had known in the Party, meeting places or other specific information. She admitted knowing as party members Lee Sabinson, Nicholas Jelsa, Lester Fuller and Martin Berkeley.

Asked whether there would be any discrimination against writers who cooperated with the Committee, Miss Ethinger said there would be "absolutely none." She declared "We are all going to be good writers and that is the way we hire them."

Hughes Asks Names

Of SWG Panel

Hollywood, March 31.—Howard Hughes, managing director of RKO Pictures, has asked the Screen Writers Guild for the names of those on SWG's credit panel who voted in favor of granting the writer Princeton Jarrico credit for work on "The Las Vegas Story."

Hughes's order for names was one of the five questions posed to the SWG after it had termed the Jarrico dispute a labor problem that should be arbitrated. The guild formally charged Hughes with having "breached" the minimum basic agreement signed with the studio in 1941, and said that "we have no choice but to protect our (Hughes's) professional rights." Jarrico, who refused to tell the Board of Censors on what film he was working, the American Federation of Television Writers asked Hughes to give the board an answer. The guild charges that Hughes has not made a good faith effort to come to terms with the board, and that the dispute is now "an outgrowth of a personal feud between the two parties."

MPAA Meets With Legion

(Continued from page 1)

Association headquarters here. Practically the entire committee—which lasted all yesterday afternoon and evening and from 10:30 this morning until seven tonight—dealt with criticism of the MPAA, the House Un-American Activities Committee and other sources.

Recent Legion Article

MPAA spokesmen said the meeting with the Legion officials was by far the most important part of the two-day session. The American Legion magazine monthly recently carried an article declaring that Communists are better entrenched in Hollywood now than ever and naming some 30 pictures made by persons who the writer said had Party or Communist affiliations.

At today's meeting, MPAA president Eric A. Johnston and the other officials outlined the writers all that Hollywood has to do to combat Communist Party members, from the Waldorf Astoria Hotel where they were held. They emphasized the court suits and possible dangers which the film companies have laid themselves open to.

The Legion officials, it was understood, reported that they could not commit the Legion but promised to take the matter up with the executive committee. Officials said it was likely there would be further discussions between the MPAA and the Legion.

The report of the House Un-American Activities Committee was discussed, according to MPAA officials, but "absolutely nothing was said about making a request to the committee for a formal conference on the report." The Western Doyle, California Democritian, recently suggested that the industry seek such a meeting.

List Those Attending

Attending the two-day session, in addition to Johnston, were 24th Century-Fox president Spyros Skouras, Loew's president Nicholas M. Schenck, Paramount Pictures president Barney Balaban and studio head Y. Frank Freeman, Universal vice-president John J. O'Connor, Warner vice-president Samuel Schneider, Columbia vice-president Nate Spingold, RKO treasurer William H. Clark, Republic counsel Theodore R. Black, MPAA vice-president Joyce O'Hara, vice-president William Benjamin of the Publicists Guild, and motion picture executive chief Kenneth Clark, and West Coast studio attorney Maurice Benjamin.

Rules Against AFM

(Continued from page 1)

not have any prior claim on pictures, but would have to share with the rest of the creditors.

AFM's local counsel said a decision on whether to appeal will be reached this week.

Pabst Named

(Continued from page 1)

closed that Pabst had led his branch to first place in the national UA sales drive recently completed.

The local meeting also included the personnel of the Atlanta and Charlotte offices. Attending from Atlanta were Byron Adams, branch manager, and Clarence Jordan, C. F. Fort, Kohnack, Craddock and C. D. Touchon, office manager. Charlotte was represented by branch manager H. Keeter and salesmen Booley and Hunslock, along with office manager J. H. Hixson.

Him and Youngstein, accompanied by Milton E. Cohen, Western Southern division manager left here today for St. Louis where the next meeting will take place on Thursday.

Urges Italian Films

For Major Bookings

"We now feel that in the United States market certain Italian pictures must be treated the same as our own and the entire art theatre—window play instead of art theatres." It was disclosed here yesterday by a spokesman for Sid Lovelace's International president Arthur Leon, who has been in Rome from New York attending a company sales meeting.

Hennessy Back to Frisco

San Francisco, March 31.—Mary Hennessy of the San Francisco agency, which bears her name, will return to the city early next week. Hennessy has been in Rome on the completion of a publicity assignment in connection with the Downtown Paramount Theatre, which is being converted into the direction of United Paramount Theatres.

Texas Move

(Continued from page 1)

here that if the high court turns down the state's bid, that would be inanc- ment to indicating approval of a re- view. However, it was also pointed out, the court still would have to rule on jurisdiction purely in connection with the plaintiff's appeal.

The MPAA and others who are looking upon this case as a means of eliciting from the Supreme Court a ruling on the constitutionality of motion picture censorship hoped that the state would not intervene. On March 13, Judge H. N. Graves of the Texas Court reported was in Austin surprised the industry by signing appeal papers authorizing Geling to appeal his conviction for showing the 20th Century-Fox production in violation of a Marshall censorship ruling.

Hollywood History

Featured on TV

Hollywood, March 31.—The first reel of "Yesterday's Newsreel," a special television production compiled from film clips of the past 50 years, will feature the history of Hol- lowood.

Making its debut Wednesday over Paramount's KTAL, the Hollywood history will include shots of Henry Ford assisting Thomas Edison with a demonstration of the first motion pic- ture camera, and personalities such as Douglas Fairbanks, Sr., Mary Pick- ford, D. W. Griffith, Charles Chaplin, and others.
"Without Warning" (All-Star-United Artists)

"WITHOUT WARNING" is a striking example of how excellent craftsmanship can lift a modest production into superior entertainment. This sincere, engrossing drama of the twisted manipulations of a petty criminal is shot through with tension and suspense. Credit goes to cast, story and direction, all of which have been coordinated into a worthy film, that should prove to be a sure audience pleaser.

San Diego in Los Angeles puts the police department there at its wit's end. Their slow, unrelenting efforts to piece together paltry clues and track down the killer are told in sequences of almost documentary integrity. The screenplay by AX McGraw, all of which add to the audience's respect for the inner-workings of the killer as well as his pursuers. Thus it is

as though one looks from above on an unfolding spectacle below.

Adam Williams portrays the killer whose motivations are psycho-analytically explained in "The Ax Murder of Mrs. Townsend" by William B. Wendell. The film, which was written and directed competently.

The story of a detective Charles McGraw takes the task of taking the widow of a traffic director to the Coast to testify before a grand jury investigating bribery. Quite naturally the forces of the underworld are fearful of the impending testimony and would like to eliminate the widow. Luckily for McGraw, the widow of the missing man, is keenly interested in early in the picture the detective assumes the imaginative attitude that this is just another chore in the line of duty. The underworld proves its deadly earnestness in its first attempt at the widow's life in which another detective, Miss Windsor develops dozens of obstacles, dire threats, and narrow calls for McGraw, all of which add to good melodrama. Toward the end, the treacherous hand of the underworld does snuff out the life of Miss Windsor. In a trick finish, however, it develops that she was a detective sent along as a decoy. Another passenger, Jacqueline White, whom McGraw innocently met on the train, and gradually fell in love with, turns out to be the widow. Richard Fleischer's direction is brisk and sharp. Stanley Rubin produced, from the screenplay by Earl Felton. Running time, 70 minutes. General audience classification. Release date, April 6.

"The Narrow Margin" (RKO Radio)

A S AX action thriller that takes place almost entirely on a Chicago-to-Los Angeles train, "The Narrow Margin" is a neat little job of film-making. It is a well-written, tightly directed and competently acted. The picture fully meets the demands of its category.

The story gives detective Charles McGraw the task of taking the widow of a traffic director to the Coast to testify before a grand jury investigating bribery. Quite naturally the forces of the underworld are fearful of the impending testimony and would like to eliminate the widow. Luckily for McGraw, the widow of the missing man, is keenly interested in early in the picture the detective assumes the imaginative attitude that this is just another chore in the line of duty. The underworld proves its deadly earnestness in its first attempt at the widow's life in which another detective, Miss Windsor develops dozens of obstacles, dire threats, and narrow calls for McGraw, all of which add to good melodrama. Toward the end, the treacherous hand of the underworld does snuff out the life of Miss Windsor. In a trick finish, however, it develops that she was a detective sent along as a decoy. Another passenger, Jacqueline White, whom McGraw innocently met on the train, and gradually fell in love with, turns out to be the widow. Richard Fleischer's direction is brisk and sharp. Stanley Rubin produced, from the screenplay by Earl Felton. Running time, 70 minutes. General audience classification. Release date, April 6.

says TV. No Threat To British Films

Television represents no threat to motion pictures in England, but is expected to be a spur to better production, in the opinion of Dr. Roger Manvell, director of the British Film Academy, who has arrived in New York from London to lecture and to visit in Hollywood. Dr. Manvell noted that only 12,000 television receivers are being sold per month in the U.K. and that there are only 3,000,000 in operation. Also, the BBC service for sets is limited, he added.

Dr. Manvell lectured at New York University, Columbia University and Columbia University and be guest at a Museum of Modern Art reception Friday, talk to the Screen Directors' Guild on April 7, and do a national tour.

AAA Elects Wendt

Tosco, March 31.—The American Association of Advertising Agencies has elected to membership the Wendt Advertising Agency of this city, reports H. F. Wendt, who was formerly a motion picture theatre owner. The agency handles many theatre equipment manufacturing accounts.

Fairbanks Plans TV Film Making in U.K.

London, March 31.—Plans for a $20,000,000 television film production venture were described here by Douglas Fairbanks.

A pilot run of three films is scheduled to be completed here by May 15. If successful, the complete program of 20 films, designed primarily for the American television market, will be produced over a year, Fairbanks said.

Dewey Signs New State Sunday Law

Albany, N. Y., March 31.—Gov.-

Dewey has approved a bill modifying New York's antiquated Sunday blue laws. One of the aspects of the bill enables local option to legalize Sunday movie projections. The measure was sponsored by a special joint legislative committee.

Reeves in New Post

Charles D. Reeves has been appointed head of the Chicago office of CBS television film sales, by Fred J. Mahlestedt, director of operations for the TV unit.

"The Fabulous Senorita" (Republic)

A PLEASING lightweight musical comedy starring Estelita, "The Fabulous Senorita" is an amusing trifle with occasional tedious moments. Charles E. Roberts and Jack Townley wrote the screenplay, from a story by Charles E. Martin and Townley.

Estelita and Rita Moreno are daughters of a Cuban businessman who has promised Miss Moreno's hand in marriage to the son of his banker. The two run away together and to evade the clutches of the law, which is aided by Estelita, an American college instructor, Robert Clarke, arrives on the scene and soon becomes involved in the affair, with the result that he finds himself in trouble, not only by sending his two daughters off to college, but only Estelita actually goes, her sister remaining behind with her husband. All this papa doesn't know, nor do the college authorities, who think that Estelita and her sister are pictures, now engaged in the inevitable trap of mistaken identities with Estelita trying to lead Clarke to the altar, while keeping her father from learning the truth. Ultimately, everything gets straightened out. Estelita. Excelite and Rita Moreno are well cast, and the other players, Lila Lee and Sidney Picker, perform their chores acceptably. Sidney Picker was assist producer and R. G. Springsteen directed.

Running time, 80 minutes. General audience classification. Release date, April 1.

"Encore" (Rank-Paramount)

THE SHORT stories of William Somerset Maugham, having proved their cinematic appeal in such shining predecessors as "Trino" and "Drown in the Sea," the photographic versions of his That Rank-Paramount production consists of three episodes, each running about half an hour, all bathed in charm and freshness. Audience reaction to the previous Maugham films should afford the exhibitor the best chance in the box-office potential of this one. It goes without saying that selective audiences will respond with high fervor.

In "The Ant and the Grasshopper" sequence, all the accepted tenets of the way to success are given illuminating visual reversal. A lazy, young conniver, who cares not a whit for all the schoolbook rules, completely rocks his stolid brother to his virtuous foundation. Nigel Patrick, Roland Culver and Alisson Leggatt, turn in sterling performances, under Pat Jackson's direction.

"Winter Cruise" is a study of a woman who just wouldn't stop chattering. On a sea voyage she becomes the abomination of the entire crew. They lose their reverence on her only to have their machinations rebound unhappily. Anthony Pelissier directed with a fine satiric touch. In the cast are Kay Walsh, Noel Purcell and Ronald Squire.

"Gigolo and Gigolette" is in some somber and dramatic vein. A daring high-dyer who performs her sensational act in a night club begins to doubt her love of her husband. Can it be that he loves her only because she provides the source of their income, she wonders in self-torture. She finds out dramatically, Ginis Johnus and Terence Morgan were directed cleverly by Harold French.

Anthony Darnborough produced. The old master Maugham himself appears briefly before each episode with introductory remarks that add to the picture's enjoyment.

Running time, 90 minutes. General audience classification. For July release.

"Strange World" (All-O'Connell-United Artists)

INDEPENDENT producers Al O'Connell and A. O. Bayer filmed "Strange World," an unbridled melodramata the adventures of jungle explorers, in the wilds of Brazil, Bolivia and Peru. Its cast of total strangers to American audiences is headed by Angelica Hauff, an Austrian girl who was discovered by a South American inspector and was brought back by his own accord. He checks with savage Indians, slithering snakes, crocodiles and tropical sceneries, "Strange World" bears a striking resemblance to Hollywood's "Tarzan" films, except for the quite apparent fact that here we have the real thing, and not props, in terms of wildlife and foliage.

Storywise, "Strange World" is right in a class with the "Tarzan" tales. Carlos, cast as an American and with dubbed-in voice, goes to the South American jungles to try to find his father, a lost explorer, and a golden idol of the Incas which the father had been seeking. Befriended by an Indian (Ary Tarull, who paddles him slimy-coated rivers into the interior, Carlos's adventures lead him upon a white girl living in a native village. The turns out to be a childhood friend of his who escaped the tragedy that befell the others in his father's expedition. The search for the idol brings the trio near death at the hands of the Indians. In the end, Carlos, takes them in hand, says the law, and makes a nightfall with crocodiles, and provides other close calls. They come through it all in true "Tarzan" fashion, even if without the idol.

Franz Eichhorn directed from a screenplay which O'Connell, F. E. Eichhorn and Bayer fashioned from their own original story. The commendable jungle photography of Edgar Eichhorn supplies many suggestions for theatre-front art work of the sensational variety.

Audit of U.A.

1951 Profit Ready Today

Management Acquisition Of 50% of Stock Follows

The final audit of United Artists’ operations for 1951 was completed yesterday by Price, Waterhouse & Company, and remained “only a typing job.” Announcement of the audit was expected to be made today together with an explanation that formal transfer of 50 per cent of UA’s stock to the new management by virtue of profit-shielding would follow as soon as the banks holding the certificates could effect the necessary endorsements, probably in a day.

The 50 per cent stock interest, which has been held in escrow, will be apportioned among six management executives: Arthur Krim, president; Robert Benifer and Matthew Fox, partners; Max E. Youngstein, William J. Heineman and Arnold Pickler, vice-presidents.

Undertaken for Mary Pickford and

(Continued on page 5)

Yates Is Reelected Republican President

Herbert J. Yates, president, and other officers of Republican Pictures yesterday were reelected by the board of directors at a meeting which followed the annual stockholders’ meeting at the home office.

Four directors were reelected to the board by the stockholders, whose meeting was described as one of the largest in the history of the company. James F. Reinger, executive vice-president, president at the stockholders'

(Continued on page 5)

Japan Will Import

104 In 6 Months

WASHINGTON, April 1.—Details of the new Japanese film import quota control were revealed today by Commerce Department film chief Nathan D. Golden.

He said that for the first six months of the fiscal year beginning today, foreign feature film imports have been fixed at 104 features. During the previous 12 months, the quota was 215 features.

The breakdown of the 104 features

(Continued on page 5)

MPA Heads to Visit Arbitration Parley

Eric A. Johnston, Motion Picture Association of America president, and a number of the members of MPAA member companies will sit in on the initial industry arbitration conference here on April 22 as observers. It was indicated yesterday. The annual MPAA membership meeting will be held in New York on the same day.

It was reported yesterday that invitations setting April 22 as the conference date were written and would be mailed out today after Johnston gives them his final approval.

Film Stars Sign For Video Shows

Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea and Robert Cummings have completed arrangements with Official Films to make half-hour television films, William R. Goodheart, Jr., president of the TV production firm, disclosed yesterday.


Boyer has already completed the first picture in Official’s “Four Star Playhouse.” Goodheart stated that Russell, Powell, and McCrea will be rotated with Boyer, one each week.

Drive-in Building Boom Anticipated

MINNEAPOLIS, April 1.—Drive-in authorities in Minnesota, Wisconsin and the Dakotas report that if there is no further tightening of government controls over required materials, construction of drive-ins in these states and in Northern Iowa will commence on a huge scale this spring.

Concession sales profits are given as the main reason for the anticipated upsurge in small town drive-ins, according to one supply dealer specializing in construction and equipment of the outdoor theatre. The drive-in operator is said to have learned that concession sales average about 20 per cent of the ticket sales, with no 20 per cent outlay for Federal taxes.

Another reported that the North-

(Continued on page 5)

A.L. MAYER TO EUROPE MAY 4

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, is scheduled to visit Europe May 4. Mayer already has delayed his scheduled European trip two or three times in order to aid in the administration of COMPO pending the designation of a new president of the organization. His resignation from the post which he has occupied for nearly two years is expected to be tendered at the COMPO board of directors meeting here Feb. 20.

The COMPO nominating committee reportedly is still receiving suggestions for prospective choices for the presidency after clearing them through the administrative board. Mayer’s resignation may come up with a new administrative head. Until this has been done the next annual general meeting of the COMPO will be administered by a small

(Conginued on page 5)

Colosseum Pressing New Expense Issue

MINNEAPOLIS, April 1.——The issue of expense payments to film salesmen has arisen again to bring the Colosseum of Motion Picture Salesmen of America into conflict with a number of the distributors covered by its local agreement.

Expense payments for “fractional” days worked are at the root of the dispute, according to a Colosseum spokesman here. The question is whether salesmen should be paid for breakfast on days when they start on trips at 4 a.m., or not.

There is what is estimated that the average “fractional” pay deduction for breakfast is about $7 per year per man.

(Continued on page 5)

Joseph Heppner, 43, veteran cameraman

Joseph Heppner, 43, motion picture and television veteran, head of Independent Photographers Association and chairman of its entertainment committee for 15 years, has joined the photography staff of the New York Evening News where he has been assistant in its “darkroom” and later became a cameraman. In 1927 he joined Metro-
European Producers Eye ‘Late’ Showing At Loew’s Theatres

The grossing performance of the Italian-made film, “Tornado,” which has been booked in Loew’s State here and the Loew’s circuit, will be watched carefully by European film producers, according to Guido Moguy, producer of the film, said on his arrival yesterday from Rome.

Moguy, who arrived here with Giuseppe Amato, director of the picture, expressed satisfaction that his picture has been given a prominent position with American-produced films.

The Italian producer also disclosed that he has just completed “100 Little World War II Stories,” that he plans to sponsor for the Red Cross.

Next week, he said, prints of three of his films will arrive here for trade screenings. They are “Umberto D,” director Vittorio De Sica’s newest picture, “Good Morning, Elephant,” which stars DeSica and which was supervised by him, and “The World of Don Camillo.”

Picker to Preside At U. A. Meeting.

Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, will conduct a three-day sales conference in London, starting Friday, at which he will outline the company’s current and future operations. Mr. U. A. pictures will be screened, followed by discussions of the campaigns that will launch the films in all key cities in Great Britain.

Monty Morton, general sales manager, will be co-chairman at the conference, the company reported here yesterday.

Legion Hails Hughes Stand on Jarrico

Hollywood, April 1 — Howard Hughes’ open stand on Communism, and his action in the Jarrico case, was praised in a resolution passed by 300 delegates of 145 Legion posts in caucus at Santa Barbara, Cal., yesterday.

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Six Foreign Films Acquired by Davis

Arthur Davis, president of Arthur Davis Associates, has purchased American distribution rights to six French and Italian pictures. Each is currently being prepared with English subtitles, and all will be released nationally in 1952.

Blood Donor Rally

New York’s Mayor Impellitteri has designated City Commerce Commissioner Walter Sherry to represent him at a blood donor rally to be held in Times Square at noon tomorrow under the slogan “Give Blood to Our Armed Forces with a Song in Your Heart.” The rally will be jointly sponsored by the Armed Forces, the Red Cross and U.S. Information Service.

Personal Mention

Barney Balaban, Paramount president, returned here yesterday from Florida and Washington.

Col. Geoffrey Borer, general circuit manager of Glove Theatres, Ltd., of India, with headquarters in Bombay, who has been in New York for the past two weeks, will sail for England Saturday.

Danny Pujatti and Mrs. Pujatti, the former Wanda Gerber of the 20th Century-Fox home office advertising department, have become the parents of a girl, named Valerie.

Cecil B. DeMille and Frank Scully, author and columnist, have accepted invitations to the Washington campaign committee of the Muscular Dystrophy Appeal.

At Lichtman, 20th Century-Fox director of distribution, will speak at the Georgia Theatre Owners convention in Atlanta April 15-16.

KXOB to Corwin Group

Los Angeles, April 1 — Sherrill C. Corwin, Los Angeles exhibitor, and associates, have purchased radio station KXOB, a mutual affiliate in Stockton, Cal.

Brill Gets ‘Tobruk’ Roses

David Brill has obtained the United States and Canadian distribution rights to “The Fighting Rats of Tobruk,” a Renown production made in England.

Newsreel Parade

President Truman’s withdrawal from the Presidential race and Eisenhowser’s report on NATO, will be the subject of a feature newsreel on display on April 1 at the Paramount Theatre, New York.


Leon Warner, Newsreel, No. 14—Truman says he’s out of the race. Students in Italy riot over Tricale. Olympic diving preview.


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A Message About "QUO VADIS"

FOR THEATRES IN TOWNS UNDER 25,000 POPULATION

"QUO VADIS" HAS NOW ESTABLISHED ITSELF AS THE GREATEST GROSSING PICTURE (NEXT TO "GONE WITH THE WIND") SINCE THE INCEPTION OF OUR INDUSTRY.

Arrangements have been completed, or shortly will be, for the exhibition of "QUO VADIS" on first run in the cities across the country having a population of over 25,000.

In fulfillment of our promise expressed in our first advertisement that every community in the country would have the opportunity of exhibiting "QUO VADIS", we are now ready to offer this great production for exhibition to our customers in towns having a population of less than 25,000.

ANY EXHIBITOR HAVING A SUITABLE THEATRE IN ANY COMMUNITY OF THIS SIZE, WHO IS INTERESTED IN EXHIBITING THIS PICTURE, SHOULD NOTIFY OUR NEAREST EXCHANGE OF THAT INTEREST WITHIN 14 DAYS AFTER THE PUBLICATION DATE OF THIS ANNOUNCEMENT AND HIS REQUEST WILL RECEIVE DUE CONSIDERATION.

Our experience with "GONE WITH THE WIND" leads us to proceed carefully with the matter of the second run exhibition of this great picture. To that end, we have chosen a few appropriate cities in which to experiment on such runs. At a later time our exchange offices will advise exhibitors when we are ready to proceed with second and following run exhibitions in the various cities located in the respective exchange areas.

The outstanding success which "QUO VADIS" has achieved to date could not have come about without the splendid cooperation of exhibitors throughout the country. We should like to take this opportunity of expressing our appreciation.

LOEWS INC.
"The Man in the White Suit" (Rank-Universal-International)

BEN CHANDLER, again cast as an American Indian of noble bent, and John Lundy, wearing the blue uniform of a commander of a U.S. fortress in the old Southwest, join forces in "The Battle at Apache Pass" against the mutual villainy of corrupt white men and the Indians. Chandler gives an engaging, almost familiar, blood-and-thunder outdoor saga that is climaxed by a spectacular duel between Indian nations and the U.S. Cavalry, with the latter's introduction of cannon-fire saving the day. Color by Technicolor, a further asset, does right by the red-clay cliffs, clear blue skies and wispiness of the wide Southwestern vistas.

Produced by Leonard Goldstein and directed by George Sherman, from a screenplay which Gerald Drayson Adams created from his own story, "The Battle at Apache Pass" includes such players as Beverly Tyler (Lund's heart interest), Susan Cabot (Chandler's squaw), Bruce Cowling (a predatory government man), Jack Elam (the intrepid explorer of the Indians) and Regis Toomey (an army sergeant). The essence of the story is that Lund and Chandler, who seek constantly to keep the whites and Indians on friendly terms, are thwarted by Jay Silverheels as Geronimo and Cowling, Elam and company. Only once is there a high tension live-in, when the Indians and cavalrymen is the swiftness of the Lund-Chandler approach recognized.

At a sneak-preview recently before a New York theatre audience, Goldstein's production appeared to register quite satisfactorily.

Running time, 85 minutes. General audience classification. For April release.

CHARLES L. FRANKE

"Les Miserables" (Lux Films)

VICTOR HUGO's famous novel of hunter and hunted seems never to lose standing among makers of motion pictures. This latest of several screen versions was produced in Italy by Lux for its own distribution, and has been dubbed in English for the American market. It emerges as a very good job, and should find a ready audience in "art" houses and, with proper promotional attention, possibly in the bulk of regular theatres.

Directed by Ricardo Frede and starring Gino Cervi as the ex-convict and Valentina Cortesa as Cosette, the motherless waif whom he adopts, and with John Miljan only once a high and mighty live-in, the film is a surprising thing by Frede: genuine and honest in its devotion to the letter of the law, "Les Miserables" sticks as closely as possible to the original story as possible within the limits of time permitted for the average feature film. As in the case of the novel itself, the story has been leavened by S. L. Novack's screenstory, from the original. The result is sometimes a certain chopiness in the transition from one sequence to another. As far as the dubbing is concerned, it is a most satisfactory job.

Tremendous effort has been put into the picture in terms of crowd scenes, battles between the French revolutionaries, the Army, and others. The action here is good and exciting and shows emphasis on detail. The camera work is adequate, and there are a few well-chosen camera angles in the spectacular final duel.

The story is easy to follow: Valjean's imprisonment for stealing a loaf of bread; his escape; growing into a prosperous and loved citizen after his meeting with the priest when he is released; the persecution by Javert; the flight of the girl Fantine (also played by Miss Cortesa) and his adoption of her daughter Cosette.

Considered an excellent job as Valjean, and like Hulot, underplays admirably. Miss Cortesa is fine, too, in her dual role. The screenplay was written by Freda, Mario Monicelli, Stefano Vanzina and Nino Novarese.


"The Man in the White Suit" (Rank-Universal-International)

BEN CHANDLER, again demonstrating their uncanny gift for satire, "The Man in the White Suit" is one of the most miserably delightful bits of comedy to arrive on these shores in a long, long time. The picture presents Alec Guinness as a scientific genius who is a bona fide nut in the business of invention. Applying himself persistently to weird experiments with belching test tubes he comes up with a superior fabric that will not wear out and is resistant to dirt and stains. As a result he finds himself the owner of a highly successful wear-and-tear industry, and the object of the other. And over all hangs a farcical fear that the national economy's "delicate balance" will be disturbed.

What induces the picture with such unabashed joy are the sly and trenchant currents that run beneath its surface of stuffy conventionalism and pomposity. Discriminating theatre hungry for superior product have in this J. Arthur Rank picture.

Guinness gives his usual stunning performance as the chemist who is first buffeted about as a fool and then flirts with as a danger to be handled with care. His deadpan manner heightens the hilarity. Director Alexander Mackendrick has distilled the finest in performances from the support cast, John Gielgud, who plays the owner's daughter who goes along with Guinness against the vested interests on both sides. Cecil Parker as his father and Ernest Thesiger as a senile tycoon contribute affecting characterizations. "It's a delight, I can assure you, to get into such roles," Guinness said recently. "I have now a bit of work to do to get back into them." Situated in the fabric industry, the picture is an excellent example of the use of the medium to achieve the ends of satire. The picture was produced by Sir Alexander Korda and distributed by London Films. Running time, 80 minutes. General audience classification.

"The Battle at Apache Pass" (Universal-International)

J. HICKS CHANDLER, again cast as an American Indian of noble bent, and John Lundy, wearing the blue uniform of a commander of a U.S. fortress in the old Southwest, join forces in "The Battle at Apache Pass" against the mutual villainy of corrupt white men and the Indians. Chandler gives an engaging, almost familiar, blood-and-thunder outdoor saga that is climaxed by a spectacular duel between Indian nations and the U.S. Cavalry, with the latter's introduction of cannon-fire saving the day. Color by Technicolor, a further asset, does right by the red-clay cliffs, clear blue skies and wispiness of the wide Southwestern vistas.

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‘Red’ Charges

(Continued from page 1)

spokesmen for the House Un-American Activities Committee. However, he emphasized, "Nothing is in the works on any such meeting now."

Legion Says No New Film Plans Meets

No further meetings with industry officials were planned by the American Legion to discuss the organization’s criticism of employment of suspected Communists in films. "We will be approached for such a meeting again," James F. O’Neill, public relations director for the Legion, said here yesterday from Monday’s Washington meeting with the Motion Picture Association of America board.

O’Neill said he had nothing to add to the MPAA statement which described the Washington meeting as an exchange of views and a discussion of the industry’s policy of non-employment of known Communists and the problems which has encountered in connection therewith.

Donald R. Wilson, national commander of the Legion, said he had come to Cleveland from Washington and will be away from New York until April 22, fulfilling other meeting engagements. Efforts to reach him yesterday for comment on the Washington conference were unsuccessful.

Also discussed at the Washington meeting was the recent report of the House Un-American Activities Committee which criticized the industry for alleged laxity in ending the employment of Communists in Hollywood. There was no indication that the industry will seek a meeting with the committee, as suggested recently by Rep. Clyde Doyle, one of its members.

Complete UA Audit

(Continued from page 1)

Charles Chaplin, UA co-owners, the audit was expected to show a profit for the last year of more than $100,000. The management took over in March, 1951, at a time when the company was devoid of product to distribute.

The agreement with Miss Pickford and Chaplin gives the Kram, Eisemann associations full control of UA for another nine years, as further regard for the profitable results of 1951 operations.

Oregon Exhibitors

Fight City Levy

EUGENE, ORE., April 1—An ordinance enacted by the City Council imposing a tax of three per cent on admissions charged by theatres of this city for the past two years, has been attacked as unconstitutional by the theatres, in arguments before the Supreme Court.

Revenue raised by the tax, it was argued, is grossly in excess of any reasonable cost of regulation. Arguments were submitted to the court that the ordinance is not a regulatory measure but a revenue measure and as such is beyond the power of the City Council under its present charter. Validity of the ordinance was upheld by Judge G. F. Skipworth of Lane County Circuit Court and the theatres have now appealed to the Supreme Court.

Legion Places One

In Class C, 6 in B

The Legion of Decency has placed 21 pictures of the Distinctively Disturbing Films, Inc., in Class C (condemned) and six films in Class B (objected to).


Holds Obscenity Not

TV Closed Chi. Theatres

Obscenity or "improper management" closed more theatres in Chicago in the last few days than during the whole of history, according to Dr. Sidney, Sindlinger & Co., business analyst of Ridgely Park, Pa., in a current report on his own survey of the Chicago theatre market last year.

The report estimates that 260 theatres are operating in Chicago compared with 410 in 1948, the pre-television year. Average weekly grosses of licensed theatres were pared with $2,349 for the larger number of theatres open in 1948.

"It is obvious," the Sindlinger report states, "that with 25 per cent of the (Chicago) theatres averaging about $700 per week (in 1948), there was little left to provide service, surrounding and products to even meet the competition of other theatres, let alone the convenience of TV."

"Actually, 103 Chicago theatres were really out of business in 1948, before TV was even the straw that broke their backs. Our analysis of the Chicago closed theatres is that most of them either were out of decaying, unpropertly maintained theatres located in changing neighborhoods, or economically had no right to operate any longer."

"Actually," the report concludes, the closing of 33.3 percent of Chicago’s theatres was good for the people and bad for the industry.

The report estimates that the 410 Chicago theatres operating in 1948 grossed $3,000,000 per week, estimated to be operating this year will gross $2,400,000. The average was only $1,500,000, therefore, will be an estimated 3.8 per cent higher than in 1948.

Sindlinger was retained by Paramount Pictures last year to make a study of the operation of the Phonevision test in Chicago.

Joseph Hepper

(Continued from page 1)

politician and subsequently acquired control.

His association with Metropolitan was interrupted only twice. He rejoined the Palace of the Holy Family Organization in connection with Walt Disney’s "Fantasia" and other films. In World War II, he has been three years in the Air Force Training Aides Division.

He is survived by his widow, Jane; two children, Mary Jane, 3, and Peter, 1; a brother, Kaskel; a sister, Beatrice, and also a niece, Joanne Hepper.

The body will repose at the Campbell Funeral Church, Madison Avenue and 81st Street, until 2:00 P.M. today.

Reel ect Yates

(Continued from page 1)

ers meeting, at which 1,350,039 shares out of 1,817,860 outstanding were represented either in person or by proxy.

Other officers reelected to five-year terms were Harry L. Titus, Jr., John J. O’Connell and Arthur J. Miller, all vice-presidents; John Peter, treasurer, and E. M. McMahon, secretary; Richard S. Rodgers and Harold Lane, assistant secretaries; Albert S., Morris C. Johnson, assistant secretaries, and H. J. Glick and Gordon T. Kay, assistant secretaries.

Japan Will Import

(Continued from page 1)

to be imported during the coming six months gives the U. S., United Kingdom and France, each one each from Western Germany, Sweden, Mexico, Australia, Denmark, Argentina, China, Argentina and South Africa, with two features held in reserve for contingencies. Golden said the new quota is equal to one-half the previous feature releases during the calendar year 1951, but emphasized that "there is no commitment, and the same situation will be continued for the second half of fiscal 1952-53."

No definite quotas for short subjects and newsreels have been set, Golden said, adding that it is expected such quotas will be at least as great as the present 300.

U. S. film companies complained that the new procedure, providing a quota for only six months ahead, creates uncertainty, inconvenience and extra expense, the film official stated.

U. S. films are enjoying increasing popularity, according to Golden, accounting for 40 per cent to 45 per cent of total box-office receipts. Fox on theatre to provide further earnings, which would be even higher if more U. S. films could be imported.

Mayer Leaving

(Continued from page 1)

board of governors, to be named by the organization, and to serve until the next meeting of the board, is being held in abeyance. The proposal was that all members of one member organization opposed it while the pending presidential possibilities remain to be considered, shelving the plan for the time being.

No successor to Mayer has been chosen as it was the plan of the last board to meet in special election largely to the new COMPO president.

Mexican Tax Reported

MEXICO CITY, April 1—Exhibitors here have heard that the federal government plans a 15 per cent yearly tax in the theatre business to help build up more public hospitals. Some exhibitors say that the impost would drive them out of business.
Exhibitors have repeatedly stated their critical need for really big pictures during spring and early summer. Paramount's the fertile field to find them in, now and later . . . . .
Cecil B DeMille's
THE GREATEST SHOW ON EARTH
Color by TECHNICOLOR

AND
IN JULY-
GENERAL RELEASE
More Musicals at Paramount.

Don Hartman Says

Musicals are on the upbeat at Paramount, according to Don Hartman, supervisor of the New York publicity office. He backed this statement with the news that nine musical productions (three of them will be color in Technicolor) are now in preparation for the cameras. Hartman pointed out that the studio is looking to add in addition to the five "top-grade" musicals (four of them in Technicolor) which have been completed and are available.

The studio production chief explained the studio's interest in musicals as follows:

"The box office returns in this country and overseas show that top musicals draw packed houses. People in these trying times want to be entertained, and human nature is everywhere the same. A good musical with an intelligent story appeals to every one."

"Musicals, or pictures in which music is integrated such as the Bing Crosby pictures, are a good part of Paramount's balanced production program. We plan to develop this type even more in the coming months."

Those in Preparation

Hartman then listed the following musicals for the coming months:

"Little Boy Lost," starring Bing Crosby. William Perlberg is producing and George Seaton is doing the screenplay. The producers, Mark Goodrich and Harry Laski, are best selling novel and will direct. It is planned to film most of this picture in France with a French cast.

"The New Haven Story," for which Dorothy and Herbert Fields are writing the screenplay based on an idea by Robert Emmett Dohun, who will produce.

"Girls Are Here to Stay," Bob Hope comedy-musical which Claude Binyon will direct and Paul Jones produce.

"Look, Ma, I'm Dancing," to star Betty Hutton, Donald O'Connor may be in the cast, Preston Sturges is writing the screenplay. Second unit will be directed by Barton Kane.

"Road to Bali," continuing the "Road" series with Bing Crosby, Bob Hope and Dorothy Lamour, under the direction of Hal Walker. Johnny Burke and James Van Heusen are composing the score. Harry Tugend is the producer.

Hutton-Rogers Team

"Toppy For The Stars," all-star comedy-drama with music. It will serve as an introductory starring vehicle for Anna Maria Alberghetti, 15-year-old from Italy. Laurita Melchior and Broadway song-and-dance man Tom Morton are in the cast. The producers, Joseph Parnett and of South Florida's first TV outlet, WTVJ.

When the renovation is completed in mid-summer, the theatre will be a three-story structure. First floor will accommodate executive offices, program department, sales department, etc. A 68's 100' studio will occupy the majority of the second floor. Two hundred and fifty balcony seats will be left intact for audience participation.

Pete Smith in New Role

Hollywood, April 1.—For the first time in his 25 years of picture-making, Pete Smith will work directly with Joseph Parnett at M-G-M and has induced Smith to supply the opening narration for "Bing's Birthday". The singing trio consists of Mario Lanza and Doretta Morrow.

Ferrin Finishes 'Gunga

Hollywood, April 1.—Producer Frank Ferrin has completed the editing and cut back track of his India-made feature, "Gunga Din."
The Daiei Motion Picture Company, of Tokyo, Japan, producers of RASHO-MON, on behalf of all who had a part in the making of it, wish to express their appreciation to the Academy of Motion Picture Arts and Sciences for honoring RASHO-MON with the Special Academy Award as the best foreign language film of the year.

We, of Japan, who have respected and admired the fine artists and the great skills of the American Motion Picture industry, are proud of this great honor.

Our thanks also to the critics and organizations which have bestowed upon our picture high praise and awards. To RKO Radio Pictures, Inc., our appreciation for making RASHO-MON available to the generous welcome of the American people—to whom the Motion Picture, as an art form, is a universal meeting ground.

M. Nagata,
President
Daiei Motion Picture Co.
**Television--Radio**

**Comment and Opinion**

SINCE last Monday the eyes of the radio and television industry have been on Chicago; and convention of the National Association of Radio and Television Broadcasters is enjoying a record attendance. Television, inevitably, is stealing most of the thunder, with a good deal of attention being paid to UHF broadcasting.

The address by FCC chairman Paul Walker, due today, will be the highlight of the afternoon's schedule of the television convention.

This action was the result of unfair labor practice charges filed against the television broadcasters association.

1951, in which the union refused to bargain, and that it had "interfered with and dominated the formation and administration" of the union. This, he said, was the reason for the action.

Dave Garroway gave night-time television viewers a taste of "Today," his early morning, two-hour program over NBC-TV Monday and proved convincingly once again that television is a great communications medium. He also proved that packages for TV fare in the early morning will not fare well with a viewer who is fully concentrating on his TV screen.

For a man who insists that his talents as an entertainer are limited, Ed Sullivan, Broadway newspaper columnist and master-of-ceremonies of CBS-TV's popular "Toast of the Town" variety revue, has had a topsy-turvy time. The show has been off the air without a break since June of 1948, is a smooth-run, brilliantly-coordinated affair that gives the audience an hour of top entertainment. And Sullivan, on and off the air, is the spark that keeps the engine turning smoothly.

Week after week, new and promising personalities in show-business make their appearance before the "Toast of the Town" cameras, keeping the program fresh and varied. Sullivan prides himself in his ability to pick real talent and the names of performers whom he has given their first break during his long career in show business comprise a long list. He isn't afraid to take chances. That's why he introduces such personalities as Bing, Hope, Sam Levenson and Faye Emerson to television. He was the first to take his program "on the road" and the first, too, to give the whole show over to telling the story of one personality such as Cole Porter, Oscar Hammerstein, George White, Beatrice Lillie and Robert E. Sherwood. John Wray directs and Marlo Lewis is the co-producer. With his show among the most popular on the air, television is sure to witness that Sullivan touch for a long time to come. In fact, it could use more of the same.

**People:**

Carleton D. Smith appointed director of operations for the NBC owned and operated stations division. He starts his new duties April 14. . . . H. V. Kaltenborn to be saluted by NBC next Friday on his 50th anniversary as radio commentator. Ben Grauer will be m.c. . . . Queen Juliana's address to a joint session of Congress will be broadcast and televised tomorrow. . . . Donald A. Mackenzie appointed NBC manager of personnel in New York. . . . Leonard De Nooyer joining the CBS-TV research department as a research associate.

One of the more distinguished contributions to NBC's "Inside Our Schools" radio and TV series was Saturday's "Mind Your Manners" broadcast originating from Philadelphia. The format on the show is always the same: telephone calls and letters questions sent in by listeners—but Allen Ludden discharges his moderating chores so effectively, each program seems different from the last. The show has a feeling of spontaneity and while some of the questions may be tailored for teen-agers, the answers are invariably intelligent and Ludden sees to it that a note of humor is injected into the proceedings.

What's happened to the "Celebrity Time" show on CBS-TV? The change of format hasn't helped any. With Red Skelton as the competition, producer Richard Lowne better look to his laurels. The Rex Harrisons certainly were wasted on the Sunday night show.

FRED HIFT

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**Full Day's Session**

**For TV in Chicago**

Television will spearhead—away from—front—all other subjects of the 71st semi-annual convention of the Society of Motion Picture and Television Engineers at the Palmer House.

April 21-25, it was disclosed by Peter Mole, president of the organization.

George W. Colburn, program chairman working with a committee of six, has set television talks for the first day by Robert E. Lewis of Armbrust and Lewis, Chicago; H. H. Fowler, Chicago TV consultant; A. D. Fowler and H. N. Christopher of Bell Laboratories; Fred Barton and H. J. Schally, TelPromPTorp Corp.; A. E. Martin and R. O. Vogel, Sylvania; M. C. Banca, RCA Victor; Victor Trad, Trad TV Corp., and John M. Sims, General Precision Laboratory.

**Honor Hans Andersen**

Mayor Vincent R. Impellitteri proclaimed today as "Hans Christian Andersen Day" in New York at a special ceremony tomorrow at City Hall. The Samuel Goldwyn film, "Hans Christian Andersen," currently is in production.

The mayor of Los Angeles, Minneapolis, Buffalo and other American cities are also honoring Andersen's memory by proclaiming today as "Andersen Day."

**Swanson in TV Shorts**

MEXICO City, April 1—Gloria Swanson, during her brief visit here, contracted an interview with Hollywood, the film-television company headed by Miguel Aleman, Jr., the Mexican president's son, to talk and in turn, speak English here. Jose Luis Celis will direct the shorts.

**TV SALES MANAGER**

My experience and success in TV, Radio, and talent sales qualify me to create or help create a TV sales department for motion picture company. I'd like to talk in confidence to any company executives regarding TV for your company or anticipating such a move.

Box 305, Motion Picture Daily, 1270 Sixth Ave., N. Y. 20, N. Y.
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<td>Feb. 24</td>
<td>NAVAJO (Color)</td>
<td>Wild Bill Elliott</td>
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<td>Mar. 2</td>
<td>MY SIX CONVICTS (Color)</td>
<td>Milburn Knowles</td>
<td>C-60 m.</td>
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<td>Mar. 9</td>
<td>SCARLET GUITAR (Color)</td>
<td>Brandon Cruz &amp; George Eldredge</td>
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<td>Mar. 16</td>
<td>JUNGLE JIM ON THE FORBIDDEN ISLAND</td>
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<td>Mar. 23</td>
<td>NIGHT STAGE TO CALAIS</td>
<td>Gene Autry</td>
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<td>Mar. 30</td>
<td>WINGS OF RAGGEDY ANN</td>
<td>Zarkary Scott</td>
<td>C-55 m.</td>
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<td>Apr. 6</td>
<td>THE KIDNAPPING RING</td>
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<td>Apr. 13</td>
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<td>Apr. 20</td>
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<td>Apr. 27</td>
<td>SOUND OFF</td>
<td>Nick Ray</td>
<td>C-65 m.</td>
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<td>May 4</td>
<td>A YANK IN CHINA</td>
<td>Allan Lane</td>
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**Dates Are Based on National Release Schedules and Are Subject to Change.** Letters Denote the following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.
The Perfect Family Picture!
(Developed for your boxoffice by 20th Century-Fox)

The “CHEAPER BY THE DOZEN” FAMILY is back on the screen in the Book-Of-The-Month Best-Seller “BELLES ON THEIR TOES” Technicolor starring JEANNE CRAIN • MYRNA LOY • DEBRA PAGET • JEFFREY HUNTER • EDWARD ARNOLD with Hoagy Carmichael. Produced by SAMUEL G. ENGEL. Directed by HENRY LEVIN. Screen Play by PHOEBE and HENRY EPHRON.

THERE’S NO BUSINESS LIKE 20TH CENTURY-FOX BUSINESS!
Insider's Outlook
By RED KAN

MAYBE the follow-up report which the House Un-American Activities Committee may issue a couple of months hence will wash out some of the harm already done the industry on the Communist issue. Persons familiar with this sort of procedure are aware that denials, or any other form of back-tracking, seldom catch up with the original.

It seems rather well established by now that the Committee entered its findings in more haste than judgment. This, inevitably, suggests a greater degree of irresponsibility than the ordinary walking-on-the-ground taxpayer and normally good citizen are led to expect from their representatives in the halls of Congress.

One of the discouraging facets of a deplorable situation has to do with a Committee member who, while evidently unwilling to be identified by name, nevertheless was not averse to having spread this astonishing statement on the record: "I can promise you the members will read this one [the supplemental report reputedly in preparation] before we put it out." In turn, this links up with the suggestion of another member that the congressmen comprising the Committee had not read carefully those sections of the annual report which criticized Hollywood so sharply for neglecting to do a better job in fighting out any Communist influences.

And, meanwhile, what? The industry, relying so heavily on public goodwill, has had its reputation sullied far beyond the demonstrable facts. The extent of the effect on theatre attendance can never be known fully, but there are reasons to assume that a resistance movement has caught on.

All of the competition confronting the industry, consequently, does not merely revolve around the Code. The indications have it that we are being shot at now from innumerable fronts by a public which is misinformed for the very clear and very unfortunate reason that it has not been fully informed.

Technicolor Processed 76 Features in '51

Technicolor in 1951 processed 76 features, compared to 70 in 1950, and at the same time the company increased its profits, before taxes, by $1,699,760—from $4,258,822 for 1950 to $5,958,583 for 1951—Dr. Herbert T. Kalman, company president, revealed yesterday in Technicolor's annual financial report to stockholders.

Company operations in 1951 showed a continuation of record gross volume of business and of gross earnings. A new record for 35mm. positive print output was established. A total of 392,726,597 feet was shipped during the 12 months, representing an increase of 80,338,069 feet over the previous year.

Kalman indicated that the company's expansion program is expected to increase the rate of the annual volume of sales of positive prints to about $1,750,000,000 in 1952.

Technicolor May Drop Color Tube

Technicolor is likely to discontinue further work on the "geer television tube," due to "disappointment at the outcome" of demonstrations, Dr. Herbert T. Kalman, company president, yesterday informed stockholders in the firm's annual financial report. The tube was to have been the means of identifying Technicolor with color TV.

Film Receipts of $2,045,000,000
Reported in '49

WASHINGTON, April 2—Motion picture companies filing Federal income tax returns had total receipts of almost $2,045,000,000 in 1949, statistics made public by the Bureau of Internal Revenue today revealed.

The Bureau published statistics compiled from corporate income tax returns for 1949. They showed that industry firms with net income filed 3,585 returns, reported total receipts of $1,733,628,358 and net income of $204,968,654.

Coast Legion Head Commends Hughes

HOLLYWOOD, April 2—Howard Hughes last night was commended by American Legion department commander John D. Home for his stand in the Paul Jarrico controversy, at meeting in the headquarters of Hollywood Legion Post No. 43.

In an address to Legionnaires representing 15 California posts, Hughes said, "I don't want to say how many people watched the film, but it's a hell of a lot."

Record 63 Feature Imports Given PCA Seals of Approval Last Year

Of 432 feature films which received Production Code seals last year, 65 were of foreign origin, the largest number of feature imports ever to receive the PCA certificate of approval. It represents an increase of 13 over the preceding year and almost doubles the 33-picture import average over the past decade.

This is disclosed in an annual report to Eric Johnston, president of the Motion Picture Association of America, from Joseph I. Breen, Administrator of the industry's voluntary system of self-regulation.

According to Breen's report, the Code Administration surveyed 426 new feature scripts and story treatments in 1951, in addition to the completed features, and 452 short subjects, an increase of five over the previous year.

Justice Dept. Attacks Pool In Indiana

Files Terre Haute Trust Suit vs. Independents

WASHINGTON, April 2—The Justice Department said it had filed a civil anti-trust action in Terre Haute, Ind., charging five theatre companies with forming an illegal pooling agreement to monopolize first-run exhibition in that city.

Named as defendants were Alliance Theatre Corp., of Chicago; Fourth Avenue Management Co., of Louisville; and Grand Theatre Corp., Terre Haute Amusement, Inc., and Tri-Theatres Corp., all Indiana firms.

The Justice Department said its complaint alleges that the five firms have eliminated competition between first-run theatres in Terre Haute by pooling the operation of formerly independently-operated theatres, operating the theatres jointly and sharing the profits.

Initiate Compo Tax Strategy Tomorrow

Counscll of Motion Picture Organizations administrators are expected to discuss further the return from abroad tomorrow of Robert J. O'Donnell to signal the beginning of an active anti-admission tax campaign.

O'Donnell, who will return aboard the S. S. Independence from a Mediterranean vacation cruise, shares with his fellow Texan, Col. H. A. Cole, the chairmanship of the COMPO committee on taxation, which was named at the latter's board meeting here in February.

McCarthy to Europe On Film Problems

John G. McCarthy, Motion Picture Association of America vice-president in charge of international affairs, will leave here on Tuesday for Europe aboard the S. S. Queen Elizabeth under instructions from Eric A. Johnston, MPAA president, to work on industry problems in a number of countries.

Johnston, making this disclosure yesterday, said the countries on McCarthy's itinerary will include Spain, Italy, Austria, Germany, Holland, Norway, Belgium and France. The mission is expected to take six weeks.
Greene Boosts RKO Holdings

WASHINGTON, April 2—David I. Greene increased his holdings of RKO Theatres Corp. common stock during February, he reported to the Securities and Exchange Commission.

On February 1, he said he sold 10,000 shares owned outright, leaving him 16,450 shares owned outright. On the same day, however, a partnership, composed of Greene and his associates, acquired 10,000 shares. There was nothing in the report to indicate whether or not the 10,000 shares which Greene sold were acquired by the partnership. The partnership represents the partnership's entire holdings at the end of February.

Controls 47,750 Shares

In addition to these transactions, a trust account controlled by Greene bought 2,000 shares on February 28, making its total holdings 14,300 shares. Thus at the end of the month, Greene controlled 40,750 shares either outright or through the partnership or trust.

Only a few other minor film company transactions were reported to the SEC in February. William B. Hurst sold 400 shares of Monogram common stock in his own name, leaving him 2,029 shares. Walter Debell Smith sold his entire holdings of 500 shares of Trans-Lux Corp. common. Douglas T. Yates reported he bought 250 shares of Republic Pictures common during December 1951, while Tronrud, Inc., which he controls, sold 225 shares. At the end of the year, he said, he owned 2,110 common shares in his own name, while Tronrud owned 103,335 common shares and 12,200 preferred.

Olivier in 'Beggar's Opera' for Wilcox

Laurence Olivier has entered into an agreement with Herbert Wilcox to sing and the role of Capt. Macbeath in an adaptation of John Gay's "The Beggar's Opera." To be filmed in color in England, it will be directed by Peter Brook, British stage producer, from an adaptation by Christopher Fry and Dennis Cannan. Olivier will close his current stage engagement here April 12 and will take a week's vacation in January during which period he will be in London, where work on the new picture will start at Shepperton Studios around June 1. Sir Arthur Bliss is rearranging the original score for the film.

Wilcox Signs Welles

Orson Welles has been signed by Herbert Wilcox to film and sing in "The Red Bull," which is due for production this summer by Wilcox-Nagel Productions. Anna Neagle will co-produce.

Melville A UA TV Agent

Clyde Melville Co. has been appointed sales representatives of United Artists Television in Dallas. Melville, Southwestern radio station representative, is headed by Clyde B. Melville.

Personal Mention

DAVID A. LIPTON, Universal ad-publicity vice-president, will leave here today for Chicago, en route back to Hollywood. He will remain in Chicago over the weekend.

M. L. SIMONS, home office assistant to H. M. Richney, M-G-M exhibitor relations head, yesterday addressed the Rotary Club at Yonkers, N. Y. On Tuesday he will speak at the Kiwanis luncheon, Mt. Vernon, and next Thursday he will address the Lion's Club, White Plains.

MIKE LIEVES, Associated Circuit tax consultant in Cleveland, became a grandfather on two successive days. Eldest son, David, and daughter-in-law, Mrs. Robert Eastman, have announced the birth of their son, Richard, and a son to his daughter, JEAN LIEVES LADNER.

Jo Stafford and her new composer-conductor husband, Paul Weston, have left here for Europe.

WILLIAM PReass of DAM S. TERRILL'S M-G-M field promotion staff, is in Rose Memorial Hospital, Denver, for a checkup.

SHELDON ROSKIN, Columbia home office publicist, will marry RUBY SIEDELSKI on April 20.

ARTHUR B. KRIM, United Artists president, left here last night for Hollywood.

Maurice (Bucky) Harris, Universal home office exploitation representative who is accompanying Stan CUBAN on a key city tour, left New York yesterday for Minneapolis, Cincinnati, Columbus and Boston.

R. M. SAVINI, president of Edilota Corp., who was due back in New York this weekend, will remain on the Coast a few weeks longer.

CLEO BATES, assistant manager of Loew's State Theatre, Holyoke, Mass., is marking his 50th year in show business.

MEYER FINE, president of Associated Theatres Credit, and Mrs. Fine are due home in Cleveland Saturday from a ten-week Mediterranean trip.

SCOTT R. DUNLAP, Allied Artists producer, will return here from Europe with Mrs. Dunlap in two weeks.

HOWARD NEWMAN has resigned from Nat C. Goldstone Prod., Holly-

Goldwyn Story on CBS-TV April 13

The behind-the-scenes visit of Edward R. Murrow to the "J. Christian Andersen" shooting at the Samuel Goldwyn Coast studios recently, will be televised on East Coast Sunday, April 13, on Murrow's regular "See It Now" program over the CBS-TV network.

The program, filmed at the studio, has been heralded in advance as a first-rate, live, behind-the-scenes look at the making of motion pictures and television working together and both benefiting from the experience.

Levine Relected Cinema Lodge Head

Martin Levine, executive of Brand Theatres of Chicago, was re-elected president of New York's Cinema Lodge of B'nai B'rith for a second term at a membership meeting held at the Hotel Warwick last night.

Elected vice-presidents were Marvin Kirsch of Radio Daily; Moses L. Koenig of WBAI, New York; William P. Dill of Millton Livingston, Universal Pictures; Joseph Maharam of Maharam Film Prods., New York; J. C. Cunningham, Jr., Ltd.; Cy Seymour; Robert K. Lang of the Paramount Theatre; Al Wilde of the Moel Gage Agency, and Lou Wolff of United Artists.

Jack H. Hoberg of Hoberg Productions was re-elected treasurer; Morris E. Fisher, sales- and television actor was elected secretary; and Albert A. Senfi of Sterling Sign Co. was designated chaplain.

Elected to the board of trustees were Max B. Blackman of Warner Theatres; Julius Collins, ASCAP; Harold L. Danson; Joe Jaffe of Columbia Pictures; Louis A. Novins, Paramount, and Arthur N. Schwartz of Schwartz and Frohlich.

Malhiat Is Named N. Orleans Manager

NEW ORLEANS, April 2 — Alex Malhiat, manager for United Artists, has been promoted to manager of the local exchange. He succeeds George Pabst who earlier this week was named to the long-vacant post of Southern district manager. Both promotions resulted from their branch's winning the recent U.A. sales drive.

Hylton Buys Carlton, London, from Para.

LONDON, April 2—Jack Hylton, local stage impresario, has acquired the Carlton Theatre here from Paramount Pictures, which owned and operated the house since 1927.

Originally built as a stage theatre, the Carlton will continue on its long-established policy temporarily, at least. Hylton has booked Sir Alexander Henderson's "A Cry from the Beloved Country" to open April 25.
**Reviews**

**“Jack and the Beanstalk”**

(Warner Brothers)

ABOTT AND COSTELLO roll up and down the comedy ladder in this “Jack and the Beanstalk” tale, with their timing and inventiveness and ranks high in the A. and C. series. Those who go in for their brand of slapstick will be very pleased by their latest antics. For the kids.

The picture is the first independent production effort by the team for Warner Brothers. Prologue and epilogue are in sepia tone while the fairy tale sequences are presented in supercinema. Lou Costello also sings for the first time since his marriage. Presently, Costello falls into a transported sleep and becomes the fabled Jack.

The screenplay, which Nat Curtis has written for this exclusive Production picture, visualizes Costello selling the family cow to buncher Abbott for the five magic beans which, when planted, grow overnight into the sky-scraping beanstalk. Buddy Baer puffs and scowls as the giant who has intimidated the town and kidnapped the princesses, Shaye Coggan, and the prince, James Alexander. A bold boy, Costello announces his intention to climb the beanstalk up to the terrain of the giant to subdue him. Off he goes with Abbott in pursuit. In the castle of the giant, Costello’s tomfoolery knows no bounds, but it all leads to his becoming a hero in the eyes of his townfolk.

Jean Yarbrough’s direction sends the boys zippy through their paces. Alexander and Miss Cogan make a pleasing romantic team, both in modern dress when that is not the case. Charles McCarry are “Jack and the Beanstalk.” “I Fear Nothing.” He Never Looked Better in His Life,” “Darlene,” and “Dreamer’s Cloth.” Alex Gottlieb produced:

Pat Costello was executive producer.

Running time, 78 minutes. General audience classification. Release date, April 12.

Mandell Herbstman

**“Belles on Their Toes”**

(20th Century-Fox)

The CIBBEY FAMILY of “Cheaper by the Dozen” popularity returns to the screen in “Belles On Their Toes” which finds Myrna Loy as the mother reminiscing about the largely happy struggle to maintain her family’s standard of living. Characterized film for young and old.

Using the flashback technique, the story unfolds as Miss Loy watches the college graduation exercises of her 11th child, the baby of the family. The tale of the interminable years form pleasant film fare and should find wide audience appeal.

The family goes through the trials and tribulations of many American families—a pinging, rich aunt who would like to bring up some of the children and have Miss Loy left widowhood, the struggle of Miss Loy to gain recognition as an efficiency engineer. But do not be misled, this is not a tale of woe. The spirit of every member of the family, including the general handymen, Hoagy Carmichael, makes it a sprightly, humorous tale.

The story is enlivened by a cast of characters including Nancy Neeley’s good family fare and the color by Technicolor adds to the proceedings.

Samuel G. Engel was the producer while Henry Levin directed, from a screenplay by Phoebe and Henry Ephron, based on the book by Fredric Dannay and Mildred Plain. The cast included Jean Crain, Debra Paget, Jeffrey Hunter and Edward Arnold.

Running time, 89 minutes. General audience classification. For May release.

Murray Horowitz

**All Arbitration Delegates Set**

In telegrams sent yesterday to leaders of the industry, Eric A. Johnston, Motion Picture Association of America president, designated the Hotel Astor here as the site of the April 22 industry conference on the possibilities for establishing an independent producers organization. Meanwhile, at a luncheon-meeting yesterday the membership of the Metropolitan Motion Picture Theatres Association met here to arrange details for attendance at the conference, but withheld their names pending the receipt of acceptance.

All five exhibitor organizations now have indicated they will be represented at the conference. The Johnston wires were addressed to Mitchell Wolfsen, Theatre Owners of America; Wilbur Snyder, Allied States Association; H. V. (Rusty) Harvey, Western Theatre Owners; Harry Brandt, Independent Theatre Owners; and Ernestine and Edward Rogoff of the MMPTA.

**Lust Thalhimer to Map TOA’s Parade**

WASHINGTON, April 2—Sydney Lust and Morton Thalhimer today were named co-chairmen with a Julian Brylawski of the 1952 annual meeting and trade show of the Theatre Owners of America at the Hotel Bates hotel here, April 14-18, Brylawski announced.

Frank LaFalce and Frank Boucher were named coordinators who will work along with the convention committee.

Other chairmen are: Jerry Adams, exchanges; Harry Bachman, hotel reservations; Jerome Baker, exposition; Bossman, entertainment; Geoffrey Crouch, distribution; Orville Crouch, dinner committee; George Dorsey, newsreels; Jack Fox, publicity; Morton Garber, decorations; Vincent Iorio, transportation; Fred Kogod, reception; Mrs. Sydney Lust, ladies activities; Victor Orsinger, arrangements; Thalhimer, program; Gerald Wagner, printing and badges; Lloyd Vineland, Sr., finance.

**Nelson, Jordan Top Warner Stage Show**

Returning to a policy of combined screen attractions and stage shows, the Warner Bros. Theatre circuit here will feature a stage show headlined by Gene Nelson and Louis Jordan and his Tympany Five, beginning Monday, when “Jack and the Beanstalk” opens. Stars of the film, Abbott and Costello, will themselves appear on stage on the opening day.

**TV De-Freeze in 2 Weeks, Walker Says**

CINCINNATI, April 2—Paul A. Walker, in addition to being two delegates to a meeting of the National Association of Radio and Television Broadcasters, said that the Federal Communications Commission does not intend to lift its ban on the construction of television stations in two weeks. The ban has been in effect since Oct. 1, 1948.

**NEWS in Brief . . .**

An 11-man delegation, led by Mort Spring, first vice-president of Loew’s organization, has been named to go to New York from Rome where the group participated in the recently completed Quo Vadis experience. The others are Seymour Mayer, Murray Silverstein, Morris Frantz, Lewis Colon, Carlos Nebbia, Dave Blum, Al Wain, Sigmund Weinberg, Arthu Pincus and Josef Blair.

Arthur M. Loew, president, who is in Rome for the excursion, arrived here at the weekend, while Charles Goldsmith, coordinator of English-speaking territories, is now in Rome. He was succeeded by sales manager, Bill Melinker, head of theatre operations, and Orton Hicks, in charge of the term department, are touring Europe on business.


Tvlid Realty, Inc., operating the Delman at Dallas, whose suit was transferred to the District Court of L. B. Adelman, operating the Delman, Houston, transferred to Houston.

WASHINGTON, April 2—Film companies had publicly-reported cash dividend payments in February of $108,749,000, according to the Census Bureau. This compares with $186,000,000 in February, 1951.

It was reported that Consolidated Amusement Co. was apparently paying this year in March a $75,000 dividend paid last year in February, accounting for almost all of the drop.

**Coast Publicists to Aid ‘Movietime’**

Hollywood, April 2—The Studio Publicity Directors’ Committee of the Association of Motion Picture Producers has authorized $2,000, and its advisory capacity on public relations for the “Movietime U.S.A.” tours of the American Council of Motion Picture Organizations.

The 1952 tours, which are to be known as the "Golden Anniversary Celebration," commemorating the opening of the nickelodeon, Tally’s Electric Theatre in Los Angeles 50 years ago this April 16, will begin to spread out across the U. S. this month. Tours are planned for April in Atlanta, Albany, Buffalo and Richmond, and will continue a month or two. The last of the tours will end the summer. During that time, the present “Movietime” organization will continue the year until every key city territory has had personal visits.

**Bagnall Acquires 17 Films for Television**

Hollywood, April 2—George Bagnall of Republic Pictures, has received television rights to 17 features from Jack Schwartz by outright purchase. Among the films are: "Budd Rogers Here" and "Budd Rogers executive vice-president of Realirt Pictures, it was disclosed here yesterday.

Budd, who has been with Realirt since its inception, has also operated a number of theatres in the Detroit area.

**Other Reviews on Page 6**

**Other Reviews on Page 6**

**Macy’s Promotes ‘Song in My Heart’**

Full-page, double spread ads in New York today salute the release of 20th Century-Fox’s “With A Song in My Heart” as R. B. Mayer’s “Movie-of-the-Month,” marking the second time in succession that 20th-Fox has been so cited by the studio.

Dominating the ad is a full-length figure of Susan Hayward, with her hair being cut unlimited hair from the store, and sales copy urging New Yorkers to see it.

**Tunick Appointed to Souvaine Sales Post**

Eugene Tunick has been appointed Midwestern sales manager for Souvaine Selective Pictures, with headquarters at 245 Washington, S.6, Cincinnati.

**Cullen, Clarke Celebrate**

Two Loew’s Theatres executives are celebrating their 25th anniversaries with the company.

They are division manager Mike Cullen and sales manager Jack Clarke, in Providence in 1927, and Jack Clarke, manager of Loew’s Yonge St., Toronto.

**Lipson to Assist Budd Rogers Here**

If Lipson, of Reallnt in Detroit, has, as Budd Rogers executive vice-president of Reallnt Pictures, it was disclosed her yesterday.

Budd, who has been with Reallnt since its inception, has also operated a number of theatres in the Detroit area.
IT WON 5 ACADEMY AWARDS

-- And the Oscar for records the way in repeat it's break end of Warner

“A Streetcar Named Desire”

STARRING

VIVIEN LEIGH

BASED UPON THE ORIGINAL

DIRECTED BY E.L.
There ought to be a special 

the way it even breaks 

in blizzards out west --

it even breaks records 

engagements -- the way 

king records from one 

land to the other in 

ros'. General Release of

Streetcar Named Desire
Reviews

"Mara Maru"
(Warner Brothers)

TWO HARD-BITTEN MEN compete with a violent sea and with each other for a wombat in "Mara Maru." From the depths of the sea they would raise a sunken treasure. The picture, in its course, churns up considerable action and excitement, all of it, however, in the standard pattern. Errol Flynn fits nicely into the role of a deep-sea diver, with Ruth Roman portraying the femme fatale. Raymond Burr is convincing as the inquisitive, cat-like villain.

After a series of melodramatic preliminaries in the screenplay written by N. Richard Nash, all three of the principals embark on a treasure-hunting cruise. The question that arises is whether Burr will keep his pact to share the treasure equally with Flynn or will he devise a betrayal. Once the treasure is lifted from the sea, Burr's baser nature asserts itself in a series of villainous forays.

Oddly enough the treasure turns out to be a cross studded with jewels. At this point the story shifts in focus from mystery melodrama to religious overtones. The cross works a regenerative influence on Flynn's young Filipino helper, Robert Cabal, as well as on Miss Roman. Presently both are persuading Flynn of return to the cross to the church it was stolen from. Flynn laughs at such a suggestion, but presently he too feels a regenerative influence. By the story's end he is engaged in a life and death struggle with underwater forces to return the cross to its rightful place.


MABEL HEARSOM

"The Spider and the Fly"
(Rank-Bell Pictures)

B RIG PORTMAN AND GUY ROLFE play the game of police chief versus crook according to a strict code of ethics in the Seton-Haring-Mayflower production that is somewhat too gentlemanly to be very thrilling. Aubrey Baring produced and Robert Hamer directed, from the original story and screenplay by Robert Westbury. The film is presented by J. Arthur Rank and Bell Pictures is handling distribution here.

Said to be taken from the files of the French police, the story first concerns Portman's efforts to trap the wiley Rolfe who has just pulled a daring raid on a bank in Southern France. The police chief fails for the time being but falls in love with Rolfe's beautiful accomplice, Nadia Gray, who the crook has left by the wayside. Portman eventually traps Rolfe, with no great difficulty, and packs him off to jail. At the outbreak of World War I Portman, a counter-espionage agent, needs someone to crack a safe at the German legation in Berne to get a list of German agents in France. Rolfe accepts the mission, at which point he confesses his love for Miss Gray and thus sets the scene for the suggestion of a triangle. The Berne mission is successful, but ends on an ironical note when the two men learn that Miss Gray, for no reason apparent to the audience, is one of the German agents. Some excitement is generated in the Berne interlude and in the various scenes showing Rolfe going about his civilian pursuits. There is very humor to the tale, unrelied, however, by any dramatic contrasts.

Running time, 73 minutes. General audience classification. Release date May 1.

"A Yank in Indo-China"
(Columbia)

T HE PLOT of this low-budget action drama of average entertainment value places John Archer and Douglas Dick in the positions of operators of a small cargo airline which flies food into French and French-Namessian forces fighting the Reds in Indo-China. They are requested by the local American consul to watch for a lost American geologist while on their travels and to keep an eye out for a secret Red base. The two Yanks are eventually captured, escape, are recaptured and escape again. Of course they find the geologist, and the Red base, too, to which they return with French para-troopers for a blazing finale resulting in the destruction of the Reds' hideaway.

Sam Katzman produced and Wallace Grissell directed, from a screenplay by Samuel Newman. Others in the cast are Jean Willes, Maura Murphy, Hayward Soon Hoo, Don Harvey, Harold Feng, Rory Mallinson, Leonard Penn, Kamtong, Pierre Watkin, Peter Chang.

Running time, 68 minutes. General audience classification. For May release.

Correction

Charles Chauvel produced "The Fighting Rats of Tobruk," and not Rear Dieu Productions, as erroneously stated in Motion Picture Daily yesterday. Renown distributed the picture in the United Kingdom under its own label, "The Rats of Tobruk." David Brill has secured distribution rights in this country.

Jensen Cites Goldwyn


Robin Hood Pre-Selling

Walt Disney's all-live-action, color in Technicolor "Story of Robin Hood" is being pre-sold to school children and through this the 15-minute black-and-white film entitled "The Riddle of Robin Hood," Charles Levy, Disney's publicity representative here announced.

Detroit Buys Annex

Detroit, April 2.—E. R. Holtz, president of the LaSalle Garden The-atre Co., has reserved $50,000 for his 1,500-seat Annex Theatre from the city.
IT'S A GOOD OLD U-I TRADITION...

Top box-office product when you want it... when you need it... and SPRING 1952 is NO exception...

All year...every year... Universal-International heeds the needs of Exhibitors everywhere.

NOW in release
U-I Big ones...

Ready to give your Box-Office that BIG Spring Clean-Up!

* A BIG picture is one that makes BIG PROFITS!
FOR MAY

The Never-Before-Told Story of the Army's Devil Drivers!

The Thrill Story of America's Fastest Growing Sport!

Bronco Buster
COLOR BY Technicolor
Starring
JOHN LUND
SCOTT BRADY
JOYCE HOLDEN
CHILL WILLS

Filmed at the 4 Great Rodeos with CASEY TIBBS
World's Champion Cowboy!

Tony Curtis
Piper Laurie

No Room for the Groom
with
DON DeFORE
Spring Byington

RED BALL EXPRESS
Starring
JEFF CHANDLER
ALEX NICOL
JUDITH BRAUN • CHARLES DRAKE
JUNE RELEASES

COLOR BY Technicolor

IVORY HUNTER

ACTUALLY FILMED IN THE HEART OF DARKEST AFRICA!

A J. Arthur Rank Organization Presentation

COLOR BY Technicolor

SCARLET ANGEL

Starring YVONNE De CARLO · ROCK HUDSON

with RICHARD DENNING

The GIRL ACROSS the STREET

(TENTATIVE TITLE)

Starring ANN SHERIDAN · JOHN LUND

with ROBERT KEITH · CECIL KELLAWAY

Yes, SPRING 1952 BRINGS YOU THE BIG PICTURES...IN THE GOOD OLD U-I TRADITION!
**Motion Picture Daily**

**Technicolor**

(Continued from page 1)

440,000,000 feet by mid-1952 and to about 600,000,000 feet by early 1953.

Technicolor's net sales for 1951 were $28,896,343, compared to $23,154,250 in 1950.

The report pointed out further that despite the fact income taxes had been increased during the year, over 1950, the net profit after taxes for 1951, as compared with 1950, had decreased by only about $300,000.

The net earnings of the UA group for 1951 was $3,918,537, (1950 totaled $2,216,173).

Net earnings per share of capital stock, including the closed 1951, was $2.06; in 1950 it was $2.40.

Dr. Kalman stated, "Current assets totaled $10,090,735, current liabilities $6,235,805. Of the current assets, $7,708,859 was in cash and United States obligations. There are no bank loans; no preferred stocks; no mortgages."

The report pointed out that despite increases in cost of raw materials and labor during 1951, price reductions had been instituted during the year. The most important single item of change was a reduction in the base price for release prints of from 5.48 cents to 5.33 cents per foot.

"The year 1952 has started on a high level of production and of profit before taxes on income," Kalman stated. "January profits and February profit have outweighed the consolidated profit before taxes on income amounted to $1,023,385. Provision for Federal income tax was $600,000. The result was a consolidated net profit for the two months of $332,955. On this basis the annual earnings for 1952 after tax on income would be $2.16 a share."

**Republic Extends Expansion Abroad**

The opening of an office of Republic Pictures of Malaya, Inc., in Singapore under the management of Sdieh Weening, was announced here yesterday by Richard W. Atschuler, president of Republic Pictures International Corp., and of Embassy Pictures of Malaya.

Republic International's Far Eastern supervisor, is now in Singapore in connection with the opening.

The opening of the Malaya branch marks the fifth Republic unit to be organized in the Far East in the past few months. Republic has established branches in Japan, with Morey Marcus as manager; in the Philippines, with Fred Paulus as manager; in Hongkong, with Devan Chok, and in Thailand, with Suntorn Judhabud. By the end of May Republic Pictures of Indonesia will be established.

**UA Management**

(Continued from page 1)

to the agreement with co-owners Mary Pickford and Charles Chaplin incorporated in the stockholders' meeting and the audit, and who now jointly control the other 50 per cent of the stockholders' equity. The management group includes Matthew Fox, William J. Heineman, Max E. Youngstein, and Arnest Pickrel.

The audit is understood to show a profit for the last year of more than $350,000, after deductions in the neighborhood of $200,000. The redemption of which reflected the previous management group's operations during the first 10 weeks of the year. However, yesterday's announcement included no figures.

**Attacks Pool in Indiana**

(Continued from page 1)

There are complaints that the companies owned the only non-pool first-run theatre, the State, in December, 1951, and have since operated it as part of the pool.

"Pooling agreements among motion picture theatre owners result in the operation of such theatres as a unit rather than competitively," Attorney General McGrath said, in announcing the suit. "One of the fundamental purposes of the anti-trust laws is to prevent competitors from agreeing among themselves to operate their businesses collusively so as to deprive the public of the benefits which flow from free competitive enterprise."

**Film Receipts**

(Continued from page 1)

$182,736,000, Federal income tax payments of $50,683,000, and dividends paid out of $75,263,000.

Firms with no net income filed 1,907 returns, showing total receipts of $313,392,000, total deficit of $22,770,000, and dividends of $79,000.

**No Separate Figures**

No separate figures were given for exhibition and distribution-production. However, a separate set of figures was given for those firms filing consolidated returns from many subsidiaries. Thirty consolidated returns, covering 634 subsidiaries, showed net income. These returns had total receipts of $897,180,000, net income of $72,360,000, income tax payments of $27,757,000, and dividends of $1,317,000.

**Trans - Lux Proxy**

**Battle Underway**

A slate of directors will be offered by a newly-formed Trans-Lux stockholders' committee opposed to management, George G. Mason, who owns 40,000 shares of Trans-Lux stock and leader of the committee, has disclosed.

In a letter to stockholders, Mason charged the present management of Harry Brandt, Milton Weisman, and other directors with "waste of assets." Stockholders were urged by Mason to study the committee's proxy soliciting material.

Others in the committee include Norman W. Ellison, former vice-president of Trans-Lux and now president of Guild Enterprises; and Walter Silverman and Jerome B. Ross, both former directors of Trans-Lux.

**Premiere Receipts To P. A. L. Today**

New York's Deputy Police Commissioner James B. Nolan, head of the Police Department anti-trust division, made an appearance for the P.A.L. the admission proceeds from the world premiere of "Anything Can Happen," which was held last midnight at the Mayfair Theatre.

**Hughes**

(Continued from page 1)

Reds there are in the film industry, because I want to be absolutely truthful, but I feel their influence is substantial. For every individual who has been at one time or another identified with some front organization, there are many others who have not been so identified and yet whose beliefs and principles are even stronger than the ones we know about. But if there were not a substantial number—there were only one—that would be too many. Every so often I am shocked to find that some man I have known and respected stands up and defends the activities of people who obviously do not have the best interests of this country at heart."

"Forthright Position"

Meanwhile, at a meeting of the Los Angeles County Board of Supervisors a resolution was adopted commending Hughes for "his forthright position and his willingness to put into action the desire of every American to keep Communism from infiltrating free industrial enterprise in the United States."

**Gross Heads Rep. Studio Publicity**

**Hollywood, April 2—** Mickey Gross, with Republic Pictures for the past three years in charge of field exploitation, has been appointed publicity director of the company's studio, succeeding Mort Goodman, who resigned.
The Best Director
Of ’51
FOR “A PLACE IN THE SUN”
BRINGS YOU HIS
PRIZE DRAMA OF ’52...

GEORGE STEVENS

now brings you the powerful
story of a man who loved two women...
differently—the girl on a lost weekend
in Room 712 and the wife who learned
to use all her love to hold him!

JOAN FONTAINE • MILLAND • RAY FONTAINE
TERESA WRIGHT ... in George Stevens’
Production
Something To Live For

with RICHARD DERR

DOUGLAS DICK • Produced and Directed by GEORGE STEVENS
Written by DWIGHT TAYLOR • A PARAMOUNT PICTURE

ACADEMY AWARD HEADLINES ADD ANOTHER POWERFUL
SELLING ANGLE TO PARAMOUNT’S FAST-DATING HIT!

This timely newspaper ad supplements the sock pressbook campaign on
“Something To Live For,” George Stevens’ latest prize boxoffice attraction
—which is now set to open in scores of first runs from coast to coast.
MPAA Meets Again on ‘Red’ Charge Policy

Report House Group Is Sounded Out on Meeting

Motion Picture Association of America members met here again yesterday with Eric Johnston, president, for further discussions of policy with respect to industry action and answer to widespread current criticism of the industry for alleged tolerance of suspected Communists on Hollywood payrolls.

MPAA issued no statement concerning yesterday’s meeting, maintaining even a closer secrecy than surrounded its two-day meeting in Washington last Sunday and Monday.

Despite the official silence, reports as usual were abundant concerning the meeting.

Some which met with semi-official or qualified confirmation were that (Continued on page 2)

‘Street’ Predicts ‘U’ Dividend Action

Financial circles yesterday predicted dividend action in the near future by Universal based on continuing favorable earnings reports and considerable first quarter activity in the company’s preferred stock.

Universal’s common stock dividend last year, first since 1948. The company is required to re-1,400 shares of its outstanding preferred stock by March 15 annually before a dividend on the common can be paid. Heavy transactions in the

150 N. Y. Exhibitors Honor Jane Froman

Some 150 exhibitors and circuit exec-

utives of the New York Metropol-

tian area gathered at the Hotel Astor here yesterday to pay tribute to singer Jane Froman at a luncheon sponsored by the Independent Theatre Owners of America of New York.

Miss Froman was presented with a scroll from the ITOA citing her for her "outstanding contribution to the morale of the American armed forces." Brief addresses expressing tribute were made by Harry Brand, ITOA (Continued on page 2)

Early-Late Shows' Test Is a Success

Hartford, April 3. — A new policy of starting the main feature between 8:00 and 8:30 instead of 9:00 and 9:30 nightly, Monday through Friday, has gone into effect in Hartford area theatres, following a three-week test and promotion campaign called the “Early-Late-Show” drive, designed to accustom patrons to attend theatres during the week at an earlier hour.

The campaign, spearheaded by Harry F. Shaw, division manager for Loew’s Poli-New England Theatres, consisted of newspaper co-operative advertising as well as a new line of window cards, bumper stickers, trailers, lobby displays and ballots distributed to thousands.

Tran-Lux Offers A 14-Man Slate

A 14-man management slate of Tran-Lux Corp. board of directors was yesterday offered to stockholders, who were urged to vote against proposals made by George G. Mason, former of the group opposing management in the proxy battle now underway.

The meeting is slated to be held here April 24. In its notice, management contends that the number of issues raised by the Mason group in their proxy to observe certain minimum in the courts. Those issues include the (Continued on page 2)

PROBE CONDITIONS AT ‘FRISCO THEATRES’ ‘KIDDIE MATINEES’

SAN FRANCISCO, April 3.—A check of conditions at “kiddie matinees” in 40 San Francisco neighborhood theatres has been launched by the Lafayette Mothers Committee on Mass Communications.

The check, said to be the first of its kind ever attempted here, will seek to determine how many attendants are provided on these screens, the prices for the matinees are chosen.

In an open letter to theatre man-

agers, the committee pointed out that dance halls, night clubs, and other places of public entertainment are required to observe certain minimum standards, “yet no standards whatsoever seem to prevail at many children’s theatres which are attended by thousands.”

The committee observed: “There are local theatre managers who make their money almost entirely off children on Saturday afternoons, yet choose their pictures without any regard for the welfare of children. Crime and sex films, psychopathic dramas, horror movies and cheap Westerns are often shown, rowdyism, rough-housing and horseplay reign in many houses to such an extent that children cannot hear the dialogue. The committee urged managers to put an end to disorder and to show at matinees only “recommended” pictures from evaluation lists of impartial organizations. The committee suggested that managers adopt an emblem or symbol to apprise the public that “recommended” pictures are being shown at the matinees.

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Personal Mention

WILLIAM C. MacMILLEN, former president of Pathé distributors, will return to New York today from Chicago.

RICHARD LEATHERS, RKO Palace assistant manager in Cleveland, and LOUISE HUTMAN, a model with L’Etoile with Charme, will be married on May 24.

HAROLD MIRSIM and G. BALDWIN MONTGOMERY, Art-o-rama vice-presidents, have arrived in Hollywood from New York.

JACK LEVIN, head of Levin Associates, has left Chicago for Pittsburgh and Washington, and will return here next week.

WESLEY BAILEY, promotion director of Good Housekeeping pictures, will return here today from the West Coast.

BILL HOWARD of the Plaza Theatre, Windsor, Conn., has returned there from an upset New York vacation.

GEORGE CUTRO, M-G-M director, has arrived here from the Coast and will fly to Europe on Tuesday.

Trans-Lux Offers

(Continued from page 1)

[Continued from page 1]...corporation's acquisition of leasehold interests has heretofore been very limited.

Accompanying the notice, and the attached proxy, was the firm's annual report. The result for 1951, the report stated, was a loss of $30,464, after allowing $27,000 for Canadian taxes and a reserve of $78,507 for depreciation and amortization. The year's operations were carried on with a net profit for 1950 of $50,880, after allowing $17,639 for taxes, and a reserve of $74,939 for depreciation and amortization.

Nominated for Reelection

Directors nominated for reelection include: Harry Brandt, Chester Blau, Carl Greengross, Wally Green, Louis Gure, E. Furber, Percy N. Furber, Aquila C. Giles, Herbert E. Herrman, Edith Blau, Steve Levin, Garth Merrill, Joseph Vietal, Ralph Wiener and Milton C. Weissman. William M. Gir- den, a present director, will not he up for reelection, it was stated.

The opposing Trans-Lux stockholders committee, led by Mason, is repre- sented by H. H. G. Ingram, of Mc- Lanathan, Merritt and Ingram.

N. Y. Exhibitors

(Continued from page 1)

president, and Al Lichtman, director of sales of 20th Century-Fox. The lat- ter said his company was "proud to have put her story on film" in "With a Song in My Heart."...At the daze, were: Benjamin Fielding, Gael Sullivan, William Ger- man, Samuel Rosen, Wilbur Snapper, Edward Rogers, Colleen Fennelly, Har- ward Goldenson, Sol Schwartz, Max A. Cohen, Samuel Rinzler, Robert Warren, Frank Heuberger, Seneca Stevens, and F. Louis Rosen.

N. J. Allied to Meet

A regular luncheon-meeting of the New Jersey Allied membership will be held on Tuesday at the Ritz Room in New York. It is stated that representatives of some of the studios here will be present and some of the duties of the group may be discussed.

MPAA Meet

(Continued from page 1)

overtures looking to a meeting with members of the House Un-American Activities Committee were being in- augurated for the purpose of seeking possible amendment or correction of the House Un-American Activities. It is expected that a meeting will be calling the industry for alleged failure to act effectively on the termination of employment of known Communists or sympathizers. Such a meeting was suggested in Hollywood last week by Rep. Clyde Day, of California, chairman of the Committee, who described it as the "only way" the industry could go about making changes in the Committee's report.

Sounding Out Woods

Reports were that yesterday's meeting board that the MPAA is sounding out Committee chairman Wood concerning his attitude toward arranging such a meeting. It was also reported that individual company officials are preparing for MPAA's consideration a program of industry action to answer and counter attacks against the Hollywood employment of Communists and fellow-travelers. The suggestions were said to range over a wide variety of counter-moves and positive action and which among them might best be adopted was not predictable.

Indications are that a definite in- dustry program will evolve in the next few weeks, with meetings to be held with those held in Wash- ington and here next week.

Pay Hike Effective

(Continued from page 1)

and that the new contract calls for a general wage increase averaging 10% per cent. The IATSE local won over the workers from the Screen Office a 10% pay increase F. a National Labor Relations Board election last November.

Expiration date of the contract is November, 1953. Provision is made for an additional increase in November, 1954, but, if the cost- of-living index shows a significant in- crease at that time.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"SINGIN' IN THE RAIN"

Gene Donald Debbie

KELLY O'CONNOR REYNOLDS

Color by TECHNICOLOR

A M-G-M Picture

plus The Glorious Easter Stage Show

FRANK SINATRA

SHELLEY WINTERS

ALEX NICOL

DANNY WILSON

DREAMBOAT

In this nation in general and the motion picture industry in particular, I hope it will serve as a precedent for other industries and organizations."

Film of NY Fund Meet

A special preview of the Italian film, "Tomorrow Is Too Late," will be held on Tuesday in the public employees section of the N.Y. Labor Board in a large appeal, on Tuesday evening at the American Museum of Natural History.

VFV Praises Hughes

(Continued from page 1)

...this nation in general and the motion picture industry in particular. I hope it will serve as a precedent for other industries and organizations."

MOTION PICTURE DAILY

Friday, April 4, 1952
-AND THIS YEAR'S ALL NEW TARZAN THRILLER brings Tarzan fighting his way against fang, claw and treachery... against white killers and the taboo of a fortune in diamonds!

Edgar Rice Burroughs'

TARZAN'S SAVAGE FURY

starring
LEX BARKER · DOROTHY HART · PATRIC KNOWLES
CHARLES KORVIN and introducing TOMMY CARLTON

Produced by SOL LESSER · Directed by CYRIL ENDFIELD
Screenplay by CYRIL HUME and HANS JACOBY & SHIRLEY WHITE
HEATRES EVERYWHERE!

CHICAGO
UNITED ARTISTS

LOS ANGELES
CHINESE, UPTOWN,
LOS ANGELES
and LOYOLA

“Shapes good”

EMPIRE

TREVOR • VERA RALSTON • FORREST TUCKER
SELL with GENE LOCKHART • GRANT WITHERS • TAYLOR HOLMES

a Play By BRUCE MANNING and BOB CONSIDINE • Associate Producer-Director JOSEPH KANE

P V P U T U R E  R e p u b l i c  P i c t u r e s  C o r p o r a t i o n
UA Concludes 6th Regional Meet

ST. LOUIS, April 3.—The sixth of United Artists' regional sales meetings closed today after a detailed analysis of UA's progress and plans for the immediate future were given to members of UA's sales and office staffs of St. Louis, Omaha, Denver, Kansas City by William J. Heineman and Max Youngstein vice-presidents. The two-day meetings were attended by the following officers: St. Louis, F. J. Lee, branch manager and salesmen; Tedeco, Buschmann, Lyons, Stevens, and Ditzenberg; from Omaha, D. V. McLucas, branch manager; E. L. Hansen, office manager, and salesmen; Reeks, Blubbaugh, and Dudelson; from Dallas, T. E. Laird, branch manager; R. Sachs, office manager and salesmen; Barber, Backus, Craver and Einstenstein; from Kansas City: R. Amacher, branch manager; M. Trugg, office manager and salesmen; Bradforth and Dulaney. Milton E. Cohen, Western-Southern sales manager, also attended.

Ochs Drive-ins to Avoid Giveaways

CLEVELAND, April 3.—The Ochs circuit of drive-ins in the U. S. and Canada will not advance admission scales this season, it was disclosed at a company meeting at the General Brock Hotel at Niagara Falls. Also, the policy of confining entertainment to motion pictures without give-aways, merchant promotions or any "gimmicks" was decided. All managers and refreshment arcade personnel attended.

Variety Convention Plans Consolidated

LAS VEGAS, April 3.—Plans for the forthcoming 16th annual conference of the International Variety Clubs have been consolidated by Jake Kozloff, general chairman; Ben Goldstein, local chief, Barker, and Wilbur Clark, convention journal chairman. The convention will be held here April 28 through May 1. Registration will be closed during the last week in April.

Review

"Sound Off" (Columbia)

MICKEY ROONEY as a rascally, nightclub comedian who suddenly finds himself a draftee in the U. S. Army, is a good entertainer in "Sound Off." The film, done in SuperCinecolor, sparkles with a number of songs, among them "It's the Beast in Me," and "Home Sweet Home in the Army.

It is a musical with the Army serving as the motif. The familiar sequences concerning the tough top sergeant, the fatigue of maneuvers and the nighttime of injections are all present. Added zest is furnished by the comic utilization of Rooney's diminutive stature.

In the lively opening nightclub scene, laughs are drawn with Rooney singing "It's the Beast in Me," surrounded by singing, shuffling, and dancing girls. In the Army, Rooney's size lends credence to his Ssad role.

The romantic angle is supplied by Anne James, who portrays an Army nurse finally won over by Rooney. The courting, to be sure, doesn't run very smoothly. Obstacles such as competition furnished by a major, confinement to barracks, and Rooney's own immaturity all have to be overcome.

Other songs include the familiar "Sound Off," by Willie Lee Duckworth, and "Blow Your Own Horn," by Rooney.

Jonie Taps produced, and Richard Quine directed, from a screenplay written by Quine and Blake Edwards. Others in the cast include Sammy White, John Archer, Gordon Jones and Wally Cassel. Running time, 83 minutes. General audience classification. For May release.

MURRAY HOBWITZ

Trusts

(Continued from page 1)

J. McFarland. It charges that Anderson Theatre was given clearance over the State by all eight distributors who allegedly refused to give the State the opportunity to bid for pictures between Aug. 1, 1948, and Sept. 1, 1949, and who paid $135,000 in damages. Anderson was named as co-conspirator.

3 Similar Suits

Three similar suits against the eight majors, B. and R. Warner Theaters, Gulf and Western, Paramount, RKO, United, Loew, and National, were filed by Mrs. Phyllis Seymour who with her husband operated the Glen Theatre in Glen Ellen, Ill., from 1937-1948, claiming they were held back on the first week of general release 60 days after the first Loop run and are asking $600,000; the Tivoli in Downer's Grove, Ill., operated by the Downer's Theatre Corp., claims it was held back for three weeks, 59 days after first-run, in August, 1944 to January, 1948, and asks $330,000; the Elorno Theatre Corp., operating the Harvard Theatre in 1937-1948, claims it was held back the first week of general release, 60 days after first-run, and is seeking $330,000.

The East Side Theatre Corp., which operated the East Side Theatre here from September, 1937 to January, 1948, asks for $630,000, claiming it was held back the first week of general release to favor Warner and Balaban and Katz on the South Side, and Commercial Theatres, operated by a partnership consisting of Manta and Rose, Seidlin and H. and E. Balaban. The partners were named as co-conspirators.

PARAMOUNT TRADE SHOWS

Monday, April 7, 1952

THE Atomic City

with GENE BARRY • LYDIA CLARKE
MICHAEL MOORE • NANCY GATES
LEE AAKER
Produced by JOSEPH SISTROM
Directed by JERRY HOPPER
Written by SYDNEY BOEMH

CITY

PLACE OF SCREENING

TIME

ALBANY

FOX SCREENING ROOM, 1052 Broadway

2:30 P.M.

ATLANTA

PARAMOUNT PROJ. ROOM, 154 Walton St., N. E.

2 P.M.

BOSTON

PARAMOUNT PROJ. ROOM, 38-62 Berkeley Street

2 P.M.

BUFFALO

PARAMOUNT PROJ. ROOM, 464 Franklin Street

2 P.M.

CHARLOTTE

PARAMOUNT PROJ. ROOM, 305-7 South Church Street

10 A.M.

CHICAGO

PARAMOUNT PROJ. ROOM, 1305 South Michigan Avenue

1:30 P.M.

CINCINNATI

PARAMOUNT PROJ. ROOM, 1214 Central Parkway

2 P.M.

CLEVELAND

PARAMOUNT PROJ. ROOM, 2277 Superior Ave.

11:15 A.M.

DENVER

PARAMOUNT PROJ. ROOM, 400 North Preston Street

2:30 P.M.

DENVER

PARAMOUNT PROJ. ROOM, 2100 Stout Street

2 P.M.

DES MOINES

PARAMOUNT PROJ. ROOM, 1123 High Street

1 P.M.

DETROIT

PARAMOUNT PROJ. ROOM, 479 Leday Avenue

2 P.M.

INDIANAPOLIS

PARAMOUNT PROJ. ROOM, 115 West Michigan Avenue

1 P.M.

JACKSONVILLE

PARAMOUNT PROJ. ROOM, 1800 Vine Street

8 P.M.

KANSAS CITY

PARAMOUNT PROJ. ROOM, 2020 Delaware Street

3 P.M.

LOS ANGELES

PARAMOUNT PROJ. ROOM, 1613 West 20th Street

1:30 P.M.

MEMPHIS

PARAMOUNT PROJ. ROOM, 362 South Second Street

12:15 NOON

MILWAUKEE

PARAMOUNT PROJ. ROOM, 1121 North Eighth Street

2 P.M.

MINNEAPOLIS

PARAMOUNT PROJ. ROOM, 1201 Curtis Avenue

2 P.M.

NEW HAVEN

PARAMOUNT PROJ. ROOM, 82 State Street

2 P.M.

NEW ORLEANS

PARAMOUNT PROJ. ROOM, 215 South Liberty Street

2:30 P.M.

NEW YORK CITY

PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)

2:30 P.M.

OKLAHOMA CITY

PARAMOUNT PROJ. ROOM, 701 West Grand Avenue

10:30 A.M.

OMAHA

PARAMOUNT PROJ. ROOM, 1704 Davenport Street

1 P.M.

PHILADELPHIA

PARAMOUNT PROJ. ROOM, 248 North 12th Street

2 P.M.

PITTSBURGH

PARAMOUNT PROJ. ROOM, 1727 Boulevard of the Allies

2 P.M.

PORTLAND

PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue

2 P.M.

ST. LOUIS

PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street

1 P.M.

SALT LAKE CITY

PARAMOUNT PROJ. ROOM, 270 East 1st Street

1:30 P.M.

SAN FRANCISCO

PARAMOUNT PROJ. ROOM, 203 Golden Gate Ave.

2 P.M.

SEATTLE

MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.

1:30 P.M.

WASHINGTON

PARAMOUNT PROJ. ROOM, 306 H Street, N.W.

8 P.M.
Tradewise...
By SHERWIN KANE

The Motion Picture Association is well advised in undertaking to devise a program of industry action which will make clear to the public the industry's official position on employment of known or suspected communists in Hollywood.

The time for defensive tactics and for retreating to both official and unofficial criticism has passed.

The situation grows increasingly serious.

What is needed now is positive, alternative action on a variety of public fronts; action which must make clear to the public exactly where the industry stands.

In the light of reports coming out of Hollywood of more names, important ones, of those who were members of the communist party, it is even temporarily, is it all the more important that the industry convey to the public as quickly as possible that its official stand is firm and uncompromising on the subject.

Communists did infiltrate the production community, no matter to what limited extent and irrespective of a failure to influence the content of films.

The public needs to know that it was done despite the efforts of the industry to prevent it and that at great legal and financial risk to itself, the industry has been and will continue to purge itself of communists just as rapidly as they can be identified.

The industry need not be made suspect, as is being done, merely because, like so many another industry, it was the object of communist infiltration. The line between a willing and an unwilling victim is sharp.

Public sympathy today is with those industries, labor organizations, public institutions and numerous other groups which, once communist-ridden, have made the fight and succeeded in ridding themselves of the unwanted invaders.

Contractual and other problems, not to mention the absence of effective law or legislation on the subject, make Hollywood's problem more difficult and complicated than that which faced others.

But the public must know where the industry stands and that it is making a genuine effort.

Film 'Reds' A Concern to Congress and Public, Sen. Nixon Says, Hailing Hughes

Washington, April 6.—"The demonstrated activity of Communists within the motion picture industry is a matter of concern to members of Congress and loyal Americans everywhere," Senator Richard M. Nixon (R. Cal.) asserts in a statement in the Congressional Record praising Howard Hughes for his stand in the Paul Jarriko-Screen Writers Guild dispute.

"Hughes' stand," Nixon stated, "is deserving of the approval of every man and woman in the vast tax paying majority who feel that the government must establish that no industry need support those whose loyalty to the country is questionable. Hughes is showing the way for all industry to stamp out subversion. The forces he has rallied will give the industry the inspiration it needs to follow his example."

Jarrico has filed a $350,000 counter-suit against RKO Pictures and Hughes over the disputed screen credit and compensation on "The Las Vegas Story." Hughes contends Jarrico's work was eliminated from the picture because of the latter's refusal to answer questions of the House Un-American Activities Committee concerning Communist membership. Hughes also defied the SWG to call a writers' strike at RKO after the Guild stepped into the case on Jarrico's behalf.

$1,000,000 Rise Tallied In Taxes on Admissions

Washington, April 6.—General admission tax collections in February, reflecting January business, were almost $1,000,000 ahead of February, 1951 collections, the Bureau of Internal Revenue reported today.

It is said collections last February amounted to $23,891,494, compared with $22,902,436 in February, 1951.

February collections were better than 1950,000 ahead of the January, 1952 collections. Usually, collections fall off between January and February.

The general admission figures include collections on admissions to sports events, concerts, legitimate theatres and other events, as well as to motion picture theatres. They do not, however, include roof garden and cabaret grosses nor taxes on various leases and brokers' sales. Total admission tax collections, including all, are $3,000,000 ahead of February, 1951.

Bergman Speaking Tour to Cover 14 Cities in Ohio

The industry goodwill speaking tour of Maurice Jarrico, international executive in charge of exhibitor and public relations, will take him to 14 cities and towns in Ohio, it was disclosed here at the weekend. The tour is under the sponsorship of the Council of Motion Picture Organizations.

In each of the towns Bergman will deliver an address in behalf of the Motion Picture Association of America, is scheduled to leave for Hollywood at the end of the week for further meetings with the Association of Motion Picture Producers.

Indications are that West Coast members will be brought up-to-date on the industry's current plans for de-legitimizing policies.

Johnston to Coast; May Air Red Policy

Washington, April 6.—Eric Johnston, president of the Motion Picture Association of America, is scheduled to leave for Hollywood at the end of the week for further meetings with the Association of Motion Picture Producers.

Indications are that West Coast members will be brought up-to-date on the industry's current plans for de-legitimizing policies.

Movie time on Grand Central Colorama

"Movie time U.S.A." and the industry will be advertised to millions of commuters beginning Wednesday when Eastman Kodak will change the copy on its colorama in the concourse of Grand Central Terminal to show the relationship between Eastman film and the industry.

The use of the colorama to advertise "Movie time U.S.A." was negotiated by Leon Bamberger, sales manager.

O'Donnell, Cole to Meet on Tax Fight

Robert J. O'Donnell, head of Inter-state Theatres of Texas and co-chairman of the tax committee of the Council of Motion Picture Organizations, who arrived in New York on Friday from a vacation trip abroad, will confer in Dallas this week with Col. H. A. Cole, COMPO committee co-chairman, to set plans for a full-dressed meeting of theirAllocate will Convene Today On Naming COMPO Head

7 Nominators Will Meet In N.Y. to Fill Vacancy

The Council of Motion Picture Organizations nominating committee will meet at COMPO headquarters here this afternoon for the purpose of nominating a president of the industry agency to succeed Ned E. Depinet, who retired from the office at the annual COMPO board meeting in February.

Schedules to be present at the meeting will be committee chairman Jack Alliance, J. W. Hughes and Harry Brandt, Barney Balaban, Gael Sullivan, Leo Breecher and Wilbur Snaper. Alan Rivkin and H. V. (Rono) Harvey, who are to be expected to be the only committee members who will be unable to attend. Snaper will represent Rembusch.

During the meeting, the Allocate will (Continued on page 3)
Personal Mention

E. S. GREGG, vice-president and general manager of the Westrex Corp., has returned here from an extended visit to Westrex subsidiaries in various parts of the world.

Milton PLATT, newly-appointed assistant to Nat LEVY, RKO Radio Enterprises, will accompany Levy and Sid KRAMER, short subject sales manager, to New Haven and Boston today.

Maurice SILVERSTEIN, regional director of Latin America for Loew's Inc., left for Mexico City headquarters at the weekend from New York.

Frank LOESSER, composer of the musical score of Samuel Goldwyn's "Hans Christian Andersen" has arrived here from the Coast en route to Europe.

Jules LEVY, producer, is now a grandfather. His daughter, Mrs. LESTER COOPER, recently gave birth to a daughter, Kim EVELYN.

A. A. WARD, executive vice-president of Altec Lansing Corp., has turned down an invitation from the recent NARTB convention in Chicago.

HERMAN M. LEVY, general counsel of the Theatre Owners of America, was in New York at the weekend from New Haven.

EDITH LYNCH, RKO Radio publicist in Hollywood, who had been in New York for a week, has returned to the Coast.

BETTY HUTTON and her new husband, CHARLES O'CURRAN, will arrive in New York tonight from Los Angeles.

PHIL GERARD, Universal Eastern publicity manager, was in Washington Friday from New York.

FRANK H. DURKEE, head of Durkee Enterprises, Baltimore, has returned to that city from Florida vacation.

MORRIS MECHANIC, owner of the New York Newsreel, had a rare vacation trip there this week for Miami Beach.

VICTORIO MATEO, RKO Radio manager in Italy, has left New York for Rome.

DAVE CANTOR, RKO Radio field man, will be in Atlanta today.

$6,100 Gross for 'Apache'

CHICAGO, April 6—The Battle At Apache Pass, starring Milt Tips,Technicolor, color, which had a premiere at the State Lake Theatre here, is understood to have opened to a $6,100 gross, to be a record for any Universal picture to play the house, topping "Bend of the River" and "Hustling the Indians." It will run in more than 600 situations from Coast-to-Coast during April.

MOTION PICTURE DAILY, Monday, April 7, 1952

‘Now It’s Trouble That’s Super-Colossal in TV

If Life magazine is as well informed about what’s doing in television as it would have its readers believe, its editors’ faces should be crimsoned now.

A little over seven months after it reported television had motion pictures hanging on the ropes, and a month after it attempted to smite that report by stating motion pictures might survive, but only in an almost underground fashion, the television industry crosses up its vociferous champion by going into an economic tailspin.

Program costs, no stranger to Hollywood, which have been threatening for long to catch up with TV, is the villain of the piece as censor after sponsor throws in the sponge.

The N. Y. Journal-American reported that the folkloric, operatic and forking TV as current contracts expire: Pepsi-Cola (the Faye Emerson, and Study head, and Los, Admiral Corp., Kaiser-Frazer, Esso, Tonic Co., and Clucket, Peabody Co. It was said that the following are considering signing similar deals: Mansfield and Reichold Chemical Corp.

A rising doubt among advertisers that the living-room screen is the best place to sell their wares also was given as the reason for the bow-out of some.

McGranery Judge in NSS Trust Action

Among the cases new U. S. Attorney-General James F. McGranery had for his new brief job in Philadelphia, the post he relinquished to succeed ousted Attorney-General J. Howard McGrath, was the anti-trust suit brought against National Screen Service by a group of Philadelphia exhibitors. It is expected that the suit Federal District Court will soon appoint another jurist to preside over the action which is in the final stage before the court.

Earlier in his legal career McGranery was an attorney in the Justice Department in Washington.

Freeman, Editors Confer on ‘John’

SAN FRANCISCO, April 6—A meeting to explore plans for the local presentation of Paramount’s “My Son, John” was held here over the weekend, attended by publishing and drama critics of six newspapers and Y. Frank Freeman, Paramount vice-president of Publicity, and Edward McCauley, producer-director of the film.


Moore in TV Sales

Thomas W. Moore has been appointed head of CBS television film sales in Hollywood, to succeed to his post at New York, where he was director of CBS-TV film sales, disclosed here.

Films Impact on TV

NTFC Forum Topic

The National Television Film Council will hold its quarterly session Wednesday at the Hotel Warwick here, with the entire agenda slanted to the challenging role that television programming, it was reported here by Melvin L. Gold, vice-president, Mr. A. Gold, chief counsel of RC. However, identified with the development of color television, will be the principal topic at a breakfast set as part of the day’s activities.

There will be three separate forums, each followed by a question period, to be addressed by TV film producer Marion Parsom. At 10:30, Eugene Katz, president of the Katz agency, station representatives, will address the production forum on the kind of films suitable for TV. A forum on the "blue screen" will be moderated by producer Carolyn Burke on the integration of films in "live" shows.

A program activity also being handled by Dave Bader, chairman of the program committee, under the executive supervision of David Savage, vice-president of CBS and NTFC vice-president.

Muzak ‘Song’ Tribute

A total of 225 cities on Saturday presented to a total contribution estimated at over 19,000,000 a day-long Muzak salute to "With A Song in My Heart," 20th Century-Fox reports. The film tribute, presented in more than 10,000 restaurant, office, and factory accounts in cities from Coast-to-Coast, marked the most extensive Muzak backing of a motion picture, it was said.

Bettie Hutton Party

Betty Hutton, star of the Palace Theatre’s new film opening Saturday, will meet press representatives and other theatrical personnel in her favorite boîte, the Snug Harbor, on Broad Street.

Newsreel Parade

QUEEN JULIANA in Washington and the Presidential race are current highlights. Other items include the Morris-McGrath feud and sports. Complete contents follows.


NEWS OF THE DAY, No. 26—McGrath for President. Queen Juliana welcomed to U. S. Taft meets her. Washing defense. Some 100,000 Korea vets home.


Bader in Charge of Pioneers Publicity

David A. Bader, veteran industry publicist, has been named national publicity director of the Motion Picture Pioneers. It was disclosed here at the weekend by Jack Cohn, president of both organizations. Cohn told that all of the Associated Motion Picture Advertisers, has been engaged in various motion pictures, domestic and abroad for the past 30 years. He will work with Marvin Kirsch, Pioneers vice-president, and Harry Takiff, secretary-treasurer.

"Faithful" Opening To Be Televised

Tonight’s world premiere of “Faithful City,” an Israeli-made RKO Radio release, at the Park Avenue Theatre in New York, starting at 8:30, will be telecast to 15,000 American homes through the NBC network.

Reception for Ethan

RKO Radio will be host at a reception at the Hotel Pierre for Ambassador and Mrs. Eban of Israel, following the premiere of “Faithful City” at the Park Ave. Theatre here tonight.

Rivoli Retains Rudich

Nat Rudich, radio and television producer and publicist, has been re-engaged by the Rivoli Theatres, to continue his television campaign for the opening Thursday at the Rivoli Theatre here of "Valley of the Eagles," it was announced by Joseph Rivoli, managing director, managing director, manager of the house.

MOTION PICTURE DIGEST; Martin Quigley, editor-in-chief and publisher; Sherwin Kane, editor; Terry Ramsey, consulting editor. Published daily, except Saturdays, Sundays, and holidays. Published by Quigley Publishing Corporation, 750 Broadway, New York 3, N. Y. Published every Wednesday. Air mail service available to subscribers in any part of the United States, Canada, and Mexico only, at the rate of 50 cents per year. Subscription rate $15.00 per year in the Americas and 150 cents, single copies, 10c.
Review

"Oklahoma Annie"

JUDY CANOVA, following the footsteps of her grandmother, a gun-toting sheriff, brings law and order to the West in "Oklahoma Annie." Typical Canova fare, the picture is sprayed with gags, songs, and excitement of a conventional type. Color by Technicolor enhances the overall picture. Color is a bit disappointing, however, as it is too soft and the color rendering is not very vivid.

Bergman Tour

(Continued from page 1)

industry before a service club or a similar civic organization. Berg- man’s son, Burt, is being worked on by Robert A. Wile, secretary of the Independent Theatre Owners of Ohio, in cooperation with local theatre manage- ments, following: May 5, Kiwanis Club of Mt. Ver- non and Rotary Club of Martins Ferry; May 6, luncheon of the Ki- wanis Club of Bellaire; May 7, lunch- ion, Kiwanian Club, Mt. Gilead; May 8, luncheon, Lions Club, Defiance; May 9, Shriner’s luncheon, Akron; Sunday, May 11, television appearance on Town Meeting of the Air over WNSJ, Columbus; May 12, luncheon, Rotary Club, New London and dminer of the Lions Club of Elyria; May 13, Kiwanis Club, Troy; May 14, luncheon, Ki- wanis Club, Coshocton; May 15, Ro- tarian Club luncheon Beldenville; and a speech at Bowling Green Uni- versity at Bowling Green later in the evening; May 16, Lions Club lunch- eon, Marietta.

Four Dates Set for ‘San Francisco Story’

The Western Kickoff of "The San Francisco Story," starring Joel Mc- Crea and Yvonne DeCarlo, has been set for the Fox Theatre in San Francisco on Wednesday, April 30. The picture will also get underway on the same date in the Cardinals, opening early in May. The kick will be at the same time as the Andy Hardy Show.

"Movietime"

(Continued from page 1)

motion manager of RKO Pictures. Assigned to one of the promotion jobs of the successful campaign last Octo- ber, Bambergger immediately got in touch with William J. German, gen- eral distributor of Eastman film to the industry, and through him proposed to Ted Curtis, vice-president of Eastman, that the colorama be used to help the campaign. Eastman, aware of the patriotic and charitable organizations were also seeking a tie-up with the colorama, took several months for Eastman to work out a formulation that would be suitable.

Colorama Has 3 Panels

The big center panel of the colorama will be devoted to a scene showing a typical Hollywood scene, the driving around a corner in the rain. One of the side panels will picture the front of a theatre which bears a display, "Movietime, U.S.A.,” and the other side panel will show a film ed- itor at work. Across the bottom of the colorama will be a legend, "Good Entertainment Comes To You On Kodak Film."

Erected nearly a year ago, the col- orama has been a sensation in the advertising world and has been viewed daily by millions of commuters.

"Laramie Mountains"

CHARLES STARRETT, doubling as the Durango Kid, plays a govern- ment agent who sets out to prevent the outbreak of a general Indian war. Through a series of vivacious wagon-train episodes, the Durango Kid, the well-meaning but trigger-happy U.S. cavalry doesn’t know, however, that the raids actually have been staged by white outlaws and made to appear the work of Indians.

Harry McWilliams Is Nominated to Head AMPA Again

Harry K. McWilliams, exploitation chief of Columbia Pictures, has been nominated to serve a second term as pres- ident of the Associated Motion Picture Advertising Representatives for another one-year term, it was announced here by Ray Ford, chairman of the nominating com- mittee chairman and advertising manager of Motion Picture Herald. Election for the position is the prin- cipal business at the annual AMPA luncheon-meeting scheduled for April 24 at Trahern Hotel in Chi- cago.

The meeting will also discuss plans which McWilliams has fostered for the establishment of a training school to train industry workers in the tech- niques of advertising, publicity and ex- ploration. Other nominees are: Lige Brien, executive vice-president; Albert Florschheimer, Jr., treasurer; Edgar Goth, secretary, and Marijane Barker, David Badol- and Chester Friedman, trustees. Nom- inated to membership on the board of directors are McWilliams, Brien, Florschheimer, Goth, Miriam Brandon Moses, Gordon White, Blanche Livingston, Vincent Trotta and Rutger’s Net- len.

Johnston to Coast

(Continued from page 1)

act the increasing criticism of Holly- wood for alleged laxity in terminating the employment of Communists and fellow travelers.

The meetings with studio heads, which follow similar sessions here and in New York, are scheduled to start next Monday. Currently, Johnston plans to make a West Coast visit on a monthly schedule. However, during May, he may go to Paris to participate in the negotiation of a new French import agreement on motion pictures to replace the current pact, expiring June 30.

There is any delay in the start of the Federal Communications Commis- sion hearings on allocation of tele- vision wave lengths to the industry, now scheduled for May 15, Johnston may be unable to make the trip to France, it was pointed out, as he is scheduled to be in Washington the first to testify at the FCC hearings.

Ticket Tax

(Continued from page 1)

of these items, amounted to $27,963, 440 in February this year, compared with $26,711,774 in February a year ago.

Compromisers Nominated (Continued from page 1)

communicate with the four absent members by telephone to secure their advice with regard to committee action.

The committee will be concerned with the selection of a vice-president to succeed Arthur L. Mayer, who has scheduled his departure from COMPO for May 1. However, the post has not been filled only after selection of and consultation with a new presidential nominee. This must be announced by the new president, consideration reportedly will be given to naming a governing board for the association and to having the new president administer the affairs of the organization until a new president can be named.

Negotiate for TESMA’s Admission Into Compo

Negotiations for the admission of the Theatre Equipment and Com- pany Manufacturers Association as a member of COMPO are expected to end at a conference held by Arthur L. Mayer and Robert W. Coyne, representing the Council of Motion Picture Organization Executives, in Omaha and V. J. Nolan of New York, representing TESMA. Further con- ference will be held at the COMPO board of directors.

Danny Kaye At Father’s Funeral

Danny Kaye, accompanied by his wife Sylvia Fine, lived in New York from Hollywood by train on Friday to attend the funeral of his father, Jacob Kaminsky, at Mt. Zion Cemetery in New York, where the actor was in the midst of his lead part in Samuel Goldwyn’s production of "็บגטיאר. Avant," in Holly- wood when summoned East.
LEO McCAREY'S

MY SON JOHN

starring

HELEN HAYES  VAN HEFLIN
ROBERT WALKER  DEAN JAGGER

Screenplay by Myles Connolly and Leo McCarey
Adaptation by John Lee Mahin • Produced and Directed by Leo McCarey
Smart Showmen Want To Catch Up With “John” Right Now Because:

“It will prove one of the industry’s biggest drawing cards.”
(Showmen’s T. R.)

“It generates tension that builds to almost unbearable suspense.”
(Hollywood Reporter)

“It’s Producer Leo McCarey’s most excellent screen effort.”
(Film Daily)

“Helen Hayes rates in the 1952 Academy Award sweepstakes.”
(M. P. Herald)

Run-Away Dating Champion Today...

NEW YORK IS SET!
KANSAS CITY IS SET!
WASHINGTON IS SET!
NEW HAVEN IS SET!
BUFFALO IS SET!
BALTIMORE IS SET!

SAN FRANCISCO IS SET!
ATLANTA IS SET!
DENVER IS SET!
HARTFORD IS SET!
CHARLOTTE IS SET!
SCORES OF OTHER TOWNS ARE SET!

And PARAMOUNT Is Set

with a really great ad campaign—and all kinds of pre-selling excitement!
"Stop taking all the bows, Pop. I won an Oscar too!"

The most delightful TECHNICOLOR cartoon comedy in years "THE TWO MOUSEKEETERS", a Tom and Jerry Technicolor short produced by Fred Quimby has been honored with the industry’s highest accolade. Book it NOW while the news is hot. Advertise it in your lobby and ads. It’s a PLUS revenue builder that will enchant your patrons.

"The Two Mouseketeers" is the 6th Tom & Jerry Academy Award winner. Truly they are the tops in cartoons.

M-G-M's QUALITY SHORT SUBJECTS!
M-G-M TECHNICOLOR CARTOONS
(including Tom & Jerry)
GOLD MEDAL REPRINT CARTOONS
(Color by Technicolor)
PETE SMITH SPECIALTIES
FITZPATRICK TRAVELTALKS
(Color by Technicolor)
Rentals Issue In Arbitration Meet Spotlight

Distribution Is Set for April 22 barley Here

With distribution’s concept of arbitration possibilities now firmly fixed in the minds of the members of the sales managers’ negotiating group in consequence of recent meet-

ings among representatives of the 10 companies that have agreed to open talks here with exhibitors on April 22, the question whether arbitration of rentals would be agreed upon remains as the key to the outcome of the industry parley.

Allied States Association’s in-

sistance upon all-inclusive arbi-

tration wherein rentals would figure prominently, and the Theatre Owners of America’s proposal that film contract questions be made arbitrable, are known to have registered unfavorably with a number of the companies.

However, this does not mean that the distributor negotiating committee, which William F. Rodgers of Loew’s heads, is of the opinion that agree-

(Continued on page 7)

Compo Nominators Consider ‘Several’

At its meeting yesterday at Council of Motion Picture Organizations head-

quarters here, the COMPO nominat-

ing committee considered “several indus-

try leaders” for the presidency of that organization.

A nomination was reserved until after another meeting of the committee, which will be held shortly. The committee, in the meantime, will ap-

proach those whose names have been

(Continued on page 7)

$411,435 ‘U’ Net For 13 Weeks

Universal Pictures and subsidiary companies report for the 13 weeks ended Feb. 2, 1952, consolidated earnings of $411,435, after provision of $280,000 for estimated Federal taxes. This compares with consolidated earnings of $107,130 for the corresponding period ended Jan. 27, 1951, after provision of $55,000 for estimated taxes.

After deducting dividends on pre-

ferred stock, consolidated earnings for

(Continued on page 7)

POSTPONE FILMS’ VIDEO HEARINGS

Would Ask Congress To End TV ‘Freeze’

Washington, April 7—Sen. Ed Johnson, chairman of the Senate Commerce Committee, said he will introduce legislation in Congress to invalidate the Federal Communications Commission ban on new television stations if the FCC has not removed the ban by mid-

April.

FCC Chairman Walker announced last week that the ban would be lifted “within two weeks.”

Tamarin Is Named Assistant Ad Head

Alfred H. Tamarin, for the past five years United Artists’ publicity manager at the home office, has been promoted to assistant national director of advertising in charge of publicity and exploitation by Maurice J. Winikus, national director. Tamarin takes up to the post held by Winikus before VA vice president Max E. Young-

stein enlarged the scope of his operations.

Leon Roth, assistant publicity manager, is tentatively handling Tamarin’s former post.

Under Winikus’ direction, the assistant national director’s post will

(Continued on page 7)

Hughes’ Reason for Shutdown Is Scored

Hollywood, April 7—The feeling spread through the production com-

munity today that Howard Hughes had overshot his mark in attributing

the RKO studio shutdown solely to “Communism in Hollywood,” in

its doing had placed other studios in the unprofitable position of being “loved and approved” light.

Roy Brewer, IATSE international representative and chairman of the AFL Film Council, said: “The ac-

tion and statement by RKO implies

(Continued on page 6)

Five Coast Circuits Close ‘IA’ Contract

Los Angeles, April 7.—Contract negotiations spearheaded by IATSE president Richard F. Walsh terminat-

ed in an agreement between five principal theatre circuits and IATSE Projectionists Local No. 16, covering

a five-year period dating from last June 30, expiration date of the pre-

vious pact. Terms, withheld pending ratification by Local 150, are under-

stood to provide wage increases within WSH limitations.
House Votes Deep Cuts in Funds for Overseas Programs

WASHINGTON, April 7.—The House has voted very deep cuts in the funds requested by the U.S. Department of State’s overseas information program in the 12 months starting July 1. Should the cuts be approved by the Senate, the resultant budget would substantially force a reduction in the program’s activities, according to the Washington bureau of Associated Press, which would not be known for many months.

Here’s how it happened: The Department of State had requested $87,236,881 for the information program in 1952-53. This included $10,600,000 for the regular film program, and $43,130,000 for laying down a pack of 18 feature films for theatrical distribution in the Near, Middle and Far East.

The House Appropriations Committee approved $1,060,000 of the total, instead of appropriating the full $10,600,000 for the regular film program but also specifically eliminated the entire $43,130,000 special film program.

On the House floor, an amendment was offered to cut the total still further, but the amendment was ruled out of order below the $87,236,881 appropriated for the program this year. The cut carried by the House was $76,636,881.

However, it was not specified how much of the additional cut should come in the film program and how much in the $43,130,000 special film program. In the current year, the film program has a budget of $10,225,230.

The House also approved the full $36,727,086 requested for acquisition and construction of radio facilities—a separate item from the operating programs, cut earlier.

Rise in U.S. Films In Ireland in ‘51

WASHINGTON, April 7.—U. S. features last year took over more of the market in Ireland than in 1950, the Commerce Department reported today. It said U. S. features accounted for 87 per cent of all features submitted for competitive and 82 per cent of the year before. There were 454 U. S. features submitted last year, commerce declined.

Ray-Rocky Fight Film

The Sugar Ray Robinson-Rocky Graziano bout in Chicago on April 16 will be filmed by Joe Roberts, he reported here yesterday. The fight pictures, he added, will be ready for distribution to theatres the following day. The match will be televised for home consumption under the sponsorship of Pabst Brewing Co., but will not be broadcast in Chicago or on the Coast, according to Roberts.

Cinema, Mercury Split

BUFFALO, April 7.—The Cinema and the Mercury theatres have returned to separate management after having been operated as part of the Mercury-Cin- ema, Inc., for the last four years. The corporation, formed to operate the theatres jointly, was dissolved.

Personal Mention

JOSEPH SCHENCK, 20th Century-Fox production executive, has returned to New York from London.

JOHN G. McCARTHY, vice-president, treasurer of Motion Picture Association of America, returned from here to New York on the S. S. Queen Elizabeth.

ERIK A. JOHNSTON, Motion Picture Association of America, in London, will be here for the following Wednesday to Washington.

HARRY F. SHAW, division manager of Lorin’s Poli-New England Theatres, has been appointed to the Mayor’s Conference on Community Understanding in New Haven.

NATHAN E. GOLDSTEIN, Springfield, Mass., circuit executive, and Mrs. Goldstein, have returned from a Florida vacation.

WOLFE COHEN, Warner Brothers general foreign manager, has returned here from a trip to the company’s offices in the Far East.

JACK HIRSCHBERG, publicity representative of Chicago’s American Theatres and George Seaton, has returned to Hollywood from New York.

JAMES A. FITZPATRICK is due here late this month from a tour of the Caribbean, South and North Africa and the Mediterranean.

SPIRE G. PERAKOS, district manager for Trafalgar Theatre Co., in New York, has returned a Washington visit.

NICK KOUNARIS, partner in the Kounaris and Tolis Theatres, at Meriden and Newtown, Conn., is vacationing in Florida.

PHIL WILLIAMS, March of Time theatrical sales manager, is back in New York from Rialto, New Orleans and Jacksonville.

GEORGE CUKOR, M-G-M director, will leave here today for Europe.

SDG Here In Tribute To Britain’s Manvell

Dr. Roger Manvell, director of the British Film Institute, academic film critic and author, last night was presented by the Eastern Screen Directors Guild with a motion picture for his lifelong contributions to motion pictures. The award was presented by guild president Jack Glenn at the institutes Art Theatre in London on the occasion of Manvell’s lecture on “British and American Films.”

The lecture, illustrated with excerpts from feature and documentary motion pictures, was followed by a discussion period in which many film leaders took part. Among the participants were Terry Ramsaye, consulting editor of Motion Picture Herald; Cedric-Lyon-Treece, producer-director, now producing in America; Pare Lorentz, director of “The Plough That Broke the Plains”; Robert Montgomery, director-producer, director of Gladhyn Jehb, United Kingdom Delegate to the United Nations. Paul Falkenberg was chairman.

Studio Craft Wages Continue to Rise

HOLLYWOOD, April 7.—Average weekly earnings of Hollywood craftsmen workers increased in February for the second successive month, reflecting re-visions made in basic contracts late in 1952, according to the new bulletin issued by the California Department of Industrial Relations. Average weekly earnings in February were $121.19, for an average work week of 41.6 hours. Figures for January were $110.90 for a 42-hour week. In February of last year, the average was $99.69 for a 40.5-hour week, it was reported.

Levin Associates End N.Y. Meeting

Following a three-day regional conference in Chicago, and the Eastern executives of Jack H. Levin Associates yesterday concluded a similar divisional session at the home office here. Main topic of the panel was the Associates’ forthcoming analysis of distribution problems.

Attending the New York meeting, which was headed by Jack Levin, were: Lewis B. Lawrence, director of the Southern division; Frank Park, director, South - Central division; George O’Heran, director, New Eng- land, division; Nathaniel Roth, Eastern division, and Richard Malkin, home office executive.

U. A. Sales Meeting Opens in Chicago

CHICAGO, April 7.—The seventh of Universal Artists’ regional meetings being conducted by W. H. Heinemann, distribution vice-president, and Max Youngstein, vice-president, will open here tomorrow. Members of the Minneapolis, Milwaukee, Indianapolis and local exchange will attend. Milton E. Cohen, Western and Southern sales manager, will also attend the session here.

Moguy, Amato Reception

Leonide Moguy and Giuseppe Amato, director and producer of the Italian film, “Tomorrow Is Too Late,” were guests of the Motion Pictures Association of America reception sponsored by the Motion Picture Association of America, Italian Export, and Joseph Bursyn, film importer. The reception will be held at the Hampshire House and will mark the presentation by Paramount of its first foreign film exhibition which is being awarded to the film.

Amend UPT Decree For 2 Situations In Massachusetts

An amendment to the Paramount consent decree, affecting the situation of United Paramount Theaters, Inc. in North Adams, Mass., or Spring- field, Mass., was filed yesterday in New York.

The amendment, agreed upon by the Department of Justice and UPT, gives the theatre company a new lease of life, keeping ownership of the Paramount and Richmond in North Adams or the Broadway and Paramount in Springfield. Both are now partially owned by UPT.

It would certainly be nice to buy out the present UPT management (an amendment carries a provision to assure first-run films for competitive Springfield theatres. Under present decree terms, UPT may acquire the two theatres in North Adams only.

Ornstein Forms New Booking Firm

LOUISVILLE, April 7.—E. L. Ornstein, head of Ornstein Theatres at Muncie, Indiana, has formed a theatre buying and booking service for both indoor and outdoor theatres in Kentucky and Indiana. At present Ornstein is handling the service for 15 theatres, with more expected to be added in the near future.

The buying-booked offices will be moved from Muncie to Louisville.

Charles with Baldwin

Noel Charles, who for many years was closely associated with Rome, has joined Ted Baldwin, Inc., as coordinator and personal representative for the company in the procurement of both feature films and the production of new television films in Europe.

‘Warrior’ Premiere Set

The world premiere of the color in Technicolor production, "Brave War- rior," will be held at Shawnee, Okla., on May 14, following which the film will run in 200 theatres in that territory.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Rockefeller Center

“SINGIN’ IN THE RAIN”

Gene

Donna

Debbie

KELLY

BRENNER

ROGERS

Color by TECHNICOLOR - An M-G-M Picture

plus The Glorious Easter Stage Show

FRANK SINATRA

SHELLEY WINTERS

ALEX MICHAL

DANNY WILSON

PARAMOUNT
Schnary Sets Total Of 18 By August; 11 to Be in Color

Hollywood, April 7 —Dore Schnary, M-G-M's executive in charge of production, has set 11 productions in color to go before the cameras within the next three and a half months. Two of the films will be in Anso color and nine in Technicolor. During the same period there will be seven black-and-white films going into production, making a total of 18.

Productions to be made in Anso color are those directed by Jack Cummings and directed by Norman Foster, and "The Making of A Marriage," which is being produced by William Wellman directing.


Increased laboratory facilities at the M-G-M plant are responsible for the production of the two major Anso color productions simultaneously, both starting early in June.

Nickolous Sees All Color Films Soon

ROCHESTER, N. Y., April 7 —A production of the Technicolor films will be in full color in the near future has been voiced by John Nickolaus, head of the laboratory of Metro-Goldwyn-Mayer's Coast studios, according to Eastman Kodak. The M-G-M executive made the forecast while attending the institute to study color motion picture films and processes developed by Eastman.

The "natural look," will return to Hollywood when motion pictures are all in color, according to Nickolaus. He said actors and actresses will no longer don much makeup, except in character parts.

Use Radio for 'Vadis'

The NBC radio network will present two hour-long programs based on dramatic highlights from the "Choo Vadis" album recently issued by M-G-M Records Co. The first presentation will take place in the East today and the second on April 15. In the West, the first broadcast will take place on April 13 and the second a week later.

Astor Has Red Film

A new feature with the tentative title of "Seeds of Destruction" is being prepared by Astor Pictures, president R. M. Savini reports. Shooting Kent Taylor, Douglas Fairbanks Jr., David Bruce and Gloria Holden, and produced by Roland Reed, the film, it is said, depicts the Communist method of infiltration.

'Song,' 'Sinning' Brighten Pre-Easter B'way B.O.

114 Stops Made on Movietone Tour

The nine Hollywood personalities who recently spent five and one-half days making their "Movietone News" tour of the United States will tour 114 public appearances, according to a summary of the results sent to the Council of Motion Picture Organizations headquarters here yesterday by J. C. Harter, co-chairman, of the Oklahomun tour.

"The experience gained as a result of the first tour last October," Hunter wrote, in the all-out cooperation of the personalities involved, resulted in better timing.

UN Delegates at 'Faithful' Opening

Hollywood and New York stars, leading industry delegations, magazine, newspaper and trade paper editors and representatives were guests of Abba Eban, Israel's Ambassador to the United States and his wife, at the world premiere of "Faithful City," at the Park Avenue Theatre here last week. The gala opening has been covered by pictures at the Hotel Pierre followed.

Delegates from 22 countries attending the UN General Assembly were officially invited over WJZ-TV. Ted Malone was master-of-ceremonies.

Stars to Attend 'Sinning' Opening

Hollywood, April 7. — More than 3,000 people attended the Hollywood premiere of the color by Technicolor musical, "Sinning in the Rain" Wednesday evening at the Egyptian Theatre. Stars of the picture attending will include Donald O'Connor, Debbie Reynolds, Joan Hagen, Millard Mitchell and Cyril Cochrane. Gene Kelly is now in Europe and will not be on land. Kelly and Stanley Donen co-directed.

"Son John' Bows Tonight

At 8:30 tonight an audience of 5,000 will gather at the Capitol Theatre here for the première of "My Son John," Helen Hayes's first film in 17 years. The audience will be made up of celebrities of stage, screen, television and radio, socialites and government officials.

$3,200 was seen for the second inning of "Pardon My French" and "Call of Death" will bow on Monday.

"The African Queen" grossed nearly $350,000 in its seven-week run at the Capitol Theatre here, W. J. Heimie, of Warner Bros. reception department, in charge of distribution, revealed yesterday. The picture will open at the Warner Bros. Metropolitan in Brooklyn, tomorrow.

On April 18, "Queen" will go into its fifth week at the Capitol. And on the 25th, the Loews and Vaclaci, and starting on the 26th it will play 30 Loew's theaters in Manhattan and Brooklyn, will fill with it will be "The Captain City."
Broadway’s all dated up with all America in Technicolor.

Leo McCarey’s:
MY SON JOHN
Helen Hayes, Van Heflin, Robert Walker, Dean Jagger

COMING SOON!
William Wyler’s
CARRIE
Laurence Olivier, Jennifer Jones

GLOBE-NOW!
HONG KONG
Technicolor · Ronald Reagan, Rhonda Fleming
Produced by William H. Pine and William C. Thomas

NEXT ATTRACTION!
Perlberg-Seaton
AARON SLICK FROM PUNKIN CRICK
Technicolor · Alan Young, Dinah Shore
Robert Merrill

COMING SOON!
DENVER & RIO GRANDE
Technicolor · Edmond O’Brien, Sterling Hayden, Dean Jagger, Laura Elliot, Lyle Bettger · Produced by Nat Holt
the Big Paramount Product dating!

**MAYFAIR-NOW!**
Penelope Seaton's
**ANYTHING CAN HAPPEN**
Jose Ferrer, Kim Hunter

**NEXT ATTRACTION!**
**THE ATOMIC CITY**
Suspense that explodes with the force of an A-Bomb!

**NORMANDIE-NOW!**
W. Somerset Maugham's
**ENCORE**
By Popular Demand The Normandie Has Extended The Engagement of "ENCORE" Indefinitely...

- This showman is all set for the next 6 months!

**COMING SOON!**
**RED MOUNTAIN**
Hal Wallis' Production - Technicolor - Alan Ladd, Lizabeth Scott, Arthur Kennedy, John Ireland
TV Hearings
(Continued from page 1)

behind in its work and is anxious to get caught up before going ahead with the extended and important motion picture hearings.

There was some conjecture that the postponement might have been occasioned by the impending lifting of the FCC's "freeze" on new TV stations, now expected to be announced next week. It was pointed out that the Commission will be swamped with work in processing and ruling on applications for new TV licenses as soon as the "freeze" is lifted.

However, others speculated that a considerable volume of work involving radio and common carriers is pending before the Commission and that it may wish to clear up those and other matters before embarking on the lengthy film and theatre hearings.

In any event, it was apparent that the decision to delay the hearings indefinitely was arrived at only after bitter opposition within the Commission.

Television Making Progress in Canada

OTTAWA, April 7—A Davidson Dunton, chairman of the board of governors of Canadian Broadcasting, has expressed confidence here that Montreal and Toronto TV stations will start operations in August or September this year.

Dunton also indicated that means other than working solely on a commercial basis for TV in Canada must be found, adding that a national system, supported by public license fees and other commercial sources would seem to be the answer. He pointed out that if TV was set up in Canada on a strictly commercial basis, the tendency would be for private stations to have all of their programs channelled in from the United States at a relatively low cost.

Meanwhile, Bell Telephone reports good progress has been made to set up Canada's first extensive microwave radio relay system which will furnish many additional long-distance circuits between Montréal, Ottawa and Toronto, providing special channels to carry television programs between these cities and Buffalo, where it will join up with television networks in the United States.

Meanwhile, a new contract has been made with the Canadian Broadcasting Corporation to provide these television facilities for use. The company anticipates it will be available to carry network programs in 1953.

Review

"The San Francisco Story"
(Warner Brothers)

WARNER BROTHERS' new outdoor action drama is a sprawling, obstreperous portrait of San Francisco in the frontier days of 1856. The script contains all the standard ingredients of villainy and heroics, tough-talking, shooting and fistfights. Presented in conventional manner, it has the stamp of reliable box-office fare.

Heading the cast of this Fidelity-Vogue Pictures production are Joel McCrea, Yvonne DeCarlo and Sidney Blackmer. Out of the triangle formed by these three arises the action and excitement. When McCrea enters "Frisco" it is for the purpose of buying mining supplies and he shows little interest in the civic cleanup campaign being waged by his friend, Onslow Stevens, who is a newspaper editor. Presently, however, McCrea meets Miss DeCarlo, timewoman of the unsavory political boss, Blackmer, and he quickly gets involved in a series of melodramatic events that prompt him to take a more active role in establishing civic order and honesty.

Something McCrea scarcely anticipated—in the screenplay by D. D. Beauchamp—is being shanghaied onto a China-bound ship as a result of the manipulation of Miss DeCarlo. McCrea fights his way out of the unscheduled excursion and returns to a showdown fight with Blackmer. The two adversaries face each other in a shotgun duel on a sprawling beach. A last attempt at trickery fails Blackmer, leaving only McCrea alive to tell the tale. Fortunately for him Miss DeCarlo is a happy listener. Howard Preschel produced and Robert Parrish directed.


Mandel Hershtman

US-Canadian RTMA Hughes' Reason
Board to Meet

WASHINGTON, April 7—Director of the Radio-Television Manufacturers Association will hold their ninth international conference with directors of the Radio-Television Manufacturers Association of Canada on April 24-25 at the General Brock Hotel in Ontario.

Among the topics scheduled for discussion will be the anticipated effects of the projected lifting of the "freeze" on TV stations and television receiving sales in the U.S. and Canadian cities within range of American TV cities.

Prior to the meeting of the board several RTMA committees will meet at the Biltmore Hotel in New York on April 22. These include the advertising, executive and industrial relations committees.

Rose Becomes Hebert Partner on Coast

HOLLYWOOD, April 7—William Hebert has given Glenn Rose, his executive associate for the past two years, a full partnership in his public relations firm, superseding his current four-year contract with the firm.

Lloyd L. Sloan, former Hollywood Citizens' News editor who joined the Hebert staff three months ago, will assume some of Rose's duties to free him for periodic visits to the firm's New York office.

Hughes' Reason (Continued from page 1)

there are not enough real Americans in the industry to make pictures. This is not true and never was.

Leasing Says

"I believe Hughes is doing the industry a distinct service in spurring the impression that it is infiltrated with Communism. I cannot agree with Hughes that Communist influence is so great it could actually impede the closing of this studio. Apparently there are many persons who still believe, or want the public to believe, that Hollywood is full of Communists, and that they are getting their subversive ideas in our pictures and making their weight felt in various industry organizations. This is not true."

Hughes had announced here that the entire April 4 Sunday studio would shut down with notification to approximately 100 "loyal Americans" that they were receiving "leaves of absence along with "appropriate additional compensation and vacation pay." These include laborers, policemen, drivers, clerks, secretaries and publicity workers. Hughes called them "innocent victims of the Communist problem in Hollywood, and asserted he had delayed for "over three months" reducing employment to protect the innocent. He added that "now, in deference to the right of the other stockholders of IKO, I cannot continue longer" to maintain the customary employment level.

Hughes' Crusade

The action climaxd Hughes' crusade in recent weeks against the alleged Communist situation in Hollywood, which got him to agree to give screen credit on a film to Paul Jarrico, writer, a non-cooperative witness before the House Un-American Activities Committee. This resulted in a breach-of-contract accusation against the studio by the Screen Writers Guild.

The studio has not started a picture in three months. Hughes said that of 159 scripts submitted recently, II were considered suitable, but that an "investigation of those 11 scripts disqualified every one of them because of substantial subversion of persons or persons involved in the past writing of the script of original story."

Los Angeles City Council
Commends Howard Hughes

LOS ANGELES, April 7—The City Council on Monday passed a resolution commending Howard Hughes: "With the widespread nationwide attention which has been focused on a prominent citizen of this community in the ceaseless battle against Communist infiltration and subversion, the City Council is proud to pay a most sincere tribute to Mr. Howard Hughes for the fine example he has set in this instance."

 TV Hearings

AMERICAN
TO LOS ANGELES

11 hrs. 20 min.
THE MERCURY—DC-6 SKYSELER SERVICE
LV. 12:20 a.m. EST—ARR. 8:40 a.m. PST

Special Trailers—Specially G Budapest

SPECIAL TRAILERS—SPECIAL OFFERS

CHRISTMAS TREE—4 FEET

SPECIAL TRAILERS—SPECIAL OFFERS

CHRISTMAS TREE—4 FEET

SPECIAL TRAILERS—SPECIAL OFFERS

CHRISTMAS TREE—4 FEET

SPECIAL TRAILERS—SPECIAL OFFERS

CHRISTMAS TREE—4 FEET

SPECIAL TRAILERS—SPECIAL OFFERS

CHRISTMAS TREE—4 FEET
Arbitration

(Continued from page 1)

ment on arbitration cannot be reached at the forthcoming meeting or at one of the several which are expected to follow. On the contrary, distribution will enter the Art 22 conference at the Hotel Astor in a spirit of cooperation, it was said, and confident that discussion will display the same approach.

The distributors may not enter the parly with the blueprint of its own for arbitration, but are prepared to form representatives of the five exhibitor organizations of the points in both the Allied and TOA proposals that meet with distribution's approval as a basis for beginning negotiations, it was said.

Moreover, there are understood to be certain counter-proposals that distribution will put forth when the question of rentals—indicated as being outside these basic points—arises. These are rooted possibly in such considerations as exhibitors would be willing to open their books in the arbitration of rentals disputes, and whether objections relating to cooperative advertising cannot be arbitrated.

Distributors are indicated as being non-committal on the expected issue of the means for supervising, conducting and financing an arbitration system. Should such an issue arise, Allied and TOA would be at odds, since the former is essentially as opposed to any expensive or too elaborate a system. TOA, on the other hand, has proposed a method of compensating arbitrators for their efforts and the establishment of a national 'arbitration chief, appointed by the U.S. Secretary of Commerce, at a salary of as much as $25,000 per year.

Brell, Foster Partners

PORTLAND, Ore., April 7—Frank Brell and Martin Foster have formed a partnership, and following an agreement will open the 20th Century Newsreel Theatre in downtown Portland.

New England to Hold 2nd Symposium with the Press

HARTFORD, April 7—Representatives of newspapers from throughout Connecticut and Massachusetts will attend the second Hartford Times-Motion Pictures Industry Symposium, slated for Wednesday, June 4, at Times Tower, atop Talcott Mountain, with Eric Johnston, president of the Motion Picture Association of America as the keynote speaker.

In attendance from numerous daily and weekly newspapers in the Southern New England area will be publishers, managing editors, and motion picture editors, with the intention of being a discussion of common ailments of the motion picture industry as related to the newspaper field.

Reservations are being received from key film industry executives throughout the country, it was said.

The initial symposium, held on Feb. 5 at the Hartford Club, was attended by 20 circuit executives, representatives of the MPAA, and of the Council of Motion Picture Organizations. The day-long session, commended by motion picture industry employees, has since been duplicated in a number of key cities.

Tamarin Promoted

(Continued from page 1)

help coordinate departmental operations, implementing closer producer relations and step up integration of advertising sales and exhibitor relations.

Before rejoining United Artists in 1947, Tamarin was for three years director of advertising and publicity for The Theatre Guild. He re-organized the Theatre Guild-American Theatre Society subscription series in Eastern and Mid-Western cities, and established many new subscription cities, including Los Angeles, San Francisco, Seattle, Kansas City, and elsewhere. For The Guild and United Artists, he took over the roadshow operations on "Henry V."

Began as Publicist

Tamarin first joined United Artists in 1942 as a member of the publicity department. Before that he was active in both stage and screen publicity, starting as a manager in Washington, in 1937. On Broadway he handled many independent films and was associated in publicity for the stage interests of Vinton Freedley, George Abbott, Eddie Cantor, the Group Theatre and Cheryl Crawford.

'O' Sales Drive

(Continued from page 1)

home office disclosed here yesterday.

The leading branch as of the 14th week, ending April 5, was the Portland office headed by Arthur Greenfield. Second place was held by Seville, managed by Donald Gillin, New Orleans, guided by C. R. Ost was third; San Francisco, captained by Carl Reisch, was fourth and Washington, headed by Joseph Giss, was fifth.

The leading district was that of Barney Rose which includes Denver, Los Angeles, Seattle, Portland, Seattle, San Francisco and Seattle. The districts of H. H. Martin, John J. Scully and James V. Frew were also over quota. The Southern division, headed by F. J. A. McCarthy, held the lead among divisions.

'O'Donnell Award'

(Continued from page 1)

contributions and efforts in behalf of the motion picture industry of Texas during the year. The honor will be bestowed upon the individual making his livelihood in the Texas industry after a selection by the award committee of Texas COMPO.

Complete details will be announced at the Texas COMPO conference, June 9-11, at the Hotel Adolphus.

The award was decided upon by the Texas COMPO executive committee, consisting of Hobillette, H. A. Cole, Phil Isley, H. J. Griffith, Edward H. Rowley, Henry Reeves, Julius Gordon and Claude Ezell.

Salmon Leads Drive

Initial returns from theatres in the local entertainment industry's recent participation in the fund-raising campaign of the National Conference of Christians and Jews, indicate that Mountaine Salmon, managing director of the Rivoli Theatre, is leading in the amount of money turned over to the fund with more than $1,000 accounted for.

Stars at Omaha Meet

OMAHA, April 7—Some-Nebraska Allied's annual convention at the Fontenelle Hotel April 15-16 will feature a luncheon appearance of John Lund and Chill Will on the opening day, it was disclosed.

'U' Nets

(Continued from page 1)

the 13 weeks ended Feb. 2, 1952 are equivalent to 37 cents per share on 940,498 shares of common stock outstanding. For the corresponding period of the previous fiscal year, consolidated earnings were the equivalent of five cents per share on the common.

The above figures are preliminary and subject to verification by independent auditors and to year-end adjustments.

Compo Nominators

(Continued from page 1)

put forth for the post to determine their availability.

All COMPO charter member organizations were represented at the meeting in person except the Western Theatre Owners and the Motion Picture Industry Council. Present at the meeting were John W. Wallace, chairman; Barney Balaban, Robert J. Rubin, James Mulvey, Harry Brandt, Gael Sullivan, Wilbur Sparer, Chuck Lewis, Oscar Doob and D. John Phillips.

WB to Retire

(Continued from page 1)

Brothers Warner said they would tender would be purchased by the corporation.

Last fall, WB appropriated $15,000,000 and bought up slightly over 1,000,000 shares. The maximum price then was also $15 per share.
RKO presents "THE HALF-BREED"

Starring
ROBERT
YOUNG

JANIS
CARTER

JACK
BUETEL

COLOR BY
TECHNICOLOR

Produced by HERMAN SCHLOM
Directed by STUART Gilmore
Screenplay by HAROLD SHUMATE
and RICHARD WORMSER

TRADING SHOWINGS

<table>
<thead>
<tr>
<th>City</th>
<th>Screening Room</th>
<th>Address</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY</td>
<td>RKO</td>
<td>1052 Broadway</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>ATLANTA</td>
<td>RKO</td>
<td>195 Luckie St. N.W.</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>BOSTON</td>
<td>RKO</td>
<td>122-29 Arlington St.</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>BUFFALO</td>
<td>Mo. Pic. Oper. Ser. Rm.</td>
<td>498 Pearl Street</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>CHARLOTTE</td>
<td>Fox Screening Room</td>
<td>301 S. Church Street</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>RKO</td>
<td>1300 S. Wabash Ave.</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>CINCINNATI</td>
<td>RKO</td>
<td>12 East 6th Street</td>
<td>Wed. 4/16</td>
</tr>
<tr>
<td>CLEVELAND</td>
<td>Fox Screening Room</td>
<td>2219 Payne Avenue</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>DALLAS</td>
<td>Republic Screening Rm.</td>
<td>412 South Harwood St.</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>DENVER</td>
<td>Paramount Screen. Rm.</td>
<td>2100 Stout Street</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>DES MOINES</td>
<td>Fox Screening Room</td>
<td>1301 High Street</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>DETROIT</td>
<td>Blumenthal's Ser. Rm.</td>
<td>2510 Cass Avenue</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>INDIANAPOLIS</td>
<td>Universal Screen. Rm.</td>
<td>517 Illinois Street</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>Paramount Screen. Rm.</td>
<td>1800 Wyandotte Street</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>RKO Screen. Rm.</td>
<td>1900 S. Vermont Ave.</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>MEMPHIS</td>
<td>Fox Screening Room</td>
<td>151 Vance Avenue</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>Warner Screen. Rm.</td>
<td>212 W. Wisconsin Ave.</td>
<td>Tues. 4/15</td>
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<tr>
<td>MINNEAPOLIS</td>
<td>Fox Screen. Rm.</td>
<td>1615 Carri Avenue</td>
<td>Tues. 4/15</td>
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<tr>
<td>NEW HAVEN</td>
<td>Fox Screen. Rm.</td>
<td>40 Whiting Street</td>
<td>Tues. 4/15</td>
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<tr>
<td>NEW ORLEANS</td>
<td>Fox Screen. Rm.</td>
<td>200 S. Liberty Street</td>
<td>Tues. 4/15</td>
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<td>NEW YORK</td>
<td>RKO Screen. Rm.</td>
<td>600 Ninth Avenue</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>Fox Screening Room</td>
<td>10 North Lee Street</td>
<td>Tues. 4/15</td>
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<tr>
<td>OMAHA</td>
<td>Fox Screening Room</td>
<td>1502 Davenport Street</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>RKO Screen. Room</td>
<td>280 N. 13th Street</td>
<td>Tues. 4/15</td>
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<tr>
<td>PITTSBURGH</td>
<td>RKO Screen. Room</td>
<td>1809-15 Blvd. of Allies</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>PORTLAND</td>
<td>Star Screen. Rm.</td>
<td>925 N. W. 7th Ave.</td>
<td>Tues. 4/15</td>
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<td>ST. LOUIS</td>
<td>RKO Screen. Rm.</td>
<td>3143 Olive Street</td>
<td>Tues. 4/15</td>
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<tr>
<td>SALT LAKE CITY</td>
<td>Fox Screen. Rm.</td>
<td>210 East 1st St. So.</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>Fox Screen. Rm.</td>
<td>249 Hyde Street</td>
<td>Tues. 4/15</td>
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<tr>
<td>SEATTLE</td>
<td>Jewel Box Ser. Rm.</td>
<td>2318 Second Avenue</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>SIOUX FALLS</td>
<td>Hollywood Theatre</td>
<td>212 N. Phillips Ave.</td>
<td>Tues. 4/15</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>Film Center Ser. Rm.</td>
<td>932 New Jersey Ave.</td>
<td>Tues. 4/15</td>
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</table>

Produced by HERMAN SCHLOM
Directed by STUART Gilmore
Screenplay by HAROLD SHUMATE
and RICHARD WORMSER
Hughes Upheld
In Congress
On 'Red' Stand

Morals Clause Position
Praised by Rep. Jackson

WASHINGTON, April 8.—Rep. Donald L. Jackson (R., Cal.), a member of the House Un-American Activities Committee, told the House today that the morals clause in the Hollywood contracts was never intended "to give authority for treason or shelter to those who commit it."

In a speaking commending RKO Pictures' Howard Hughes for his stand against writer Paul Jarrico, Jackson defended the film industry's position that Communist Party members and witnesses who refused to testify before the Un-American Activities Committee violate the morals clause. He said that "continued employment of such individuals as Mr. Jarrico by the motion picture industry will continue to bring discredit upon the industry and upon the thousands of loyal Americans who make their living in that industry.

End of K. C. Censor Board Due Friday

KANSAS CITY, April 8.—Action to abolish the local censorship board is expected to be taken on Friday by the public improvements committee of the City Council. Thereafter responsibility for the public exhibition of immoral and obscene pictures will be vested in the office of the director of welfare.

The basic purpose of the change is to relieve the city of the reviewing many films that already have been censored by other agencies, or do not need censoring, and to save film distributors the bother and expense of showing.

Wilkie Leaving W.B. to Manage Film Project

Jacob Wilkie has resigned as Eastern story editor for Warner Brothers, effective April 12, to manage a theatrical and film project for a newly-formed syndicate. Scheduled to leave here Saturday for a three-week Florida vacation, Wilkie said yesterday upon his return he would announce details of his new affiliation.

Wilkie joined Warner in 1929 as Eastern production manager. Last year, in conjunction with the post of Eastern story editor, which he held

U. K. Dollar Position, U. S. Production, Keys to Pact

LONDON, April 8.—Remittances for the second year of the agreement between the British Treasury and American film companies probably will be permitted to run at the present level provided American production suitably increases here and the present favorable turn in Britain's balance-of-payments continues.

The coming negotiations between representatives of the American industry and Board of Trade officials here are expected, at this stage, to center largely on the subject of American production.

Also, at the moment, Treasury and Board of Trade officials show a disposition to defer the negotiations with a statement issued here yesterday until the latest possible date, probably until some time in August. The first year of the agreement ends on July 30. Earlier it was generally understood that the talks might occur in June.

Consideration of the agreement for
(Continued on page 7)

British-Italian Film Pact Offered

LONDON, April 8.—The British Film Producers Association has negotiated a provisional agreement with the Italian Film Producers' Union, which permits one British film to enter Italy tax free for every Italian film dubbed and distributed here.

The arrangement now is that the sterling equivalent of the $2,500,000 tax free paid in a fund here for the support of Italian film distribution in the country, the proceeds of the ratification by the Italian government's consultative commission and the Producers Union. The agreement was negotiated with a delegation

(Continued on page 7)

Color as Important
As Any Star: Pine

Color in a film is as great a draw at the box-office as any star, William Pine, of the Paramount producing team of Pine and Thomas, contended in an interview here yesterday.

Pine based his conclusion on the sum total of information gathered by the studio from all sources of information. "Thousands" of film-goers, theatre managers and distribution executives during their recently completed 62-city tour.

Pine said he is convinced that the most popular type of motion picture today is the adventure drama that emphasizes action, romance and intrigue. In support of this theory he

(Continued on page 7)

50 NY Houses
In Reduced Rate Ad Plan

Neighborhood Owners to Save an Average of 30%

Fifty independent Greater New York neighborhood theatres on Monday will start participating in a joint film directory in Metropolit­an newspapers at an average saving of 30 per cent with equal typograph­ical treatment for all. Other independent practitioners are expected to join them.

The New York Post is the first publication to go along on the deal. The Mail, Journal and News are expected to follow shortly, while conversations have been started with the other papers. The Post directory to start on Monday.

The advertisements will consist of four type lines; some local papers now have minimums running up to 10 lines. Bold displays will not be permitted.

(Continued on page 2)

A. T. & T. Asks for
Network Extension

Plans to extend the Bell System's nationwide television network to Lansing, Mich., were disclosed yesterday by the long lines department of American Telephone and Telegraph Co. in an application filed with the Federal Communications Commission. Upon approval of the application, A. T. and T. will convert a microwave radio-relay link between Detroit and Lansing into an intermediate and local station. When completed, the system will provide one, North­bound television channel to Lansing. Service over the new system will be available by the second half of 1952.

$330,000 Anti-Trust Suit Filed in Chicago

CHICAGO, April 8.—The eight majors, Balaban and Katz, and Warner Theatres, have been named defendants in a $330,000 treble-dam­age anti-trust action filed in District Court here by the local Linda Thea­tre, and Elmer and Beatrice Bend, Seyman Simon was filing attorney.

The complaint charges conspiracy to hold the Linda back in the third week of general release, 80 days after the first loop run during the years 1930 to 1943.
MOTION PICTURE DAILY

Personal Mention


P. T. Dana, Universal Pictures Eastern sales manager, is in Detroit from New York and will go to Pittsburgh before returning here on Monday.

Leon Bamberger, RKO Radio sales promotion manager, who has been convalescing at his home from a recent illness, expects to be back at his office on Monday.

Armand Palyoda, RKO Radio's manager for Switzerland, and Mrs. Palyoda, will arrive here today from that country.

Irving Jacobs, M-G-M salesman in the Pittsburgh area, arrived here yesterday with his wife for a vacation.

Herman M. Levy, Theatre Owners of America general counsel, is due here at the weekend from New Haven en route to Atlanta.

Herbert Lancaster, production chief of the "March of Time" in London; Mike Levy, Hollywood theatrical agent, and Mrs. Levy will leave here for Europe today aboard the S. S. Ile de France.

W. Parkman Rankin, manager of motion picture advertising at This Week magazine, will leave here Friday for a two-week business trip to Hollywood.

Kenneth Clark, Motion Picture Association of America's press relations director, will arrive here tomorrow from Washington.

Abelene Dalh and her husband, Lex Barker, will arrive here today by plane from Hollywood.

UA-TV Names White

The T. O. White Co. has been appointed representative us Artist Television in Birmingham, Ala., with Betty E. Jones serving as UA-TV's direct contact.

OKays Minimum Wage

Boston, April 8—The House Ways and Means Committee has approved the 75-cent minimum wage bill which was recently approved by the joint Committee on Labor and Industry.

Viking Theatre Files $1,950,000 Suit

Chicago, April 8.—The Viking Theatre Corp., operating the Viking Theatre, Appleton, Wis., has filed an anti-trust suit in Federal District Court here against the eight major distributors and Warner Brothers Theatres, operators of the Roxy and Appleton theatres, also in Appleton.

The plaintiff claims that the Viking was forced to purchase Wisconsin zoning that kept system to play pictures in second or third run, after the opposition Warner Brothers Theatres. The suit filed on behalf of the Viking Corp. by Attorney Thomas C. McComb, asks $1,950,000 in treble damages for the period 1942 to the present.

Abbott, Costello on "Beanstalk" Tour

New Haven, April 8.—Bud Abbott and Lou Costello will arrive here tomorrow on their personal appearance tour here. At the U. S. War and Canada in connection with their new Exclusive Pictures production, "Jack and the Beanstalk." They will be guest lecturers at Yale's School of Drama and will appear on stage at the Roger Sherman Theatre where the picture opens tonight.

On Thursday the team will be in Boston for stage appearances at the Paramount Theatre following a reception at City Hall.

Turner Named Altec Division Manager

D. L. Turner has been promoted from business manager to division manager of Altec, Inc., in the Chicago area. He replaces R. Hilton, who became a headquarters representative last February, following special assignments in Chicago.

Newsreel Parade

Queen Juliana's visit here and the Grand National race are among the highlights. Other items include Korean fighting and the Queen's plane crash. Contents follow:


UNIVERSAL NEWS, No. 555—Plane of all-women's party to New York suburb. Model US session at University of Southern California. Submarine test.


50 N. Y. Houses

(Continued from page 1) thus giving all the ads the same appearance. They will be cleared and arrangedments made for the appearance of the ads through a regular ad agency, with the advertising and Circulation and agency members being the key copy clearance channel. The theatres will be grouped by boroughs.

Most of the participating advertise in the local papers rarely; some never have had ad copy in the Metropolitan dailies, principally because of the high cost and because smaller non-display ads are crowded by displays inserted by larger holders.

The director layout to be used will preclude such crowding, it was disclosed here yesterday by Richard Brandt, chairman of the business promotion committee of the New York Independent Theatre Owners Association. Committee members have been negotiating with the newspapers' advertising managers. The directories will be labeled "New York Independent Theatre Guide." Brandt, Trans Lux Theatres executive, is credited with being the prime mover in the project. Listing in the guide is open to all independents in the area.

Special promotional campaigns are in preparation meant to stimulate the interest of theatre patrons to the new service, including the use of trailers.

125 at Jersey Allied Rogers Fund Dinner

Passaic, April 8.—Some 125 from distribution and exhibition in the New York metropolitan area, including sales executives and circuit owners, gathered at the Ritz Restaurant here this evening for the annual dinner of New Jersey Allied, Wilbur Snaper, president of both national and Jersey Allied, functioned as master of ceremonies at the "strictly social" occasion.

All proceeds of the $10-per-plate affair will be donated to the Will Rogers Memorial Fund.

Moguy, Amato Guests At Reception Here

Leonie Moguy and Giuseppe Amato, director and producer of the Italian film, "Tomorrow Is Too Late," were guests yesterday at a press and industry reception sponsored by the Motion Picture Association of America, Italian Films Export and Joseph Burstyn, film importer. The reception was held at the Hampshire House.

Among those present were: Herbert J. Yates, Philip Gerard, John Garfield, Ernest Emerling, Oscar Doob, Gregory Ratoff, Sanford Weiner, Ilya Lipout, Helen Alexander.

2 'Fabiola' Versions Here

Two different language versions of "Fabiola" will open at two Manhattan houses this week. The Italian film will have its Spanish language premiere at the Hispano Theatre and its Italian language premiere at the Cinema Verdi, both on Saturday.

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The HERALD INSTITUTE of Industry Opinion

This week the Institute completes its Report on TELEVISION—

the combined industry thinking on:

- The competition of home television of motion pictures which have played off in theatres... 
- The minimum time, after theatre exhibition, that should elapse before features are shown on home TV (with separate consideration of "A" pictures and "B" pictures)...
- The appearance of motion picture stars on home TV shows, with or without mention of current or forthcoming pictures...
- The question of greater use of home TV as a paid advertising medium for motion pictures...
- The desirability of expansion of motion picture theatre TV installations...

The analysis of the opinion of the Institute panels will appear—

in this week's issue of MOTION PICTURE HERALD
Fuss, Feathers and Facts!

There's an old show business term called "twenty-four sheeting the boss." It means putting up a poster near his house so he'll be impressed.

The wise showmen of film business are not fooled by window-dressing. They want to know how they're benefiting.

When the speeches and fireworks are over, when the smoke lifts, it's always M-G-M that has done the nationwide saturation job, advertising that reaches into every exhibitor's community.

M-G-M's Giant New Ad Campaign Begins!

Our latest and greatest effort is "M-G-M's Movie-of-the-Month Calendar" ads pre-selling 3 big M-G-M pictures each month. 18 National magazines are used. By a unique plan of rotating titles each picture is advertised over a period of 3 months, thereby achieving a cumulative readership impact of 156,370,000.

(Below is a small reproduction of a typical full-page, four-color Calendar ad.)

For example:

May issues will advertise "Skirts Ahoy!", "Scaramouche", "Lovely To Look At."

June issues advertise "Scaramouche", "Lovely To Look At", "Ivanhoe."

July issues will advertise "Lovely To Look At", "Ivanhoe", "The Merry Widow."

P. S. And remember that M-G-M's new Calendar ads are in addition to our many other promotional activities: Picture-of-the-Month column (62 million readership), newspaper teaser ads, regular spot radio announcements in 33 cities, full-page color ads in American Weekly, Pictorial Review, Parade, This Week.

Only One Company Does It!
BLOCK BOOK

MY SIX CONVICTS

ASTOR

MY SIX CONVICTS

A SOLID BLOCK SUCCESS ON
ING IS BACK!

THAT "BORN YESTERDAY" BABE IS BACK!

JUDY HOLLIDAY
The
MARRYING KIND

OF COLUMBIA BROADWAY!
244 U. S. Pictures Imported into Netherlands in ’51

WASHINGTON, April 8—U. S. films accounted for a very slightly smaller percentage of all films imported into the Netherlands during 1951 than during 1950, it was announced yesterday that U. S. productions accounted for 244 or about 64 per cent of the 381 features imported last year. In 1950, there were 271 U. S. imports, about 67 per cent of the total of 403.

He quoted the Netherlands Motion Picture Association as estimating that national attendance during 1951 was about the same as in 1950, with net box-office receipts about five per cent to six per cent higher as a result of slightly higher admission prices.

Mexican Exhibitors Elect Rodriguez

MEXICO CITY, April 8—Gen. Abadardo L. Rodriguez, ex-President of Mexico, is the new head of the Mexican Association of Motion Picture Exhibitors, which is separate from the National Exhibitors Association. Rodriguez also heads the trade’s own bank, the Credito Cinematografico Mexicano.

Other new association officers are: Jose U. Calderon, first vice-president; Miguel Bujazan, second vice-president; Guillermo Azcona, treasurer, and Pablo Corral, manager.

NYTC Meet Here Today

E. R. Sherrar, vice-president in charge of radio and TV in the New York office of the A. C. Nielsen Co., will address the directors of the National Television Film Council’s quarterly forum meeting at the Warwick Hotel here today. His subject will be “Research Builds a TV Box Office.” At lunch, Dr. A. N. Goldsmith, chief consultant to RCA, will talk on “Where Is Television Going.”

Mahoney to Meet Press

CBS-TV will host a press luncheon at the Ambassador Hotel here today for Jack Mahoney, star of the TV film show, “The Range Rider.” The film series is produced by Gene Autry’s Flying A Pictures.

11½ HRS. ONESTOP TO LOS ANGELES ON UNITED AIR LINES!

De luxe service aloft, including delicious hot dinner meals at no extra cost. Leave at 10 p.m., arrive the next morning. United’s famous DC-6 Flights, “The Hollywood,” leaves at noon, arrives at 8:20 p.m. at Los Angeles. Duke Field, Chief, Traffic Dept., United Air Lines.

UNITED AIR LINES
ONE OF THE SCHEDULED AIRLINES OF THE U. S.
From New York

Television--Radio

Comment and Opinion

TELEVISION quietly marked its 25th anniversary on Monday. A. T. and T. issued a reminder that a quarter of a century ago, on April 7, 1927, Herbert Hoover, Secretary of Commerce, stepped before a TV camera in New York and was seen and heard by a small audience of artists and journalists in New York.

Latest A. T. and T. figures show 66 cities with television service and 108 stations on the air. An impressive 84 cities are linked by the Bell System TV network whose service is available to 96 stations.

Paul Walker, FCC chairman, told the NARTB convention in Chicago last week that it would be mid-July before the Commission started applying processes for new stations. Even then, he warned, there would be no quick action because “the FCC seems destined to be a bottleneck.”

There is no lack of mystery programs on television but few are really good. In the past, “Lights Out” on NBC-TV has been a marked exception that frequently made for exciting viewing. Monday night, the show went on under new sponsorship and with a new producer, Chrysalis Productions, Inc., and as Fredric March was failing to acquire a feeling for this type of program or else she was saddled with a particularly unsuitable script. Director Clay Yurdin concentrated on weird camera tricks which further detracted from what little suspense and tension there was left.

In every medium there are those who follow the pattern and possibly enlarge on it, and the other few who go their own way, pioneering boldly in new directions. Edward R. Murrow, distinguished newscaster, commentator and CBS executive, is one of the latter category.

In his long career in radio and his short but highly successful excursion into television he has brought to these media searching curiosity and fresh imagination that has stirred the audience into the realization that it was seeing and hearing something special.

Murrow’s “This is London” reports from the blitzed British capital made radio history. Not long ago he made a hit with his popular “Hear It Now” radio series which he co-produced with Fred W. Friendly. He still goes on the air with a 15-minute daily newscast, but his attention these days is centered on “See It Now,” the unique weekly television report which is easily the best show of its kind on the air.

Next Sunday afternoon, scoring another impressive “first” in the field of TV news reporting, Murrow will present a behind-the-scenes report on the making of a motion picture. Specifically, his subject will be Samuel Goldwyn’s Technicolor production of “Hans Christian Andersen.” Murrow will let the audience follow the development of a scene from its conception to the finished product. Goldwyn will be on hand to explain and comment. The occasion will fittingly demonstrate the drama of the motion picture and television’s tremendous capacities as a medium of communication which Murrow’s special talents have brought to full flower.

Countering reports about an approaching crisis in television, Fred M. Thrower, vice-president in charge of CBS Tele- vision Network Sales, says CBS Television business is at all-time high with time sales for the first two months of the year 95.7 per cent ahead of last year. CBS-TV’s nighttime schedule is virtually sold out. Nevertheless, reports of sponsor cancellations continue to come in from all networks.

A new kind of plastic, developed for “props” jointly by NBC and Studio Alliance, was demonstrated Monday. It’s waterproof, fireproof, shatter-proof and warp-proof and while tougher and lighter than wood, it has wood’s desirable qualities. It also comes in transparent form and may be shaped and rapidly reproduced of anything from picture frames to wall curtains.

Dinah Shore’s low-cut gown on the NBC-TV “All Star Revue” Saturday probably of pre-Code vintage. . . . Motion Picture Herald finds the rated “All Star Revue” and the NBC TV show featuring terrifically priced $1.00 tickets in New York and Hollywood during 1951. . . . Walter Winchell dropping his radio show with Drew Pearson taking over the ABC Radio spot.

Members of AFRA And TVA Vote To Merge on July 1

Members of Television Authority and the American Federation of Radio Artists merged their unions on July 1 after four other union elections were called off.

Legion Places 1 Film In Class B, 8 in A

The current Legion of Decency reports one film, “Brenda and the Brides of Tomorrow,” (French), Souvaine Selective Pictures, in Class B and eight in Class A.

Educational TV Bill Signed by Dewey

ALBANY, N. Y., April 8—A bill creating a temporary state commission to consider a proposed 11-station television system which would be under the control of the Board of Regents and to study the use of television for educational and cultural purposes has been signed by Governor Dewey.

Hail Helen Hayes At Film Premiere

New York paid tribute to Helen Hayes last night as 5,000 persons attended the Capitol Theatre and hundreds of others thronged in front of the house to welcome her back in “My Son John,” her first film in 17 years. The occasion was the premiere of the Leo McCarey production.

Town Repeals Tax Levy

BUFFALO, N. Y., April 8—The Town Council has repealed the three per cent admission tax which has been in effect here since 1947, the bill resulting from protests by theatremen and high school and college leaders. This follows similar action recently taken by the Chambers and Artists Equity, chorus, American Guild of Musical Artists and the American Guild of Variety Artists.
Hughes Upheld in Congress

(Continued from page 1)

try.” The lawmaker criticized sharply the Screen Writers Guild for continuing the membership of those who refused to testify, and said that such a stand “is to invite the active opposition of the American people to the activities of the Guild.”

Jackson opened his remarks by declaring the Communists have been so successful in the motion picture industry that they have, out of all proportion to their numbers, succeeded in convincing the American public that “Hollywood is the seat of the American Kremlin.” He noted that this activity on the part of Communists and fellow-travelers has brought Hollywood criticism from veterans’ organizations and other groups and that it is now quite common to see picket lines around theatres. This public opposition has hurt film business, he noted.

Some people in Hollywood still contend that Communists have not made any serious inroads on the industry, Jackson continued. However, he said, these persons “should know better.”

Turning to the morals clause, Jackson said there was no doubt that Communism is offensive to the American people today. He observed that writers before Congressional committees refused to answer questions about Communist membership not so much from fear of criminal prosecution but rather because such an admission would render their livelihood uncertain.

“A fight between two moving picture personalities in a Hollywood nightclub unquestionably constitutes a violation of the morals clause,” Jackson said. “But how much greater is the offense, as viewed by the public, committed by a performer who refuses to state whether or not he or she belongs to an organization which seeks to overthrow the government of the United States.”

Jackson reviewed at great length testimony by Jarrico before the Un-American Activities Committee and testimony by other witnesses regarding Jarrico’s party membership and his Communist front organization affiliations. He said that these witnesses gave “positive and unqualified identifications which to this time have not been refuted by Mr. Jarrico.” He said he felt there was no question that Jarrico had been an effective and active member of the Communist Party and that he found “little reason for doubt as to his continuing activity on behalf of the Party and its front organizations.”

U.K. Pact

(Continued from page 1)

the second year is clearly conditioned by this country’s dollar reserve position. It is, position, and its prospects for the ensuing period may be more readily determined in August than in June. Thus, the disposition here to delay the talks as long as practicable.

It is believed that John G. McCarthy, vice-president of the Motion Picture Association of America, who will arrive here from New York next weekend, will have informal talks with Whitehall officials during his visit, and a time for the meetings may then be agreed upon.

The feeling of government officials now is, however, that both parties may find it advisable to defer formal talks until some time in August.

End of K. C. Censor

(Continued from page 1)

every film to a reviewer regardless of the need.

Under a new ordinance the distributor must send to the welfare department a notice that the film is to be shown, with its title and a synopsis. A revocable permit may be issued without the film being reviewed, and if anything objectionable shows up the city then may review the film. Robert J. Benson, chairman of the general committee, said the public would be fully safeguarded under the new proceeding.

Gottlieb Plans 3

(Continued from page 1)

ing deals with U.A. He plans to start production in August on “Billy Rose’s Broadway Tales.”

When he returns to the Coast by car in about 10 days he intends to contact branch managers and exhibitors en route and hold special screenings of “The Fighter.”

Gottlieb cited the incentive which U.A. has given to independent producers. “The new U.A.” he said, “proved that independents can get backing and bookings.”

British-Italian

(Continued from page 1)

headed by Dr. Renato Gualino, which has now returned to Rome.

Last year, 23 British films were sent to Italy against pictures distributed here. British film earnings are not blocked in Italy.

Wilk Leaving W. B.

(Continued from page 1)

for many years, he was assigned to acquire unusual story properties for the studio. He is a former journalist, publicist and film importer-exporter.

our editors are singin’ the praises of MGM’s

SINGIN’ IN THE RAIN

and have named it

SEVENTEEN’S

MUSICAL OF THE YEAR

starring

GENE KELLY

DONALD O’CONNOR

DEBBIE REYNOLDS

directed by

GENE KELLY and

STANLEY DONEN

produced by

ARTHUR FREED

Sing with us, Mr. Exhibitor! Our 2,500,000 teen readers (the best fans in the U.S.A.) will take this award as a signal for big, big ticket-buying. They’ll help “Singin’ in the Rain” bring a shower of profits to your box office!
THE FIRST TIME IN HISTORY

SUNDAY, APRIL 13...CBS-TV brings the actual making of a great motion picture straight into the American home. America's leading TV reporter, Edward R. Murrow, will take you behind the scenes of the actual filming of HANS CHRISTIAN ANDERSEN*, the latest picture produced by America's most distinguished producer, Samuel Goldwyn... chosen to show to America motion picture making at its greatest. From back stage Hollywood, motion pictures and television join to bring America the best up-to-the-minute coverage of history in the making.

"SEE IT NOW" on... CBS TELEVISION...

*A SAMUEL GOLDWYN PRODUCTION
**FIRST IN FILM NEWS**

**MOTION PICTURE DAILY**

**VOL. 71. NO. 70**

NEW YORK, U.S.A., THURSDAY, APRIL 10, 1952

TEN CENTS

**Insider's Outlook**

By RED KANN

ACCORDING to the representative cross-section of exhibitors enrolled as speakers in The Herald Institute of Industry Opinion, the competition of home television is greater currently than it was six months ago. Not pronouncedly so, but greater just the same.

Forty-four per cent of those reporting—roughly about 3,000 theatres—find video is a bit more hotly on their necks. Another 30 per cent find the status unchanged, but the actual significance of the sampling probably is best calculated by combining both percentages of the votes. This appears to us to be valid because, while the 30 per cent reports the situation unchanged, which this group actually is saying is that it's tough—only no tougher now than last September. If this approach is admissible, it means 83 per cent of a cross-section of exhibition finds TV one good headache.

*But things are moving rapidly in video. Advertisers who make the important network shows possible are crying a loud 'mule'; they can't stand the gaff on those costs. As television approaches nationwide saturation, the economics of the situation grow more confounding. For, as new markets open up, video time naturally becomes ever more expensive. It's strictly a Fort Knox-type operation.*

Already sixty-minute shows are being cut to 30 minutes when they are not being dropped completely. About 26 TV programs, including many of the best, will pass out of the picture by the end of June. Summer replacements are summer replacements, whether on radio or TV.

What this leads to is immediately obvious and it is this: The likelihood—very strong indeed—that exhibitors will find a different state of affairs brewing into sight in the next six months. TV pressure won't be off, but there'll be less of it if the pattern now assuming shape stays put.

Next crisis, please.

**'Movietime' Colorama Is One of the World's Largest Color Pictures**

The "Movietime, U. S. A." Colorama which will be unveiled in Grand Central today by the Organization of the Motion Picture Industry of New York, rates as one of the world's largest color pictures, according to Eastman Kodak, which made it, measuring 18 feet deep and 60 feet wide, representing the equivalent of 21,000 typical amateur color snapshots. Press and industry representatives will attend a luncheon in the station preceding the launching.

Eastman Kodak also contributed the display space "to increase general awareness of the important role that the movie industry plays in everyone's life." Several-million persons are expected to view the giant picture during the three weeks it will be displayed.

Shot on Kodak Ektacolor Film, and printed on Ektacolor, the transparency was processed in Kodak Park, Rochester. The three photographs used are direct enlargements from portions of 8-x-10-inch color negatives. In making the Coloramas, 5-x-5-inch sections of each negative were enlarged to 20-inch-wide and 18-foot-long strips, and these strips were taped together to produce the final result.

To make the display, an authentic reproduction of a typical sound stage was built at Pagano Studios, New York.

**MPAA, NETTC to Meet on FCC Hearing Postponement**

The Federal Communications Commission's indefinite postponement of its television channel hearings, which were to be held May 5, will be discussed at a policy meeting here of the full TV committee of the Motion Picture Association of America on Tuesday.

Meanwhile, Si Fabian, chairman of the National Exhibitors Theatre Television Committee, disclosed that his group would make a new request to the FCC for hearings "at the earliest possible date.

Fabian added that the NETTC would meet shortly to map plans in view of the new delay. Fabian joined James Fly, TV attorney for the MPAA, in expressing his belief that the postponement grew out of a heavy backlog of FCC work and does not affect the merits of the industry's case.

The FCC, in announcing the postponement, said hearings on the industry's brief for exclusive TV channels would be set "as soon as possible." The hearings, according to Fabian, are now expected to be held in June.

**May 2 Now Likely For MPAA Meets**

Postponement of the annual board and membership meetings here of the Motion Picture Association of America from April 22 to May 2 was described yesterday as a distinct possibility.

The postponement would be made, it was said, to make possible a larger attendance, since some distribution executives have indicated they expect to be out of town on April 22.

**Canadian Tax Cuts By-pass Admissions**

OTTAWA, April 9.—Theatrical admissions went unaffected as the Canadian government cut personal incomes and some excess tax rates by six to 40 per cent and promised the nation a balanced budget for 1952-53.

Hand in hand with the tax cuts went a general increase in corporation income taxes, affecting theatre and film corporations along with those in all other fields.

**FCC Set to Lift Video Freeze Monday**

Would Add 2,000 More TV Stations Eventually

WASHINGTON, April 9.—The Federal Communications Commission is expected to announce Monday its long-awaited decision lifting the television freeze, in effect since September, 1948.

The decision is expected to clear the way eventually for some 2,000 new television stations, although it is unlikely that more than a handful will actually get on the air this year. It will give television for the first time to Denver, Wichita, Spokane, Portland and dozens of other cities throughout the mid-West and the far-West, which are still without it.

The FCC order is slated to add 70 new channels in the ultrahigh frequency range to the present 12 channels in the UHF range, to give channels for the first time to many cities, to give other cities more channels.
Goldwyn Telecast is Hailed by COMPO

Edward R. Murrow's telecast on Sunday over CBS of "behind-the-scenes" activities in the production of Samuel Goldwyn’s "Hail the Conquering Hero" has the Council of Motion Picture Organization's enthusiastic backing. COMPO has issued the bulletin urging its members to see the program. It pointed out that Motion Picture Herald could only result in a greater respect for the film industry.

See Decision on 'U' Merger in May

A decision on whether or not there will be a merger of Universal Pictures and Decca Records, which holds a major stockholders' interest in the film company, is expected to be keynoted the next meeting of the Universal board of directors, slated for May 1, or later in the month if a postponement is necessary.

The need for a decision, according to well-informed sources, grows out of the possibility of the annual stockholders' meeting. Although the meeting is scheduled for July 8, proxy statements regularly go out to stockholders a month ahead of time. This time would make the need for a decision in May, if the stockholders are to be informed of merger plans.

The May decision target month was pointed out in a recent statement to stockholders by Milton R. Rackmil, president. Said he: "We expect to know within the next month if the merger is possible at all."

Para. Gulf Theatre Managers to Meet

New Orleans, April 9—Paramount Gulf Theatre managers will convene in a two-day meeting here beginning tomorrow. Thirty managers from 19 cities in five states will meet with circuit executives and heads.

It marks the first circuit-wide meeting under Gaston J. Durace, Jr., president, who will preside at all sessions.

The agenda for the opening session includes the following speakers: Henry G. Plitt, operations head, Carl Dixon, "the big one," and N. L. Carter, former president.

'Brotherhood' Dinner

Boston, April 9—The Massachusetts Committee of Catholics, Protestant and Jews discloses that Richard Rodgers and Oscar Hammerstein, 2nd, showmen, authors, composers and publishers, will be among those to be honored at the annual "Brotherhood" dinner to be held at the Hotel Statler here on May 8.

Form Aryan Pictures

A new distributing organization, Aryan Pictures, Co., Inc. has been formed here with Harold Winenthal as president. Next week Wiscocant will leave for Boston, Chicago and Dallas to set up territorial distribution deals.

PCA Refutes Charge On Narcotics Films

Hollywood, April 9—Continuing the recently instituted policy of rectifying misinformation, Production Code Administration spokesman Jack Vizzard today issued a statement correcting the published comment of Federal Narcotics Bureau executive Ernest M. Gentry, San Francisco, to the effect that motion picture television films showing use of dope are responsible for the increase in dope addiction. Gentry's remarks were made at the annual conference of the State Juvenile Officers Association.

Vizzard's statement said in part, "Hollywood is the only member of the entertainment world that restrains itself in this matter. The industry should get credit for its sense of responsibility."

Shumow Appointed Midwest Manager

A. Jack Shumow has been appointed Western midwest sales manager for Lopert Films by Sidney Denen, sales vice-president, effective Monday.

Shumow, an industry veteran, was formerly Warner's branch manager in Chicago prior to which he was associated with Loew's.

His division will comprise the Chicago, Milwaukee, Minneapolis, Oma- ha, Kansas City, St. Louis and Indianapolis territories. He replaces Harry Walkers, who resigned.

Joint Book and Film Ads for 'Belles'

A merchandising plan, designed to advance both film and book promotions on the local level has been initiated for 20th Century-Fox's "Belles on 2nd" by the Thomas Y. Crowell Publishing Co., which has agreed to pay one-fourth the cost of cooperative ads up to a maximum of $350, taken by retailers and exhibitors.

The publishers are providing specially-tailored ads so designed to divide equal credits between the film and book, with space provided for inserting theatre playdate credits.

SEG, AMPP Agree On New Contract

Hollywood, April 9—The Screen Extras Guild and the Association of Motion Picture Producers today jointly announced agreement on a new union shop contract, retroactive to October 1, 1954 and running into 1958, replaceable for wage discussion by either party in 1954 and 1956. "Typical among wage increases granted in these categories is day rate from $15.56 to $18.50."
When the Doomed, the Damned and the Daring poured through the sprawling, brawling Gateway to Gold!

Gamblers and gold-rushers...
gun-boat mutineers
and vigilantes...shanghais-ers,
shameless women and
end-of-the-line
adventurers...
they went as far as they
could go—and
then they went
against each other!

The San Francisco Story

Big story to tell!
Big way to tell it!

WARNERS will release it May 17th!
1,000 Expected at Variety Convention

Las Vegas, Nev., April 9.—An estimated 1,000 members and wives are due here for the 68th annual convention of Variety Clubs International, to be held April 28-May 1, according to plans presented to convention general chairman Jack Kozloff at a program meeting held this week.

Also present at the planning meeting were Ben Goffstein, Bob Cannum, Abe Scheider, Dick Chappelle, Cliff Jones, Allard Roen, Earl Brothers, Wilbur Clark, Jack Cortez, Earnie Cragin, Dave Eisenberg, Art Force, Ken Frogley, Truman Hinkle, Norman Keller, Boboden, Vic Sayres, Paul Sperling and Jack Yomme.

The convention will have a Western motif and activities will be divided among the many downtown casinos and clubs, including El Rancho Vegas, the Flamingo, Last Frontier, Thunderbird and Wilbur Clark's Desert Inn.

Warner Players to Open New Theatre

Denver, April 9.—The eighth junket of Warner players for out-of-town openings since Jan. 1 has been set for Frank Lovejoy, Dick Wesson and Virginia Gibson, who will open the new independent Paramount Theatre here on Saturday. "Bugsles in the Afternoon" will be the first picture. The three players will arrive tomorrow to initiate a program of radio and newspaper interviews and personal appearances.

Review

"About Face"

(Warner Brothers)

William Jacobs, Roy Del Ruth and Peter Milne, producer, director and script writer, respectively, have converted the John Monks, Jr.-Fred F. Finkhoffer stage play, "Brother Rat," into a gay and farcical musical-comedy that bubbles over with youth, romance and the spirit of springtime. Starring singer Gordon MacRae and comedian Eddie Bradock and featuring several other young men as well as a number of very pretty girls. "About Face" has considerable eye and ear appeal, with the color by Technicolor and an array of bright, if some, perhaps, exaggerated, costumes. The songs are a smashing success, and the dance numbers are of the courtly, off-beat type.

The setting is Southern Military Institute where all of the uniformed upper classmen are downright girl crazy, and some, like MacRae, delight in playing the kind of pranks that make date-stealing easier. But a befuddled fellow who usually misses a chair when he attempts to sit in it, stands apart from the other lads by virtue of his being secretly married and about to become a father. Dick Wesson plays a pal of these two, and beautiful Virginia Gibson, Phyllis Kirk and Aileen Stanley, Jr., are the objects of the boys' affections. Joel Grey plays a hapless freshman and Cliff Perre, Broadway singer and dancer, portrays a young teacher-officer, both of whom serve as victims of MacRae's pranks.

The picture offers less of a "story" than it does a series of more or less related incidents, principally comical, leading up to final acts and awarding of diplomas. The tunes, which the capable MacRae renders in the main, include "If Someone Had Told Me," "No Other Girl for Me," "Piano, Bass and Drums," "Wooden Indian" and "Spring Has Sprung."


Charles L. Frank

Jack Carter to Coast

Jack Carter of Woman's Home Companion will fly to the Coast this weekend for a two weeks stay to visit studio executives. He will be at the Ambassador Hotel.

Hold Louis Pacent Services Here Today

Funeral services for Louis Gerard Pacent, Sr., pioneer radio engineer, who designed one of the first all-power-operated talking-movie picture sound equipment while a consultant for Warner Brothers in the 1920's, will be held today in the Doyle B. Shafer Funeral Home at Little Neck, L. L. Pacent, president of the Pacent Engineering Corp., died in Roosevelt Hospital Monday.

Pacent started experimenting with wireless transmission in 1906, and during the First World War aided the Armed Forces in the development of communication equipment. After the war he started Pacent Electric Co., Inc., which designed and produced electrical and radio apparatus for larger manufacturers.

Surviving are his widow and two sons, Louis, Gerard Pacent, Jr., and Homer Cosmo Pacent.

E. C. Telfer of RKO

Trinidad Office Dies

E. C. (Bud) Telfer, Sr., RKO Pictures' manager in Trinidad for the past 11 years, died suddenly on Monday, according to word received in New York yesterday from Port-of-Spain, where Telfer had headquarters.

Telfer, who is survived by his widow and four children, joined RKO as manager in 1941 after serving for several years in Paramount's Trinidad office.

New Keith Program

Maxine Keith, head of the public relations agency that her brother, Harry, heads, will be heard in a half-hour program of views and interviews over station WIZ from 1:00 to 1:30 A.M. every Thursday, beginning today. The broadcast will emanate from the Sherbrooke Restaurant. Miss Keith's agency represents United Artists in the field of radio and television publicity.

UK Children's Film Unit Schedules Two

Washington, April 9.—The British Children's Film Foundation will put its first two films into production shortly, according to Commerce Department film chief Nathan D. Golden.

The foundation, established early last year to produce films specially for children. It is controlled by a board of directors consisting of representatives of both the British motion picture trade associations, and during its first year of operation will present an annual sum of about $25,000, or about five per cent, or about 60,000 pounds sterling from the British Film Production Fund. During the current year the board expects at least another 80,000 pounds sterling.

Golden said that while the first films are to go into production soon, the board plans to prepare a full 12-month production program before making any public announcements of plans. He added that the board is negotiating with a large number of producers on contracts, and producers are being coached on the special requirements of the Foundation.

National Promotion for 'Winning Team'

Hollywood, April 9.—Mrs. Grover Cleveland Alexander, widow of the famed baseball pitcher, will tour the country to promote "The Winning Team," starting with ceremonies at the American Legion evening game in Washington on April 15.

Warner is setting up promotional programs around a "Winning Team Day" in cities where there are big league teams, and other events in all places where there are minor league units.

Court Rules Can't Bid Vs. Jackson Pk.

Chicago, April 9.—Federal Judge Michael Igoe has denied the petition of M-G-M and the Jeffrey Theatre to permit the latter to bid against the Jackson Park Theatre here for pictures.

Judge Igoe ruled that the Jeffrey can play-day-and-date with the Jackson Park but cannot take pictures away from it.

Auerbachs Seek Relief

Chicago, April 9.—An injunction asking the eight major film companies and Babban and Katz and Essences, for a change in the present booking system here, which is said to favor the B. and K. and Essences circuits, has been filed in Federal Court here by attorney Seymour Oriloff on behalf of the New Strand Theatre and its operators, Charles and Abraham Auerbach.

Denver Branch Wins Monogram Drive

Hollywood, April 9.—The Denver branch was the winner of the national Monogram drive.

The winning branch was selected on the basis of billings for "Monogram in July" and top honors for collections for the four weeks prior to and following that period. An extra week's salary was the prize awarded each branch manager: R. C. Ryan and R. I. Ivy, salesmen, and H. Ross, broker.
"GUNGA RAM"
Filmed in INDIA... in COLOR!

91 Minutes of Colorful Spectacle and Thrill-Packed Action!

Produced and Directed by FRANK FERRIN • 6528 Sunset Boulevard, Hollywood
Eighth UA Meeting In Detroit Today

Chicago, April 9—Winning up the seventh in their series of area sales meetings at the Blackstone Hotel here tonight, United Artists vice-presidents William J. Heineman and Max E. Youngstein left, for Detroit to open their eighth session tomorrow at the Statler Hotel, with executives and personnel of the company’s Detroit, Cleveland, Cincinnati and Pittsburgh branches.

The two-day Chicago conference was attended by members of the Chicago, Milwaukee, Minneapolis and Indianapolis exchanges.

Motion Picture Daily Thursday, April 10, 1952

Report NPA

(Continued from page 1)

The NPA official said he could not give a date as to when amusement controls might be relaxed, and pointed out that a lot would depend on whether steel production is seriously interrupted in the current wage-price dispute. NPA officials had said previously that amusement controls were unlikely to be relaxed before last summer or fall.

NPA film chief Nathan D. Golden, who said he did not know of a visit by Hoff to his branch, said that he, too, was optimistic about a relaxation in theatre control curbs if the steel supply outlook does not change for the worse as a result of the current dispute.

MPA Sounds House Group

(Continued from page 1)

Teaching Custodians Dinner on April 18

The 15th anniversary of Teaching Film Custodians, Inc., will be observed at a dinner on April 18 at New York’s Hotel Baltimore. On the occasion certificates of appreciation will be presented to the presidents of cooperating film companies or organizations, and to Eric Johnston, president of the Motion Picture Association of America.

Cooperating companies include 20th Century-Fox, M-G-M, Paramount, Warner Brothers, RKO Radio, Columbia, Universal-International and Educational Films.

SPG Maps Plans For PR Program

Hollywood, April 9—Plans for a promotion program to acquaint the public with the facets of film-making are being mapped by the Screen Producers Guild.

Horning, Jr., chairman of the membership committee, reported that producers feel a worthwhile contribution to the industry’s general welfare program can be made by supplying information about the screen as a creative medium. One of the first things the union intends to do is explain the functions of a producer. Hornblow has pointed out that attention “should be called to the fact that not one of our members has been found guilty of Un-American activities. SPG now has a roster of 123 members.

Arbitration Confab

(Continued from page 1)

sals. Several small-scale conferences were held yesterday, with Ralph Hetzel, Jr., Motion Picture Association of America executive in charge of the New York office, participating.

It is expected that Eric Johnston, MPA president, will attend the April 18 planning session. At any rate it is certain that he, as the industry’s chief operating general counsel, will attempt to duplicate the theatrical industry’s entertainment for home TV. Addressing delegates attending NTFC’s quarterly forum at the Hotel Astor here, Goldsmith predicted a bright future for films on TV.

The all-day forum featured as speakers T. R. Sibley, vice-president in charge of the New York office of A. C. Nielsen Co., Eugene Katz, president of the agency bearing his name, and Carolyn Burke, NBC producer.

MPAA-NEETC

(Continued from page 1)

Washington sources, will not be held until next fall.

In the meantime, the technical and engineering committee of the MPAA met here yesterday and put the finishing touches on their FCC presentation. Among those attending the meeting were Earl Spontale, 20th Century-Fox; Frank Israel; Loeser’s Frank Cahill, Jr.; Warner, and Bob Dressler, Paramount.

Tamarin to Jamaica

Alfred H. Tamarin, assistant national director of advertising-publicity for United Artists, left New York yesterday for a long visit to Kingston, Jamaica, B.W.I., to confer with F. H. Robertson, chairman of the Jamaica Tourism Trade Development Board, on promotion of that country’s “Island of Desire," which was filmed there.
For Professional Quality Sound Projection from 16mm. Film

The Eastman 16mm. Projector, Model 25

This projection instrument—built to a new design concept—eliminates the three major obstacles to theatrical quality 16mm. sound projection... excessive wear and high maintenance cost; low signal-to-noise ratio; and excessive flutter.

A major cause of excessive wear and poor quality sound is the constant transfer of shock forces generated in the film pulldown mechanism to other parts of the system. In the Eastman 16mm. Projector, Model 25, the intermittent (film advance mechanism) is completely isolated and independently driven by its own 1440 r.p.m. synchronous motor. Thus, shock forces are sealed off from the rest of the instrument. The sprocket-shutter system is driven by its own 1800 r.p.m. synchronous motor. Exact phasing between the two systems is accomplished by specially designed synchro-mesh gears. In addition, the take-up spindle, rewind spindle, and blower are driven by separate motors.

New Sound Optics

A highly corrected microscope objective, adjustable for optimum sound quality from any type of 16mm. sound film, permits reproduction of variable area or variable density 16mm. sound tracks at extremely low distortion and a maximum signal-to-noise ratio.

To get the best out of any 16mm. sound film, project it on an Eastman 16mm. Projector, Model 25. For information on installation, availability, and prices, write directly to...

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.
monthly magazines capture audiences...with

**fact no. 4**

ABOUT MAGAZINES AND MOTION PICTURES

COLOR makes monthly magazines real...dramatic. COLOR makes them sought-after...bought. COLOR makes their pages sing...their stories dance. COLOR is the reason why readers look most—and longest—at magazines.

This whole atmosphere of COLOR...this climate of reader interest...puts your movie advertisements in the limelight they deserve. That's why monthly magazines are the ideal backdrop for all movie advertising...and the perfect backdrop for advertising COLOR movies in COLOR.

Review these Magazine Facts:

1. Audience pre-sell
2. Greater economy
3. Longer readership life
4. Color backdrop
   ...and more to come!

True Story COVERING THE BIG-EARNING, FAST-SPENDING WAGE EARNER MARKET

MAGAZINES GO TO 82.5 PER CENT OF THE NATION'S HOMES • EVERYBODY READS MAGAZINES
All Exhibitor Arbitration Delegates Set

Brecht, Frisch Complete Roster of 10 Spokesmen

Exhibition’s roster of delegates to the April 22 industry arbitration conference here was completed yesterday with the Metropolitan Motion Picture Theatre Association’s naming of Leo Brecht and Manny Frisch as its representatives.

The Theatre Owners of America, Allied States Association, Independent Theatre Owners Association of New York and Western Theatre Owners previously announced their respective delegates. Each of the five exhibitor organizations named two delegates, as specified by E. A. Johnston, Motion Picture Association of America president, who issued the invitations to the parade on behalf of 10 distributors. The distributors will be represented by a four-man group headed by William F. Rodgers of Loew’s. The discussion (Continued on page 4)

EK Cited for Film Colorama Display

Representatives of the Organization of the Motion Picture Industry of the City of New York, the Council of Motion Picture Organizations and the trade press yesterday joined Eastman Kodak officials at a luncheon at Grand Central Station to observe the erection in the station’s principal waiting room of Kodak’s giant Colorama photograph depicting motion picture production and exhibition.

Fred J. Schwartz, chairman of the New York exhibitor group, expressed its thanks to Eastman officials for “a great service to the motion picture industry and to the exhibitors of the (Continued on page 4)

Rains Hit Drive-ins in the Albany Area

Albany, N. Y., April 10.—Heavy spring rains and thaws have damaged several drive-ins in this district, Harry Lamont’s, near Kingston, suspended operations three days this week because the township was inundated. His overlook at Poughkeepsie lost one night for the same reason.

Georgia Exhibitors Aim At Industry’s ‘Enemies’

Atlanta, April 10.—The stage is all set for the opening on Sunday of the fifth annual convention of the Motion Picture Theatre Owners and Operators of Georgia at the Biltmore Hotel here where the meeting hall is expected to resound with blasts against the “enemies” of the industry, both inside and outside, who circulate disinformation and work with pessimism, ill-will and disunity. The attack is the basic objective of this year’s meeting.

While practically every exhibitor in Georgia is a member of the organization, the convention, as usual, is expected to attract showmen and others from Florida, Alabama, Tennessee and the Carolinas.

Distribution will participate prominently, with Al Lichtman, director of sales for 20th Century-Fox, as the spokesman, speaking Monday afternoon. Gail Sullivan, executive director of the Theatre Owners of America, will precede Lichtman on the rostrum on Monday, while on Tuesday, Herman Levy, TOA general manager, will (Continued on page 4)

Maas Joins MPAA’s International Unit

Irv Maas has been named an assistant on the staff of the international division of the Motion Picture Association of America, it was disclosed here yesterday. MPAA president Eric Johnston. Maas will handle special assignments in the foreign field.

Maas, who served as vice-president and general manager of Motion Picture Export Association from its inception in 1916, resigned at the end of last year after a major portion of MPAA’s operations had terminated.

Hollywood Bent on Better Films: Sidney

Hollywood is engaged in a studious effort to make better pictures in the light of many challenges. M-G-M director George Sidney declared yesterday. The director is in New York to catch up on plays and have some business conferences.

Sidney said the best answers to television and to critics who enjoy taking “pot shots” at the industry is superior product. Taking exception to “high-brow” critics who are always leveling sarcasm at industry efforts, Sidney pointed out that “Hollywood is a mirror reflecting public opinion.”

Likens Telemeter To 1st Projector

A prediction that Telemeter, “will affect the marketing of entertainment as drastically as it was the day that Thomas A. Edison introduced the first motion picture projector” is contained in a second and revised version of a booklet entitled “The Story of Telemeter.”

Telemeter is the subscription television system in which Paramount Pictures has a controlling interest. Plans for an experimental test are underway in Palm Springs, Calif. The booklet holds that neither radio (Continued on page 4)

O’Donnell, Cole at Texas COMPO Meet

Dallas, April 10.—R. J. O’Donnell, who returned here this week from a two-months Mediterranean cruise, has called an informal luncheon meeting of Texas COMPO’s executive committee for tomorrow. Plans for the organization’s COMPO conference here, June 9-12, will be reviewed at the meeting.

George Murphy will be master-of-ceremonies at the banquet climaxing the June event, at which O’Donnell and H. A. Cole, originators of “Movietime in Texas,” will be honored (Continued on page 4)

Annual Film Award From the D. A. R.

Washington, April 10.—The Daughters of the American Revolution will inaugurate this year what promises to be an annual award to a top American film. It was reported that the award will be made to the film doing the most to instill the proper American traditions in children. Each state chapter is to submit a nomination and the award will be made at the annual convention here next week.

Holiday Spurs Sharp Rise in B’way Grosses

Worst Show Business Week’ Maxim Is Upset

A harbinger of robust Easter week business was offered by many first-run Broadway houses yesterday, the first day of spring vacation for the city’s school children.

Long waiting lines at many of the theatres were the rule throughout most of the day, and added up to grosses which completely upset the show business maxim that Holy Week is the “worst business week of the year.” The busy business is expected to continue over the weekend and throughout next week, while the school vacation period continues. Exhibitors wore out pencils attempting to estimate the number of television commercials which will (Continued on page 4)

Brothers Warner Sell 190,000 Shares

Of the 200,000 shares of Warner Brothers common stock recently tendered by the Brothers Warner and their families, the corporation expects to acquire 190,000 shares, Harry M. Warner, president, disclosed yesterday.

In another report on the result of the latest invitation to tender stock, Warner disclosed that the company expects to acquire a total of 609,185 (Continued on page 4)
B’way Grosses

(Continued from page 1)
pass unseen and unheard in the next 10 days.

Over capacity business was the rule of the day at Radio City Music Hall, and on Monday, the gross of Easter day’s was better than the opening day business of “With a Song in My Heart.”

At the Paramount, plan to have extra performances during the Easter week.

At the Hall, a big $21,000 was registered at the box-office for the beginning of the Easter week, with “The Rain,” in addition to the Hall’s traditional Easter stage show. The Roxie, which also features an Easter stage show, is playing for a sturdy $14,500 for the day with “With a Song in My Heart.”

The Paramount for the first two days of “Bend of the River” estimates a good $16,000. Billy Eckstein is currently headlining on the Paramount stage. Two businesses were also reported at the Warner, now featuring “Jack and the Beanstalk,” at the Capitol, where “My Son John” is playing to a $2,500.

Bette Hutton to Open Tomorrow at the Palace

The RKO Palace Theatre will open its new two-a-day show at tomorrow’s matinee, with Betty Hutton headlining the all-star variety bill. The theatre has been closed for the last three weeks, preparing for the new show. Other头liner appearing with Miss Hutton include Herb Shriner, Borrah Minevitch’s Harmonic Rascals and the Skylarks.

NETTC to Go Ahead With FCC Bid Plans

A pledge that the National Exhibitor’s Theatre Committee shall “not mark time” while awaiting a new timetable, with William Whitehead of the theatre TV channels to the Federal Communications Commission was made here yesterday by Si Fabian, chairman of the NETTC.

He expressed hope that the FCC would set a new date as “soon as possible.” In the meantime, Fabian said NETTC would keep its presentation for the hearing up-to-date. He termed the FCC’s postponement of hearings “a source of keen disappointment to the motion picture industry,” but said the delay would not be “disastrous.”

WCBS-TV Acquires 14 British Films

WCBS-TV has acquired a new package of 14 British films, made between 1946 and 1950 and produced by British National Pictures Ltd., for exclusive showings in the New York Metropolitan area, David Savage, manager of the WCBS-TV film department, announced.

The films are distributed in the U.S. by M. A. and Alexander Products, Inc.

Personal Mention

A MERICO ABOAF, Universal-International foreign sales manager, will return here from Europe over the weekend.

LAURENCE CARLIN, past president of the Allied Motion Picture Theatre Owners of Maryland, will be honored by the group at a dinner on April 17 in Baltimore.

JOYCE O’HARA, Motion Picture Association of America vice-president, will attend the Allied Motion Picture Theatre Owners of Maryland meeting in Baltimore, Md., this weekend.

W. RAY JOHNSTON, Monogram Allied Artists board chairman, has left here for Europe.

VICTORO DE SCA, Italian producer-director, will arrive here by plane from Hollywood today.

EMANUEL COHEN, producer, is in Key West, Fla., where he will make an independent film.

Robert Lippert, head of Lippert Pictures, arrived here from the Coast by plane yesterday.

B. R. WOLF, Western division manager of National Screen Service in Hollywood, and his brother-in-law, ARTHUR BARNETT, owner of the Rex Theatre, Oakland, Cal., is vacationing in Honolulu.

CHARLES E. KURTZMAN, Loew’s Theatres Northwestern division manager, is in Phoenix, Ariz., to attend the Brimingham Hospital, Boston, recovering from an operation.

EMORY AUSTIN, Southern division manager of M-G-M publicities, has returned to his Atlanta headquarters from Hollywood.

ABE KRAMER, Associated Circuit official, and his wife, are on their way to the Coast from Cleveland.

TED GALANTR, M-G-M field man, is in Portland from San Francisco.

Allied Unit Discusses Taxes, Deliveries

DETROIT, April 10.—Allied Theatres of Michigan will hold a meeting in Ann Arbor when actors turned thumbs down on proposals to increase state taxes on amusement, payroll, incomes and other items. It was disclosed at an organization board meeting held here yesterday.

DETROIT, April 10.—The Michigan Public Service Commission Lansing Licensing on May 1 on the Michigan Allied and Butterfly suit against the film delivery increase requested by Film Truck Service.

The Michigan Allied board meeting is scheduled for May 14.

Crescent Asks Okay For New Theatre

NASHVILLE, April 10.—Crescent Amusement Co., has petitioned the Federal District Court here for permission to open a new theatre in Lewisburg, Tenn. Hearing has been set for tomorrow.

The motion, which was brought under provisions of Crescent’s Federal consent decree requiring it to obtain court approval before undertaking new operations, will be opposed by the Department of Justice.

Brook, Olivier to Confer

Peter Brook, who will direct “The Beggar’s Opera” for Herbert Wilcox and Sir Laurence Olivier, will arrive by plane from London over the weekend to meet with Olivier regarding arrangements for his Hollywood premiere, for a visit at the studios. "The Beggar’s Opera," to be filmed using Technicolor, will be shot at Sheperton Studios, London, about June 1, when Wilcox has completed “Trent’s

Maryland Owners Seek Tax Relief

BALTIMORE, April 10.—Maryland theatre owners are seeking relief from the state tax of one half of one cent per admission. The move has been made in an appeal to State Senator George Dalry from C. Elmer Nolte, Jr., of Dundalk, a member of the committee of the legislative committee of the Senate of Maryland.

Nolte asked for the Sen- tor’s support for “much needed tax relief” and termed it a “matter of urgency and importance,” Senator Della referred the Nolte appeal to the Senate budget and finance commit-

WB Sells 2 Theatres In Mass., to Hoffman

BOSTON, April 10.—The Warner Brothers Circuit Management Corp. announced today that it has sold the Strand and Globe theatres in Clinton, Mass. The deal was completed last night.

The theatres are now operated by Herbert Hoffman of New Haven, who took possession today.

2 Newsreel Houses Get Fight Picture

The Sugar Ray Robinson-Rocky Graziano fight film has been booked into the Embassy Newsreel theatres on Broadway and in Newark. The fight is scheduled for the Chicago house for Wednesday night and the opening is due for a Thursday morning screening.

Kress on ‘Apache Trail’

Hollywood, April 10.—Harold F. Kress has been assigned directly to “Apache Trail” for M-G-M, with Harry Swenson. The director will leave shortly for Arizona and New Mexico to scout locations for this story about stagecoach days in the Southwestern region, based on a screenplay by Jerry Davis.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"SIN’GIN’ IN THE RAIN"

Color by Technicolor • An M-G-M Picture plus The Glorious Easter Stage Show

JAMES STENZEL • ASHLEY KENNEDY

JOHN ADAMS • ROBERT HUDSON

BEND OF THE RIVER

"THE RIDER OF THE TOMORROW"

Color by Technicolor • An M-G-M Picture plus A Sensational Brand New Stage Show

LEONARD FRANCO • ROBERT HUDSON

"TO STAND UP"

"THE SONG OF JERUSALEM"

Color by Technicolor • An M-G-M Picture plus The New Musical Revue by Walter Terry

HENRY FOWLER • ROBERT HUDSON

Starring moving pictures together with" "THE SONG OF JERUSALEM"" in a sensational stage revue

RAYMOND WOOD • ROBERT HUDSON

MOTION PICTURE DAILY


Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a sectional supplement to the International Motion Picture Almanac; Fame, Entered as second-class matter, Sept. 21, 1918, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $5 in the Americas and $12 foreign; single copies, 20 cents.
THE EXCITING YOUNG STAR SENSATIONS

Together Again... in love Again!

That Rage of the Age...

Tony CURTIS with the nation's new heart-sigh Piper LAURIE

The gay, romantic story of an un kissed bride and her fit-to-be-tied groom!

"NO ROOM for the GROOM"

with Don DeFORE - Spring Byington

Directed by DOUGLAS SIRK • Screenplay by JOSEPH HOFFMAN • Produced by TED RICHMOND • A Universal-International Picture

U.I. makes the pictures with the BUILT IN PROFIT!
counsel, is scheduled for an address. Mitchell Wolfson, president of the TOA, will be the speakers’ list.

Another highlight will be Tuesday afternoon’s session of the Atlanta exchange area’s grievance panel to which only local brokers and correspondent planingexaminers will be admitted. A panel discussion on actual grievances will follow.

Hollywood players will attend a convention luncheon on Monday, among then Broder, Clooth, Danna, Don (Red) Barry, Gabby Talmadge and Atlanta Mayor William Hartfield will deliver messages of welcome to the delegates and their wives.

An open meeting will follow the luncheon. Officers and committees will report Tuesday morning, with an election to follow. The present president is J. H. Thompson of Hawkinsville.

High on a busy social calendar will be the president’s banquet and dance Tuesday evening, with a Monday evening soiree set aside for the organization’s traditional cocktail party.


Movietime Tours

(Continued from page 1)

April 20 will be Greer Garson, Audrey Totter, Sterling Hayden, Victor Jory, Archie Mayo, director, and Sam Maidel.

A Georgia TOA luncheon for 800 persons will kick off the Atlanta tour on Monday. Following luncheon, the Movietime troupe will be split into two units which will visit the principal cities and towns of the territory for the rest of the week.

A reception by Governor Deeway at the Governor’s Mansion will mark the beginning of the Albany tour, which will include visits to Schenectady, Troy, Herkimer and other towns.

Likens Telemeter

(Continued from page 1)

TV, not motion pictures “solved the tough problem that had to do with the distribution economies of the billion dollar entertainment business. Now, Telemeter supplies a scientific solution, that baffling economic problem.”

Texas COMPO Meet

(Continued from page 1)

O’Donnell and Cole are co-chairmen of national COMPO’s tax committee and may advance plans for committee activities at tomorrow’s session.

EK Cited

(Continued from page 1)

country and particularly to those of New York for the colorful and beautiful packages.

The display, covering 18 by 60 feet, rates as one of the world’s largest color pictures, and cost Eastman Kodak $60,000. The firms, however, pointed out that “the hundreds of thousands of people who will see this display will be reminded that great entertainment is really produced on Eastman Kodak film and known in theatres of New York City.”

Kodak officials at the luncheon were Frank Wakeley, A. Baxter Johnson, W. C. Bruck, W. D. Westphal and William J. Reddick, represented the William J. German Co., distributors of E-K raw stock to the industry. Charles E. McCarthy represented COMPO, and Leon Bamberger, Max A. Cohen, Lynn Farnol and Philip Miles were other industry representatives who attended.

Hollywood Bent

(Continued from page 1)

taste and it tries to give the public what it wants.

Recently completed “Scarface,” starring Granger and Eleanor Parker, is expected to open late in May at Radio City Music Hall. Next on his agenda is “Young Bess” with Granger and John Simmons.

Television activity is at a high pitch in Hollywood, Sidney observed. He predicted that Hollywood, with its resources and technical skills, will become the home of all television.

Sidney, who is also president of the Screen Directors Guild, said that membership is increasing each month with its roster now numbering 700.

Brothers Warner

(Continued from page 1)

shares. Some 859,787 shares were exchanged for stock under $14.99 a share and approximately 71 per cent of the stock so tendered will be purchased by the company. The cost of the stock to be acquired, it is said, will be $10,000,166. After deducting the stock to be purchased, the company will have $450,000 shares still outstanding.

Arbitration

(Continued from page 1)

tributors and each exhibitor organization will have legal counsel present also.

MMPTA several days ago indicated it would be represented at the concert by its secretary-treasuring delegates. Edward Rugoff, MMPTA president, made the appointments.

‘Champions’ to See Pride Tomorrow

“The Pride of St. Louis” will be screened here tomorrow evening at the Waldorf-Astoria Theatre. The film highlights the first annual “Dinner of Champions” sponsored by the American Bar Association. The proceeds from a dinner of the dinner will go to the Academy’s anti-juvenile delinquency drive.

Meanwhile, the film will have its world premiere Tuesday evening at the Missouri Theatre in St. Louis.

Reviews

“Skirts AhoY!” (3-G-17)

CURVACIOUS Esther Williams sings, dances and swims her way through this melodious Joe Pasternak production. all done up pretty and bright in color by Technicolor. She is ably assisted by Joan Evans and Vivian Blaine. The picture is just the thing to bring out the swimming fans. Featuring Billy Eckstine and the De Marco Sisters have been added. In short, this M-G-M musical has all of the ingredients which should spell robust box-office success.

“Skirts AhoY!” is a story of the girls in the WAVES. Although for different reasons the Misses Williams, Evans and Blaine have left civilian life, all find themselves in agreement as WAVES recruits—life is pretty dull without a man in a young girl’s life. The lightweight story, which is simply a vehicle for the music, dances and swimming ballets, deals with “the man problem” adequately.

The entertainment value, however, lies in song and dance routines. Especially good are numbers such as Miss Williams leading a bucket brigade of WAVES and singing about the wetness of the service. She shines again in the many water ballets, the best of which is the “nursery game” sequence. Sidney Lanfield directed, while Harry Warren did the songs and music and Ralph Blane the lyrics. Georgie Stoll was the musical director. Nick Castle created the musical numbers and was responsible for their staging. The screenplay was written by Isobel Lemen. Others included: Barry Sullivan, Keefe Brasselle, Dean Miller, Margalo Gillmore, Don Demell, Russell (Bubba) Tongay and Kathy Tongay.


MURRAY HORWITZ

“The Atomic City” (Paramount)

A TAUT, suspenseful spy thriller that capitalizes on the terror of a small boy for dramatic effect is unreelied in “The Atomic City.” With proper exploitation, the sensationalism of the theme alone should lend itself to good box-office appeal.

Authenticity is obtained with shots of Los Alamos, N. M., and surrounding Indian excavations. While the plot format runs along time-tested formula lines, the story of Soviet agents attempting to jettay out atomic and H-bomb secrets is practically a composite of the most lurid recent newspaper headlines.

The film’s suspenseful punch is real, with the nightmarish terror of the innocent child, used as a pawn of spies. The son of Los Alamos’ leading atomic scientist is kidnapped by ruthless agents. It is the scene of his recapture and the taking down of his kidnappers by the FBI which form the highpoints of the plot. By a stroke of brilliancy, good generalship in aiming his cameras at the hunted boy, first as he wildly flees his pursuers and then as he’s trapped in a cave. In addition, there is a breath-taking rescue.

The cast, composed of comparatively unknowns, perform competently, especially Lee Aaker, the boy. Others include Gene Barry, Lydia Clarke, Michael Moore, Nancy Gates and Bonny Kay Eddy. Joseph Sistrom produced, and Sidney Lanfield handled the screenplay.

Running time, 84 minutes. General audience classification. For June release. M. HORWITZ

“Bronco Buster” (Universal-International)

Those roving, muscular drama of the West, the rodeo, come in for a story treatment in “Bronco Buster” created by W. Monogram Pictures has scheduled a perusal of the rodeo’s work of a conventional romantic triangle the picture takes the audience through a series of rodeo shows with all their varied and fascinating events. The production constitutes reliable entertainment that will appeal to rural and metropolitan audiences alike.

John Lund, Scott Brady and Joyce Holden head the cast with color. Bold photography an added selling point.

The story gets underway with Lund, a champion cowboy, returning to the rodeo circuit following a leg injury. It is almost a foregone conclusion that trouble will eventually stem from Brady, an arrogant newcomer to the rodeo ranks who has a careful eye for making newspaper headlines. The two manage to get along amicably until Brady makes a play for Lund’s girl, Miss Holden. The screenplay, by Horace McCoy and Lillie Hayward, takes time out on some of the hectic arena events every Jerry Horne plays up the rivalry as well as chronicle the shock escapes of Brady. A grandstand play by him results in serious injury to the rodeo clown, Cliff Wills, who is Miss Holden’s father.

A sobering lecture from Wills and a boxing lesson from Lund teach Brady the error of his ways. At the happy finale wedding bells toll for Lund and Miss Holden.

Ted Richmond produced and Bud Boettcher directed.

Running time, 80/5 minutes. General audience classification. For May release.

MANUEL HERRSMAN

Technicolor Divide

The board of directors of Technicolor, Inc., has declared a dividend of 50 cents a share, payable April 30 to stockholders of record on April 21.

Monogram Meet April 25

Hollywood, April 10—Monogram Pictures has scheduled a preliminary directors meeting for April 23 at the studio here.
RADIO, TV POLL STARS RECEIVE FAME AWARDS

Radio's and Television's Champions of 1951, determined by radio and TV editors and critics around the country, polled by Motion Picture Daily for Fame, have been presented with their award scrolls in recent weeks. Pictured here are some of the winners as they received their Achievement Awards. Fame, Quigley Publications' annual audit of talent, is now in distribution.

Above, Jimmy Durante, voted Best Television Performer of 1951. At right, above, Groucho Marx, Best Quiz Show in radio and TV. At left, Herb Shriner, voted TV's Most Promising Male Star.

At right, Ronald Colman, Film Personality Most Effective in Radio, receives scroll from Eric Warner of Quigley Publications. At left, Jack Benny, Radio's Best Comedian. Below, George Fene- man, Best TV Announcer.

Jack Webb of "Dragnet," Radio's Best Mystery Show.

Don Wilson, Best Radio Studio Announcer, at left.

Above, Dinah Shore, Radio's Best Popular Female Vocalist.
YOUR 4th of JULY ATTRACTION

WAIT 'TIL THE SUN SHINES, NELLIE

COLOR BY TECHNICOLOR

IS READY TODAY! See It Now...

and start planning your happiest holiday celebration!

Directed by HENRY KING who gave you such toppers as DAVID AND BATHSHEBA Technicolor I'D CLIMB THE HIGHEST MOUNTAIN Technicolor and 12 O'CLOCK HIGH

Mr. George Jessel
20th Century-Fox Studios
Beverly Hills, California

March 28th 1952

Dear Georgie:

Every now and then a picture comes along which makes this guy open his heart and his check-book. Hence, this paid advertisement for "Wait 'Til the Sun Shines, Nellie."

The fact that "Nellie" happens to be produced by the Toastmaster-General of the United States, whom I've known for more than forty-two years, makes this doubly important to me.

Sitting in a cold projection room for two hours, and having these banjo eyes filled with tears time and time again -- laughing uproariously at scenes which are so warm, so human, so funny -- is something of which you and your studio might be very proud. I have never felt that I was above the crowd. Usually, what I go for is what the people in Hutchinson, Kansas -- Boston, Massachusetts, and the rest of the country buy.

Kid -- you've got yourself a big hit. If people don't lay down their bucks at the box office for "Wait 'Til the Sun Shines, Nellie," then there is no more show business.

Congratulations!

Eddie Cantor

"Thanks, Eddie. 'NELLIE' CAN'T WAIT to show exhibitors everywhere that THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!"
Kazan Admits He Was a ‘Red’ in Mid-’30’s

Says Communists Aimed To Take Over Equity

WASHINGTON, April 13.—Elia Kazan, top-ranking stage and film director, admitted to the House Un-American Activities Committee that he had been a member of the Communist Party for a 19-month period in the mid-’30s while he was working with the Group Theatre.

He said he had joined the Party late in 1934 and quit early in 1936. He named as other Party members in the Group Theatre unit to which he was assigned writer Clifford Odets and actors Morris Carnovsky and J. Edward Bromberg. Odets, he said, had quit the Party about the same time he did, early in 1936.

Two key aims of the Communist Party in its campaign to infiltrate film, radio and theatre were said to be to organize the entertainment industry to convert it to a solid support of the Communist cause and to bring in such business as could be obtained through such a drive.

Kazan Statement Cites Communist Danger in U.S.

ELIA KAZAN, film and stage director, issued the following statement here on Friday, in connection with his testimony given to a session of the House Committee on Un-American Activities in Washington the day before:

“In the past weeks, intolerable rumors about my political position have been circulating in New York and Hollywood. I want to make my stand clear:

“I believe that Communist activities confront the people of this country with an unprecedented and exceptionally tough problem. That is, how to protect ourselves from a dangerous and alien conspiracy and still keep the free, open, healthy way of life that gives us self-respect.

“It now seems that any American who is in possession of such facts, has the obligation to make them known, either to the public or to the appropriate Government agency.

“Whatever hysteria exists—and there is some, particularly in

20th Drive to Honor Division Heads

Twentieth Century-Fox will devote the week of May 11-17 to a sales drive in tribute to the company’s division sales managers. Al Lichtman, director of distribution, disclosed here at the weekend. Branch managers, office managers, salesmen and bookers in the company’s 38 branches have begun to organize their forces for the event, he said.

W. C. Gehring, executive assistant general sales manager, is touring

Ga. Showmen’s Meet Will Open Today

Atlanta, April 13.—Exhibitors from Georgia and guests from Florida, Alabama, South Carolina and the Carolinas started arriving here today for the opening tomorrow at the Biltmore Hotel of the fifth annual convention of the Motion Picture Theatre Owners and Operators of Georgia.

The two-day parade, which will be attended also by a number of Hollywood stars, is expected to be a forum for the expression of ideas designed to improve theatre business and for the indictment of persons and groups who circulate misinformation about the industry.

Industry Groups Step Up UJA Drive

Several branches of the amusement division of the United Jewish Appeal have accelerated their participation in the nationwide UJA campaign for $151,000,000. Among these groups are film company chairmen, independent exhibitors, film exchange chairman, etc.

Paramount ’51

Profit Was $5,459,273

Say Decrease in DuMont Earnings Caused ’51 Drop

A 1951 profit of $5,459,273, after provision for U. S. and Canadian taxes, was reported at the weekend by Paramount Pictures. This compares with earnings of $6,565,041 for 1950. The decrease in 1951 was attributed principally to reduced earnings of Allen B. DuMont Laboratories, Inc.

Taxes for 1951 were $1,829,158 higher than for the previous year. All companies were not subject to U. S. excess profits taxes in 1951 or 1950.

Last year’s earnings represent $2.33 per share on the 2,485,200 shares outstanding on Dec. 29, 1951, compared to $2.26 per share on the 2,485,200 shares outstanding at the end of 1950. Earnings do not include approximately $43,000 for 1951 and $129,000 for 1950.

Gaal buys into Vistascope Corp.

Paramount Pictures has purchased a half-interest in the Vistascope Corporation of America, headed by Sol Lesser, it was disclosed here at the weekend.

The Vistascope, claimed to be a big cost-saving device for motion picture and TV studios, permits the use of photographs for foreground setting, with live action on stage.

The Vistascope Corporation, it was added, will immediately set up operational facilities for the marketing of the equipment which will be made available on a royalty basis.

More Papers Begin N.Y. Ad Plan Talks

The initial joint newspaper-film directory, with about 54 New York neighborhood theatres participating in a reduced advertising rate plan, will appear today in the New York Post.

Meanwhile, negotiations are underway with the New York World Telegram and Sun, the Herald Tribune and the Times. The Mirror, Daily News and the Journal already have expressed interest in the plan.
Personal Mention

JACK KARP, Paramount studio executive, flew to the Coast from here over the weekend. He had returned here from Europe late last week.

WILLIAM J. HEINEMAN and MAX E. YOUNGSTEIN, United Artists vice-president, arrived accompanied by Canadian sales manager NAY NATHANSON, returned here over the weekend from Detroit.

H. S. LEVIN, general manager of Theatrical Releasing Corp., announced Monday that he will give in to union demands in the next contract.

Sonnie Jones has been named head booker and office manager of the Warner exchange in Indianapolis, succeeding Jane Bead, who resigned to go into business with her husband.

M. A. GOLDFAR, Eastern regional manager of the Westrex Corp., has returned to New York after visiting Westrex subsidiaries in various parts of the world.

JANIS CARTER will be guest of honor at the annual convention of the Allied Independent Theaters Owners of Ohio in Cleveland May 19-21.

LEWIS J. RACHEL, RKO Radio producer, has received a citation from the Motion Picture Alliance for his short subject, "The Big Truth."

LEO H. RAYA, assistant manager of Loew's Grand in Atlanta, Inc., has been named to manage the Riviera Theatre, Knoxville, Tenn.

MAX LEFKOWICH and LEON GREENBERGER, Community Theatre circuit officials in Cleveland, have returned from Florida vacations.

LEO ROSENCRANS of Jersey Farms, banks, Productions, is in Cincinnati from Hollywood.

JERRY WALD is planning to join his production partner, NORMAN KRAHN, in Europe shortly.

Richardson Leaves Films

Cleveland, April 13.—Robert Richardson, former Eagle Lion branch manager and more recently district sales manager for Souvaine Selective Pictures here, has closed out the Souvaine office and will enter another business. The Souvaine Cleveland territory will be turned over to Cinematograph of Cincinnati by Gene Tunic. Richardson had been in the film business since 1936.

Coast Conferences This Week Will Result in Talent Salary Ruling

Washington, April 13.—Joseph D. Cooper, executive secretary of the Studio Stabilization Board, will confer with producer and studio guild officials in Hollywood this week on salary control policies in the industry.

The board has had under consideration for several months a recommendation from the salary control regulations for "talent" workers, but has indicated it needs more information for a final ruling. Cooper, slated to be at the West Coast for several speaking engagements, hopes to get some of this extra information from film officials while there.

Newsreel Parade

THE steel seizure order and forthcoming election specifications are currently covered highlights. Other items include fighting in Korea, fashions and sports. Complete contents follow.

MOVIEGONE News, No. 31—Truman seizes steel mills in wage dispute. Phone quip, Reds remember death of Lenin, Poinsettia. Another. SULK, SULK, SULK.


Terry Reminiscences In 'Parade' Article

Paul Terry, who this year will turn out a 1,000-foot entertainment film, told of his early experiences in the industry in an article in yesterday's issue of the Parade, Sunday supplement of newspapers published in 34 cities. It is estimated that some 13,000,000 readers of the supplement were informed about the beginnings of Terry's career in the article, which is entitled "They All Laughed."

Cincinnati Stopoff For A. & C. Today

Abbott and Costello will arrive in Cincinnati, where they are to make personal appearance tours which are taking them to 15 cities in connection with "Jack and the Beanstalk."

To be at the RKO Palace here, climaxing a tour of Pittsburgh, Harrsiburg and Washington over the weekend.

$7.8-Million For Candy During 1950

Washington, April 13—Theatre chains bought $7,870,816 worth of candy for sale to customers in 1950, the candy trade has reported. They accounted for about 2.3 per cent of all candy sales in the U. S., it was indicated.

ITOO Board to Meet

Columbus, O., April 13—April 22 has been set for an Independent Theatre Owners of Ohio board meeting here, at which details of the ITOO convention on May 19-21 in Cleveland will be discussed.

Dailies Report

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Karc, Editor; Terry Ramsay, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1700 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-2300. Cable address: "Quigpho, New York". Subscription in U. S., $4.00 a year; outside U. S., $6.00 a year. Subscriptions in Canada, 75c a year. Entered as second-class matter, Sept. 21, 1928, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, 60 in the Americas and 12 foreign; single copies, 10c.
Low Gloses Blamed For Phila. Closings

PHILADELPHIA, April 13.—The recent closing of three Greenfield theatres here was blamed on "low grosses," instead of high film costs, by Loew's division manager Robert Lynch.

In a letter to theatre operator William J. Greenfield, Lynch commented on the closing of the Byrd, Sherwood and Riviera, took issue with Greenfield's contention that high film rentals caused their closing. However, Lynch on behalf of Loew's, held out this promise to Greenfield: "When you are ready to open your theatres again we will still try to go out on the limb a little further to help along."

Lynch stated in his letter that Loew's earned an average of about 26 per cent on the films taken by Greenfield. "That, based on the fact that the grosses were very slim, made our film rentals so low that you didn't pay 50 per cent of the pro-rata share or actual cost of the film," Lynch continued.

Two Frisco Houses Have Anniversaries

SAN FRANCISCO, April 13. — Two San Francisco theatres are marking their 30th anniversary.

Loew's Warfield booked Debbie Reynolds on stage and "Singin' in the Rain" on the screen for its anniversary celebration. At the Golden Gate, manager Mark Alling will bring in the world premiere of "Macao" for the theatre's 30th birthday later this month. Robert Mitchum and Jane Russell will be on hand for personal appearances.

Hynan H. Schallmann, 57
CHICAGO, April 13.—Hynan H. Schallmann, 57, Chicago theatrical agent for 35 years, died Thursday in Chicago Medical Hospital here.

Review

"Tomorrow Is Too Late"

(John Burstryn)

WHEN the Italian-made "Tomorrow Is Too Late" had its premiere at Loew's State at the weekend it enjoyed the distinction of being the first foreign film to play that Broadway showcase.

The picture has many qualities which put it in the category of superior importation. In a frank and sensitive manner it deals with the awakening of youngsters to the realities of life and love and the attendant dangers of picking up misinformation on the streets. The picture speaks out earnestly against tyranny of silence and narrow-mindedness on the part of some parents and teachers that serves only to keep youngsters in harmful darkness. Those who consider the forthrightness of the theme. It should be pointed out however that the story is handled with good taste and intelligence.

By no means is the picture just a preachment. It is rich in humor and dramatic appeal and the direction of Levide Moguy is masterful. He has elicited from the youngsters, with whom the picture teems, expressions so sly and subtle as to be exhilarating, and emotions so deep as to be profoundly moving.

Vittorio De Sica, the noted director of "Shoeshine," and "Bicycle Thieves," plays a vital role as a schoolmaster who along with another enlightened teacher, Lois Maxwell, rebel against the dark and repressive pedagogical methods of a camp director. The two youngsters and guide of the plot revolve are Pier Angelotti and Gino Lurietti, and the artistic integrity of their performances is testimony to Moguy's directorial skill.

The screenplay by Alfred Machard and Moguy builds up cumulatively to the near-tragic climax. In it the two youngsters seek shelter from a storm in an abandoned church, and suspicious minds find there the surmise of the worst.

A Rizzoli-Amato production, it was produced by Giuseppe Amato, with Moguy also serving as co-producer. Adequate English subtitles are provided.

Running time, 103 minutes. Adult audience classification. April release.

Mandel Hershstein

20th Fox Reports High Production Peak

Hollywood, April 13.—The 20th Century-Fox studio currently is hitting what was described by the company, as a high production peak, with six features in work.

Now before the cameras are "Don't Bother to Knock," starring Richard Widmark and Marilyn Monroe, "My Wife's Best Friend," starring Anne Baxter and MacDonald Carey, and "The Golden Road," starring Cary Grant and Ginger Rogers.


20th Century-Fox Stars in Magazine Articles

Profiles of four 20th Century-Fox stars crediting their current and upcoming pictures highlight the latest issues of Photoplay, Modern Screen, Movie Stars Parade, and Screenland magazines.

Susan Hayward, now starring in "With a Song in My Heart" and later this year in "The Snows of Kilimanjaro," is the subject of two feature articles in the May Modern Screen and June issue of FilmLand. "Belles on Their Toes" star, Jeannie Crain, is in the May issue of Movie Stars Parade.

**PARAMOUNT TRADE SHOWS**

**Wednesday, April 16, 1952**

**W. SOMERSET MAUGHAM'S ENCORE**

Starring

GLYNIS JOHNS - NIGEL PATRICK

KAY WALSH - ROLAND CULVER

RONALD SQUIRE

Adapted by

Eric Ambler, T. E. B. Clarke and Arthur Macrae

Produced by ANTONY DARNBOROUGH

Directed by

Harold French, Pat Jackson and Anthony Pelissier

A J. Arthur Rank Production
Para. Profit

(Continued from page 1)

for 1950, representing Paramount’s share of undistributed earnings of non-consolidated domestic and Canadian companies. The consolidated balance sheet of the company and its domestic and Canadian subsidiaries as of Dec. 29, 1951, shows total current assets of $72,393,700 and current liabilities of $81,782,216, leaving a net working capital of $64,161,484.

Income, Expenses

Film rentals, theatre receipts, etc., for 1951 amounted to $94,628,572, against $81,823,206 for 1950. General and theatre operating expenses for the respective years were $19,294,127 and $18,332,755, while film distribution costs were $19,949,278 and $18,031,890.

Legion Reviews 10; Rates One as 'C'

Ten new pictures have been reviewed by the National Legion of Decency and one, Mayer-Kingsley’s “Young and the Drowned” received a Class C rating.


Kazan Admits He Was ‘Red’

(Continued from page 1)

Party in the mid-1930’s were to take over Actors Equity and the Group Theatre, Kazan stated. Neither of these ends was accomplished, he added. Kazan had originally appeared before the Un-American Activities Committee in an executive session on Jan. 14, it was revealed Friday. At that time, he had admitted his Party membership, but had refused to give the Committee very much information about others who had been in the Party at the time.

Apparent Recommitted

He apparently reconsidered this decision later, and decided to tell the committee all he knew. Late Thursday, he appeared before Rep. Walter (D., Pa.), sitting as a one-man subcommittee, and gave the full story. The transcript of this testimony was released Friday.

At the conclusion of his testimony Thursday, Kazan was thanked by Walters for his cooperation with the committee.

Kazan told Walters he had reconsidered his earlier decision because he had become convinced that “secrecy serves the Communists and is exactly what they want.” He said he felt the “American people need the facts and all the facts about all aspects of Communism in order to deal with it wisely and effectively. My obligation as a citizen is to tell everything I know.”

He joined the Party, he said, because it wasn’t clear then that the Party was taking orders from the Moscow base. He soon discovered how he had put himself in a position to him an effective instrument for helping the poor and unemployed and for fighting Hitlerism. For his entire 19 years as member of the Party, he said, he was assigned to one unit, consisting entirely of Group Theatre members. Kazan and Lewis, and co-leaders of the unit, he said, and members included Odet; Carnovsky; later Mrs. Carnovsky; Tony Kraver; Paula Miller; later Mrs. Lee Strasberg; and Art Smith. V. J. Jerome and Andrew Overgaard were Party members assigned to indoctrinate the unit, he declared.

The members were asked to do four things: to “contribute”; to indoctrinate themselves in Marxist and Party doctrine; to help the Party get a foothold in Actors Equity; to provide entertainment for and support front organizations; and to make the Group Theatre a Party mouthpiece.

Kazan admitted he was then ready to take over Equity was headed by actor Robert Caillie, Kazan said. He stated the tactic was to designate Kazan as a pay for rehearsal time, and by winning the trust of the Party members who led the drive, permitting them to gain control of the group. He added that he was the pay, Kazan said, but the Communists never got a strong foothold in Equity.

The Party never succeeded in gaining control of the Group Theatre either, he said, because “the pay steadily fell and the hands of the three non-Communist directors—Harold Clurman, Lee Strasberg and Cheryl Crawford—were effective.”

Kazan admitted helping to provide entertainment for front organizations and union meetings through the League of Workers’ Theatres and the Theatre of Action. He said he acted in, directed and wrote plays, and taught a school for actors and directors run by the League. He said both were “unquestionably” Communist controlled outlets.

In the winter of 1932-33, he related, the Party instructed him to raise a demand in the Group Theatre that he be given more democratic power. He said that convinced him he had had “enough regimentation and being told what to say, think, and do,” and that he had quit the Party.

He declared he never subsequently joined any front organizations, but admitted he had occasionally allowed his name to be used by others later named as front organizations. He said his connection with these was “so slight and transitory” that he had to rely on a listing prepared by the 20th Century-Fox research department after a long and careful search which he couldn’t even remember many of the organizations on the list, he said.

His only contribution after this time to a front organization was a $500 to the Committee for the Hollywood Ten, Kazan stated.

Gustave Mohle Expands

MEXICO CITY, April 13—Gustave Mohle, former 20th Century-Fox executive, who has for 2 years been distributing Mexican pictures in the U. S., has extended that business to Europe, with an exchange in Montreal, Edmund Nozan, former manager of the Cinemex, local first-run, will manage the exchange.

UJA Drive

(Continued from page 1)

men, purchasing agents, legitimate theatres and music publishers. Acceleration came in response to an appeal by Robert Benjamin, United Artists partner, for all members of the industry to lend their full support to the drive.

Firm Chairmen

Chairmen leading the drive in their respective firms are: Max Seligman, Metropolitan; Max Goldfinger, Loew’s; William Brenner, National Screen; Arthur Israel, Jr., Paramount; Leon Goldberg and Robert Weitman, United Paramount Theatres; Robert Goldfarb, RKO Pictures; Harry Mandel, RKO Theatres; Spyros Skouras and Jack Lang, 20th-Fox; Max Youngstein, United Artists; Adolph Schimmel, Universal; Sam Schneider, Warner.

Independents in Drive

Participating in the drive of the independent group are: Chairman Solomon Strausberg, Interboro Circuit, and co-chairmen Louis Rastorre, Associated Theatres, and Fred Schwartz, Century Circuit. Strausberg has called a meeting for today in his office here. Among those participating are: Ira Fabian, J. Joshua Goldberg, Harold Rimler, Leslie Schwartz, Morton Solomon, and RKO Theatres.

Co-chairmen Len Grunenberg and Phil Hodes are leading the drive in the exchange group, Charles B. Moss is in charge of the purchasing agents drive.

Rodgers Host

Chairman Richard Rodgers will be the host at a legitimate theatres unit luncheon on May 10 at Hotel Astor, Edward M. M. Warburg, general chairman of the United Jewish Appeal will be the guest speaker.

Julius Collins, ASCAP executive, and chairman of the music group, reports that publishers and songwriters are extending their full cooperation. Former UJA chairman who has agreed to serve as Benjamin’s co-chairmen are: Harry Kaye, Jack Cohn, Si Fabian, Sam Rosen, Abe Schneider and Fred Schwartz.

Other leaders also agreed to serve with Benjamin are: Spyros Skouras, Ned Depinet and Arthur Krim.

Production Is Off; 25 Feature in Work

Hollywood, April 13—A six-point drop on the production index brought the total number of pictures in work down to 25. Four new films were started and 10 were completed.

**FCC Ruling**  
(Continued from page 1)

Broadcasting Co. and United Paramount Theatres be required to supply detailed information on rentals paid for films in recent years and receipts from film showings. The order, which argues this data is needed to indicate how much "market leverage" the merged company has, must be upheld by the FCC to approve the proposed merger.

Following Reink's ruling, DuMont would have the opportunity to testify on ABC-UPT claims that the merger is needed to build up competition in the television market. DuMont's opponents have argued that ABC needs UPT financial backing to put it on a competitive footing. They attempted to control thought and suppress personal opinion. They tried to dictate personal conduct. They habitually distorted and disregarded the truth. This all is brutally opposite to their claims of freedom, we know, by much such their actions are.

"To be a member of the Communist Party is to have a taste of the police state. It is a diluted taste but it is bitter and unforgettable. It is diluted because you can walk out.

"I got out in the spring of 1936. The question will be asked, why did I not tell this story sooner. I was held back, primarily, by concern for the reputations and employment of people who may, like myself, have left the party many years ago.

"I was also held back by a piece of specious reasoning which has silenced many liberals. It goes like this: 'You may hate the Communists, but you must not attack them or expose them, because doing so holds up your popular opinions and you are joining the people who attack civil liberties.'

"I have thought soberly about this. It is, simply, a lie. Secrecy serves the Communists. At the other pole, it serves those who are interested in silencing liberal voices. The employment of the Communists. Not of good liberals is threatened because they have allowed themselves to become associated with or silenced by the Communists.

"Liberals must speak out.

"I think it is useful that certain of us had this kind of experience with the Communists, for if we had not, we should not know them so well. Today, when all the world fears war and they speak peace, this is an important place in which we are honored.

"First hand experience of dictatorship and thought control left me with an abiding hatred of these. It left me with an abiding hatred of Communist philosophy and methods and the conviction that these must be resisted always.

"It also left me with the passionate conviction that we must never let the Communists get away with the pretense that they stand for the very things they kill in their own countries.

"I am talking about free speech, the rights of property, the rights of labor, racial equality and above all, individual rights. I value these things. I take them seriously. I value peace, too, and will not be bought at the price of fundamental freedoms.

"I believe these things must be fought for wherever we are. I am not fully honored and protected whenever they are threatened. The motion pictures I have made and the plays I have chosen to direct represent my convictions.

"I expect to continue to make the same kinds of pictures and to direct the same kinds of plays."

**Kazan Statement**  
(Continued from page 1)

Hollywood—is inflamed by mystery, suspicion and secrecy. Hard and exact facts will cool it.

The facts I have are sixteen years out of date, but they supply a small piece of background to the graver picture of Communism today.

"I have placed these facts before the House Committee on Un-American Activities without reserve and I now place them before the public and before my co-workers in motion pictures and in the theatre.

"Seventeen and a half years ago, I was a twenty-four-year-old stage manager and bit actor, making $9 a week, when I worked. At that time, nearly all of us felt menaced by two things: the depression and the ever-growing power of Hitler. The streets were full of unemployed and shaven men. I was taken in by the Hard Times version of what might be called the Communists’ advertising or recruiting of people. They claimed to have a cure for depressions and a cure for Nazism and Fascism.

"I joined the Communist Party late in the summer of 1934. I got out a year and a half later.

"I have no spy stories to tell, because I saw no spies. Nor did I understand, at that time, any opposition between American and Russian national interest. It was not even clear to me in 1936 that the American Communist Party was abjectly taking its orders from the Kremlin.

"What I learned was the minimum that anyone must learn who puts his head into the noose of Party ‘discipline’. The Communists automatically violated the daily practices of democracy to which I was accustomed. They attempted to control thought and to suppress personal opinion. They tried to dictate personal conduct. They habitually distorted and disregarded the truth. This all is brutally opposed to their claims of freedom, we know, by much such their approach.

"To be a member of the Communist Party is to have a taste of the police state. It is a diluted taste but it is bitter and unforgettable. It is diluted because you can walk out.

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"First hand experience of dictatorship and thought control left me with an abiding hatred of these. It left me with an abiding hatred of Communist philosophy and methods and the conviction that these must be resisted always.

"It also left me with the passionate conviction that we must never let the Communists get away with the pretense that they stand for the very things they kill in their own countries.

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"I expect to continue to make the same kinds of pictures and to direct the same kinds of plays."

**TV ‘F’reeze’**  
(Continued from page 1)

At present, 108 stations are on the air. The order changes the channel assignments of 30 of these 108 stations, but keeps them in the VHF band.

Applications now on file must be brought up to date, the FCC stipulated. Applications and new applications can be filed from now on. Processing of applications will not start until July 1.

The FCC order specifically reserves channels—one in most of the larger cities—for educational use. After that, priority is given to the top priority of the following applications: non-commercial educational channels; channels in territories and possessions; applications from the 30 stations whose frequencies have been changed; applications from cities 40 or more miles from areas where TV is now operating; and applications from cities to which UHF channel assignments have been assigned.

**In Order of Population**

All other applications will be considered after these categories have been processed. In general, all processing will be in the order of the population of the station with the densest population getting first consideration.

The Commission said it would not consider before Nov. 1 applications to change existing facilities. The FCC has reserved the first 12 TV channels for the first time to dozens of cities in the South, Mid-West and Far West.

Commissioners have indicated they thought it unlikely that more than a handful of stations would get on the air this year. In the first place, processing won’t start until July 1. Then, even if the Commission acts relatively promptly after that, it will be considerable time before a station can be built and start broadcasting.

And finally, in most large cities, long hearing proceedings will be necessary to determine which of competing applicants should get the channels. FCC chairman Paul A. McCutchen has admitted that the Commission "seems destined to become a bottleneck.

Commissioner Jones and Hemlock dissented from the order. Commissioner Bartley, a recent appointee, did not participate.

**Venice Festival Asks RKO for 6 Films**

The board of governors of the Venice Film Festival, which is slated for late August, has requested RKO Radio to enter six films as prize entries, three of which are already in the United States.


**Smith Joins Ad Bureau**

Edward J. Smith has been appointed district sales manager of the Movie Advertising Bureau by Claude F. Lee, director of national sales. The bureau is a national advertising division of the Motion Picture Advertising Service Co., Inc. and United Film Co., Inc.
<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV.-INT’L</th>
<th>WARNERS</th>
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<tbody>
<tr>
<td>Mar. 2</td>
<td>(March Releases)</td>
<td>SIX CONVICTS (Color)</td>
<td>James Mitchell</td>
<td>William Wyler</td>
<td>0–67 min.</td>
<td>(May Releases)</td>
<td>THE LUSTMADDER (Color)</td>
<td>0–67 min.</td>
<td>(May Releases)</td>
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<td></td>
<td></td>
<td>Arthur Kennedy</td>
<td>65 min.</td>
<td>(Rev. 1/15/52)</td>
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<td>(May Releases)</td>
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<td>Mar. 9</td>
<td>SCARLET SUE</td>
<td>British Cinema</td>
<td>Herbert Mundin</td>
<td>Barbara Stanwyck</td>
<td>65 min.</td>
<td>(May Releases)</td>
<td>THE LUSTMADDER</td>
<td>0–67 min.</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(March Releases)</td>
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<td></td>
<td></td>
<td>Robert Lowery</td>
<td>55 min.</td>
<td>(Rev. 1/11/52)</td>
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<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(March Releases)</td>
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<td>Mar. 16</td>
<td>JUNGLE BOOK</td>
<td>India</td>
<td>Rudolph Maté</td>
<td>Mowgli</td>
<td>65 min.</td>
<td>(May Releases)</td>
<td>THE LUSTMADDER</td>
<td>0–67 min.</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(March Releases)</td>
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<td></td>
<td></td>
<td>Richard Attenborough</td>
<td>65 min.</td>
<td>(Rev. 1/15/52)</td>
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<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(March Releases)</td>
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<td>Mar. 23</td>
<td>NIGHT STAGE TO CALGARY</td>
<td>Columbia</td>
<td>Gordon Douglas</td>
<td>Joseph Cotten</td>
<td>55 min.</td>
<td>(May Releases)</td>
<td>THE LUSTMADDER</td>
<td>0–67 min.</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(March Releases)</td>
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<td></td>
<td></td>
<td>Mischa Auer</td>
<td>55 min.</td>
<td>(Rev. 1/11/52)</td>
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<td>(May Releases)</td>
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<td>(May Releases)</td>
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<td>Apr. 6</td>
<td>(April Releases)</td>
<td>THE MARRIAGE OF HARRY MIXON (Color)</td>
<td>William Holden</td>
<td>Marilyn Monroe</td>
<td>55 min.</td>
<td>(May Releases)</td>
<td>THE LUSTMADDER</td>
<td>0–67 min.</td>
<td>(May Releases)</td>
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<td></td>
<td></td>
<td>Garry Cooper</td>
<td>55 min.</td>
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<td>(May Releases)</td>
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<td>Apr. 13</td>
<td>LARAMIE MOUNTAINS</td>
<td>Columbia</td>
<td>Gregory Peck</td>
<td>Susan Hayward</td>
<td>50 min.</td>
<td>(May Releases)</td>
<td>THE LUSTMADDER</td>
<td>0–67 min.</td>
<td>(May Releases)</td>
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<td></td>
<td></td>
<td>Virginia Mayo</td>
<td>50 min.</td>
<td>(Rev. 1/11/52)</td>
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<td>(May Releases)</td>
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<td>Apr. 20</td>
<td>(May Releases)</td>
<td>THE SNIPER</td>
<td>Arthur Franz</td>
<td>Edward G. Robinson</td>
<td>50 min.</td>
<td>(May Releases)</td>
<td>THE LUSTMADDER</td>
<td>0–67 min.</td>
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<td></td>
<td></td>
<td>Claire Trevor</td>
<td>50 min.</td>
<td>(Rev. 1/15/52)</td>
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<td>(May Releases)</td>
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<td>(May Releases)</td>
<td>(March Releases)</td>
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<td>Apr. 27</td>
<td>(de Ricciard)</td>
<td>WALK EAST ON BEACON</td>
<td>George Murphy</td>
<td>Michael Rennie</td>
<td>50 min.</td>
<td>(May Releases)</td>
<td>THE LUSTMADDER</td>
<td>0–67 min.</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
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<td></td>
<td></td>
<td>Henry Fonda</td>
<td>50 min.</td>
<td>(Rev. 1/11/52)</td>
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<td>(May Releases)</td>
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<td>(May Releases)</td>
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<td>May 4</td>
<td>SOUND OFF</td>
<td>Columbia</td>
<td>John Garfield</td>
<td>William Holden</td>
<td>50 min.</td>
<td>(May Releases)</td>
<td>THE LUSTMADDER</td>
<td>0–67 min.</td>
<td>(May Releases)</td>
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<td></td>
<td></td>
<td>Robert Mitchum</td>
<td>50 min.</td>
<td>(Rev. 1/15/52)</td>
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<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(March Releases)</td>
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<tr>
<td>May 11</td>
<td>A VAMPIRE IN CHINA</td>
<td>Columbia</td>
<td>John Agar</td>
<td>Joseph Cotten</td>
<td>50 min.</td>
<td>(May Releases)</td>
<td>THE LUSTMADDER</td>
<td>0–67 min.</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(March Releases)</td>
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<td></td>
<td></td>
<td>Dennis O’Keefe</td>
<td>50 min.</td>
<td>(Rev. 1/11/52)</td>
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<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(March Releases)</td>
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(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)
Big Holiday Crowds Boom N.Y. Grosses

Hall Sets Easter Record; Roxy Hits Big $150,000

The advent of the Easter holiday sent Broadway grosses booming, serving as a box-office bellwether for theatres in many sections of the country.

Radio City Music Hall reported that it expects to smash its Easter record this week, while the Roxy saw a terrific $150,000 for the seven days.

Meanwhile, Robert O'Brien, secretary-treasurer of United Paramount Theatres, disclosed that weekend reports indicated excellent holiday grosses for UPT theatres here and elsewhere. A similar statement was issued by Oscar Doob, general theatre executive at Loew’s.

An official of the Metropolitan Motion Picture Association estimated that more New Yorkers attended theatres

(Continued on page 4)

UPT Must Disclose 1951 Film Rentals

WASHINGTON, April 14.—Federal Communications Commission examiner Leo Resnick today directed United Paramount Theatres to submit its total film rental payments in 1951 and, in addition, ordered the three networks involved in the UPT-ABC merger issue—American Broadcasting Co., National Broadcasting Co. and Columbia Broadcasting Co. and Columbia Broadcasting System—to turn in figures on their payments for film actually used in 1951 on the networks and their owned and operated stations.

The rental figures are to include amounts paid for motion picture teams.

(Continued on page 2)

Hyman and Weitman To Aid Palsy Drive

Edward L. Hyman and Robert M. Weitman, both vice-presidents of United Paramount Theatres, will serve as national co-chairmen of the industry’s collection committee for United Cerebral Palsy’s May campaign. The appointments were announced by Leonard H. Goldenson, president of UPT and also president of United Cerebral Palsy.

This year’s drive to help the nation’s palsied children will take place from May 1 to 31.

Gains Balancing Losses in Overseas Markets: Aboaf

In terms of remittances, earnings and quotas, American distribution losses this year in some countries very likely will be balanced by gains in others, according to an analysis of the European market made by Aboaf, Universal-International foreign sales manager, in a press interview here yesterday.

Aboaf returned to New York from a trip to Europe, a meeting with the Belgium Government, and a trip to Spain, Portugal, Italy, Belgium, France, Germany, Norway, Sweden and Denmark.

Now that the new Spanish agreement is in force, Aboaf reported, producers in that country are lobbying against the imposition of ceiling prices on American films sold there.

John G. McCarthy, Motion Picture Association of America international department chief, who is touring Europe at present, said that negotiations with the Spanish Government are likely to prevent such price-fixing, Aboaf said.

The Universal executive described

(Continued on page 2)

Belgium Will Admit 250 U.S. Pictures

The optimism of John G. McCarthy, Motion Picture Association of America international department chief, regarding the outcome of remittance talks with the Belgium Government, yesterday proved to be sound as it was revealed here that a satisfactory ar

(Continued on page 2)

M-G-M Invites 100 Showmen To Coast Product Meeting

One hundred circuit and independent theatre owners, representing more than 10,000 theatres in the U.S., will journey to the M-G-M Coast studios as the company’s guests to view in advance forthcoming product and engage in a forum of opinion regarding merchandising.

Dore Schary, production vice-president, will act as host. Holding of the mass preview and conference is the outgrowth of a letter from Charles M. Reagan, distribution vice-president of Loew’s, that by such procedure much can be done to build up confidence in the business and to improve the balance of the year.

Representatives of the five exhibitors associations in the Council of Motion Picture Organizations will be guests, Reagan said. The mass tour-conference will be held May 8-10.

A teach screening the M-G-M promotion department, headed by vice-president Howard Dietz, will outline to the exhibitors the advertising and exploitation

(Continued on page 2)

Bids COMPO Enter Trade Practice Area

Lichtman Holds It Must Do So to Be ‘Effective’

ATLANTA, April 14.—Unless the Council of Motion Picture Organizations has the qualified support of all of the component parts of the industry and includes a regulation of trade practices in its program, it cannot be effective, Al Lichtman, 20th Century-Fox vice-president of distribution, declared here today in an appeal for industry unity before the opening meeting of the fifth annual convention of the Motion Picture Owners and Operators.

(Continued on page 4)

Technicolor Profit For Quarter Gains

Consolidated net profit after taxes on income for Technicolor for the quarter ended March 31, 1952 is estimated to be $518,948, equivalent to 50 cents per share, compared to $467,000 or 53 cents per share for the corresponding quarter of 1951 with taxes for that quarter adjusted to the effective rate for the entire year 1951, it was reported by Dr. Herbert T. Kalmus, company president.

The profit after depreciation, income taxes and other charges for the year ended Nov. 30, 1951, was approximately $530,000.

Elson Heads Slate Of Trans-Lux Group

Nomination of 11 directors, headed by Norman W. Elson, president of Guild Enterprises, Inc., was disclosed here yesterday by the Trans-Lux Stockholders’ Committee, the group led by George G. Mason which is currently engaged in a proxy battle with Trans-Lux management.

Elson, in addition to being nominated as a director, was also chosen by the committee for the post of chairman of the Trans-Lux board, or the company’s presidency.
Personal Mention

Dr. Herbert T. Kalilus, Technicolor president, will arrive in Hollywood from New York today.

Nathan Golden, National Production Authority film chief, is in New York from Washington and tomorrow will sail for two months trip abroad.

G. S. Eyssell, president of Rockefeller Center, last week dissolved the board of directors of Radio City Music Hall, which has returned from Europe.

Ralph Cattell, vice-president and general sales manager of Jerry Fairbanks Productions, is here from the Coast.

Richard F. Walsh, IATSE international president, has returned to New York from Hollywood.

Loz K. Kaufman, Warner Theaters executive, will return tomorrow from Albany.

UPT's Rentals (Continued from page 1)

ture films, short and documentaries, and for films specially produced for television showings. Resnick took the action as the merger hearings approached in their 11th week following a two-week recess. He also denied a motion by DuMont to require UPT to produce the financial reports of its subsidiary theaters.

Only witness appearing today was Gordon Brown, owner of station WAYS, Rochester, N. Y., formerly an ABC affiliate. Brown has had a running battle with the network for some years over alleged monopolistic practices, and, in appearing at the merger hearings, was continuing his battle.

He opposed the merger on the grounds that it would strengthen ABC's monopoly.

Tomorrow the hearings move on to the Pacific Coast where the proposed transoceanic radio station WSBM, New Orleans, from UPT to the merged company, Harold Wheelahan, vice-president and manager of the station, is slated to testify.

Resnick's ruling with regard to film rental statistics was on a motion by DuMont, but was granted only after its counsel, Morton Galane greatly modified his original request for much more extensive information. Resnick said he was granting the request only because the schedule had been "cut down substantially," adding that he would have denied the first motion.

M-G-M Invites (Continued from page 1)

tion plans and conduct the forums of opinion.

"As far as we know," Reagan said, "this is the first experiment of its kind. It is the best way of telling theaters what they can expect."
$1,000 IN CASH PRIZES!

First Prize $500. Second Prize $250. Five Prizes $50 each

M-G-M's "PROMOTION PRIZE OF THE MONTH"

We are happy to announce that the fourth picture in M-G-M's popular contest for showmen is the great exploitation drama based on a unique life story!

"CARBINE WILLIAMS"

This picture, starring James Stewart, tells one man's amazing story from prison to fame and fortune. 50 million readers thrilled to it in three top national magazines.

In order to give exhibitors full opportunity to enter this contest we have set the deadline for entries up to Aug. 31st. The judges are impartial trade press editors. Every theatre is invited to participate and all factors will be taken into consideration by the judges. No elaborate presentations are required. Send a factual report of your campaign to "PROMOTION PRIZE OF THE MONTH", M-G-M PICTURES, 3rd FLOOR, 1540 BROADWAY, NEW YORK 19, N. Y.

THERE IS STILL TIME FOR THESE:
May 30th is deadline for entries on "INVITATION"
June 30th is deadline for "JUST THIS ONCE"
July 31st is deadline for "WHEN IN ROME"

See the press books on the above pictures for further details!
Enter Trade Practice Area

(Continued from page 1)

ators of Georgia (TOA).

Lichtman said he believed problems relating to competitive bidding, re-leasing systems, clearance, double bills, adequate number of prints, law suits, peddling in an industry, and other trade practices could be remedied within COMPO, whose by-laws specifically exclude trade practices from its sphere of activity.

Form Conciliation Committee

He told the gathering of Georgia theatremen and their exhibitor guests from several other Southern states that distributors should join with exhibitors to form a joint conciliation committee which could set up arbitration andconciliation committees to handle problems of a similar nature.

The problems of all exhibitors, large or small, are identical, he said, adding that in one organization they could handle the film business.

Exhibitor organizations should unite first to form a single, powerful organization. After that, all distributors and exhibitors should fight for the establishment of one dedicated to harmony and protection of “the weak against the strong and yet give the strong a square deal.”

Guests included B. E. Depinet, Arthur L. Mayer, Robert J. O’Donnell and H. A. Cole to make

Big Holiday Crowds

(Continued from page 1)

over the Easter weekend than in any similar period since 1946.

At the Atlanta Radio City Music Hall, waiting lines of people attested to the over-capacity business. For the third week in a row, the Hall forecast $175,000, the biggest Easter week gross in its 20-year history.

A good $51,000 for the first week is estimated for another opener, “My Son, John” at the Capetown. At the Rivoli, a nice $33,000 is forecast for the initial seven days of “The Valley of the Moon”.

Weekend business at the Warner sent first week revenues for “Jack and the Beanstalk” climbing, with $42,000 raced up for the seven days which ended Sunday.

At the Mayfair, a solid $35,000 was seen for the show, “Anything Can Happen,” a gross equal to the opening week figure. A big $35,000 retail forecast for the fifth installment of “The Marrying Kind” at the Victoria, while a healthy $30,000 is estimated for the third stanza of “My Sister’s Keeper.”

The initial week of “At Swords Point” at the Criterion is expected to bring in $19,000, “Aaron Slick From Punkin’ Crick” bows in the Globe Friday, replacing “Hong Kong,” which is forecast to end its two week run with a modest $11,000.

Standing high are two foreign imports. “Man in the White Suit” at the Astor is reported to have got a robust $19,500 for its second week and “Encore” at the Normandie is estimated at a big $16,500 for its second stanza.

COMPO strong. However, Lichtman added, unless COMPO, which recently but fleetingly introduced to the world, becomes “sufficiently far reaching” it cannot be effective.

In his appeal for a single national exhibitor organization, Lichtman held that “there is no longer the need for unaffiliated exhibitors to have one organization and the former affiliated exhibitors to have another. The problems of all exhibitors, large or small, are identical. He added that in one organization they could handle the film business.

Exhibitor organizations should unite first to form a single, powerful organization. After that, all distributors and exhibitors should fight for the establishment of one dedicated to harmony and protection of “the weak against the strong and yet give the strong a square deal.”

The problems of all exhibitors, large or small, are identical, he said, adding that in one organization they could handle the film business.

Another speaker today was Mitchell Shavel, Theatre Owners of America president.

Honour Johnston, Skowards

Hollywood, April 14.—Eric John- ston, who arrived today, will hold his regular monthly dinner meeting with major studio chiefs Wednesday evening, at the Beverly Hills Hotel. John- ston, who is now president of the Motion Picture Association of America, and Charles P. Skowards, as board chair- man of Theatrical Owners of America, will accept scrolls on behalf of the industry at the Los Angeles Chamber of Commerce banquet honoring the industry tomorrow night.

National Pre-Selling

PARAMOUNT’S color full-page ad, on “Aaron Slick from Punkin’ Crick” gets about the most preferred position possible on this issue of Collier’s, opposite the top feature article by Herbert Hoover. The same issue carries a half-page feature story with color photos on Alber Ray, the “Rugged Romey,” who appears with Holliday and the “Marrying Kind” and in M-G-M’s new “Pat and Mike” with Spencer Tracy and Katharine Hepburn. M-G-M has a half-page spread with color images of Life with three full pages in color on its Technicolor musicals. The magazine’s cover story with holiday America in Paris was better than any new show on Broadway this season. Esquire bands its May issue with a provocative streamer on “The Passover Seder” and says “Meet the Blonde Bombshell”—How To Be Unhappy on $500,000 a year.

Tab Hunter, the new bobby-sox idol, who stars in “Lost Horizon,” is the latest bombshell to emerge from the extensive campaign launched by United Artists to bring the rising young star to the attention of the trade in New York last week and made a fine impression. He will stick to the tour and return to New York on Friday for another five-day stint on radio and television.

A merchandising first, designed to power both film and book promotions on the local level, has been attempted by 20th Century-Fox for “Belles on Their Toes” with the Thomas Y. Crowell Co., which has agreed to pay one-fourth of the cost of cooperative newspaper ads up to a maximum of 250 lines, taken jointly by retailers and wholesalers. The publishers are providing specially-tailored ad mats to dealers with space for in-store advertising. Other selling and display aids have been prepared for windows and in-store space.

A multi-colored, unaffiliated, ad with cut-out inserts, and Sunday book bands and a selection of change tickets are included in a special advertising kit for dealers, who are offered $250 in ad space for every 10 ordered. Notification of the pre-selling drive is handled by special advertising in Publisher’s Weekly, leading book trade journal. Crowell field men will contact distributors in key cities, and retail salesmen will be harrassed with letters, circulars and brochures.

Abbott & Costello, on a personal appearance trip to 15 cities, are to pre- sell “Jack and the Beanstalk,” were running true to form as guest lecturers at the Drama, in New Haven, with newspaper and radio interviews scheduled in Hartford, Bridgeport, Waterbury and Boston. The two were in Philadelphia, where the comedy team was honored for their work in behalf of the Young Noel, and later visited New Jersey cities on route to the Broadway premiere of their new picture.

WALTER BROOKS
Use These Big 3 Color

To Exploit These Big

TECHNICOLOR HITS!

NATIONAL Screen SERVICE
PRAISE BODY OF THE INDUSTRY
"You can buy that mink, dear. The COMPANION-approved movie starts today!"

Here's a man who knows that women make beelines to box-offices when the latest COMPANION-approved movie is playing. Hollywood knows it too—and that's why the movie-makers have invested more money in the COMPANION during the past six years than in any other monthly magazine.*

*Except of course the fan magazines!
Replacement Due for Joint Industry Ads

Dropping Plans for 2nd Series in Newspapers

The advertising-publicity committee of the Motion Picture Association of America now has decided to abandon plans for the second industry institution newspaper advertising program in favor possibly of some other form of joint promotion under the auspices of the Council of Motion Picture Organizations, it was indicated here.

Following a meeting of the committee on March 20, it was reported that disagreements among its members to the costs of the projected newspaper campaign pointed to a delay of a month or more before the advertisements would begin to make their appearance. The varying viewpoints have not been reconciled meanwhile, with the result that it is possible that the (Continued on page 7)

Blumenstock Signs New Pact with WB

Mort Blumenstock, Warner Brothers Pictures advertising-publicity vice-president, has signed a new employment agreement with the company calling for his exclusive services during the three-year period ending March 2, 1955, as disclosed here yesterday.

The contract stipulates a salary of $1,500 per week, plus $250 weekly for expenses. It further states that Blumenstock shall have no obligation to account to the company for the weekly allowance for expenses, and that such allowance shall terminate upon his resignation or upon the expiration of the contract.

Trade Practice Role For COMPO Scored

WASHINGTON, April 15.—Abraham F. Myers, general counsel of Allied States, sharply criticized the suggestion of Al Lichtman, 20th Century Fox distribution head, in a speech to the Georgia Theatre Owners convention in Atlanta yesterday that trade practices be included in the activities of the Council of Motion Picture Organizations.

Emphasizing that he was speaking only for himself and not officially for Allied, Myers said that he would "hate (Continued on page 7)

Compo Nominators To Report Soon

The nominating committee of the Council of Motion Picture Organizations is expected to announce "in a few days" the results of its latest endeavors to pick a candidate for the office of president of the industry agency. During the past week the committee, headed by Jack Alicoate, has canvassing several possible candidates to determine their availability.

Pathé, TV Stations 'Co-op Film Plan Set

Pathé Television Corp., which Pathé Industries established as a subsidiary about two months ago, has set October 1 for the commencement of distribution of entertainment film series exclusively to local television stations on a cost-and-income-sharing basis. Bruce Eells, president of Pathé TV, disclosed here yesterday.

Operating under what Eells described as a cooperative film syndication plan, the company will supply all film production financing out of a $5,000,000 per year budget and will share residual income with TV stations that subscribe to the plan. Eells said Pathé TV already has options on four series: "Passport to Danger," produced by A. B. Kindalmark; "Walter"; "Spike Jones star;" and "Johnston's TV" (Continued on page 6).

'Spify' Action Is Docketed with the US Supreme Court

WASHINGTON, April 15.—The "Spify" case, on which the industry is waiting to settle the question of the Constitutionality of motion picture censorship, today was docketed with the U.S. Supreme Court.

Prepared by attorneys for defendant W. L. Gelling, Texas theatre operator, with the backing of the Motion Picture Association of America, the appeal calls upon the Supreme Court to reverse the high court's 15-year-old decision in the Mutual Film case wherein the motion picture, likened to a "circus" or a "spectacle," was held to be excluded from the communication media entitled to Constitutional protection.

Gelling was unsuccessful in Texas so is attempting to win a reversal of his conviction for showing the Continued on page 7.

Cancel RKO Circuit '52 Holders' Meet

The 1952 annual meeting of RKO Theatres stockholders scheduled for May 21 has been eliminated under an amendment to the company by-laws voted by the board, it was reported here yesterday.

The reason for the elimination is that to all intents and purposes a meeting was held this year since the first annual meeting which opened Continued on page 7.

Scope Is Key to Success Of Arbitration, Levy Says

ATLANTA, April 15.—The breadth of the scope of the arbitral matters set forth in any arbitration system devised by the industry will be the key to the success of a plan and the extent of progress under it, Herman M. Levy, Theatre Owners Association annual convention here of the Motion Picture Theatre Owners and Operators of Georgia (TOA).

The final business session of the two-day convention also heard Levy underscore his belief that on distribution will rest "perhaps the greatest degree of responsibility and obligation" at the industry convention on arbitration in New York on April 22.

The wider the scope of the arbitral matters, Levy said, the wider will be the appeal of a system to exhibitors, and the greater the probability of distribution of litigation. He said that "too many matters have been passed through their way into (Continued on page 7).

250 at Allied Omaha Meet Despite Flood

OMAHA, April 15.—An unexpectedly large turnout in view of the record Missouri River flood turned out for the opening 250 Allied Omaha meet today.

Wilbur Snapper, National Allied president, aimed heavy artillery at (Continued on page 7)

Sees Vast Use Of Studios for Theatre Video

MOTION PICTURE DAILY

NEW YORK, U.S.A., WEDNESDAY, APRIL 16, 1952

TEN CENTS

Johnston Says Medium Will Usher in 'New Age'

LOS ANGELES, April 15.—Utilization of Hollywood's vast pool of talent and technical ability for the theatre television programming was envisioned by Eric Johnston, president of the Motion Picture Association of America, an address here tonight.

Speaking to members and guests of the Los Angeles Chamber of Commerce, Johnston declared that if the industry wins the right to use frequencies to connect theatres, "it will mark the advent of a new and prosperous (Continued on page 6)

MPAA TV Group To Push FCC Plans

Agreement to "go full steam ahead" with the industry's projected request for frequencies before the Federal Communications Commission, despite the FCC's recent postponement of the theatre TV hearings, was reached here yesterday, at a meeting of the full TV committee of the Motion Picture Association of America.

The committee in its first meeting since the FCC delayed the May 8 hearings indefinitely, said it would not let up in its preparation.

Theatres Are Closed By Missouri Floods

OMAHA, April 15.—A number of theatres along the Missouri River were closed as the river reached its highest point in history. Film transport trucks were having difficulty serving adjoining territory from Omaha exchanges. The Council Bluffs Drive-in was stripped as thousands battled to hold the levees.
**Personal Mention**

SPYROS P. SKOURAS, 20th Century-Fox president, left here yesterday for play in Hollywood. Al Lichtman, director of distribution, will make the trip with him. Skouras is leaving from the Georgia Theatre Owners meet in Atlanta.

ALFRED E. DAFF, Universal vice-president and director of world sales, accompanied by Charles J. Knapp, director of American and European operations, and F. J. A. McCarty, Southern and Canadian sales manager, will leave here today for Tel Aviv. The three will confer with representatives with A. W. Perry, president and general manager of Empire-Universal Films.

RICHARD A. HARPER, M-G-M circuit sales representative, on Sunday became a father of a little boy when his wife, the former SCHATZIE ROYAL, daughter of NBC's John F. Royal, was delivered at a New York Hospital here.

JESSIE HILL, former secretary to PHILIP GERARD, Universal Eastern publicity manager, has become secretary to RAY MOON, newly appointed Universal Eastern Publicity manager. RHODA BERNARD HEFLER has taken over as Gerard's secretary.

GAIL SULLIVAN, Theatre Owners of America executive director, last night addressed the Scranton, Pa., Chamber of Commerce at a meeting in that city.

RUSSELL GRANT, member of Ernest ELMERLY's executive secretaries in the nation's leading advertising department, became the father of a girl, Bárbara Ellen, on Sunday.

TED O'SHEA, vice-president of Paramount Distributing Corp., was in Buffalo last night from New York.

R. E. WARS, manager of Westrex Corp.'s Hollywood division, has arrived here for home office conferences.

**Fund Campaign Film Previewed for Press**

A special screening was held here yesterday for exhibitors of New York Fund's 1952 campaign film, "Father Knickbocker's Dollars," which later will be shown in theatres, on television and at campaign meetings. The film is available in two versions, one running nine minutes and the other three. Distribution to theatres will be through National Screen Service. The film was produced by Skyline Productions.

**Hearing on 'Vegas' Credit**

Hollywood, April 15.—The RKO-Pal Jarrico controversy reached closer to resolution yesterday when the Screen Writers Guild petitioned Superior Court here in an attempt to arbitrate a representative dispute, which has been de
denoted "Las Vegas Story" credit. The court set April 21 for a hearing.

**New Deadline for Loew's-UATC Split**

Deadline for the termination of joint interests of Loew's and United Artists Theater Circuit in seven theatres has been extended from yesterday, April 16, by agreement between the companies and the Department of Justice. Loew's is required to dissolve the partnership by terms of its Federal court consent decree. The courts had been held looking to an exchange of partial interests which would result in UATC gain in control of the theatres and Loew's of the remainder.

**Albany Movietime Tour Events Set**

ALBANY, N. Y., April 15.—Participation in an outdoor Cancer Drive rally at Schenectady will follow the "Movietime, U.S. A." troupe in the mayor's office there next Monday, opening a tour of the Albany community. A new director and an executive chairman, disclosed today.

Civic appearances in Albany, Amsterdam, Gloversville, Utica, Watertown, Saranac Lake, Plattsburg, Plzen Falls, Saratoga and Cooperstown are among others scheduled in the Albany area.

In Saranac Lake a visit to the Will Rogers Memorial Hospital will pre
dge the first public performance of a movietime in the city. There a dinner at the Hotel Woodruff will be held to the debut of the Watertown Symphony Orchestra. Combined service club affairs are slated in various communities.

It is expected that Lt. Governor Frank C. O'conore will welcome Greer Garson, Audrey Totter, Sterling Hayden, Victor Jory, Archie Mayo and others at the Capital Theatre today afternoon and that the Chamber of Commerce will give a dinner the same night.

There will be broadcastes but no telecasts.

**FCC Para. Hearing Recalls Raibourn**

WASHINGTON, April 15. — Paramount Pictures' vice-president Paul Raibourn is expected to return to the stand tomorrow at the Federal Communications Commission for "catch all" Paramount hearing for questioning mainly on his company's interest in the Super Station.

At today's session, Harold Wheel
dahl, general manager of WSBM-AM and WSB-FM, testified on the New Orleans stations, testified on the transfer of the stations, licenses from Paramount to United. Earlier, Gordon Brown, owner of WSAY, Rochester AM station, concluded his testimony in which he opposed a proposed merger between UPT and the American Broadcasting Co.

**News in Brief**

CHICAGO, April 15.—Attorneys John Sullivan and Eugene Dupeche have been given 30 days to reply to petitions by attorneys Sam Block and Miles Sceley asking that anti-trust suits filed here by distribution and supervision of nine theatres—the Bell, Normal, Savoy, Axt, Avenue, Langley, Homan, California, and White Palace—against producers and distributors be dismissed because the time allowed for filing under the statute of limitations had elapsed when the suits were instituted.

MINNEAPOLIS, April 15.—In return for a product split between Louis DeCurtis, Krause, Lodge & Company, at State in Virginia, Mms., he has agreed to halt his conspiracy suit against distributors and Minnesota Amusement Co., it is understood.

Defense counsel disclose Dubois will dismiss his complaint charging that Minneapolis be distributors be holding the first run "A" product at Virginia in return for a split of major product without bidding. There was no financial settlement, it was said.

The suit was started in 1949 by operation of "Aladdin's Lamp" for tele
vision and was settled for $20,000 in case the subject was filmed for theatre exhibition also. Haas paid $35,000 to each of the other plaintiffs and promised him, plus $50,000 for breaching the contract.

**Phonovision Hit By Allocations**

CHICAGO, April 15.—The Federal Communications Commission's first action in phonovision presents a problem to the Zenith Radio Corp. Now conducting Phonovision to here, it is understood.

United States say that the experimental station would have to move to the new ultra high frequency band, with which they feel, it said, there is a lot more to do, preferring the very high frequency band. The only new VHF channel in Chicago has been allocated for educational use.

**UA VP's Leave Today For Coast Meeting**

William J. Heineman and Max E. Youngstein, vice-presidents of United Artists, will leave New York today for a coast meeting. UA has a west-coast sales conference at the Cliff Hotel tomorrow.

Sales executive personnel of the San Francisco, Los Angeles, Seattle, Denver and Salt Lake City exchanges will attend the conference which will include not only Heineman and Youngstein as part of their cross-country series of sales sessions.

Big German Market Seen by Eysell

A prediction that the Western Ger man market will ultimately grow to the size of the Italian market for the next few months was made yesterday by Gas S. Eysell, president of Rockefeller Center, Inc. and chairman of the board of directors of Radio City Music Hall.

Commenting on his recent three and-a-half week tour of the European Continent, Eysell said that big strides in the economic condition of the American zone of Germany was obvious. He saw a number of new theatres in Mannheim and Frankfurt and that audiences were hungry for entertainment.

Eysell said that Heimann, a tour which took him to Holland, Switzerland, France and Germany, Eysell expressed the opinion that picture promotions were more readily received by European audiences.

**Modify Public Code On Drive-in Screens**

ALBANY, N. Y., April 15.—The Albany Theatre Owners of America ef fort before the State Board of Standards and Appeals to win modification of a proposed amendment to the places of entertainment law which would have barred screens in new drive-ins, if "visible" from any highway, has been heard.

A draft form released by the board yesterday as a basis for a public hearing here April 21, predicated that new drive-ins shall be located or shielded so that pictures are not visible from any highway "to an observer of average traffic hazards." Lewis A. Samberg of the TOA coun cil, hailed the amendment.

**Newsroom Parade**

THE Midwest and Canadian Floods were the topic of the newsroom on his return to the U. S. are current newswircle highlights. Other items include Easter parades, sports and fash
dion, hopscotch.

MOVIE NEWS, No. 32—Eisen
derow's statement on his return. Pope Pius oo. II's address to the crowd upon his landing in Indo-China. Red crops desert to the West. Moscow sub

PARAMOUNT NEWS, No. 6—Indo

TELENEWS DECEIT, No. 16—Eiseirow's court a piy or crash Indo
China. Red crops desert to the West. Moscow sub
THE $IGN OF M-G-MUSICALS
(All Technicolor)

"THE GREAT CARUS0" • "$HOW BOAT"
"AN AMERICAN IN PARI$" Academy Award Winner
"$INGIN' IN THE RAIN" Packing 'em in at Music Hall and nationwide.

and next:

"$KIRTS AHoy!"

What a decoration →
for Decoration Day!
Book it now for holiday joy!

Says LIFE MAGAZINE in its April 14th issue, in a three-page, full color section devoted to M-G-Musicals: "Leading the parade is M-G-M."

M-G-M presents "SKIRTS AHoy!" starring Esther Williams Joan Evans • Vivian Blaine • Barry Sullivan • Keefe Brasselle Billy Eckstine • with The De Marco Sisters • Dean Miller • Color by Technicolor • Written by Isobel Lennart • Music by Harry Warren • Lyrics by Ralph Blane • Directed by Sidney Lanfield
Produced by Joe Pasternak
New York Fugitives from TV

EXHIBITORS: If yours is one of the cities to which the Federal Communications Commission will assign new television channels, don't age over it. In New York, the No. 1 television market of the world, theatres are still doing the kind of business you see pictured here.

Radio City Music Hall reported that it expects to smash its Easter record this week, while the Roxy saw a terrific $150,000 for the seven days. For the third week of "Singin' in the Rain," the Hall forecast $175,000, the highest of Easter week growth since its 20-year history. "With a Song in My Heart" at the Roxy is expected to do a booming $150,000 for its second week. At the Paramount, "Bend of the River" opened to a strong $83,000 for its initial week. Weekend business at the Warner sent first week revenues for "Jack and the Beanstalk" climbing, with $43,000 racked up for the seven days which ended Sunday, while an equally heavy gross of $40,000 is forecast for this week.

Entire U.K. Sales Force to Mono. Meet

LONDON, April 15.—With Monogram Pictures planning a worldwide sales convention in Miami, Fla., in May of next year, Associated British-Pathé, which distributes for Monogram here, is figuring on being the first English company to transport its entire sales force to such a convention in America.

A. L. MacGregor Scott, newly appointed A-B-Pathe sales manager, is offering the trip to his sales force as an incentive to their making, during his first year of office, an overall 10 per cent increase in their bookings of British and Monogram films. The party would leave here by plane on the first Friday in May, returning on the second Sunday following.

Sterling payments involved in the safari will be met by A-B-Pathe, with Monogram taking care of the dollar outgoings.

Scott, with C. J. Latta, B.P.C. managing director, and Clifford Dickinson, Monogram's British representative, are in Paris here to confer with W. Jay Johnson, Monogram board chairman, who is there in the course of his current European trip.

'Vealtime' Screening

Metro-Goldwyn-Mayer will distribute a new pete Smith comedy on pressure cooking, titled "Mealtime Magic," for the Pressure Cooking Institute, and will hold a reception and press screening tomorrow afternoon at RCA's Johnny Victor Theatre here.

Abbott and Costello
In Detroit Today

Abbott and Costello will arrive in Detroit today on their Warner personal appearance tour for "Jack and the Beanstalk," with a series of special events set, highlighted by two appearances at the Palma Theatre.

At the depot, they will be greeted by Thomas Rounell, State Commander of the American Legion, and will inspect the "Know Your American Army," which will tour Michigan in May. They will conduct a show in front of the exhibit and will be hosted at a luncheon at the Statler Hotel for reporters.

Abbott Injures A Leg

BUFFALO, April 15.—Abbott and Costello's visit here Friday has been cancelled on account of an injury to a leg of Bud Abbott. They were scheduled to appear on the Center Theatre stage. "Jack and the Beanstalk" is being shown there. It is understood that Rochester and Toronto visits also have been cancelled.

Steven Lopert Treasurer

Ira S. Stevens has been appointed treasurer of Lopert Films Distributing Corp., it was announced here yesterday by I. E. Lopert, president.

Stevens, formerly an executive with Pricewaterhouse & Co., will coordinate financial and departmental operation of both the film distributing company and Lopert theatre holdings.

The treasurer's post is newly-created at Lopert, Frank Napoli, who has been comptroller, now will take over special financial duties.

British Registered
64 Features in '51

LONDON, April 15.—The Board of Trade announced today that in the licensing year to March 31 last, distributors registered 64 British and 318 foreign films of 6,500 feet and over, for an aggregate of 312,045 British footage and 2,555,040 foreign footage.

The registrations compare with the previous year's 76 British features and 360 foreign.

Registered last year in the 3,000 to 6,000-foot category were 50 British films, for a total footage of 229,861, and 158 foreign, running 864,283 feet.

There were also 200 British short subjects with a footage of 296,053 registered, and 547 foreign shorts, for a footage of 575,493, in the past year.

In the second category in the previous year, there were 49 British and 144 foreign films registered, and in the third, 231 British shorts and 496 foreign.

UA Sets 18 for UK

LONDON, April 15.—United Artists has 18 films here awaiting release, largest number for the company in several years, Arnold Picker, vice-president in charge of foreign distribution, told the company's four-day sales meeting.

The treasurer's post is newly-created at Lopert, Frank Napoli, who has been comptroller, now will take over special financial duties.

Also attending the sales meeting were Sam Spiegel, producer; Louis Luber, Continental general manager, and Charles Smadja, Continental sales manager.

Italy Completed 30 Films Since Jan. 1

Italian producers at present have a record number of high budget pictures in the making, with over 30 features having been completed since January 1. Italian Film Export reported here yesterday. Now being edited are 18 films.

War-damaged studios have been completely repaired and reequipped and new modern studios have been built. The 148-acre lot at Cinecitta, which was taken over for the production of "Quo Vadis," is now finally open to Italian productions, it was reported.

Tobias and De Rose to 'Plug' 'About Face'

Charles Tobias and Peter De Rose, composers and writers of the music and lyrics for "About Face," have been set by Warner Brothers for a two-week series of appearances on Eastern area and network shows, plugging the production.

Air guest shows include the "Kate Smith Show" on April 28 over WNBT and 63 stations from Coast-to-Coast and such other programs as "Strike It Rich," "Songs for Sale," "Nancy Craig Show," "Broadway to Hollywood," "Herb Sheldon Show," "Lanacre at Sardi's," "Family Circle," "Johnny Olsen's Rumpus Room," and "Ethel Thorson's Show."

"About Face" is scheduled to open at the Warner Theatre here late next month, with a national distribution date of May 31.
**Name NSS, Majors In Phila. Suit**

**Philadelphia, April 15.—**An anti-trust action was filed here today against National Screen Service and major distributors in Federal District Court, seeking treble damages and injunctive relief. The plaintiff is Theatre Posters, Inc. of Michigan headed by R. Hal Burris.

The Detroit firm, which is said to have established 17 outlets in major film centers throughout the country for distributing posters to exhibitors and independent poster companies, claimed that exclusive contracts between NSS and distributors were in violation of the Sherman anti-trust laws.

Theatre Posters, operating as a distributor and manufacturer of theatrical posters and ad accessories, charges that the exclusive pacts had forced it to discontinue operations seven months ago. It is asking undisclosed treble damages, and an injunction against continuance of the alleged conspiracy. Zion, Kaliner and Green are representing the plaintiff.

National Screen Service declined to comment here yesterday on the Philadelphia action.

**Krier, Hinman Promoted**

**Salt Lake City, April 15.—**John N. Krier was advanced from purchasing agent of Intermountain Theatres, Inc., to buyer and booker, Ray M. Hendry, vice-president and general manager announced. Munson Hinman was promoted from an assistant theatre manager to purchasing agent.

**Review**

"Carbine Williams"

(Metro-Goldwyn-Mayer)

ITSELF it provided the basis for this M-G-M drama which depicts the amazing story behind the perfection of the carbine rifle. James Stewart portrays the focal role of Marsh Williams, who developed the gun while serving a 30-year prison sentence. Roundout the cast are Jean Hagen, Wendell Corey and Paul Stewart. The story is one of warm, dramatic appeal and it should satisfy audiences in general.

The road that leads to prison for Stewart begins when he starts operating a distillery in South Carolina during the prohibition era. In a raid one day a gun battle ensues and a revenue agent is killed. Although the bullet that ended the agent's life could have come from the gun of any one of several men, blame is placed on Stewart.

Considerable effect has been obtained from jail scenes, chain gang sequences, and the frequent escape attempts of the prisoners. Stewart proves a moly, grieving, intractable prisoner who has frequent and explosive clashes with Corey, the prison captain. To take his mind off the agonies of solitary confinement Stewart concentrates on guns and thus gives birth to the carbine idea. His subsequent efforts to bring his idea to reality provide absorbing moments.

Miss Hagen plays the wife of Stewart who waits and hopes until the reprieve finally vindicates her faith.

The screenplay by Art Coln has the story told in flashback to Stewart's son, Carl Benton Reid, by Corey. Richard Thorpe directed and Armand Deutsch produced.

Running time, 101 minutes. General audience classification. For May release.

Maxwell Hendelman

**Add 'Trilby' to Schedule**


Filmed by Warner in 1931 with John Barrymore and Marlo March, the new version will include music as sung by Trilby.

**C.I.P. Award to McCarthy**

Leo McCarthy, producer of "My Son John," has been chosen the winner of the 1952 Award of the Catholic Institute of the Press. The award is presented each year to the person who has distinguished himself by the manner in which he has reflected Christian principles and fostered good citizenship through his work in his chosen field.

Washington, April 15.—A stockholder's action charging a "conspiracy" in the plans of Universal to merge with Decca has been filed in the New York Supreme Court. Universal Pictures reported to the Securities and Exchange Commission here today. The stockholder was identified as Florence Long, said to be the owner of 300 shares of Universal common stock. Named as defendants are the company, all of its directors, as well as Decca Records, Inc.

**Universal Reports Debenture Purchases**

**Washington, April 15. —**A Universal Pictures report to the Securities and Exchange Commission discloses that the amount of the company's 3 3/4% sinking fund debentures due March 1, 1959 outstanding on March 31, 1952 was $3,039,000, compared with $3,205,000 on Nov. 3, 1951. During the period, $166,000 of debentures were purchased for $160,692. Also reported was a reduction of $289,184 in a loan by the Bank of America to N. U. P. Finance, Ltd., a wholly-owned "U," subsidiary. As of March 31, 1952, the amount of the loan was $130,816, compared to $420,000 on Nov. 3, 1951.

**'U'-Decca Merger Plans Draw Suit**

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**The Treasure / The Temptation / The Typhoon / The Tabu**

...AND THE TERROR-SHIP THEY CALLED

**Mara Maru**

BIG TROPICAL ADVENTURE SOON FROM WARNER BROS!
The great moment has come—the FCC has lifted the “freeze” on new television stations and the U.S. is on its way to having 2,053 new stations in 1,291 communities, many of which now know television only from hearSay. The Commission is also setting aside 248 channels for non-commercial, educational uses even though there seems to be some doubt how such an educational station can maintain itself.

The channel assignment, which was followed by a rush of applicants, actually makes Los Angeles, San Francisco and Chicago the top TV cities in the country, with an allocation of 10 stations each. New York gets only eight. In any case, FCC chairman Paul Walker has already warned that, where there is competition for channels, communities may not get TV service for months and even years.

The FCC has set up a table of priorities. Its most immediate objective is to provide at least one television service to all parts of the country. After that, it aims to give each community at least one TV station. Applications for non-commercial stations will be processed starting July 1.

Now that the flood-gates have been opened, television is in for some drastic economic adjustments. There is no scarcity of transmission equipment, but sets will have to have adjusters to bring in UHF frequencies. The high costs of “live” network shows will go higher and it’s anyone’s guess what that will do to the sponsors. On the other hand, as TV grows, it will be able to afford more and better films.

Edward R. Murrow’s Sunday visit with Samuel Goldwyn on the “See It Now” show over the CBS television network proved again TV’s great potential in the reporting field. The program—written, directed and produced by goldwyn—on “Hans Christian Andersen” but concerned itself with the complex, highly-integrated operations that go into the making of motion pictures. While Murrow quite properly highlighted the colorful Goldwyn personality, he also did a job for the film industry at large by proving the great amount of prudence, painstaking effort behind film production. Best of all—the behind-the-scenes drama of Hollywood made for an absorbing quarter-hour on television.

“Broadway TV Theatre,” something new for an audience that is being flooded with captioned versions of great dramas, bowed in over WTO-TV Monday and immediately established itself as a pleasing innovation. The first play presented by producer Warren Wade was “The Trial of Mary Dugan” and, running for 90 minutes, it was solid, dramatic stuff. The play will be repeated every day this week, with a new attraction offered next week. General Tire and Rubber Co. and Cavalier cigarettes are co-sponsors. One thing the WOR TV experiment proved was that the theatre of the stage is still the most effective on TV. The play used only one court-room set and yet it never lacked tension or movement. The production was directed by John Johnston.

Those who missed Gian Carlo Menotti’s “Amahl and the Night Visitors” on NBC-TV during Christmas, had another chance to hear this tender and beautiful opera on Easter Sunday, one of the highlights of TV Easter programming. Like the first time, it was a deeply moving experience. Performances by Chet Allen and Rosemary Kuhlmann were superb. The repeat rivaled the premiere in spirit and pure beauty of execution.

The former snappy sense of timing has gone from CBS-TV’s “Quiz Kids,” still presided over by quiz-masterr Joe Kelly and attended by a group of bright youngsters with all the answers at the tips of their tongues. Kelly now spends entirely too much time in banters and too little testing the wit and knowledge of his charges. The show now appears pitched more to children. It used to be a treat for adults too.

NBC’s “Inside Our Schools” series, produced in collaboration with Life magazine, wound up over the weekend. It was public service programming of high quality. Some of the shows betrayed lack of adequate preparation. Dick Button, Olympic skating champion, made his auspicious television debut on “We, the People,” Celeste Holm very effective in the Schilt “Playhouse of Stars” over CBS-TV, now cut to a half-hour... James Mason quite a comedian on the “All-Star Revue” over NBC-TV.

Fred Hift

TV Opens British Market for ‘Electra’

LOUVAIN, April 15—B.B.C. Televisiion, programing Britain’s motion picture here in an unexpected way recently. It used TV time on two separate occasions during the week to vie for attention with Eugene O’Neill’s “Mourning Becomes Electra.” The presentation was a great success, many rating it the best British effort yet done.

RKO Radio here has held its “Mourning Becomes Electra” in cold storage since it closed on Broadway in 1947. On the basis of the play’s newly discovered popularity with the public, Harry Burton of the Gaiety Theatre, Manchester, bid for the picture and it will give its British premiere on May 4.
**Industry Ads**

(Continued from page 1)

ment of the plan appears to be favored generally.

The MPA executive committee had indicated willingness to allow expenditure of as much as $300,000 on the new ad.

The ad-publicity committee could agree on format, approach, layout, etc. However, since the funds would come out of the companies, the advertising budget withdrawal of the program does not mean a cut in the quantity of material sent out from the distributors this year. It does mean a loss, of course, of advertising on the institutional level, unless the new budget is up with acceptable new ideas in this vein.

The disagreement was said to boil down to inability of some of the companies to fit their releasing schedules into the calendar of advertising suggested. It was said that some of the companies would be called upon to pay for advertising of pictures of their own that were either about to terminate their theate-

"Outlaw Women"

**Hollywood, April 15**

**A FRONTIER town is taken over and run by women in this Western narra-tive, entitled "Outlaw Women." Producer Ron Ormond has put together a good picture containing most of the essentials of Western melodrama. He has made it in a fashion that customers can't take the story seriously can take it humorously instead. Filmed in Cinicolor, with a large cast of substantial performers, the picture's box-office experience is not readily predictable. It could go very big if it were to tickle the public's funnybone, as seems likely, and it could be stiff if it doesn't.

Marie Windsor as the iron-willed "Iron Mae" McLeod has set herself up as the boss of Las Mujeres, a desert town where women outnumber men 3 to 1. She and her gang of women outdo the bandits and put them out of business in the old West. The somewhat sprawling script comes to a point when Mae is told by a local bandit suitor that he intends to hijack a load of gold being shipped from one nearby town to another. Since the publicity department has authorized gals out to hijack it before the bandits can get to it, which they do. Concurrently, an old suitor and partner arrives with U. S. Marshal intent on holding an election in Las Mujeres. When the bandit attacks her swank establishment to regain the gold, the U. S. Marshal and everybody else gets into the act, a shooting affair in which all of the baddies are killed off and Iron Mae is convinced that the law has moved in and she has made it. No, she is not her old suitor and settle down.


**Compo Role**

(Continued from page 1)

to see COMPO endangered by bringing it into the trade practice field. Myers declared that the organization's by-laws "carefully limited it to activities in the public relations field. There is no restraint of trade or competitive public relations activities. I shudder to think where opening COMPO to trade practices might lead us."

COMPO officials said yesterday they preferred to withhold com-
mment for the time being on Lichtman's suggestion that the organization take over trade practice problems.

Pointing out that such activities would require a complete change in the character of the organization, COMPO officials said it would be up to member organizations to decide whether or not they wanted to author-
ize such a change.

At Theatre Owners of America headquarters here it was stated that no comment had been received from Mitchell Wolfsion, president, or Herman Levy, counsel, who are attend-
ing the Georgia convention at which Lichtman made his suggestion. Gael Sullivan, TOA executive director, was in Scranton, Pa., yesterday.

**S. Semenenko's Mother**

Boston, April 15—Mrs. S. Semenenko, mother of Serge Semenenko, vice-president of the First National Bank of Boston in charge of motion picture financing, died in Cleveland last Saturday.

**Blumenstock Signs**

(Continued from page 1)

allowance shall be in addition to ex-

**Rugoff-Becker House**

Edward N. Rugoff and Herman Becker, operating the Metropolitan New York circuit bearing their names, held a reception in their honor April 23 at a reception to be given during a preview showing of their new Beckham Theatre, Manhattan.

The courts because exhibitors did not have a speedy and effective tribunal wherein to have their grievances heard and decided inexpensively.

All that is necessary to make the April 22 meeting one of the greatest events of industry history, according to Levy, "is for the representatives of the various segments of the industry present at the conference to approach the meeting with sincerity, with a spirit of compromise, and with a willingness to make sacrifices for the greatest good for the greatest number. This means that petty jealousies, rival-

"Outlaw Women" (Lippert)

**Hollywood, April 15**

**RKO Circuit Meet**

(Continued from page 1)

last Dec. 6 was not concluded until Jan. 10 last. Delay in counting bal-

**Pinkv' Action**

(Continued from page 1)

20th-Century-Fox production in viola-
tion of a Marshall, Tex., censorship ruling.

It is now up to the Supreme Court to signify its position, and its position will be conveyed by the appeal in one of three ways: (1) assume jurisdiction, and, of course, hear the case, (2) deny itself juris-

**Arkansas' engraved letters standing in the same area as the local male"laker or land-agent does in the orthodox West. The somewhat sprawling script com-

comes to a point where Mae is told by a local bandit suitor that he intends to hijack a load of gold being shipped from one nearby town to another. Since the publicity department has authorized gals out to hijack it before the bandits can get to it, which they do. Concurrently, an old suitor and partner arrives with U. S. Marshal intent on holding an election in Las Mujeres. When the bandit attacks her swank establishment to regain the gold, the U. S. Marshal and everybody else gets into the act, a shooting affair in which all of the baddies are killed off and Iron Mae is convinced that the law has moved in and she has made it. No, she is not her old suitor and settle down.


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(Continued from page 1)

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**RKO Circuit Meet**

(Continued from page 1)

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**Color by Technicolor • A Paramount Picture**

"WILL PILE UP A MOUNTAIN OF GOLD AT THE BOXOFFICE!" SAYS HOLLYWOOD REPORTER
This is the house that \textbf{LIFE} builds

65\% of all U.S. movie-goers read \textbf{LIFE}\textsuperscript{*}

\textsuperscript{*} From A Study of the Accumulative Audience of \textit{LIFE}, by Alfred Politz Research, Inc. Each week, 23,900,000 people read \textit{LIFE}. In the course of 13 issues, this audience accumulates to 62,600,000. A "\textit{LIFE} reader" is a person who has read one or more of 13 issues.

Hear Robert Montgomery, "A Citizen Views the News"—weekday evenings on most NBC stations.
**Insider’s Outlook**

**by RED KANN**

THOSE titles! They are getting longer and longer and making it tougher and tougher for advertising men to prepare copy and theatremen to compress them into available marquee space. For instance, a fast gander at recent and upcoming attractions:

Aaron Slick from Punkin Crick, The Day the Earth Stood Still, Down Among the Sheltering Palms, the Francis series, I Can Get It for You Wholesale, I’d Climb the Highest Mountain, I Was a Communist for the FBI, I’ll See You in My Dreams, Inside the Walls of Folsom Prison, Land of the Trembling Earth, Love Is Better Than Ever, the Ma and Pa Kettle Series, Meet Me After the Show, The Model and the Marriage Broker, Mr. Belvedere Rings the Bell, Pandora and the Flying Dutchman, Phone Call from a Stranger, Painting the Clouds with Sunshine, The Secret of Convict Lake, She’s Working Her Way Through College, Take Care of My Little Girl, The Treasure of the Golden Condor, With a Song in My Heart, Wait Till the Sun Shines.

There is still room for expansion. So far no one has been foolhardy enough to try one like, “How Could You Believe Me When I Said I Loved You When You Know I’ve Been a Li’l All My Life,” a 70-letter consecration dreamt up by Alan Jay Lerner and Burton Lane for one of their songs in “Royal Wedding.”

**NPA Has Order For Theatre Color Video**

By J. A. OTTEN

Washington, April 16.—The National Production Authority is now circulating among government agencies the text of the first formal proposed order to permit theatre television.

NPA officials hope to get final approval by the end of this week from all interested agencies and to make announcement of their action early in the following week.

It has long been assumed that NPA thinking was along this line, but Motion Picture Daily now learns that the thinking has actually been put on paper.

The order, it is understood, would also clear the way for some home color television. The new set-up, a

(Continued on page 6)

**Loew’s Profit Up For First Half**

Loew’s, Inc., yesterday reported a net profit of $3,222,040 for the 28 weeks ended March 13 last, compared with $2,978,832 for the corresponding period a year earlier.

With adjustment of Federal taxes for prior years of $515,276 added, net profit for the current period was equivalent to 73 cents per share. In the corresponding period last year, addition of $175,000 adjustments of

(Continued on page 6)

**W. B. Today Opens Series of Three Sales Conferences**

New Orleans, April 16.—With Ben Kalminson, distribution vice-president, presiding, and Mort Blumenstock, advertising-publicity vice-president, in attendance, Warner Brothers Pictures tomorrow will begin a series of three regional sales meetings at the Roosevelt Hotel here.

John Kirby, Southern sales manager, will head the delegation of district and branch managers and sales men of the Southern division at tomorrow’s parley.

The second divisional sales conference

(Continued on page 6)

**B. and K. Net Income For ’51: $1,646,637**

Chicago, April 16—Balaban and Katz Corp. Theatres

For the fiscal year ended Dec. 29 had a net income of $1,646,637, or $6.28 a share on the common stock, compared with $2,175,354.00 and $8.28 a share in 1950, according to a report made to stockholders at the annual meeting here yesterday by John Balaban, B. and K. president.

Dividends paid in 1951 amounted to

(Continued on page 7)

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(Continued on page 6)
British Exhibitors Fear Austerity May Injure Attendance

LONDON, April 16.—Although the government’s new fiscal policies are working through with Britain’s balance of payments policy with respect to overseas trade, the increased austerity at home, an integral part of the budget, is cutting into the average citizen’s available spending money for recre-

That fact is beginning to be revealed in entertainment tax collection reports, which are now causing attendance trends. It has exhibitors here worried, not only over the symp-
toms at hand, but also over the por-
ter’s future.

During the first seven months of the present fiscal year—August, 1951, to February, 1952—the entertainment tax yielded £2,348,850. That indicates, if business continues to run at the present level—which of there is no certainty—by the year’s end will be slightly in excess of £40,000,000, or £2,500,000 less than the former Chancellor of the Exchequer, Hugh Gaitskell, budgeted for last year.

Disturbing Symptoms

Disturbing symptoms also are ap-
ppearing on other fronts. Chancellor R. A. Butler’s purchase tax on tex-
tiles has been followed by a shopping slump and film-going is being trans-
ported to be affected in Lancashire’s cotton mills alone, with many more there on part-time as a result only.

The pinch is being felt, too, in the engineering industry, due to a short-
age of U. S. steel.

Cushioned for years on a full-
employment policy, the exhibitors are now uneasy, seeing the spectre of out-of-work patrons stalking their halls. Their continuing effort in continuing efforts to have the entertain-
tment tax revised so that a scale multipliers have now been propos-
ations can be established, elimi-

The Cinematograph Exhibitors Asso-
ciation has written to the Chancellor to discuss the tax re-
visions. No date has been set yet for a meeting, but it has been considered more likely than likely that the Chancellor, having specified the aggregate amount be wants out of the box-office, will give one thought to this and the age and Excise authorities to set the scale.

It is also felt that whenever revisions are made will synchronize with the beginning of the third year of the Eady tax next August.

Non-cooperators Increase

Consequently, CEA’s leaders are disturbed at the slight increase of non-cooperators in the Eady plan. At present, 65 exhibitors are not pay the so-called “voluntary” levy. CEA fears that the levy may be made statutory by the government and placed on a mandatory basis but also would give it more promise of per-

‘Song’ Gross High

Twentieth-Century Fox’s “With A Song In My Heart” grossed over $375,000 in three days of playing in 90 situations throughout the country, it was learned here yesterday.

Personal Mention

E. K. O’Shea, vice-president of Film District Corporations, will arrive from Detroit, and will return here tomorrow.

William B. Zellner, head of M-G-M’s short subject and newsreel sales, will be in Pittsburgh today from New York, going to Chicago for an exhibition in Indianapolis, Detroit and Cleveland.

Max Weinberg, M-G-M Eastern short subjects representative, will address the Springfield, Mass., Motion Picture Council tomorrow.

HAROLD WIRTHWEN, Monogram- 
M-G-M studio executive, and has returned to Hollywood from Denver.

LARRY WEINGARTEN, M-G-M studio executive and producer, is due here from the Coast with his wife today.

LOU MILLER, KKO Radio Western division sales manager, is recuperating at his New Jersey home from illness.

ALFRED JUNG, art supervisor at M-G-M’s studios in England, will leave here today by plane for London.

ALFRED E. DAFF, Universal global sales chief, will leave here early next month for Hollywood.

H. M. RICHY, M-G-M exhibitor relations head, will leave here today for Washington.

L. E. McCANNY, Paramount produc-
ter-director, will arrive here from Hollywood this week.

DANIEL BLOOMBERG, chief engineer for Republic studios in Hollywood, and Stanley Solo, general manager for Consolidated Film Industries’ laboratories, will leave here by plane tomorrow for London.

FRANK LAGRAND, supervisor of Paramount’s laboratory operations here and in London, will go to New York yesterday for Europe.

M. L. SIMONS, home office assistant to H. M. Richy, M-G-M exhibitor relations head, is due back here to-
morning from Oklahoma.

MART BLUMENTHOL, Warner Brothers advertising-publicist vice-

KEEFE, has flown to New Orleans from Burbank.

EDWARD LAGM, M-G-M’s president of Century City, left here for the Coast with stops off in Chicago and Las Vegas.

EDWARD W. FINSTENBERG, president of Manor Films, is in Chicago from New York.

ZOLTAN KORDA, British producer-
general, left here by plane for London yesterday.

RICHARD THAD, M-G-M studio executive, will arrive here from the Coast on Tuesday.

Set Movietone Plans

For Kansas-Missouri

KANSAS CITY, April 16.—C. E. Cook, president of the Kansas-Missouri Theatre Owners Association, to-
day appointed Leo Hayoh, Shenni Lawler and Earl Jameson, Jr., as representatives of his association on a tour to be sent to the “Movietone, U.S.A.” activities this summer. Jay Wooten, president of the Allied unit, will also attend and to the distributors. Movietone group, are also to appoint three each, and the nine will make the trip. The board of direc-
tion has been made that the star tours be arranged for June.

The board made further plans for the celebration at Lamar, Kan., May 15, honoring John Schrack for his 50 years as an exhibitor in that town. Schrack is one of the oldest exhibitors of the Association in continuous ac-
tive membership. The presence of nearly 300 motion picture theatre operators will be in the report of a high level of membership in the Association and of dus-

Allied Meet Some

Solicits For Film Sales to TV

OMAHA, April 16.—A resolution against any sale of pictures to tele-
vision sold at the convention of the Iowa-Nebraska and Mid-
Central Allied Convention today, held despite the heavy Missouri River Flooding.

A morning clinic carried over the opening day’s expressions of oppo-
sition to television sales. The clinic was headed by Wilker Snaper, Na-
tional Allied president and A. B. Jef-
eris, Mid-Central head.

Other Resolutions

Other resolutions included: Full support to Council of Motion Picture Organisations and Movietone star tours; full support to the National Allied all-inclusive industry arbitra-
tion; endorsement of various voluntary arbitrators; selection of Academy Award winners by the public; praise to M-G-M and Monogram for refusal to sell to TV and commendation to Monogram and Lipsett for recent TV sales; urging action by exhibitors to write Congressmen for repeal of the 20 per cent entertainment sales tax; and a resolution in support of television sales for non-commercial use.

The 1953 Iowa-Nebraska Allied meeting will be early in May at Des Moines.

30 at UA’s Sales

Meeting Today

In San Francisco

SAN FRANCISCO, April 16.—United Artists’ first all-West Coast sales meeting today here at the Clift Hotel with 30 representa-
tives on hand to hear vice-presidents William J. Heineman and Max E. Altman, United Artists sales manager Milton E. Cohen discuss product and policies.

Held by James Veide, West Coast district manager, personnel attending the two-day conference will visit the theatres from Los Angeles, in addition to Veide, branch manager Richard Carnegie, sales manager Stanley Lefcourt, office man-
ager Burt Pollard and salesmen Wil-

William Warner, William Walsh and William Wasserman; from San Francisco, of National Theatres, who also will represent National Theatres, Chicago, where H. D. Mead, sales manager Frank Harris, office manager Frank Harr, salesmen E. Gibson and Jack Finlay and head booker to exhibitors.

Attending from Seattle are branch manager A. J. Sullivan, office man-
ager and salesmen Donald O’Bryan, M. Leonard and Roy Wil-

Present from Denver are branch manager Marion Smuckler, office man-
ager Robert McGill and salesmen William Sombar and A. Brandon. The Salt Lake City branch is repres-
entative of terminal ad.

Gambling and Skorras

Buy ‘Peps’ Plant

PORTLAND, Ore., April 16—Ted Gambling, theatre operator for many years associated with exhibition in Oregon, and Charles P. Skorras, Portland publicist, have jointly purchased the plant and equip-
ment of the Pepsi Cola Bottling Co., and are planning to sell the assets for an additional $100,000 investment for new equipment and operating capital.

Gambling is president and William R. Doud, secretary-treasurer and general manager.

Services Saturday

For Charles Barro

Hollywood, April 16—Funeral serv-
ices for Charles H. Barro, ’35, retired motion picture exhibitor, who died at his home here of a heart attack yesterday, will be held at Forest Lawn Saturday afternoon. A former Pratt, Kan., resi-

dent, the deceased, who entered the industry in 1912, developed and oper-
ated a circuit which he sold to Com-

For Allen

Baltimore, April 16.—Funeral ser-

Allen, owner of the Towson The-

Church Home and Infirmary Hospital following a heart attack.
About youth!
About song!
About love!
About fun!

"About Face"

Soon! As happy a pleasure parade as WARNER BROS. ever made!

TECHNICOLOR
Get your date set for the happiest picture that ever lit up Broadway!

Everybody's dating
PARAMOUNT!

Leo McCarey's
MY SON JOHN

W. Somerset Maugham's
ENCORE

George Stevens'
SOMETHING TO
LIVE FOR

Perlberg-Seaton's
AARON SLICK
FROM PUNKIN CRICK

Hal Wallis'
RED MOUNTAIN...
Wonderful things can happen at your boxoffice with the picture that gets this wonderful press send-off:

“Most recent in long series of wonderful Seaton films—among them ‘The Song of Bernadette,’ ‘Miracle on 34th Street,’ ‘Apartment For Peggy.’ Special Citation.”
—Louella Parsons, Cosmopolitan Magazine

“Laugh-sleeper of the year.”
—Hy Gardner, N.Y. Herald Tribune

“Picture of the Month!”
—Seventeen Magazine

“This one stands to click.”
—Film Daily

“Challenges critics who bleat about lack of originality in pictures.”
—Boxoffice

“Hard to see how a theatre playing it can fail to profit handsomely.”
—Showmen’s Trade Review

“All-absorbing all the way.”
—Silver Screen

“A warm, human picture, trying to solve no problems.”
—Syndicated Columnist Louis Sobol
**Coming Events**

**Trade Survey Sees 20% Gross Increase Possible**

A normal two per cent increase in theatre grosses in television areas in evidence this year may well be in such areas by special selling and Sindingler & Co., business analysts latest of a series of letters reporting results of a study of the Chicago entertainment market.

The report asserts that the trend of average household expenditure for theatre tickets since the M-90 order which bans all home and theatre color TV, which contributed to the decline, need to be combated to provide a recovery of more than two per cent in theatre grosses.

A letter written recovery will occur naturally from TV-weary audiences turning again to theatres for entertainment as TV viewing is reduced by the methods employed in combating the non-TV factors which can account for further recoveries up to 20 per cent this year.

"If you have come to a conclusion that TV is the primary factor which is affecting theatre attendance before anybody ever heard anything about TV. It is in this fact that we see the biggest per cent in grosses in a real possibility for a two per cent increase which is coming about naturally in TV markets.

One fact is of significance to non-TV areas which will have TV in the future. It shows that TV theatre grosses declined one per cent for every two per cent increase in TV ownership. The Sindingler letter says: The letter written effect of TV in reducing the total grosses was offset by the increased TV attendance of the older TV families, the letter states.

It also predicts that the total gross will be increased by the effect of the location of TV to new areas as the unfreezing of new TV stations takes place. The letter states that the novelty of TV will "do off the natural increase of TV families," the letter states.

It places the overall decline in grosses since the peak pre-TV year of 1947 at 11 per cent. It uses a 1947 gross figure of $1,320,000,000, however, rather than the frequently used $400,000,000 figure, specifying at the same time that "actually, accurate information on the total gross does not exist.

The letter concludes that with marginal theatres written off, the lesser number remaining "will increase competition for the better typical in higher film rentals. With reduced competition among theatres, average operating theatres' grosses will be the same. The loss of the total gross decline has been reached. The crisis is over for the distributor-producers.

**NPA Has Order (Continued from page 1)**

substantial relaxation of the present M-90 order which bans all home and theatre color TV, would permit some home set manufacturers to turn out color sets providing they meet certain standards limiting their use of scarce and skilled personnel on non-defense work.

The manufacturer would have to go to the NPA and prove to the agency that his production would not drain skilled engineers or scarce materials from the defense effort. The present ban would have to be replaced by words, by a system of licenses to a few firms which could meet these standards.

The M-90 order has been under fire from the Motion Picture Association of America and the National Exhibitor's League of America, as well as some of the TV set manufacturers, particularly Paramount's Chromatic Television subsidiary.

**Loew's Profit (Continued from page 1)**

depreciation and Federal taxes for prior years, the per share profit was $1.4797, equivalent to 32 cents per share, compared with $1,763,314 a year earlier.

For the 16 weeks ended March 13, last, before Federal taxes (reduced due to non- recurring taxable deduction) and other operating profit was $4,512,000, compared with $3,950,000 a year earlier.

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**Boston Area Transit Strike Hits Grosses**

Boston, April 16—The strike of nearly 2,000 bus drivers and mechanics of eastern Massachusetts Street Railway and the Middlesex and Boston Street Railway for the 16 weeks ended March 13, last, before Federal taxes (reduced due to non- recurring taxable deduction) and other operating profit was $4,512,000, compared with $3,950,000 a year earlier.

For the 16 weeks ended March 13, last, before Federal taxes (reduced due to non- recurring taxable deduction) and other operating profit was $1,479,727, equivalent to 32 cents per share, compared with $1,763,314 a year earlier, to which was added $47,597 tax ad-

**Fire in Troy House**

Albany, N. Y., April 16—Fire damaged Hellman's Palace in Troy this afternoon. This was the first fire in any of the city's theatres this year.

Exhibitors state that the streets in many places are practically deserted.

**Pioneers Raise Initiation**

The board of directors of the Motion Picture Pioneers has passed a resolution which provides for an increased initiation fee from $10 to $25.

**Conferences (Continued from page 1)**

**Name George's in Percentage Suits**

New Orleans, April 16—Don George and Darrell George, together with a theatre operating company, have been named defendants in per- centage actions filed in Federal Court in Shreveport. The actions, by Loew's and Universal, seek recovery of damages based on alleged under- reporting of receipts on percentage engagements at the Don Theatre in Alexandria, the Don Drive-in and Davis theatres in Bossier City, and the Glenwood (until June, 1950), Lake, and Venus theatres in Shreveport.

Chaffe, McColl, Toler and Phillips, of New Orleans, represent the dis- courages as counsel for Loew's and Stein of New York of counsel.

**Strike in Rank Houses**

J. Arthur Rank's five British West Indies theatres have closed because of a strike called over a wage dispute, according to reports from Kingston. Rank announced that all houses will remain shut until further notice.

**King Kong' Re-release**

"King Kong" is soon to be re- released by RKO Radio in company with a horror partner.
earned by UPT in 1951

(Continued from page 1)

motion, Goldenson told UPT stockholders, producers are now placing greater emphasis on major pictures of

roid appeal. "The harangue of this," the UPT president stated, "is the fact

that more feature pictures in 1951 grossed $41,000,000 than in any

one year in the industry's history."

Reaffirms Belief

In the report, Goldenson again reaffirmed his belief that the effect of home television on theatre box-office

moderate, as the novelty and installment payment period of set ownership has passed. The indications are, Goldenson explained, that after a lapse of time, set owners resume the habit of frequent attendance at motion picture theatres but on a more selective basis.

Earnings per share for 1951 amounted to $3.27 on 3,301,859 shares as compared with earnings of $3.79 per share on 3,261,287 shares outstanding in 1950. Dividends paid on the basis of $2.00 per share in 1951 amounted to $6,537,000.

The profit statement of consolidated earnings showed a profit before Federal taxes in 1951 of $12,541,163, compared to $12,613,879 in 1950. Provision for Federal income tax applicable to operations in 1951 was $6,-

764,890, compared to $5,496,302 in 1950. The increase in gross

revenues for 1951 was attributed to the increased number of theatres reflected in the consolidated account during the year.

The consolidated profit and loss further showed theatre receipts and rentals for 1951 of $115,746,552, com-

pared to $97,127,938 for 1950. Expenses for last year were put at $100,-

90,628 compared to $82,620,453 in 1950.

Summarizing highlights of UPT activities for the year, Goldenson mentioned the current hearings before the Federal Communications Commission on UPT's proposed merger with the American Broadcasting Co., Inc. "Excellent progress" was reported in the reorganization of its theatre assets in conformity with the March 4, 1949, consent judgment. The new deadline date for the divestiture of 184 theatres is Sept. 3, 1953.

On Microwave

On the activities of Microwave, the company in which UPT purchased a

50 per cent interest in January, 1952, the report stated that it is currently manufacturing electronic equipment for the government. Furthermore, it was reported that Microwave is taking steps to commence the manufacture of transistors which, it is believed, will have a wide future market as a replacement for vacuum tubes.

Regarding theatre TV, Goldenson placed special emphasis on the use of the medium as a "selective" means of communication, that is, sales conventions, education and training programs, and the introduction of new product lines.

"The importance of the industry's bid for frequencies to the Federal Communications Commission, Goldenson stated that "it is the view of the industry that special channels are necessary to provide adequate service, and even more important, to achieve an image on the large-screen comparable in quality to the feature motion picture."

Para. Action

(Continued from page 1)

that his questioning of Paramount vice-president Paul Raibourn today was aimed at discovering Paramount's fitness as a TV licensee. He wanted to find out, he said, "whether or not Paramount was engaged in plans to suppress the electronic device contrary to law."

Has New Facts

He added that his intensive investigation into the relation between Para-

mount and SCA—which began when Paramount Television Productions, Inc., bought into SCA in 1942, and ended with the consent decree in 1948—had brought out facts never before revealed.

These facts, he said, might carry weight "in the Commission's mind" in deciding on Paramount's fitness. Goldstone's inquiries today did not develop this thesis but brought out several agreements between Raib-

ourn's testimony and documents which the FCC attorney introduced into the record, and which had been taken from Raibourn's files.

Rodgers Postpones Talk

William F. Rodgers, Loew's vice-

president and chairman of the dis-

tribution sub-committee which will negotiate on arbitration next Tuesday with exhibition representatives, post-

poned until April 30 his talk on in-

dustry arbitration which he was scheduled to give yesterday before the New York Film Board of Trade.

B. and K. Net Income

(Continued from page 1)

$6,000 compared with $7,25 in 1950. Balaban stated that he believed the long range effect of television and motion picture business has been ex-

aggerated by many people. Television, he said, has made audiences more selective, so that good pictures do well but the poor ones suffer. Slightly more than half the company's profits last year came from its television station, which netted around $850,000, compared with $300,000 in 1950. Despite some increases in cost, TV earnings this year are run-

ning about even with last year, with the theatre profits slightly below a year ago.

UPT Realizes

(Continued from page 1)

the reorganization necessitated by the consent decree was furnished by Leonard H. Goldenson, UPT president, who reported that "in the aggregate the reorganization to date has involved assets well in excess of $50,000,000.

Terms of Decree

Under terms of the decree, UPT is permitted to hold a maximum of 651

theatres, either wholly-owned or jointly with investors. UPT, when it was granted an 18-month extension to Sept. 3, 1953, told the New York Sta-

tutory Court that it had filled the terms of the consent decree governing 888 theatres, with 184 theatres to be disposed of.

"GREAT!"

says Edwin Miller, SEVENTEEN

Entertainment Editor

—and millions of teens

will troop to theaters
to see for themselves!

Paramount presents JOSE FERRER in

A Perlberg-Sexton Production

ANYTHING CAN HAPPEN

Co-starring KIM HUNTER

Picture of the month in May SEVENTEEN—the

magazine that builds movie attendance every month!
25% of SMPTE Papers on Video

Television will be the subject of 25 percent of the papers to be read and discussed at the 71st semi-annual convention of the Society of Motion Picture and Television Engineers, held at the Viceroy Hotel in Chicago, opening Monday and running through Friday.

The session, devoted to television by SMPTE president Peter Mole as a vanguard of SMPTE officials entering Chicago, fifty-four month papers will be heard by the expected largest gathering of members and guests in the 71 meetings of the organization, totting over 1,000.

TV Will Lead Off

Television will lead off with 12 to 15 speakers on Monday and registration and a get-together luncheon. The second day will feature tests for television in the fields of brightness; Armed Forces production; magnetic projection; film in-printing; future film uses.

Wednesday will be devoted entirely to high-speed photography, at the end of which the cocktail and banquet will take place. Industry officials will be on the das.

Thursday will be given over to color television, and the laboratory program will include foreign language dubbing, and other discussions on "lab" work. Friday will include key editors showing and editing speakers as well as new equipment sessions, which will wind up activities.

Frank, Halpern to Address SMPTE Meet

CHICAGO, April 16.—James Frank, acting director of the film section of the National Production Authority, will discuss current mobilization problems as they affect the film industry at a luncheon-meeting Monday at the semi-annual convention here of the Society of Motion Picture and Television Engineers.

Another featured speaker will be Nat Halpern, president of Theatre Network, who will address the delegates on the progress of theatre TV to date.

Shows New Sound Recording System

A new method of motion picture sound recording was shown to New York members of the Society of Motion Picture and Television Engineers last evening by Robert Dressler of Paramount Pictures at a meeting held at the Henry and Hudson Hotel. The system, which uses a crystal instead of a mechanical device to control the photographic light beam, was described and demonstrated.

E. M. Stifle is chairman of the Engineers’ Atlantic Coast section.

26 Republic Films Sold to KTLA-TV

HOLLYWOOD, April 16.—The acquisition of 26 Republic Pictures for television by the Los Angeles station was disclosed here by Klaus Landsberg, vice-president of Republic Television Associates, Inc., and general manager of the Paramount-owned station. The films include “President’s Mystery,” “Down to the Sea,” “Dancing Feet” and “Wagons Westward.”

Reviews

“The Half-Breed” (RKO Radio)

T HE SEEMINGLY UNENDING preoccupation of the makers of Westerns these days with the Apache uprising of old is attested to again in “The Half-Breed,” the sixth or seventh picture on the subject to appear this year. As action numbers go, this one appears to have what it takes to please devotees of lively outdoor drama, and at the same time measure up to the demands of customers who are inclined toward romantic fare.

Starring Robert Young, Janis Carter and Jack Buetel, this Herman Schlom production, in color by Technicolor, which Stuart Gilmore directed, from a screenplay by Roy Harris, is a tale of gambler’s friend with an Apache half-breed and their mutual efforts to establish peaceful relationships between the whites and Indians despite the opposition of government agents and business.

Before the happy ending, however, the friendship of gambler Young and half-breed Buetel is jeopardized by saloon singer Carter’s flirtations. In love with Young, for whom she rejected villain Reedy Halley, Miss Carter at one point makes eyes at the susceptible half-breed to arouse Young’s jealousy, and an Indian declaration of war almost results.

Miss Carter is very decorative in her role. Buetel is quite convincing as the half-breed, and Young makes a dashing gambler, quick on the draw and the answer to a maiden’s prayer, notwithstanding greyling temples. Barton MacLane, Porter Hall, Connie Gilchrist, Sammy White, Damian O’Flynn and others render adequate support. The mountainous outdoors are seen to splendid advantage in the color.

Running time, 81 minutes. General audience classification. Release date, not set.

“No Resting Place” (Classic Pictures)

T HE NOTED British documentary film maker Paul Rotha here turns his directorial talents to a fictional story dealing with an accidental killing and a relentless hunt for the suspect. What charm and interest the picture has depend largely upon how much the filmmaker has put into the story, and that focuses attention on the tinkers, known in many places as gypsies. Because of Rotha, the picture should have some appeal to art houses; and because of the theme and locale, it should have appeal in theatres with large numbers of gypsies.

The gypsies shown are not those of song and story but illiterate, pitifully poor, oppressed itinerant farm hands. The principal character, played by Michael Gough, accidentally kills a game-warden after the latter shot his son. Fearing that the police will not believe the true story, Gough hides the body and goes off with his wife, son, two brothers and their families. Noel Parcell, a policeman about to retire, suspects Gough and follows him on every step of the journey. But he is not cracked but he recovers and Gough gets out of jail for the assault, the hounding continues. Ultimately after the wife, played effectively by Ethne Dune, dies, Gough and his boy set out for another valley. Eventually the policeman overpowers Gough and his son discussing the death of the game-warden. Then the tinker gives himself up.

It is to be regretted that the story, by Rotha, who also produced, and Colin Leach and Michael Orrdon did not have more substance and originality. The character portrayals are excellent and the photography catches the mood of the Irish countryside.

If the film was intended to have a message, it was one of forlorn combat.

Running time, 80 minutes. General audience classification. Release date, not set.

Doughfair Opens an Office in London

HOLLYWOOD, April 16.—Alexander MacDonald, vice-president of Doughfair Corp, has returned from London where he participated in European congresses for the organization headed by Douglas Fairbanks, Jr.

Final production details, including financing and a British color commitment on “Elephant Walks” were completed in London. Doughfair will handle the British deal before the latter’s return, filming will be in Ceylon and India late this year.

New Memphis House

MEMPHIS, April 16.—A modernistic “Theatre of the 20th Century-Fox” is to be constructed here on April 25 as the new Plaza, in the Poplar-Highland Plaza development purchased by 20th Century-Fox from the big time, particularly as affected by American Legion activities with respect to the industry and by the Hughes-Jarrico controversy, were given thorough attention.

Stars Are Aiding Flood Refugees

OMAHA, April 16.—The world premiere of “Bronco Buster,” backed by the personal appearances of Universal stars, is scheduled for the Orpheum tomorrow, but instead of helping to sell the picture, the stars have been devoting their time to fund-raising for flood victims.

With the flood crest of the rampaging Missouri River due to hit Omaha, U-1 executives decided to utilize the Universal Star Power in the United Cross rather than call off all premiere activities. Star Joyce Holden, at the world premiere, and Tommy Chambers, are to be joined by John Lund and Chill Will. They will participate in a four-hour television marathon to aid the victims. The premiere parade Saturday will be turned into a fund-raising pitch.

Foreign Heads Meet Today on Belgium

Foreign managers of Motion Picture Association of America member companies in New York today to discuss a number of developments in overseas markets, particularly important import agreements with the Belgian government.

During the Belgian pact, that country will import 250 U.S. features during the coming year. It is the same number that was imported this year in a three-year contract. Royalties will be restricted to 50 percent of earnings, but the other 50 percent will be entirely used for operation and print expenses by the companies in Belgium.

Wise Leaves RKO For Ad Agency

CINCINNATI, April 16.—After 18 years in advertising for RKO Theatre, of which eight were with the divisional office here, Nathan S. Wise has resigned to start his own advertising-publicity agency here in partnership with James C. Keefe. No successor has been named as yet. Prior to joining RKO, Wise was on the staff of the Detroit News.

Keefe previously handled advertising and publicity for Fox Theatres in Minneapolis, St. Paul, Milwaukee, Des Moines and Warner in Cleveland. More recently he was publicist for the local 20th Century-Fox exchange.

Schwartz, Silliphant To Address Teachers

Teachers attending the April 23 session of the New York Board of Education course on motion pictures, sponsored by the Organization of Motion Picture Industry, will hear Fred J. Schwartz, chairman, speak on the problems of the motion picture exhibitor, and Stirling Silliphant, president of the 20th Century-Fox, discuss the problems of building an audience for a motion picture.
Companies Set Arbitration Position Today

Executives Will Pass on Rodgers Group Proposals

Top officials of 10 distribution companies, including members of the executive committee of the Motion Picture Association of America, today will pass judgment on proposals regarding the position the companies should take on various points at the meeting on arbitration with exhibition next Tuesday at the Hotel Astor here.

The proposals will be submitted by a sales managers sub-committee headed by William F. Rodgers of Loew's at a meeting at the MPAA office here. Present also will be the trio of distribution attorneys who assisted the sub-committee in preparing the proposals, and Eric A. Johnston, MPAA president, who heads the distribution arbitration committee of

$2,049,000 for UPT 1st Quarter

Estimated consolidated earnings of United Paramount Theatres, Inc. for the first quarter of 1952 amounted to $2,049,000, including $2,044,000 of capital gains, compared with estimated consolidated earnings of $2,791,000, including $332,000 of capital gains for the first quarter of 1951. Leonard H. Goldenson, UPT president, disclosed these figures yesterday.

Share of undistributed earnings of partly owned non-consolidated subsidiaries amounted to $139,000 for the

Hits Raibourn’s FCC Testimony

WASHINGTON, D. C., April 17—Federal Communications Commission counsel today complained of the “refractor” of Paramount Pictures director Paul Raibourn in responding to intensive question on the six-year tie-in between Paramount Television Productions Inc. and the Soophony Corp. of America.

“The reluctance of the witness to admit certain facts which I think ob

Easter Week Brings Business Boom At Key Runs in Many Territories

Field reports reaching here indicate that Easter week brought a box-office boom to many territories, with the principal exception of course, being the flood-stricken Midwest.

Typical was Cleveland, where every downtown first-run is pacing well above average business, and Denver, where key runs report exceptional revenue. Los Angeles income is see-sawing; where business is good, it is very, very good and where it is bad it is horrid. San Francisco had some good reports. All of Atlantic's first-runs were above average. The same holds for that area's drive-ins.

Key attractions in Baltimore are headed for very substantial grosses, Buffalo reported brisk business and so did most downtown Cincinnati houses. All first-runs in Indianapolis were playing to heavy crowds. The same story was told by Toronto, all new attractions registering over average.

Dollar-wise, the field reports disclosed grosses that in some cases were actually phenomenal. Mentions among the pack-makers were “With A Song In My Heart.” “The Greatest Show on Earth.” “The Marrying Kind.” “Singin’ in the Rain.” “Ma and Pa Kettle at the Fair,” the reissue of “Snow White and the Seven Dwarfs,” “Viva Zapata” and “Jack and the Beanstalk,” to cite a few.

B’way Grosses Up Despite Top Sports Events on TV

New York first-run grosses in the main stood up to Easter holiday forecasts, despite the stiff horse race television competition offered Wednesday night by the Robinson-Graziano middleweight bout and the opening game of the Giants at the Polo Grounds that night.

On the day of the fight and the game Radio City Music Hall, featuring “Singin’ in the Rain” and its regular Easter stage show, racked up $25,500, one of the best day’s grosses in the history of the Hall. The week’s gross was $178,500 for the third stanza of the musical, a record Easter week business for the Hall.

The Paramount reported its grosses good with “Bend of the River” and Billy Eckstein on stage, a two-day gross of $17,000. However, Paramount manager Robert Shapiro said

Kalmenson Stresses Market’s Need for Good Showmanship

NEW ORLEANS, April 17—The present buyer’s market in the motion picture business demands “continuous aggressive showmanship” on the part of both distributor and exhibitor, Ben Kalmenson, Warner Brothers distribution vice-president, told delegates at the opening today of the company’s two-day meeting of the Southern division sales force at the Roosevelt Hotel here.

Good pictures by themselves are not

T’rade Press to Aid Palsy Drive

The aid of the motion picture trade press has been enlisted for the annual fund-raising campaign of United Cerebral Palsy, by Leonard H. Goldenson, UCPI president and president of United Paramount Theatres, who yesterday announced the following trade press committee:

Chester Bahn, Film Daily; James D. Ivers, Motion Picture Herald;

MPAA Board Okays Belgian Agreement

The final draft of the American-Belgian film agreement, providing for voluntary limitation of picture imports to 251 during the next year and allowing for remittance of 30 per cent of billings, was approved yesterday at a meeting here of the Motion Picture Association board.

The agreement, reached by MPAA’s Fayette Alport and Belgian officials in Brussels, now will be handed the Belgian government for approval.

Construction Outlook Is Much Brighter

Flood-Damaged Houses Will Get Materials

WASHINGTON, April 17.—Giving immediate assurances that ruined or damaged theatres in the eight-state flood area in the Middle West will have critical materials needed for rebuilding and repair made available to them, the National Production Authority said today that it was “likely” that government controls on theatre construction would be substantially relaxed effective with the third quarter of this year.

William C. Munner, assistant administrator of the NPA, indicated that the relaxation would take the form of eliminating the so-called Table One list and putting theatre and other amusement construction on the same basis as all other commercial construction.

At present, no theatre project or

NPA Approves 17 Theatre Projects

WASHINGTON, April 17.—The National Production Authority has approved another 17 theatre construction projects.

Of the 16 projects given a green light, nine were approved on the ground that materials were already on hand and no further government help would be needed; six were ruled exempt from NPA construction controls and two were given material allotments by the NPA.

Four of the approved projects went

Congressmen Back Hughes on Jarrico

WASHINGTON, April 17.—Three Republican members of the House Un-American Activities Committee today issued a joint statement strongly supporting the position taken by RKO Pictures' studio head Howard Hughes in his dispute with screenwriter Paul Jarrico.

The three were Representatives Harold V. Velde of Illinois, Bernard W. Kearney of New York and
Personal Mention

WILLIAM J. HENNEMAN
and MAX E. YOUNGREN
United Artists vice-presidents, accompanied by Western southern sales manager MILTON E. COHEN, tonight will fly to Los Angeles from San Francisco.

Dr. Roger Maxwell, director of the British Film Academy, was guest speaker yesterday at a meeting of the Motion Picture Council of Greater Cleveland.

RICHARD HEDGLEN, M-G-M booker in Cleveland, this week accompanied his wife, MARY ALICE, born at St. Ann's Hospital in that city.

HENRY POLLA has been appointed sales specialist by Radiant Manufacturing Corp., Chicago.

EVERETT RISKIN, Paramount producer, has returned to Hollywood from New York.

ROBERT DOLAN, Paramount producer, is due in New York from the Coast next Friday.

LEO ROSENSCRAN, Jerty Fairbanks Productions creative department head, is in Detroit from Hollywood.

MAX BREUTT, Warner Brothers publicist, is in Denver from San Francisco.

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Little League' Film

A special press screening of "Little League Baseball Basics", a 20-minute subject produced by Emerson Yorke, was held here yesterday. Narrated by Ted Husing, the film concentrates on baseball fundamentals and the techniques developed to teach these basic to "Little Leaguers."

The climax of the film is the 1951 Little League World Series in Williamsport, Pa.

340 Midwest Dates for Dizzy Dean Film

ST. LOUIS, April 17—A total of 340 bookings have been set throughout the west on the "Pride of St. Louis", a new 16-mms musical comedy, and the 25th month-long campaign employed here to launch the Dizzy Dean biography at the Missouri Theatre.

The picture opened in Kansas City today and will shortly have mass distribution throughout the states of Missouri, Kansas, Nebraska, Iowa and Oklahoma.

See Top Response To UJA Drive

Independent theatre owners of the Midwest are so enthusiastic about the response of their communities to the annual UJA drive that they have surpassed their previous efforts for the United Jewish Appeal, Solomon B. M upside, chairman of the group, declared here.

Co-chairmen are Emanuel Frisch and Fred Schwartz.

Altec Expands In West, South

Altec, theatre sound servicing organization, is opening an office in Oklahoma City, under the direction of Z. Z. Zorn, and appoints Southwestern division manager. Assisting Zorn will be George Leblanc and J. R. Brown, branch managers, who are reported to have sold for Kansas City and will cover that part of the division.

Additionally, Altec is reopening its Southern division office in Atlanta, under the direction of M. G. Thomas, division manager. "The constantly changing conditions in this area are responsible for this move," according to H. M. Bessey, executive vice-president.

Assisting Thomas in Atlanta will be Bruce Newborn, branch manager, and E. C. Lyman, also a branch manager, who will have his headquarters in Nashville.

Set 'Red Mountain' Bow in Florida

Paramount's "Red Mountain" will have a simultaneous four-city world premiere in Los Angeles, New York, Chicago and Detroit, on Thursday, April 17. A. W. Schwalberg, president of Paramount Film Distributing Corp., disclosed.

It will open at the Paramount Theatre, Miami, Sheridan, at Miami Beach, Florida, and Fort Lauderdale, and the Paramount at Palm Beach. Elizabeth Scott, who co-stars will make personal appearances at each of the four theatres on the opening night.

P e e k h a m Classic Manager in Atlanta

Ralph E. Peckham has been appointed Southern division manager of Classic Pictures, previously manager of Max J. Rosenberg Picture, Inc., president, Peckham will have headquarters in Atlanta. Peckham was formerly connected with Southern Productions in the South, and was previously branch manager for Film Classics in Dallas and Indianapolis.

DAR Award to MCM for 'Kim'

WASHINGTON, April 17—The Daughters of the American Revolution, meeting in annual convention here today, presented Goldwym-Mayer its first award to a motion picture, citing "Kim" as the best 1951 film for children between the ages of 10 and 12. The award, in the form of a bronze plaque, was accepted for the company by Headon M. Richer, director of several relations. Organization officials hope that the award will be an annual feature at DAR-sponsored events.

The organization said a majority of members, through their state film chairman, chose "Kim" "because of its fine educational and entertaining values for children."

The DAR's motion picture committee again commended theatre owners for their special matinees for children.

'Subtle Propaganda'

Meanwhile, the committee told the convention that some state chapters had reported "subtle and not so subtle Communist propaganda has crept into certain pictures and advised that we be alert to such possibilities in the future." The report, from committee chairman Caroline White Settemayer of New York City, did not name any specific films.

Generally speaking, the report painted a rosy picture of the quality of film production, it said. "A general consensus of opinion is that there has been a definite improvement in the content of picture theatre this past year," but also noted that "the decided criticism remains that there seems to be too much violence, gangsterism, shooting and drinking."

Hold Funeral Rites For G. M. Hollstein

Funeral services were held yesterday for Gustavus M. Hollstein, 88, owner of the M. X. Theatre here and an associate of KRO Theatres since 1919. He died on Wednesday.

With his brother, A. Hollstein, he built the 81st Street Theatre on Broadway in 1913. Surviving is his wife, Lily Hollstein.

Herman Timberg Dies

Herman Timberg, 66, well-known theatrical figure who had written book scores for many Coast studio and special material for film, stage and radio stars, died Wednesday in Memorial Hospital here after a long illness. The widow, Hazel, survives, as do two sons, three sisters and two brothers.

Newsmen Honor Leigh

Gene Nelson, currently appearing on stage at the New York Warner Theatre, will accept the "Page One" Award for Vivien Leigh to be presented by the Newspaper Guild at the 1962 Feature Film Festival. Saturday night. The award is being presented for Miss Leigh's performance in "A Streetcar Named Desire."

3 Foreign Pictures To Fine Arts Films

American distribution rights to a new Italian film and two more productions have been acquired by Fine Arts Films, which plans U. S. premiere of the Italian film within the next two months. The Italian film, for which English title was completed this week, is "Streets of Sorrows," directed by A. A. J. Scalabroni, with Gino Cervi in the title role of "The Dark Man" and the Michael Baldwin production entitled, "Train of Events."

New Paul Dennis Book

Paul Dennis' "Celebrity Cook Book" has just been published by Row, Peterson & Co. The book contains 330 favorite recipes of celebrities and executives, mostly from the motion picture industry. Dennis is currently a radio and television editor of the New York Post.
High-speed thrills are roaring your way...

Racing head-on to bring you...
Who Forged A Railroad From Denver To The West!

COLOR BY

TECHNICOLOR

Produced by
NAT HOLT
for
PARAMOUNT
and actually photographed
in the rugged grandeur of
the Colorado’s Royal Gorge

The Railroad That Tamed The Rockies
And All Its Teeming Excitement Is Played To The Hilt By This Cast Of Exciting Names...

Get Aboard This Big One—from Paramount

Launched importantly with the news-making Showmanship Train, carrying stars and press over the route of the Denver & Rio Grande to 11-CITY WORLD PREMIERE May 2nd thru May 6th
Arbitration

(Continued from page 1)

which the Rodgers group is an
offshoot.

Today’s meeting will produce the strategy the Rodgers committee will employ in its negotiations with representatives of American-Allied States, Western Theatre Owners, Independent Theatre Owners Association of New York and the Metro-Goldwyn Motion Picture Theatre Association.

Most Likely Plan

Additionally, it is expected to result in a plan of activities for the meeting on Tuesday and possibly ensuing days. The meeting is most likely to be adopted according to an MPAA source, is for Tuesday morning to be devoted to open meeting wherein general views on arbitration possibilities can be exchanged; then, following a luncheon at the hotel, with Johnston in charge, it would be given over to an executive session in which the fine points of arbitration proposals submitted by Allied and TOA could be given attention.

With Allied’s spring board meeting scheduled for May 3-4 in Colorado Springs it was said to be doubtful that the meeting which will open Tuesday could continue for more than two additional days. It is known that the agenda for the conference has not been completed pending the outcome of the initial arbitration meetings. The Allied discussion of arbitration will be influenced by the outcome of the New York conference and decisions which will be made in it. Hence, Allied’s delegates to the arbitration conference, president William Snaper, general counsel Abraham F. Mokarsky and others, will have time to incorporate in the board meeting agenda items relating to arbitration.

See Recess Necessary

It was said that what is most likely to happen is a two-day day industry conference on arbitration followed by a recess of two, possibly three days. At this point the delegates could report to their respective organizations on steps taken. The industry arbitration conference then would not extend beyond the four days and be followed by another recess for intra-organization conferences, if any.

The Rodgers sub-committee includes Al Lichman, 20th Century-Fox; Robert Mochrie, RKO Pictures, and A. Montague, Columbia. Its counsel consists of Austin C. Keough, Paramount, Robert W. Perkins, Warners, and Adolph Schimel, Universal.

Zambuto at SMPTE Meet

Dr. Mauro Zambuto, Italian film dubber, now in New York as a consultant for Italian Films Export, will address the 36th annual meeting of the Society of Motion Picture and Television Engineers on Thursday at the Drake Hotel in Chicago.

New Sound System

CHICAGO, April 17.—A new magnetic sound system for recording and reproducing magnetic sound on motion picture film has been developed by engineers of the De Vry Corp., manufacturer of motion picture equipment.

Review

“Wall of Death”

(Review)

A TALE of carnival life in Britain, “Wall of Death” offers a familiar theme for the English audience, being familiar and depressing quality to the story and it falls short in those qualities of subtlety and departure which make many imports suitable for “art” houses.

On the credit side it has good production values with careful photography and convincing performers all the way. Ernest C. Roy produced for Nettleford Films, and Lewis Gilbert directed.

Its story, for which 90 minutes seems too long to develop and conclude, is that of a predatory father and hunchbacked son in whose service Laurence Harvey, has for an older, and inherently evil motorcycle racer, Maxwell Reed. A bad companion for the young man, Reed leads him into thievery and thuggery, all in order to achieve Reed’s ambition, to get enough money to enter a motorcycle competition which he hopes to win and thereby reestablish himself as a title holder. The one good deed Reed does is to introduce Harvey to showgirl Susan Shaw. Even this fresh love fails to wean Harvey away from his path, who by now is all green, red.

The solution is Reed’s death in the great motorcycle competition. This leaves young Harvey free to give his loyalty to Miss Shaw who, as sympathetic police comment, desires it. The title refers to Reed’s motorcycle act, riding horizontally inside a wooden wall.

Running time, 90 minutes. General audience classification. April release.

Jap Film Exports

Hit Peak in ’51

WASHINGTON, April 17.—Japanese film exports hit record high last year, according to the Committee on Allied exporters of Japan in Canada, and David G. Golden.

Golden, citing reports of the Motion Picture Association of Japan, said 52 feature films, five of which were released last year, 75 trailers, 218 newsreels and 29 short subjects were sent abroad by Japanese producers. The exported included the Venice Film Festival prize-winning “Rashomon,” the first Japanese film to receive such an award.

Distribution markets were Okinawa, Formosa and Brazil. Japanese exporters are also trying to overcome language and other obstacles to larger markets in Canada, Europe and Southeast Asia, according to the report.

Canadian Expansion

Of FP-C Continues

OTTAWA, April 17.—To date in 1952, new theatres have been opened by FP-Caters Canadian Corp., in Montreal, Islington; Lindsay, and Chatham, this with the Paramount Theatre scheduled to open in Edmonton in July.

Four other theatres are being constructed at present by the company, but modernization of older properties will continue as conditions warrant.

In 1951 the circuit opened new theatres in Moncton, Lindsay, Quebec City and Prince Rupert, and an operating interest was acquired in box office.

Theatres in St. John’s, as well as the title to the Capitol property in St. John’s. Six other theatres were re-modeled and four more drive-ins were acquired. The company now has an interest in 23 drive-ins.

Projectors Elect

SAN FRANCISCO, April 17. — The following officers have been elected by Local No. 162 of the Motion Picture Projectionists Union: Thomas J. Kearney, president; Otto G. Rouss, Ernest Langley, Paul Artigues, Mervin Wagner, and Al V. Ford, secretary-treasurer; John A. Forde, business manager; Frank Cottello, secretary-treasurer, and Anthony Saemi, sergeant-at-arms.

4 Join Illinois Allied

CHICAGO, April 17.—Four additions to the membership roster of Allied Theatres of Illinois and the Allied buying and booking department are reported by Jack Kirsch, president. They are the Homewood, N. C., the home town of Marshall Williams, who on whose story the life was based.

$25,000 Dipson Robbery

BUFFALO, April 17.—Police are investigating a burglary netting about $25,000 in cash, jewelry, stocks and bonds at the home of Nikitas Dipson in Batavia. He is head of the Dipson circuit.

Congressmen

(Continued from page 1)

Charles E. Potter of Michigan. The chairman of the Committee, Rep. Donald L. Jackson of California, issued a statement last week endorsing the Hughes action in urging Jarrio for his refusal to answer questions put to him by the Un-American Activities Committee during his appearance on the witness stand.

In their statement the three Republicans said that Hughes’ action is “an important step toward the eradication of Communists and Communist influence in the entertainment world.” They stated that “the committee and indeed any individual who has six times been identified as a one-time Communist is not reassuring to the American people who are footing not only the cost of a war in Korea but the production of moving pictures as well.”

Urges Guilds and Unions to Purge Membership Lists

Hollywood, April 17.—Representative Donald L. Jackson, Un-American Activities Committee member, speaking on Communism and the film industry at a Kiwanis Club meeting, today urged film guilds and unions keep on their membership lists only men and women identified with Communism, Hollywood will be regarded as an unemployable community. They must clean house.”

Declaring that “artists and entertainers are successful only as they retain public confidence” and “they do not fear blacklisting within the industry, but they fear blacklisting at the box-office,” Jackson said that an action generally regarded by the American people as reprehensible, damages the film industry. Jackson said his action is aimed generally regarded by the American people as reprehensible, damages the film industry. Jackson said his action is aimed generally regarded by the American people as reprehensible, damages the film industry. Jackson said his action is aimed generally regarded by the American people as reprehensible, damages the film industry. Jackson said his action is aimed generally regarded by the American people as reprehensible, damages the film industry.

The action of an individual causing those picket lines falls within the morals clause in employment contracts.

RKO Jarrio Suit Trial

Date Is Set for July 17

SALT LAKE CITY, April 17.—State Superior Court Judge Stanley Barnes has set July 16 as the trial date for the $5,000,000 suit for declaratory relief from Paul Jarrio, who claims a $5,000,000 credit on “The Las Vegas Story.” Jarrio’s counter-suit against RKO asking for $50,000,000 damages will be tried simultaneously.

Trade Press

(Continued from page 1)

James M. Jerald, Boxoffice; Sherwin Kane, Motion Picture Daily, chairman; Mel Konecfof, The Exhibitor; Joseph Shaw, Boxoffice, and Morton Sunshine, Independent Film Journal. Additional members will be announced later.

Industry participation in the campaign is requested by Goldenberg. The drive is to begin on May 1 and continue throughout the first half of the year. The goal this year is $5,000,000.

Coast Dinner for Juliana

Hollywood, April 17.—Hollywood Coordinating Committee today designated George Murphy to be master of ceremonies during the entertainment. The dinner will be held at the office of Hayden at 1750 Ocean; guests will be asked to attend a dinner for Queen Juliana Saturday night at the Cocoanut Grove, Ambas
dor Hotel. The Mayor Fletcher Bow
will preside.
Kalmenson

(Continued from page 1)
sufficient to get the public out of their homes and into the theatre, but rather must be presented with intensive merchandising and advertising.

"From what I have seen of the product at our studio," he said, "I am convinced that this is a good thing and one which can vary the keynote of our showmanship effort. I have never been as sure of our future as I am at this moment. Recently, I made a trip to our studio at Burbank, where Jack Warner discussed the kind of long-range planning and merchandising which is so important to our business today. I saw evidence of how we have been preparing for the operation to early merchandising.

Mort Blumhans, our advertising-publicity vice-president, has made his headquarters at the studio, so it is an atmosphere of merchandising.

All of the company's thinking, Kalmenson reported, is geared to the positive conviction that dynamic merchandising is the key to uniting a continuous process, without letup, pointed directly at the box-office. This will be accomplished through the development of their own operation to cooperate with our merchandising efforts. Theatre-management consultant teams are as constant as they must to cooperate to the maximum in the exploitation of our product. Each picture remains a solid selling unit. We know this combined showmanship effort must appeal as strongly to the exhibitor as it does to us."


UPT Earnings

(Continued from page 1)
the first quarter of 1952, compared to $875,000 for the same quarter of 1951, Goldenson stated.

The UPT president further reported that consolidated earnings, including capital gains, represent 62 cents per share on 3,300,846 shares outstanding on March 29, 1952, compared with 86 cents per share on 2,921,257 shares for the first quarter of 1951. Including a share of undistributed earnings, the earnings per share amounted to 66 cents for the first quarter of 1952, compared with 91 cents for the first quarter of 1951.

The initial meeting of stockholders was set for May 20, Goldenson stated.

Here for 'Winning Team'

Mrs. Grover Cleveland Alexander, wife of the great baseball pitcher, has arrived in New York in connection with the "Winning Team," new film produced by her husband. A series of newspaper, radio and magazine interviews have been set up for the full week of Mrs. Alexander's stay in New York, prior to continuing her tour.

Kalmenson

(Continued from page 1)
any other entertainment project on the so-called Table One list can be presented without specific approval of the organization. The exception is if the project uses very small amounts of steel, copper and aluminum, such as needed for the building were on hand before October 1. Official NPA allotments for theatre and theatre equipment and materials are very small, only in rare cases—when the theatre is needed in a defense area, or when the theatre has been destroyed or damaged.

A special order issued by the NPA would permit flood-area exhibitors to secure other types of buildings which are damaged or destroyed to use official steel and for up to 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum to repair or replace the damaged buildings.

This the first time that theatres have been included with other types of buildings in the list of structures which are eligible to use such priorities following a disaster. Theatres were specifically excluded from the allotments last year after the Midwestern floods and tornados.

The NPA would also have been able to get priority assistance for certain types of equipment and production machinery. The NPA is construction is put on the same basis as all other commercial building, as indicated today, builders would be able to self-certify that is, write their own government priority—for limited amounts of building materials, and would also find itself in the same position to place requests for materials for larger projects.

At present, the self-certifying method for commercial construction is limited to materials needs for the building. It is subject to five tons of carbon steel and up to 200 pounds of copper or 100 pounds of aluminum for any project. It is always possible that these self-certifying limits might again be increased.

NPA officials admit that the materials supply situation is easing all along the line, and that they cannot much longer justify the tight curbs on theatre building. Structural steel allotments for third quarter commercial building were more than double those in the second quarter, for example, and steel structural pipe building is now being increased.

Some officials believe that no decision will be made on entertainment allotments after the steel wages dispute is settled. Others believe NPA must go ahead and relax the curbs even if the dispute is dragged out, citing the improvement in the copper-aluminum picture, as well as in steel. Moreover, Congressmen are showing a marked restlessness with continued controls.

FCC Testimony

(Continued from page 1)
rious and innocuous," FCC attorney Arthur Gladstone told hearing examiner Louis W. Rosiek, "as a significant matter which should be drawn to the attention of the examiner and the Commission in this record."

Gladstone's blant came on the second day of Raibourn's return to the stand in the Commission's catch-all proceeding, and he asked Raibourn if he "admitted" that he had received a certain letter from Arthur Freed. Raibourn admitted receiving the letter, but said that he "assumed" he "assumed" he had received it.

 Paramount attorney Paul Porter explained that the FCC staff spent "months" going through Raibourn's files, from which the letter had been taken. He had directed Raibourn, Porter said, not to "speculate" in his replies on the stand and not to "vouch" for anything on matters when he did not have a "specific recollection." Since Raibourn did not recount the letter, he continued, but was taken from various sources, it would have to be "assumed" that he had received the letter.

Assemblyman de nealley had held off making his complaint during the testimony yesterday and today, but that Raibourn's answers all along have been characterized as "dichance liance."

Keegan Succeeds Braze

INDIANAPOLIS, April 17—Jack Keegan, formerly with Paramount in Cincinnati and Detroit, has been named successor to M. T. Meader, general manager of Greater Indianapolis, which operates four downtown theatres here. Braze resigned recently to devote full time to operation of his own Greenwood Drive-in.

Construction Outlook

(Continued from page 1)

B'way Grosses

(Continued from page 1)
would have to know a few subsequent nights' business to tell whether the sports home telecasts hurt business any.

The Roxy and the Warner reported business better Wednesday night than on Tuesday evening. The Roxy, featuring "With A Song in My Heart" and an Easter stage show, registered $4,940 for 2,214, a drop of $550 from the Monday night bill. "Jack and the Beanstalk" is at the Warner. An evening performance of "The Flight of the Phoenix," "The Great Gatsby" and a "new musical" were mounted at the Globe, featuring "Hong Kong," and at the Mayfair, with "Anything Can Happen." The Globe's fairly good Wednesday evening.

In Chicago, where the Robinson-Grierson boat blacked out and led to TV viewers elsewhere, the gate was a near record indoor crowd of 22,344 fans. In New York, only 17,472 were at the Polo Grounds for the opening game while thousands of other New Yorkers remained home to see the event on their TV sets. The home telecasting of the Giant game was believed partially attributable to the low attend-

$60,000 for Betty Hutton

Betty Hutton's first week at the two-a-day RKO Palace started off on a record-breaking $60,000. Since her opening last Saturday, the star has played to capacity audiences, plus standouts.

Cleveland Film Festival

Cleveland, April 17. — The fifth annual film festival sponsored by the Cleveland Film Council will be held at the Country Club Hotel here on Thursday, June 12 to Benjamin T. Pitts or corporations allied with him. All four were for drive-ins in Virginia and West Virginia.

One of the two or the government's greatest problems is the approval of the NPA list for the next six months on the --$165,000 theatre for Monterey Theatres, Pacific Grove, Cal. The other was a $79,000 theatre for the Bay City Amusements, Mims.

The nine projects which were approved as needing no government help were for Raymond Thornton, Jr., Abilene, Tex.; a $7,000 drive-in for Sky Way Drive-In Theatre, New York; a $4,000 drive-in for Independent Theatres, Chattanooga; a $165,000 drive-in for Cates, Evansville, Ind.; a $12,800 drive-in for Benjamin T. Pitts, Orange, Va.; a $13,900 drive-in for P. and R. Theatre Corp., Lawrenceville, Va.; a $13,900 drive-in for Pitts Amusement Co., Suffolk, Va.; a $12,800 drive-in for Benjamin T. Pitts, Charlestown, W. Va.; and a $15,000 drive-in for Leon L. Holida, Aurora, N. C.; a $5,600 drive-in for Estes G. Wilson, Jr., Wichita Falls, Tex.; a $5,600 drive-in for Ernest L. Wilson, Ellenboro, W. Va.; a $4,599 drive-in for George S. Hall, Cleveland, Ohio; and two drive-ins for Clayton M. Garrett, one for $29,000 in El Paso and one for $20,000 in Fabens, Tex.

Also approved was a $5,250,000 TV studio for Columbia Broadcasting System in Los Angeles.

Park Row' Preview

Newspaper publishers gathered in New York next week for the annual convention of the American Newspaper Publishers Association will attend a special preview of Samuel Fuller's "Park Row," described as the first motion picture depicting the rise of the modern newspaper. The preview will be held in the Waldorf, according to advance news releases, and was announced by Francis M. Winikus, United Artists national director of publicity-advertising.

Show Smith portrait

A press reception was given here yesterday by the Pressure Cooking Company of the RCA Victor Theatre where the Institute's new Pete Smith comedy, "Mealtime Magic," was shown. The short, in color by Technicolor, runs nine minutes and will be released by M-G-M. Lynn Farnol of the Farnol office was host.

MCAusland in New Post

NEW ORLEANS, April 17. — Ross McAusland, veteran producer from Detroit to take over the city manager's post of RKO's Orpheum and Liberty. Max Schonberg remains as manager. McAusland formerly managed RKO's Uptown theatre in Detroit.

Award to Disney Short

CHICAGO, April 17. — The National Committee on Films for Safety's "Best Animated" film, "Bayer Memorial Award," presented to the Walt Disney Mutual Insurance Co. for the best theatrical motion picture on traffic safety, was "Valt Disney's "Motor Mamma" this year.
It’s Hard to Put Your Finger On It...

Will Rogers had it...Marie Dressler and Wallace Beery had it...and now Marjorie Main and Percy Kilbride as Ma and Pa Kettle seem to have it, too.

What is it? Well, it’s hard to put your finger on it—Collier’s took five pages trying to describe it—but millions of movie patrons feel it the minute Ma and Pa Kettle appear on the screen. And with each new picture, added millions of “Kettle converts” trek to the nation’s theatres to bask in that “indefinable something”—so real, so warm, so human, it has become a part of the very heart and humor of America itself.

See for yourself! When you play “Ma and Pa Kettle at the Fair” get out in front of your theatre and see how those patrons who once thought the Kettles “corny” have come to appreciate and love that wonderful “Kettle kind of humor.”

That’s why

“MA and PA KETTLE AT THE FAIR” is topping all previous Kettle pictures in almost every situation it has played!
It often happens that the best advertising copy was not written for that purpose. Nothing can be more convincing than a spontaneously written expression of sincere opinion. Hence this series of extracts, reproduced from some of the many letters to the editor of the ALMANAC.

This one from the President of National Screen Service Corporation—

As Herman Robbins sees it...

It is really remarkable how this valuable book of reference has developed during the years, until it is now, so far as the motion picture industry is concerned, as informative as an encyclopedia, as useful as an atlas, as indispensable as the dictionary. It serves us frequently in a variety of ways -- so much so that we are all too prone to take its availability for granted.

The current issue is completely sold out. Reservations are now being made for the enlarged new 1952-53 edition, at the unchanged price of $5 per copy postpaid.

Quigley Publishing Company, Inc.
1270 Sixth Avenue, New York 20, N. Y.
A man from nowhere... a woman with nowhere to go... try to forget their pasts in exotic, exciting MACAO, port of sin and shady dealings!

ROBERT MITCHUM
JANE RUSSELL
WILLIAM BENDIX

IN

MACAO

JANE SINGS:
"One for My Baby"
"Ocean Breeze"
"You Kill Me"

THOMAS GOMEZ • GLORIA GRAHAME

Directed by
JOSEF von STERNBERG • BERNARD C. SCHOENFELD & STANLEY RUBIN

FULL-PAGE NATIONAL ADS to 28,696,603 CIRCULATION
...In Life, Look, S. E. P., Collier's, Time, Newsweek, and This Week Supplement in 31 Sunday newspapers in 31 cities.
Tradewise...
By SHERWIN KANE

THE separate Paramount—Pictures and United Theatres—financial report for 1951 adds up to a profit in excess of $16,000,000.

The consolidated, pre-divorce company in some banner years had a net well above that figure. But bear in mind that last year was not supposed to have been an exceptionally good one for the motion picture industry. In fact, the pundits, particularly the pro-TV, brand were drafting obituaries for the demise of the industry throughout most of the year.

You can believe the figures, or you can believe the pundits.

Paramount Pictures attributed some of the decline in 1951 profit from the previous year, in addition to higher taxes, to the failure of its television affiliate, DuMont, to pay a stock dividend. Both the picture company and United Paramount Theatres maintained their dividend payments in 1951.

It is interesting to note, too, that UPT in disposing of theatres, it was required to sell last year under terms of the Paramount consent decree, realized three and one-half times their book value, in the face of the pessimist publicity about the industry's future.

You can believe the figures or you can believe the pundits.

...THE calmer analysts in the television industry are not viewing the recent Federal Communications Commission order unfreezing the ban on new television stations with wholly rose-colored glasses.

Some of them think that the advent of a couple thousand new TV stations in the next five years or so may wreak more economic havoc in the television industry than in the theatre industry.

The FCC reported recently that virtually all of the 108 TV stations now in operation and servicing an estimated two-thirds of the nation's major markets, earned a profit last year. Some analysis now are asking how many new stations can be added to the present TV territory, and introduced to the other one-third, before the red ink begins to run in freshets?

Some believe it will be long before the maximum number of new stations are in operation. And that is wholly apart from the problem of rising programming and sponsor's costs the TV industry faces.

MPA Advisory Unit
On Foreign Films
Enlarges Services

The Motion Picture Association of America's Advisory Unit for Foreign Films broadened its area of activity by foreign film producers during the second year of its operation, according to a report by B. Bernard Kreisler, executive director of the project.

The report discloses that Advisory Unit assistance over the 12-month period was extended to film producers or their representatives from 22 countries.

Requests for information on the
Continued on page 3

UPT Divests 13 Theatres

Eric A. Johnston, Motion Picture Association of America president; John G. McCarthy, MPAA international department chief; U. S. Ambassador Duane, and French government officials will meet in Cannes, France, during May 5-7 for preliminary discussions relating to negotiations of a new Franco-American film pact.

Johnston disclosed here Friday that
Continued on page 3

Johnston Cites Achievement
In Education Thru Films

The educators who direct the work of Teaching Film Custodians on Friday were credited by Eric A. Johnston, Motion Picture Association of America president, with vision and leadership "in fostering and perfecting the use of the motion picture as an educational medium."

He said "this partnership of private business and the public agencies of education" as represented by TFC "has done a tremendous job."

The industry, the presidents of eight distribution companies and Johnston were themselves cited by TFC for non-profit service of the MPAA under the chairmanship of Dr. Mark A. May of Yale, for the part Hollywood films are playing as teaching aids in the nation's classrooms.

The honors were bestowed at a
Continued on page 3

SMPTe Convention Opens in Chicago

Chicago, April 20.—The large convention hall in the Drake Hotel was ready today to receive the expected 1,000 members and guests of the Society of Motion Picture and Television Engineers who started arriving here at the weekend for the Society's 31st semi-annual convention, starting tomorrow.

Peter Moen, organization president, will open the five-day session at the customary convention luncheon tomorrow. Some 60 papers will be read during the convention. One of the principal periods of the film industry will be tomorrow afternoon's concentration on television, in theatres and out of them, in color and black-and-white, running on into the evening.

Goldwyn, RKO Enter a New 5-Year Deal

"Andersen" Will Be First Release Under the Pact

A five-year deal under which producer Samuel Goldwyn will continue his distribution agreement with RKO Pictures was disclosed at the weekend by Ned E. Depinet, president of RKO Radio Pictures, who is now on the Coast.

The first picture to be distributed under the new agreement will be Goldwyn's "Hans Christian Andersen." Commenting on the deal extending the current agreement which expires on June 30, Depinet stated "it will carry our
Continued on page 3

Brookside Asks Denial of Appeal

WASHINGTON, April 20.—Attorneys for the Brookside Theatre Corp. have assailed the major distributors for "serious mis-statements of the record" in their appeal to the Supreme Court from an Appeals Court decision awarding the theatre company $1,125,000 in damages for antitrust violations.

Brookside has filed a brief with the Supreme Court urging that the distributors' appeal be denied. The high court may announce its decision tomorrow but more likely will wait until next Monday.

'Movietime' Tour
Set for Buffalo

BUFFALO, April 20.—The "Movietime U.S.A." Hollywood personality unit to visit this city and Western New York will be made up of Vera Ellen, Sally Forrest, Sterling Hayden, Richard Carlson, William Demarest and Manny Stiff. The unit will arrive in Buffalo on April 27. The stars will visit Niagara Falls, Batavia and nearby towns on April 28.
Censorship Needed. Today. Board of Regents Tells Court

WASHINGTON, April 20.—Motion picture production and exhibition is "business," Judge Quigley told the Supreme Court today in a decision that sets up a new test for state censorship and regulation "is, if anything, greater today than at the time of the great M-G-M v. Murnau film case," the Supreme Court was told Friday.

The statement came from attorneys for the New York State Board of Regents, in a brief filed with the Supreme Court defending the right of the Board of Regents to censor the exhibition of allegedly obscene or sacrilegious motion pictures. The appeal against the Regents' ruling, made by Joseph Burstyn, distributed theater producer, was to be argued before the court on Wednesday or Thursday.

Producers are always searching for sources that will furnish them with the type of pictures, the brief argued. It said that while in most cases the producer refrains from obscene or sacrilegious stories, the power to film them exists. That is why the industry set up its Production Code, the brief stated, and that "without such a body supervision is needed, it was argued.

Mull Re-editing of Banned Latuko

Officials of the Museum of Natural History and Warner Bros. filed a documentary film, "Latuko," barred from theatrical exhibition in New York by the court last week, in a brief folders putting into defutation whether to re-edit the film, deleting portions found objectionable by the censorship board.

The brief disclosed the weekend following a meeting between Museum officials and Edgar Monsanto Queeny, board member and director of the Missouri Chemical Co. of St. Louis and producer of "Latuko." If the re-editing job is taken on, it will be under the supervision of Queeny, it was disclosed.

A spokesman for the Museum indicated that no appeal from the Regents' decision would be taken to the court. He did say, however, that the Museum was carefully watching for a decision in the other cases before the New York, U. S. Supreme Court, and due this week.

The re-editing job was termed "expensive" by the Museum spokesman, who explained that necessary changes would require a whole new set of footages, in addition to re-editing the sound track. Scenes depicting nude natives were found objectionable by the board.

Set Religious TV Film

Hollywood, April 20.—Jerry Fairbanks Productions will start filming this month the "Greatest Mother," a special 30-minute television religious documentary, featuring highlights in the life of the Blessed Mother. This fifth biblical telefilm produced by Fairbanks and set to be made through the Mutual Family Theatre will be produced by Father Patrick Peyton, CSC, and will be offered to all stations without charge for sustaining showings on Mother's Day, May 11. It will feature Hollywood stars.

Personal Mention

Norton V. Ritchey, Monogram International president, flew to coast from here over the weekend.

William B. Zorlner, head of M-G-M shorts and newreel sales, was in Cincinnati for two days.

George Sidney, M-G-M director, and his wife have delayed their departure for the coast from here until today.

Lee Koken, RKO Theatres vending head, left here Friday for Detroit and RKO Theatres visits.

Gorman Heimjoller has joined the booking department of Monogram's Los Angeles exchange.

Y. Frank Freeman, Paramount studio head, arrived here from the coast over the weekend.

Bill Walsh of Walt Disney Productions was in Columbus for a meeting with Brothers starlet, elapsed last trip to Las Vegas. The bride is the daughter of Harry Miller, the songwriter.

Alfred H. Tamarkin, United Artists assistant national ad-publicity director, will return here from plane from Kingston, Jamaica, B.W.I.

Most Nathanson, Eastern ad-publicity director of Horizon Films, will return here today from Los Angeles.

Rube Jacker, Columbia's assistant general sales manager, will leave here for Memphis today.

Warner Sales Heads Back from Meeting

Warner executives arrived in New York over the weekend from New Orleans. They met in the Bayou with newly-appointed vice-president, presided over the first of three regional sales meetings. Distribution and merchandising plans for summer and fall product highlighted the discussions.

Ariving here in addition to Kal- mestern, who returned from charge of negotiations with Warner in Burbank studios; Norman H. Moray, short subjects sales manager; I. F. Dold; Howard Levinson, director of exchanges; R. A. McGuire, auditor of exchanges; Gill Golden, advertising manager; Larry Golb, Eastern publicity director, and W. W. Brumberg, head of the field exploitation staff.

The next sales meeting will be held in Pittsburgh on Thursday and Friday, April 24-25, with Jules Lapidus, Eastern sales manager and his division personnel attending.

Reagan-Freeman Ask MPIC Continuance

Hollywood, April 20.—The executive committee of the Motion Picture Industry Council will present to membership Wednesday, resolution recommending the continuation of the organization. The resolution, moved by Ronald Reagan and seconded by Y. Frank Freeman, Paramount studio head, is the outgrowth of a series of discussions held since the inception of the Council by the Committee of Executives of the Film Guild from MPIC last February, reportedly for financial reasons on the part of SDG.

The Reagan-Freeman resolution states "whereas the need for the Industry Council has never been greater, and whereas the Committee unqualifiedly recommends to MPIC's member organizations that MPIC should be continued, and that through the Council we should strive to maintain unity in the film industry,"

"That the organization of the Motion Picture Industry Council is hereby continued as a national organization, and that the present Board of Directors be continued as such until the next regular election of the Board of Directors, which will be held at the Bellevue-Stratton, New York, at 2 p.m. on Wednesday, May 11, 1955."

Newsreel Parade

The Midwest parade and blustering newsreel parade the Korean war newsreel material. Other items include fashions, a day at the zoo and the swim meet.


2 Industry Hearings In Chi. Court Today

CHICAGO, April 20—Judge Barnes of the Chancery District Court here tomorrow on two industry cases, one asking that the Federal anti-trust suit against several local drive-ins for alleged price fixing be quashed. The other is a motion by Attorney Thomas C. McConnell re- questing a delay in a hearing in the Other Motion Picture Distributors case, bill in which the defendant film companies and theatre circuits have asked for additional information and con- struction of the Milwaukee Town Court decree.

Levine Will Install Pinanski in Lodge

Martin Levine, president of Cinema Independent Pictures, will be the honor guest and install- ing officer for Sentry Lodge, the newly-recognized industry unit of B'nai Brith in Boston, installs Samuel Pinanski, president of the Amer- ican Lodge, as the new selected president in special ceremonies in Boston on Sunday, May 4.

Levine, an executive of Brand Thea- ter, was recently elected to head New York's lodge for a second year.

Thomas Cummiskey Of Mocletie Dies

Thomas Cummiskey, 56, sports editor for the M0lican Times, was killed in a car crash at Yankee Stadium in New York, collapsing into the arms of Yogi Berra, Yankee catcher, and the police officer in the club house. A former newspaperman, at one time sports editor of the New York Daily News, he had been the first sports editor of sound newarears.

Surviving are his widow, Cecile, two daughters and two sons, from Jr.

MOTION PICTURE DAILY
Johnston Cites

(Continued from page 1)

dinner at the Hotel Biltmore here on the occasion of the 50th anniversary of TFC. Company presidents cited were: Barney Balaban, Nate J. Borden, Universal; Harry Cohn, Columbia; Ned E. DePatie, RKO Pictures; Earl W. Hammons, Educational; Nicholas M. Schenk, Loew's; Spyros P. Skouras, 20th Century-Fox, and Harry M. Warner, Warner Brothers.

Acceptance Address

Johnston in his acceptance address said “American democracy can operate only as long as it inspires the allegiance of successive generations. The motion picture industry long has recognized this fact. Almost from the infancy our companies have produced pictures designed to foster adherence to American ideals. Some of these films took their themes from our history. Others took their texts from the lives of our national heroes, our great statesmen, our statesmen, our statesmen, our statesmen.”

More than 600 selected short subjects and excerpts from features have been provided for use in grade schools, high schools and colleges through the TFC. The films are supplied by MPAA member companies after the subjects have completed their commercial showings. Over 100 top educators and film officials attended the dinner which was preceded by a reception. Scopes of enlarged posters were put on display to illustrate the TFC’s “from film vaults to classrooms.”

Goldwyn, RKO

(Continued from page 1)

association through a total of 15 years—longer than Mr. Goldwyn has ever heretofore continued to distribute his pictures through any one organization.

Goldwyn, in a joint statement, commented: “My relationship with RKO over that period has been not only pleasant, but have caused me to have great admiration for the outstanding ability and integrity of Pearl B. P. O. organisation.”

Goldwyn a month ago was reported to his friends to have received an offer from Paramount and other distributors for release of “Andersen.”

Deny Flood Damage

OMAHA, April 20.—Reports that the Missouri River flooding on the Ballantine Co. plant which manufactures sound and projection equipment were denied here. Bob Hoff, sales manager, said the plan is on high ground and has been in no danger from the flood, Hoff stated.

Johnston to Cannes

(Continued from page 1)

will leave New York by plane on Wednesday, attending the International Film Festival as well as engage in pre-negotiation talks with Mr. McCarthy in Europe at present.

May 8, the MPAA president will go to Paris where he will remain for several weeks. It is expected that a new agreement between the U. S. State Department that it will officially conduct the negotiations with the French, and that Ambassador Dunn will head the American group.

The main points which the Americans will seek to win in the negotiations will include an increase over the 121 picture years now permitted by the British. The maintenance of unrestricted remittance flow, and the French present courtship, is to be followed by a manual for the industry.

A shortage of dollars has caused the French in recent months to refrain from remitting amounts which were due the Americans under the existing pact.

Attendance Shortage Cancels MPAA Arbitration Meeting Here

The meeting of top officials of 10 distribution companies scheduled for last Friday at the Motion Picture Association of America office here to discuss distribution increase over the conference tomorrow in New York with exhibition representatives, because attendance did not measure up to expectations. Notices for the meeting which was to have taken place on April 10. Distribution will enter the parity tomorrow equipped with the strategy devised by the executive committee, headed by William F. Rodgers, it was said.

Discisa Acquires Another

Discisa International Films has acquired for American distribution a new French film, "Danger Is A Woman," and is re-editing it for a premiere in New York next month. Produced by Metzger and Woog, it was directed by E. E. Reinert.

"Maytime in Mayfair" (Reeler)

A CAREFREE and leisurely mood is struck in "Maytime in Mayfair," a British importation which Herbert Wilcox produced and directed. It is a mildly diverting film which is best described as a romantic comedy. More reward is given the film incorporating its story into a fashion show. Color by Technicolor provides an additional selling asset.

Anna Neagle and Michael Wilding again have the romantic leads, with support furnished by Peter Graves and Nicholas Phipps. Miss Neagle portrays the designer and a designer of an exclusive Mayfair dresser who, while Wilding plays the genial, footloose playwright. In that he has bestowed thereby becomes Miss Neagle's boss. What follows is a whirlwind courtship, she playing coy and retreating while he is debonair and persistent.

Opposition to Wilding comes from Peter Graves to get Miss Neagle to work for him, but he also plans to win her hand in marriage. He has several of them, but when he learns about Miss Neagle's secret forthcoming fashion designs and releases them to the newspapers, Miss Neagle comes furious, quits his employ and thereby becomes Wilding's best friend. As Neagle is back working for Graves, it is written by Phipps, who plays a poker-faced bachelor.


Mandel, Herbstman

Johnston to Cannes

(Continued from page 1)

institutional Ads

(Continued from page 1)

be proposed and acted upon at a meet-

ing of the New York组团's Motion Picture Association of Amer-

ica's advertising-publicity committee, headed by Charles Simonelli of Uni-

versal.

If the new proposal is adopted, it

will be desirable to arrange that all com-

panies will record their plans for the

next fiscal year in the U. S. Department of

Commerce, in full and in detail, and that

the procedure should be standard for all

pictures. This will provide a basis for

a comprehensive study of the ad

industry in America.

Will Report to MPA

Whatever decision is reached to- 

morrow by the Simoncelli committee will be reported to the MPAA mem-

bership meeting in New York next month.

The MPAA board last year was

considered useful, in the opinion of the

American film industry, because it

companied the $300,000 on a joint

campaign, which had the Council of Motion Picture Organizations

in its budget. It is expected that any new institutional ad plan would have the sponsorship of COMPO.

UPNT Divests

(Continued from page 1)

the corporation disposed of a number of individual theatres and properties. The net proceeds received in these transactions amounted to $1,216,000, consisting of $578,000 in cash and the remainder in notes.

Under the terms of the consent dec-

re, UPT is permitted to hold a maxi-

mum of 651 theatres, either wholly-

owned or jointly with investors.

In its last report to the New York Statu-

tory Court, made March 10, 1952, the company reported that it had filled provisions governing 184 motion picture theatres.

AFL to Answer Jackson

HOLLYWOOD, April 20.—AFL Film

Corporation is expected to draw its

first card this year at a Tuesday meet-

ing, to representative Donald L. Jackson's Wednesday Kiwanis Club address in which Jack-

son declared unions and guilds should

be "clean house" of members aligned with

communism.

"The Raines Came" are now slated for new showings instead of "Home in Instan-

t Communities."

The revised line-up includes three features in color, "The Black Swan," "Leaving Home" and "If I Should Leave the Shores of Tripoli." In black-and-

white are "The Raines Came," "Laura" and "This Above All."
GET BEHIND THE MEN WHO ARE ALWAYS PULLING FOR YOU!

Rowing from left to right:
C. GLENN NORRIS, Atlantic; T. O. McCLEASTER, Central; MARTIN MOSKOWITZ, Empire State; M. A. LEVY, Mid West; E. X. CALLAHAN
w England; H. G. BALLANCE, PAUL S. WILSON, Southern; HERMAN WOBBER, BRYAN D. STONER, Western; PETER MYERS, Canadian
WHAT THE ANCIENTS THOUGHT...

PLATO (347 B.C.) BELIEVED THAT THE EYE PROJECTED ITS OWN LIGHT, WHICH MET AND BLENDED WITH THE "FORM" THAT WAS THOUGHT TO FLOW CONTINUOUSLY FROM EACH OBJECT OF SIGHT.

TODAY WE KNOW... THAT, IN SEEING, THE EYE IS STIMULATED BY INNUMERABLE POINTS OF LIGHT REFLECTED BY THE OBJECT... THAT THE BRAIN INTERPRETS THESE POINTS AS A TOTAL IMAGE OF THE OBJECT.

LATEST SURVEYS INDICATE THAT IN ONE OUT OF EVERY FOUR U.S. THEATERS, SCREEN BRIGHTNESS IS BELOW THE MINIMUM RECOMMENDED BY THE AMERICAN STANDARDS ASSOCIATION!*

HOW ABOUT YOURS?

McCarey Hits Some N.Y. Critics on 'Son John'

Leo McCarey, producer-director of "My Son John," a Paramount release, yesterday hit back at some New York daily newspaper film critics who, he said, had committed an "injustice" in their reviews of the current Capitol Theatre attraction.

Coming here from Hollywood in an attempt to correct what he termed were "false" accusations, McCarey vigorously denied the following allegations which, he said, were made by a number of the city's motion picture reviewers: that he was a "bigot," that he believed in guilt by association, that he was anti-intellectual, that his views represented "dangerous thinking." He declined to specify the reviews he found objectionable, preferring to speak in general terms.

McCarey said he does not question the right of film critics to say what they want about his directional talent but he does challenge the right of any critic to impugn his integrity and moral standing.

The central theme of "My Son John," McCarey said, was to show how the teachings of Communism re-

Bids A.T. & T. Cut Theatre TV Charges

Halpern Sees More Line Facilities for Medium

CHICAGO, April 21.—A bid to the American Telephone and Telegraph Co. to revise its line charges downward, thereby speeding the growth of theatre television and increasing its own returns in this field, was made here today by Nathaniel L. Halpern, president of Theatre Network Television Corp.

Halpern in a progress report on theatre television delivered to the 71st annual convention of the Society of Motion Picture and Television Engineers, said he anticipated that A. T. & T. would free more facilities for theatre television.

Added Halpern: "In this direction, the development of more reasonable telephone charges for theatre television should be high on the agenda." Regarding the projected Federal Communications Commission's hearings, a date for which has yet to be set, Halpern said they will center (Continued on page 2)

NTSC Shaping TV Color Standards

CHICAGO, April 21.—Color television data which would normally take years to compile is being gathered in a few short months by the National Television System Committee. Dr. W. J. Baker of Syracuse, N. Y., chairman of the committee, said today that Baker, general electric vice-president and general manager of the G-E electronics division, said that the committee hopes to complete color (Continued on page 2)

Revive Industry Golf Tournaments

New York's Cinema Lodge of B'nai Brith will revive the Eastern industry golf tournaments of the past when it holds its first annual tournament at the Vernon Hills Country Club at Tuckahoe, on Thursday, May 22, Martin Levine, president of the lodge, announced yesterday. Tourna-
ments of the past were a casualty of World War II.

Prizes will be awarded to the best (Continued on page 1)

Italian Films to Be Dubbed in U.S.

An extensive program of dubbing Italian films is planned by the Italian industry, almost all of which will be done in this country. Dr. Mauro Zambuto, vice-president of the Italian Society of Motion Picture Engineers and consultant to Italian Films Export, said here yesterday.

Zambuto declared that although Italy duo's over 600 pictures a year (Continued on page 3)

3 Independents from Fuller This Year

Three independent features are planned by Sam Fuller Productions this year, the first of which will be "Park Row," soon to be released by United Artists. Fuller declared here yesterday.

Fuller at present is displaying an exhibit of American newspapers from 1776 to the present for the interest of publishers gathered at the Waldorf Astoria here for the an-

Set to Meet Here All Week On Arbitration

Large Attendance Due at Opening Parley Today

The 10 distributor hosts yesterday were reported to be prepared to accede to any request by exhibition continuation through the remainder of the business week of the industry conference on arbitration which will open this morning at the Hotel Astor here.

A large attendance of distribution presidents, exhibition leaders, company attorneys, exhibitor lawyers and observers from the various branches of the industry was expected for the opening session which, extending from 11 A.M. to about 1:30 P.M., will be given over to an address by Eric A. Johnston, Motion Picture Association of America president, and a general discussion of the procedure to be followed in executive sessions. The first executive ses-

150 Newspapermen At NCA Meeting

MINNEAPOLIS, April 21.—When the annual convention of North Central Allied is called to order at the Hotel Nicollet on Thursday, May 1—to run through Friday—150 newspaper publishers, editors and representatives of the press will be among the delegates, brought here by exhibitors of their respective towns to discuss mutual problems and community interests.

For the first time in memory, attacks on trade practices are not on the NCA agenda. Although while not formally listed, however, they are expected to come up for discussion.

Md. Legion to Picket Films with 'Reds'

Baltimore, April 21.— Plans to picket Baltimore theaters in which films of alleged members or supporters of the Communist Party are appearing were announced by the American Legion here. The picketing campaign will be carried on by the Committee Against Un-American Activities of the Legion's Department of Maryland.
Meet on Theatre TV Hearings Today

Washington, April 21.—Spokesman for the motion picture and television industries met with top Federal Communications Commission officials yesterday to discuss the outlook for long-postponed theatre television hearings.

Charles J. Welch and Edward Cooper of the Motion Picture Association of America, and Marcus Cohn of the National Eleventh Amendment Committee will meet with FCC chairman Paul A. Walke and general counsel Benedict.

Color Standards

(Continued from page 1)

television field tests late this summer. According to the plans of Motion Picture and Television Engineers, the society's opening convention luncheon at the Drake Hotel, Baker reviewed the industry's efforts to develop, for consideration by the Federal Communications Commission, color television standards which will protect the present set owner's investment and still provide high quality color.

In another address, James Frank, Jr., deputy director of the motion picture division of the National Production Authority, said that material shortages, with the exception of copper and nickel-bearing stainless steel, will be alleviated by the Materials Plan that has "really begun to work." In a brief opening talk, Peter Moel, president of the M.P.T.E., commended the motion picture industry for recent progress in the adoption of technical advances.

Following the luncheon the sched- ule of technical sessions got under way with afternoon and evening sessions devoted entirely to aspects of television, including its growing industrial application. The program for the remainder of the week includes discussions, reports, and demonstrations presenting the latest developments in theatre screens, foreign dubbing, high-speed printing, three-dimensional motion pictures, training and educational films, magnetics, William D. Webber, director of the Illinois, other fields, including new equipment.

Says TV Hits British Grosses Only Slightly

Cleveland, April 21.—Television covers about four-fifths of the popula- tion affected by the British theatre grosses not more than 10 per cent, Dr. Roger Manvell, director of the British Film Institute, reported in an address before the recent meeting of the Motion Picture Council of Greater Cleveland.

Honor Dean in Chicago

Dizzy Dean will be honored by Chi-ego baseball writers at a luncheon preceding the opening Friday of the National League baseball classic, "The Pride of St. Louis.

Bids A.T. & T.

(Continued from page 1)

attention on practical alternatives" to the cut in revenue due to the changes.

While acknowledging that telephone companies have shown "increasing interest" in TV needs, Halpern blamed A.T. & T. for making a projected TNT series of nine shows "impractical." TNT, he said, requested the Bell System for clearances for each program to installed theatres in 23 different area centers at the beginning of February.

According to Halpern, the total number of long lines clearances for these programs was 207. A.T. & T. did not assure clearance of 151; 73 requests of the Bell System requirements were not fulfilled for the TNT spring schedule, Halpern charged.

Halpern fixed the number of the- ers of large-screen television at 75, situated in 37 cities from Coast to Coast. Currently, Halpern said, there is a dearth of theatre TV installations being made, including those of United Paramount Theatres, Warner Theatres and RKO Theatres.

Profit and Loss Picture

Regarding the profit and loss picture of the heatings of its early stages of development, Halpern commented that "every major medium must pass through a period of start, with operating losses until it has grown sufficiently."

The significant thing about theatre TV, according to Halpern, is that it has experienced profits on some events from the outset. "As compared with TV, theatre television has required relatively small investments and its operating losses have been comparatively small," Halpern contended.

As to programming, Halpern said the absence of the regular, year-round feature TV programs is due in part to the newness of the medium. He said the groundwork is now being laid and said that his organization will launch a series of enter- tainment programs once it has completed their idea of packaging talent and craft unions as being progres- sively more cooperative in the field of theatre TV.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

“SINGIN’ IN THE RAIN”

Gene
Donald
Debbie
Kelly O’Connor Reynolds

Color by Technicolor
As a M-G-M Picture
plus The 1952 Oscar Show

JAMES STUART • ANTHOLOGY
JULIA ADAMS • ROBERT SULLIVAN
JACK BUCKLEY • BOB NAPOLITANO
BEN PETTIT

BEND OF THE RIVER

Rex Allen • Jeff York

BEN PETTIT

1949 Western

RORY GALLAGHER • AL JOLLETT

1952 Western

DORIS DAY • DANNY KAYE

KAISER’S JUKEBOX

1950 Musical

LESLIE HOWELL

1952 Musical
Arbitration (Continued from page 1)

sion will follow today's lunch-

Distribution's delegates will be the members of a special sales managers sub-committee including William F. Rodgers, chairman; Al Lichtman, Robert Mochrie, and A. Montagne. They will have as counsel the follow-

The five exhibitor organizations which were invited by Johnston to send delegates will be represented as follows: Theatre Owners of America; Mitchell Wolfson and S. H. Fabian, with Herman Levy as counsel; Allied States Association; Wilbur Snaper and Nathan Yaminis, with Abram F. Myers as counsel; Independent Theatre Owners Association of New York; Harry Brandt and Max A. Cohen; Metropolitan Motion Pictures Theatres Association; Leo Breecher and Max Petras, and Western Theatre Owners; H. V. (Rotus) Harvey and William J. Connors, with S. H. Mann as counsel.

Three Independents (Continued from page 1)

ual convention of the American magazine publishers. The agents, who preside and direct his pictures, has six more years to go under his seven-year contract with 20th Century-Fox, which calls for only a picture a year.

McCary Hits (Continued from page 1)

results in havoc to the American home and family relationships. From that theme, McCary continued, all action flows.

It is wrong, he continued, to impute that he as the director advocates every idea spoken or indicated by each character. He is presenting a situation and the action so as to allow the characterizations to follow as naturally as possible, McCary explained.

To Meet the Critics

The producer-director said he expects to meet with film critics while the work is in progress and has invited some of the American critics and some of the European critics to see the poor prints sent to them.

McCary said the film cost $1,800,000 to produce.

McCary said he had tentative plans to go to Europe in May to work on a new picture.

Golf Tournament (Continued from page 1)

foursome and runners-up, and for the best gross, driving, putting, birdies, etc.

Alfred W. Schwallberg, president of Paramount Pictures, who has been appointed chairman of the tournament and Harold Rimlinger of RKO Radiodrome, has been named

Legion Puts Mexican Film in Class C


Hall, Roxy, Para. Grosses

Baroni," the opening date for which has not been disclosed.

"With A Song in My Heart," now in its third inning at the Roxy, is expected to do a healthy $85,000. "Bells Are Ringing," at Paramount, is said to be the Roxy's next attraction. At the Paramount, "Bend of the River" is indicated to rack up a good week in its second stanza. At Loew's, the Italian-made "Tomorrow Is Too Late" is doing fine, with $7,000 estimated for the second week.

$30,000 Forecast

A fairly nice $30,000 is forecast for the second week of "Sonny John" at the Capitol. The sixth inning of "The Marrying Kind" at the Victoria is expected to hit a more than satisfactory $18,000. "Six My Convicts" at the Astor also falls under the satisfactory class with $18,000 seen for its fourth week.

While most first run theatres on Broadway were unafraid of last Wednesday night's home telecast of the Robinzon-Graziano fight, a number of metropolitan area households felt an adverse box office reaction, except where the local house featured an outstanding attraction.

The director is confident that the opening seven days of "Aaron Slick From Punctin Creek" at the Globe, will be replaced on Friday with "Red Mountain." At the Rivoli, $6,000 will be set up for the second inning of "Valley of the Eagles."

"Jack and the Bearstalk" at the Winter Garden is doing average with $36,000 racked up for the second week, which ended Sunday. It will be "Wife Maru" which will have its premiere there.

At the Criterion, where "The Green Gloves" bows in tomorrow, a $so12,000 is estimated for the second and final stanza of "At Swords Point," for the third week of "Anything Can Happen." The successful victory of $17,500 is seen for the Mayfair.

Off-Broadway Houses

Among off-Broadway houses, a swell $18,500 is forecast for the third week of "Man in the White Suit." Also doing excellently is "Encore" at the Normandie, with $13,500 indicated for the third stanza. Holding up well at the Lavender Hill Mob" at the Fine Arts Theatre where $6,000 is expected for the 27th week. Another example in going with "Bend of the River" at the Paris, with $7,300 seen for a third week.

At the Baronet, a fair $3,000 is forecast for the second inning of "Passion for Life," while a good $6,100 is estimated for the second week of "Faithful City."

Cohen in New Post

Cohen's appointment as Eastern-Southern sales manager follows the resignation of Nat Nathanson as the company's Eastern sales manager. Nathanson will announce new plans shortly.

A successor for Cohen's Western post will be named later.

Milgram Appeal (Continued from page 1)

list of orders handed down at its decisi-

There was no motion today in anoth-

Italian Films (Continued from page 1)

American dubbing will have to be taken seriously in this country because it doesn't have enough English-speaking actors to do the job properly.

I've never written a paper on dubbing at the SMPTE convention in Chicago on Thursday.

Buys Acadamy Film

Cleveland, April 21 — Academy Film Service, Inc, organized 13 years ago by Gilbert Leiton to service school exchanges, has been purchased by Blair McInerney who has for the past five years has been associated as booker with Co-operative Theatres of Ohio, of which Milton A. Mooney is president.

National Pre-Selling

LOOK, on the stands today, has another of those sensational ticket sales which have made it a favorite on the front cover and spreading over pages inside. That's worth industry applause.

Reynolds and Brockwell, Marlene Dietrich gets the magazine's approval for personal appearances, and there's also that beneficial Lux ad, featuring 41 and 42 East 42nd Street, "Living Room Captive." Good Housekeeping for May headlines "How you and the movie stars look in the new costumes," with 16 pages in color and plenty of star photos, in a section directed by Nancy White.

Collier's for April 26 has a wonderful cover and four-page story to match on Pier Averill, "a Hollywood natural" from Italy, who looks like a 19-year old Ingrid Bergman. . . . Lux devoted its full-page in This Week, to a mideastern adventures story with Glamour packed booklet on "Hollywood's Own Secrets of Success," and a pre-publicity story with Paramount's "Golden Circle" of starlets, as pictorial and editorial ammunition.

Howard Dietz estimates that the M-G-M "Movie Calendar of the Month" will appear in 10 May magazines with a total readership of about 800,000, and in an even-dozen national magazines for June, with a readership of 4,000,000. The issues will be on the newsstands during April and May, and will feature "Skirt Ahoy!", "Dancing Lady," "I Love You, Frankie," "Scarface," and "Jealousy." The second 20th Century-Fox star within a month to appear on a cover with a feature story will be Mitzi Gaynor, who will be honored in the May 6 issue of LOOK, on the stands April 22. The same issue will have a photo spread on Marlene Dietrich's personal appearance in Chicago for "Kano Notorious." The June issue of PAGAZINE magazine will devote a four-page Picture story to Warner Brother's forthcoming film, "The Winning Team," starring Doris Day, Ronald Reagan and Frank Lovejoy.

Fide and the advertising trade press carry an ad from Holiday magazine which refers to their critic Al Hines and says "He Likes Movies," which is good news we have long suspected. "Rebecca" has hit top bill-

Ivan Ackery, manager of the Orpheum Theatre, Vancouver, master showman and Quigley Grand Award winner, will handle the west coast premiere of M-G-M's "The Wild North" and his first move was to raise the loan of $2,000 from Canadian Asusco-Columbia to underwrite the exploitation... The city of Monterey, California, has en-
Mann Will Not Be NCA Candidate

Minneapolis, April 21—Someone other than Ted Mann will head North Central Allied after the annual convention on May 1-2. Mann is understood will not be a candidate for another term, because of the pressures of personal business, Speculatively, names of potential candidates mentioned to date include Ben Berger, Howard Fields, Ernie Peasele and Henry Greene.

There has been conversations making the presidency a paid position.

Slight Decline in Coast Production: 27 Pictures in Work

HOLLYWOOD, April 21—The production index dropped three points for the week. Twenty-seven pictures in work. Five new films were started and eight finished.

Started were: "The Outlanders" (Suffa-Brown, Columbia; "Tribute to a Bad Man," Metro-Goldwyn-Mayer; "Barbed Wire" and "Sea Tiger," Monogram; "Moonlight Back at the Front," Universal-International.

Completed were: "Wagon Team," "Showboat Fascination" (H. P. Productions) and "The 5000 Fingers of Dr. T." (Kramer, Columbia; "Invasion U.S.A." (American Pictures) United Artists; "Letter from the President," Metro-Goldwyn-Mayer; "The Rose Bowl Story," Monogram; "Tropic Zone," Paramount; "It Grows on Trees," Universal-International.

Monogram Board to Meet Tomorrow

HOLLYWOOD, April 21—Five Eastern Monogram circuit managers and the Monogram board of directors are due here for a directors' meeting Wednesday at the studio.

They are: John F. Fung, franchise owner, Atlanta; William Hurff, franchise owner, Detroit; Edward Morey, vice-president, New York; Frank Feuk, treasurer, New York; and Norton V. Richey, vice-president, San Francisco. They will meet with Steve Brody, president; G. Ruben Brant, vice-president; D. Burrows, executive vice-president and treasurer, and Howard Stubbs, West Coast co-franchise owner, all of Los Angeles.

Davis Joins M-G-M

Steve Davis, formerly of Fabian Theatres, has joined M-G-M's exploitation department, and will do special work on accessories. Before joining Fabian, Davis was with Benzon Theatre Company of New York.

Mrs. Morjanna Fisher

CHICAGO, April 21—Mrs. Morjanna Fisher, wife of Jack L. (Bud) Fisher, Jr., account executive of M. Ormsby Associates, advertising agency here, died last Tuesday.

In addition to the widow, she is survived by a daughter, Susan Louise, and a son, James Michael; her mother and two sisters.

Rubin Buys Out Partner

CLEVLEAND, April 21—Bemard Rubin is now sole owner of Imperial Pictures here, independent distributing company, which he acquired when he bought out John Ohior, having acquired the interest of his partner, John Urbansky. Rubin and Urbansky bought the company from Max Jacobo in 1945.

Canadian Exports Drop

OTTAWA, April 21—Exports of films declined to a combined volume of $355,000 during the first two months of 1952 compared with $584,000 in 1951, the Canadian government reports.

Theatre 'Lotteries' In Canadian Test

OTTAWA, April 21—Canadian exhibition faces a new lot of lotteries. The Linden Theatre here is charged with operating a lottery in the form of the "Night of Light," a display through which prizes are given to patrons. If this test is successful, similar lotteries are expected to follow across scores of exhibitors across the Dominion.

Circuit, Union Heads Honor Raoul of 'IA'

Theatre executives and labor leaders at the weekend gathered at the Hotel St. George, Brooklyn, to honor William R. Frank, IA/SE general secretary-treasurer, at a dinner given by the union. Raoul was presented with a diamond ring in recognition of his lifetime achievements.

At the dinner were Richard F. Walsh, IA international president; J. C. McDonald, secretary-treasurer, "IA" Local No. 1; Thomas Murtha, toastmaster; Rev. Joseph Kelly of St. Mary's College in New Jersey; L. E. Thompson, KTO Toronto's general manager, and Joseph Vogel, Loew's; Frank Phelps, Warner Theatres; Russell Downey, City Music Hall, Lyman Munson, NBC, and Martin T. Lacey, president, and James C. Quinn, secretary-treasurer, of the Canadian Theatres and Labor Council of Greater New York.

Frank to Coast on Short Subject Plans

MINNEAPOLIS, April 21—Prompted by the lifting of the "freeze" on TV films, William R. Frank is now in Hollywood from here to finalize plans for the production of a number of short subjects. He is in the process of inviting the members of the Congressional Medal of Honor who plans for TV distribution, will also be handled along with the production plans with his associates in Hollywood for the start of "Sitting Bull," a feature to be made with the cooperation of the Oliphant family.

W. R. Frank and Associates is offering exhibitors and other investors a deal of 50 percent of the profits of the film. Other major backers of the project are the Lafayette chain and a group of four of 13 contemplated shorts.

McCann to Columbus

Frank McCann has joined Columbus, Ohio home office exploitation staff to work on special assignments. He is a former New York newspaperman and press representative as well as being a screen star.

In recent years he has been engaged in radio and television writing and production.

Alec Ups Rademacher

A. J. Rademacher, formerly business manager of Altec's Eastern division, has been named to succeed Fred Salzman, exploitation manager, according to E. O. Wilshoke, operating manager of Altec Service Corp. Rademacher will be located at headquarters in New York.

Kraitz to Fillmack

CHICAGO, April 21—The appointment of Fred Kraitz as editor of the Fillmack publication, Inspiration, is announced here by Irving Mack, Fillmack president.

Low Income Groups Largest Audience For U.K. Television

LONDON, April 21—Television in Britain finds its largest audience among educational and income groups, a survey released by British Broadcasting Company's Audience Research specialists reveals. Results made in December, 1950, and the results are carried forward approximately to the middle of 1951. At that later period, the higher income group represented less than one-fourth of the TV public. In 1950, only three per cent of the audience was in the middle educational group, while 67 per cent fell into the lowest educational group—those whose education had finished at 14 or 15 years of age.

Novelty Factor

TV's novelty factor, also noted in America, shows up in the survey here, among lower age groups. Also, 42 per cent of the entire group of viewers admitted that their reading had diminished, although there is no information about what sort of reading it was.

TV's effect on film attendance, according to the research, is less than its supposed. It is claimed that for every three visits to the cinema by those without sets there are only two by those with sets, the listening is the leisure occupation which suffers most from the introduction of TV, the B.I.C. study indicated.

Open 'Movietime' Tour in Upsala, N.Y.

ALBANY, N. Y., April 21—The "Movietime, U. S. A." star tour group for this exchange area, composed of Green Theatres' owner, Don Taylor, Archie Mayo and Frank Marx, began this week with plays in Troy and Albany in the opening of its week-long swing through Western New York.

The emphasis was placed upon the purpose of the tour, to move the American Cancer Society's drive. On the Capitol steps late this afternoon a president of the Fund for the industry's campaign was made by Miss Garson, the anchor speaker at each place.

As state chairman of the cancer Society in New Mexico, she spoke authoritatively of the "urgent need for contributions to continue research into the causes of this terrible disease and the equally imperative need for each person within the sound of my voice to watch for an immediate checkup by your physician and a subsequent visit each six months."

She added: "It is a privilege to be 100 and attend movies every week."

In Albany the star stated "American films, distributed in 120 countries throughout the world, are the magic channel that serves to reflect the American way of life. We in Hollywood want you to tell us what we can see. Write us or tell your local theatre manager what you like."

Mayor Erastus Corning introduced the unit in Albany; Mayor Edward A. Fitzgerald in Troy. A visit to the Albany Civic Center Hotel and addresses at a combined Kiwanis affair this evening finished the activities. Reception everywhere was enthusiastic.
Insider’s Outlook
By RED KANN

TEN for Thursday

Insofar as the open record, at least, is concerned, the industry arbitration conference got airborne in practically a handful of minutes yesterday. All the spokesmen—Johnston and Rodgers for the distributors, Stiller for Allied, Brandt for TTO of New York, Brecher for MMPTA of New York, Wolfson for TOA and Harvey for WTO—liked the idea fine. There was out-and-out enthusiasm by some, restraint by others and just a trace of the dubious by several. But, wrapped up in a single package, there appeared no question about the need for bringing it in system which will serve to reduce industry friction, convert intercene warfare into a skirmish and level the ever-engulfing tide of anti-trust litigation to a respectable-sized commber.

The industry press was witness to these open-house declarations. And that was all. The conferees decided to hold all-closed doors to hold closed sessions and confine their day-by-day comment to press releases prepared and approved by all groups. How much these official communiques will reveal remains to be seen, but decidedly related is the fact that communiques enjoy a wide reputation for ambiguity and airy nothings. Maybe it will be different this time.

It is clear that the principals have the right to enjoy their arguments and their controversies on their own private field of battle without facing restraints which some may feel the presence of reporters may impose. But the issues are not exactly private, either. Thousands of theatremen, in and out of exhibitor organizations, whose futures are involved are entitled to know what is being decided for them even if ratification resides in their hands—before final instruments are written and implemented.

It is good advice and friendly advice, too—for the delegates to bear this in mind. Bearing this in mind, their formal press releases should be complete, informative and clear. The way to eliminate the possibility of confusions, misunderstandings, speculations and frustrations is to see that the need for them never develops in the first instance.

Conciliation Urged to Supplement Arbitration

Delegates Launch Meet With Airing of Views

At the conclusion of his introductory remarks at the opening session yesterday of the industry arbitration conference at the Hotel Astor here, Eric A. Johnston, president of the Motion Picture Association of America, called upon delegates of the participating organizations to state their views preparatory to the holding of executive sessions at which efforts will be made to hammer out a plan or system of industry-wide arbitration of trade practice disputes. Excerpts from the delegates remarks, in the order in which the speakers were called upon, follows:

WILLIAM SNAPER, Allied States Association—The presence of Allied at this meeting indicates its desire for a system of arbitration. We enter the fray with no optimism nor pessimism. The Allied memorandum of arbitration proposals, prepared by counsel Abram F. Myers, was intended to be neither arbitrary nor restrictive. Our hope is that constructive, definite, conclusive action will arise from reasonable discussions.

HARRY BRANDT, Independent Theatre Owners Association of New York—This is indeed an historic occasion. I come to it with high hope that it will result in industry peace, harmony and goodwill. I hope the meeting

(Continued on page 6)

Supreme Court to View ‘The Miracle’

WASHINGTON, April 22—The Supreme Court is going to see a motion picture tomorrow. The Court, on Thursday is scheduled to hear an argument in the so-called “Miracle” case. Joseph Bur- styn, distributor of the film, is challenging the constitutionality of New York’s film censorship law, under which the State Regents banned “The Miracle.” Both parties suggested that it might be a good idea for the Justices to see the film, and they agreed.

Bid A.T. & T. Detail Theatre TV Costs

WASHINGTON, April 22—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee have asked American Telephone and Telegraph Co. to supply within 60 days detailed information on what its charges would be for the installation and use of common carrier facilities in a typical theatre television system.

The request was made with an eye

(Continued on page 7)

See FCC Setting New Date Soon

WASHINGTON, April 22—The Federal Communications Commission is expected to announce within the next two to three weeks a new date—probably late in the fall—for the frequently postponed theatre television hearings.

Sullivan Leaving TOA: Joins Kefauver

Gael Sullivan, executive director of Theatre Owners of America, will take a leave of absence from that post starting in the next day or two to manage the campaign of Senator Estes Kefauver for the Democratic Presidential nomination. In Sullivan’s absence, Herman Levy, TOA general counsel, will absorb most of the duties of the executive director. If Kefauver is nominated, Sullivan’s

(Continued on page 8)

Sullivan Leaving TOA: Joins Kefauver

RKO Circuit Earned $1,322,000 in ’51

The consolidated net profit of RKO Theatres Corp. for 1951 was $1,322,000, after income taxes of $1,255,000, the first annual report since the company disclosed here yesterday.

The company’s earnings in 1950, had the company operated independently, were $1,585,000, after taxes of $1,088,000 and extraordinary reserves of $600,000, according to the report.

The annual statement explained that RKO Theatres had continued to separate existence Jan. 1 of last year, breaking away from Radio-Keith-Orpheum Corp., as required by the consent de

(Continued on page 8)
Motion Picture Daily

Wednesday, April 23, 1952

MPAA Adopts Plan
For Independent Institutional Ads

Under a plan approved yesterday at a meeting here of the Motion Picture Association of America's advertising-public relations committee at Inter-

James Velde in New UA Sale Position

James Velde has been named Western sales manager of United Artists by William J. Heineman, distribution vice-president. He succeeds Milton E. Cohen, former Western-Southern sales manager, whose appointment as UA Eastern-Southern sales manager was disclosed last Monday.

Velde, who was promoted from the post of Western district manager, will have 12 branches under his jurisdiction:

Chicago, Milwaukee, Minneapolis, Kansas City, Omaha, Indianapolis, St. Louis, O.A. Angeles, San Francisco, Seattle, Salt Lake City and Denver.

An industry veteran who has held sales posts with Paramount, Eagle-Lion and Selznick Releasing Organization, Velde joined United Artists last year.

Three Aides Join Lux Field Force

Lux Film has engaged three new sales representatives. Harold Schwartz will be the Lux agent in Dallas, Andy Dietz in St. Louis and Edward Salzberg in Chicago.


Special Showing of 'Song in Dallas

Dallas, April 22—Plans have been finalized for the special afternoon showing of "With A Song " in the Heart" at downtown inter-

NAT LEVY, RKO Radio Eastern sales manager, and Terry Turner, exploitation chief, left here yester-

tude to visit Pittsburgh, Detroit, Cleveland and Cincinnati.

Al Schuman, general manager of WJFL-A's circuit, and his wife are due back in Hartford shortly

from a stay in Miami Beach.

Issay Wolfe, National Screen Service
salesman, is making a sales tour

through the San Joaquin Valley from San Francisco.

Roy and John Boulting, British producers, will arrive here from Lon-

don Saturday en route to Hollywood.

J. J. DeBoer, manager of the West-

excess in Cuba, has arrived here from Havana.

New M-G-M Pact

For Sam Eckman

M-G-M has renewed the contract of Sam Eckman, Jr., for an extended period, it was disclosed here yesterday by Arthur M. Loew, president of the film subsidiary. The new pact was negotiated during the recent visit in New York, from London, of Eckman, Jr., chairman and managing
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director of Metro-Goldwyn-Mayer Pictures, Ltd.

Loew also reported that arrangements have been made for the firm to

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London of Charles Goldsmith, an executive of Loew's International, to

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the firm in a business capacity, as well as its assistant managing director. The

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post is a new one.

Goldsmith is no stranger to Great Britain, having previously been in charge of M-G-M operations between the U.S. and all members of the United Kingdom. Also, he resided in London in 1949.

Express' Premiere In Frisco May 2

"The Red Ball Express," film of the historic World War II unit of the Army Transportation Corps which supplies to General Patton's Army during the European breakthrough, will have its world premiere at Orpheum Theatre in San Francisco on May 2. The premiere will help launch the opening of the film from Coast-to-Coast in connection with the

national observation of Armed Forces Week, starting with Armed Forces Day May 17.

NAA to Open 16mm. Conference Friday

A two-day Eastern film conference, sponsored by the National Audio-

vision Center, is scheduled for 100 business leaders will take place at the New York Hotel here Friday and Sab-

day, it was announced by Harold Schwartz, vice-president of M-G-M Films, who will be general chairman of the proceedings.

Personal Mention

Maurice GRAD, Columbia's short subjects sales manager, will leave here today for a three-week tour of exchanges.

Peter Perakos, head of Perakos Theatres, New Britain, Conn., will leave for a European vacation in May.

Phil Williams, March of Time's theatrical sales manager, returned here yesterday from Philadelphia.

Steve Pallos, producer, is in New York from the Coast.

Jim Durante will leave here to-

day for Europe aboard the S.S. Queen Elizabeth.

George Fraser, Paramount pub-

lisher, will return here today from Houston.

U-Decca Deal Up May 8; Earnings High

A decision on a possible Universal-Decca deal is expected to be made by Universal's board of directors at its next meeting on May 8. The need for immediate action has been underscored by the upcoming annual Universal stockholders' meeting, which is now scheduled for July 8, and for which proxy statements were ready by June. Nate Blumberg, Universal president, is expected here from the company's European office.

Meanwhile, Milton Ratcliff, presi-

dent of Decca Records, expects to have his hearing next month, but he would not comment when asked about reports that he plans to charge other companies with price fixing. A recent decision of the Supreme Court in the case in which Universal is involved was published in May 1952.

Financial circles report Universal's earnings are being maintained at a level considerably above that for the company's second quarter of the current fiscal year due soon and expected to show a net of approximately $1,000,000, or about $1 million on the outstanding 967,000 shares.

20th-Fox 'Holders To Meet May 20

The annual stockholders meeting of 20th Century-Fox will be held here at the home office May 20, it was disclosed yesterday.

Among the principal items on the agenda will be the reorganization plan of the company in fulfillment of its requirements under the consent decree.

Kramer Buys Story

Hollywood, April 22—"The Comed-

ian," a story with the television entertain-

ment world as its background, has been acquired by the Kramer Com-

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Cor. for production at Columbia. The novel, which ran in the January issue of The Hollywood Reporter, was purchased from its author, Ernest Lehman, who is also a screen writer.

Newsreadel Parade

The Midwest floods and scenes of the remodeled White House are among the newsreadel items. Other items include the various prison riots and sports. Complete contents follow:

MOVIE NEWS, No. 34—Flood newsreadel, Army Air Force polo fights, Convicts riot, Agnes Moorehead death, Errol Flynn and Olivia de Hauke, Eisenhaueramura SHAPE edue, Ken-

n

ucky Derby horses. Joe Di Maggio.


TELENEWS DIGEST, No. 17A—Omaha beefs flood crest. Dinner for Avanti Har-

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New Burbardaro Suit Will Start Today

BUFFALO, April 22—A Western New York theatre will attempt to re-

cover $100,092 from Paramount Pic-

tures through a long and Warmer The-

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utes in a monopoly action that begins here tomorrow in Federal Court.

Carrie E. Westmoreland of Olean, plaintiff operator of the Pal-


ace Theatre there, won an award of $104,698 from the same defendants four years ago. The present case is based on charges that the three firms continued alleged monopoly practices while the earlier action was in litigation.

The plaintiff filed the suit Sept. 16, 1951, charging that Loew's, Stamford, Conn., and Warner The-

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utes in Olean.

Shearer, Byard, Frogs, and Petersen of the plaintiff's attorney, George A. Barbick of William, represent the distributors, with Sargoy and Stein of New York as counsel.

Name Snyders in Percentage Actions

WILLISTON, N. D., April 22—John C. and Jack W. Snyder were named defendants in percentage actions filed in Federal Court here by Paramount, Loew's, 20th-Century-Fox and RKO, involving Rich and Snyder the-

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utes in Williston.

Shearer, Byard, Frogs, and Petersen of the plaintiff's attorney, George A. Barbick of William, represent the distributors, with Sargoy and Stein of New York as counsel.

Ray to Boston House

Boston, April 22—The Metropol-

tian Theatre here will present Johnnie Ray, one of America's top performers. Martin J. Mullin, president of New England Theatres, discloses.

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MOTION PICTURE DAILY
MAY 8th, 9th, 10th ARE HISTORY-MAKING DATES!

The announcement in the trade press of M-G-M's unprecedented plan is literally the talk of the industry. We sincerely believe that no company, including M-G-M, has ever been in a position to screen at its own Studio as many completed outstanding attractions as we will show the exhibitors who will fly to Hollywood. We fervently wish we could have asked 1,000 showmen but that was impossible. The representatives of exhibitor organizations and our customers in strategic locations will be our ambassadors to all the industry and to the public. The message of optimism engendered by M-G-M's "Seeing Is Believing" Studio visit will echo through the country, a stimulant to picture business everywhere.

Seeing
"SCARAMOUCHE"
is believing it's Great!
(Technicolor—Steward Granger, Eleanor Parker, Janet Leigh, Mel Ferrer, Henry Wilcoxon, Nina Foch.)

Seeing
"IVANHOE"
is believing it's Terrific!
(Technicolor—Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, Emlyn Williams.)

Seeing
"LOVELY TO LOOK AT"
is believing it's a Smash Hit!
(Technicolor—Kathryn Grayson, Red Skelton, Howard Keel, Marge and Gower Champion, Ann Miller, Zsa Zsa Gabor.)

Seeing
"THE MERRY WIDOW"
is believing it's a Clean-up!
(Technicolor—Lana Turner, Fernando Lamas.)

Seeing
"SKIRTS AHOY!"
is believing it's a Wow!
(Technicolor—Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Brasselle, Billy Eckstine.)

Seeing
"BECAUSE YOU'RE MINE"
is believing it's a Goldmine!
(Technicolor—Mario Lanza, Doretta Morrow.)

Seeing
"PAT AND MIKE"
is believing it's a Knockout!
(Spencer Tracy, Katharine Hepburn, Aldo Ray.)

AND MANY MORE INCLUDING: "Carbine Williams" • "Eagle On His Cap" • "Mr. Congressman" • "The Girl In White" • "The Story of Three Loves" (Tech.) • "One Piece Bathing Suit" (Tech.) • "Plymouth Adventure" (Tech.) • "Prisoner of Zenda" (Tech.) • "Everything I Have Is Yours" (Tech.) • "Tribute To A Bad Man" • "The Devil Makes Three" • "Fearless Fagan" • and others.
Exhibitor-Excitement
Mountain Of

SET YOURS-
THOSE TOW
HIT WITH
"WH

NEW YORK
WORCESTER • BOSTON
PORTLAND • BALTIMORE
MANCHESTER • SAGINAW • PROVIDENCE
SOUTH BEND • ELKHART • JACKSONVILLE
PALM BEACH • MIAMI • MIAMI BEACH
GREENSBORO • TULSA • MEMPHIS • JACKSON
INDIANAPOLIS • SPRINGFIELD • FALL RIVER
BUFFALO • CHARLOTTE • WINSTON-SALEM
CHARLESTON • DURHAM • SPARTANBURG
NEW HAVEN • HARTFORD • NORWICH
CHILlicothe • PITTSFIELD • KALAMAZOO
BATTLE CREEK • PORT HURON • LEBANON, PA.
PITTSBURGH • CLARKSBURG, • FORT WAYNE
DALLAS • HOUSTON • SAN ANTONIO
FORT WORTH • QUINCY, ILL. • GALVESTON
SAN FRANCISCO • PADUCAH, KY.
COLUMBIA, MO. • ALBUQUERQUE • EL PASO
AND MORE—MORE—MORE—MORE!

NATIONALLY ADVERTISED in LOOK,
heading a schedule of 21 other magazines...

ALSO GREAT TO DATE NOW: Leo McCarey's MY SON JOHN
ANYTHING CAN HAPPEN, Perlberg-Seatons's AARON SLICK
Is Now At A Peak As A Dates Piles Up At Paramount!

AND YOU'LL BE ALL SET FOR ERING BOXOFFICE HIGHS YOU "BRANDED" AND SPERING SMITH"

Color by Technicolor

HAL WALLIS' PRODUCTION

RED MOUNTAIN

Directed by WILLIAM DIETERLE

Screenplay by John Meredyth Lucas, George F. Slavin and George W. George • From a Story by George F. Slavin and George W. George

LADD and SCOTT are a new explosive team...
British Lion Gives BFPA Notice of Intent to Resign

London, April 22.—The British Lion group of companies has formally tendered the required six months advance notice of resignation from the British Film Producers Association.

The step is reported to be the result of friction which has been brewing for months between Sir Alexander Korda, who remains a behind-the-scenes power in the company and the two large-scale production companies, the J. Arthur Rank Organization and associated British Pictures Corp.

British Lion has no exhibition affiliation, whereas each of the other companies do have. Korda is understood to have bitterly complained on frequent occasions that BFPA has tended to emphasize exhibitor interests to the detriment of purely production concerns. The matter was brought to a head when Sir Henry French of BFPA put forth a plan designed to streamline the organization by vesting operating control in a small executive council of 12 members, 5 of whom would still be drawn from the present body composed of all recognized producer members.

This proposal was due for ratification at a special joint-morning meeting last Friday, from which British Lion representatives, significantly, were absent. It was stated that action by the meeting was postponed.

The defection of British Lion from BFPA potentially could wreck the whole present production set-up here. Efforts to arrive at an accommodation before the break becomes effective are being made.

Sullivan Leaving

(Continued from page 1)

leave of absence would extend to next fall. If he fails of nomination, Sullivan would return to the TOA in July.

Before joining TOA in 1948, Sullivan was active for many years in Democratic politics, having been executive director of the national committee in 1947-48. Prior to that he was an assistant to the mayor and the administrative assistant to the Democratic mayor of Chicago and with the Federal Housing Administration in Illinois.

Start Arbitration Meet

ERIC A. JOHNSTON (standing) calls to order the preliminary session of the all-industry conference on arbitration at the Hotel Astor here yesterday. Three of the 50 from exhibition and distribution who were on hand for the opening of the conference are pictured with the Motion Picture Business magazine's executive, pallet. From left to right they are: Mitchell Wolfson, TOA president; Wilbur Snapper, president of Allied States, and William F. Rodgers, chairman of the distributors’ arbitration negotiating committee. Rodgers was elected chairman of the first executive session which followed.

Delegates Air Their Views

(Continued from page 1)

can eliminate lawyer-domination of the industry; lawyers are getting most of the money of the industry, I wish to $250,000,000,000 worth of law suits pending today. I can’t go along with Eric Johnston’s belief that we are a small start will be good— there isn’t anything that should not be arbitrated, and that includes film rentals when overt acts are committed, although I am against arbitration of film rentals as such. We need some American at the head of our arbitration system, together with local-level panels.

LEO BRECHER, Metropolitan Motion Picture Theatres Association—We enter with hopes for constructive cures, and recognize that the business must retain certain differences. When a business becomes all love it becomes static—ceases to be a business. Arbitrators selected by disputants are not arbitrators, but rather are merely advocates. We should have arbitrators who are impartial and honest, such as the American Arbitration Association has provided. Unless we’re prepared to treat arbitration as a short-cut to justice, we’re wasting time.

M itchell Wolfson, Theatre Owners of America—We came to this meeting with humility and the spirit of compromise. We can’t have unity without that spirit. This is one of the most important days in industry history—we have a most important day. We have one duty: to the American people. We must see to it that this industry continues to furnish recreation for the people, that we can no longer look upon the business as one of name-calling, of pettiness, and of all those insidious factors which weaken us to the point of making us easy and attractive targets for those who prey upon us. We have every reason to believe that the courts, the Department of Justice and all the exhibitors of the country want to see an industry of arbitration functioning as speedily as possible.

H. V. (Rotes) Harvey, Western Theatre Owners—If we don’t agree in New York, let’s transfer the matter to the West Coast where we can agree. The last arbitration system was expensive and immature. What we want now is a simple system without courts of law—one that is understandable enough to be used and not constantly subject to Department of Justice interpretation. WTO for long has had such a system in use. Let’s not make this meeting merely a chance to say “hello.”

William F. Rogers, Distributors Negotiating Committee—We’re prepared to negotiate. We’ve studied the proposals submitted by Allied and TOA and have no counter-proposals. We’re ready to discuss every subject that is possibly arbitrable. We come open-minded, welcome the opportunity to discuss, have the sincere hope for an accord and appreciate the prompt acceptances of invitations to the meeting. Let’s look to the future, not the past. Some subjects will take time, and possibly conciliation will have to be adopted for some phases of a system. As a sales manager I myself spent much more time consulting with lawyers than I did selling.

AFL Film Council Hits Rep. Jackson On ‘Red’ Problem

Hollywood, April 22—The AFL Film Council today voted unanimously to challenge Representative David C. Jackson of Washington, last week to the Kiwanis Club, to the effect that guilds and unions must “clean house” of Communist members.

The Council dispatched the letter to Jackson reading in part: “As one of the principal signers, and the other members of the Communist infiltration in film studios some years ago, Hollywood AFL unions and guilds, in the presence of over 20,000 studio workers, cannot allow to pass unchallenged your blanket condemnation of Hollywood guilds and unions in a speech before the Kiwanis Club. Long before the public had its eyes opened to the Communist menace, AFL unions and guilds in Hollywood were battling Communists in every way within their legal rights.

This fight has been overwhelmingly successful in preventing Communists from controlling or influencing any AFL union or guild having studio contracts today. No AFL union or guild wants any Communist as a member. But if any Communist is presently a member of our union, the guild should oust him from membership because of his party membership, that is our right, not our responsibility and each of us, not just the leader of films, the House Un-American Affairs Committee and Congress could do a real service to our country and to both management and labor if they would take whatever legislative action is necessary to control or outlaw the Communist Party.”

McCary Extends Stay

Leo McCary, Paramount producer-director, was in New York yesterday indefinitely. He was to have returned to the Coast today. While here McCary held a series of magazine, newspaper, radio and television interviews.

Two Encore Trailers

Emphasizing the special handling being given W. Somerset Maugham’s “Encore,” Paramount has prepared two trailers for the film, one for “art” houses only, and the other for “regular” theatres.

Swanson to Mexico May 5

MEXICO CITY, April 22—Gloria Swanson is due here May 5 to start production on seven films more than she contracted with Miguel Alman, Jr., the President’s son, and a film video producer.

only $624* for a 10-DAY HAWAIIAN VACATION!

Includes Mainliner transportation, hotel accommodations and sightseeing.

There are seven tours in all, ranging to 23 days in length. Leave New York at 10 p.m., arrive in Honolulu at 7 p.m. the next evening! From New York

UNITED AIR LINES

(Peres plus tax.)
Says Merger Is ‘Desirable’

WASHINGTON, April 22.—United Paramount Theatres director, Robert Wilby, said today that the future of UPT is “problematical” in view of the Paramount-Spiro permanent panel decision and that it would be “desirable” for his company to merge with the American Broadcasting Co.

Wilby added nothing else to this statement, made at the Federal Communication Commission’s Paramount hearing. In other phases of his testimony he was questioned on rental agreements, the sale of films for theatre and television, and the comparative merits of each medium. All of these topics have been thoroughly covered previously in the examination of other witnesses in the UPT-ABC merger case.

Pres. Barney Balaban is expected to take the stand tomorrow for questioning by FCC counsel.

Detail TV Costs

(Continued from page 1)

to using the information at the coming FCC hearings. Industry officials feel they may be able to force the Commission that the common carrier facilities will be too expensive and that the industry needs its own special frequencies. If the request were not made for the A.T. and T. information until the hearing was underway, film officials pointed out, A.T. and T. would undoubtedly ask for a postponement to give it time to work up the information, and the hearing would again be delayed.

Two Industry Groups

The two industry groups set up a New York-to-Washington transmission system, with six competing networks each using a 10-megacycle band width. Officials said this would be “typical of the system which we will propose to the FCC for nationwide use.”

A.T. and T. was asked to estimate how long it would need to install any transmission lines not already in place to provide for regular and occasional use of all lines. MPAA and NETC said the tariff should provide a minimum charge for three hours’ use with an additional charge for each hour beyond three. The charges would be for actual program transmission time and the FCC’s testing time. It was stated that separate charges should be supplied for both fixed and mobile service from the source of the program to the transmitter, for one-way and for reversible inter-city transmission, and for regular and occasional use of lines from the inter-city line to the theatre outlet. Separate prices were also asked for video and radio signal transmission costs, although it was admitted that the two would probably be contracted for as a unit.

Meet on New UPT-TV Plans

Meetings between educators and United Paramount Theatres’ officials, looking toward the inauguration of a series of theatre television programs in the education field, are expected to get underway here within the next few weeks.

This was revealed here yesterday in the wake of the seminar held at Ohio State University on the use of the theatre television medium for educational purposes. The seminar was addressed by Irvin F. Suds, of UPT’s programming department, who outlined his and Robert H. O’Brien’s views on the educational use of the medium. O’Brien is secretary-treasurer of UPT.

Good Revenue Potential

The response of those attending the Institute for Education by Radio and Television session was described as “enthusiastic” by Suds, who saw the possibility of a theatre TV teacher-in-training course being launched this summer. Although such programming would fall under the classification of “public service,” the economic potential to participating theatres was termed “excellent” by Suds.

The plan calls for the establishment of various professional educational groups which would produce the programs, allowing teachers in various sections of the country to participate in lectures by way of theatre TV—lectures given by top university professors in various educational fields. The programs, according to present plans, would be on Saturday mornings, during off-theatre hours.
Arbitration

(Continued from page 1)

was directed to report back to the conference at this morning’s session. Members are: Alfred W. Schwalbegg, Paramount, chairman; Rotuik Harvey, W.V.T. president; Leo Brecher, MMPTA, and Wilbur Snaper, Allied.

The delegates said they agreed they had made progress yesterday and that no areas of “real controversy” had developed in the initial discussion on arbitration agreements.

Started at 1:30 P.M.

The arbitration conference went to work in the College Room of the Astor at 1:30 P. M., yesterday after approving a plan for rotating chairmen of the meetings with each daily session, electing Rodgcrs chairman of the first session and voting to exclude the press from the conferences.

In addition, the conference requested the trade press to publish only the official statements of the impartiality committee will hand out daily and to make no other effort to obtain news of the conference. The motion Picture Daily has not acquiesced.

On taking over the chair at the first session Rodgers stated the conference hoped to conclude its work this week. In that event, the individual participating organizations would take the proposals back to their boards of directors or to membership meetings for ratification, modification or rejection, with further recommendations, or such other action as might be deemed appropriate by the constituents.

Following that, another conference would be called, for whatever further moves were indicated to be in order.

75 in Attendance

Nearly 75 persons were in attendance at the preliminary session, which was called to order at 11 A. M., by Eric Johnston, president of the Motion Picture Association of America.

The following are executive council delegates and unofficial representatives of the participating organizations: B. W. Schiale, MMPTA; J. Zhao Harvey, Western theatre owners; W. A. Schawbegg, Paramount; B. W. Keough, Sumner, Warner, and Adolph Schmel, United Artists: S. H. Fabian, Herman M. Levy and Mitchell Wolfson, TOA; H. W. (Rotus) Harvey and L. S. Hamm, WTO; Abram F. Myers, Wilbur Snaper and Nathan Yamins, Allied; Eric A. Johnston, Ralph D. Hopkins, Jr., Sidney Schreiber, Arthur DeBarra, Kenneth Clark and Tim Clagett, MPAA.

50 From Distribution and Exhibition Here for Start of Arbitration Meet

Some 50 distribution and exhibit organization representatives attended the opening session yesterday of the all-industry arbitration conference at the Hotel Astor here. Most of them remained for the luncheon and the first executive session which followed. All the continuing trade press representatives also were present at the opening session.


sales managers were present or represented at the first closed session yesterday afternoon and had further working sessions, those attending numbered approximately double the official list of 28 delegates and counsel.

Names of those attending or represented elsewhere in this issue.

Under the rotating plan of chairmen for ensuing sessions, in alphabetical order will designate one of their representatives to serve. Thus, Allied will name the chairmen for today. After Snaper, Allied president, as the designate, ITOA will call the third session, with Branch, president, representing choice: MMPTA, with Brecher, its board chairman; TOA, Wolfson, and Western Theatre Owners, Harvey, following in that order.

Wanted to Name Rodgers

On Harvey’s nomination, the meeting first attempted to name Rodgers as permanent chairman of the conference but he declined on the ground that he represented a group who would not preside while acting as chairman of the distributors’ committee. The proposal was dropped and the president, John-\n
then made. After opposition from Harvey to that plan, the meeting was asked to give due consideration to a permanent chairmanship. The latter won and Keough nominated Harvey for permanent chair. Harvey also declined the post with the champion of permanent chairmanship eliminating himself from serving, the meeting voted on a permanent plan and reversed itself by voting for the rotating arrangement.

Snaper suggested that distribution representatives, who comprised the host group, their chairman, Rogers, should preside at the first session. The conference approved.

The temporary impasse concerning seating arrangements was due to the inability to agree immediately on the permanent or rotating plan, inspired by the different services of each chair. One observed, “We’re stuck on the first problem. Let’s arbitrate it.”

Soon after, as both Rodgers and Harvey declined nominations, Johnston said: “It’s beginning to sound like the COMPO presidency.”

His nomination was one of persons who for one reason or another have been obliged to decline the presidency of the Council of Motion Picture Presidents. Publicity on the sessions will be funnelled through a committee consisting of one member representing each participating organization, with H. W. Riches of Loew’s, general secretary of the conference, as committee secretary, and with one or two MPAA representatives as aides.

After the morning session had been opened by Johnston, he called upon representatives of the exhibitors and the conference. Highlights of the remarks are as published elsewhere in this issue.

The current effort to establish an industry arbitration system is the first since the demise of the motion picture arbitration tribunals operated by the American Arbitration Association.

The system was established in 1940 pursuant to the consent decree in the then-existing antitrust suit of the tribunals and the appeal board by distributors was discontinued October 1945 because an insufficient number of exhibitors were making use of it.

Felt Rules Restrictive

Exhibitors, for their part, felt that the rules of that arbitration system were too restrictive and that the operation of the system was both costly and time-consuming.

The only previous experience of the exhibitors with any arbitration tribunal practice was in the 1920’s through compulsory arbitration clauses included in most license agreements. They were discarded in 1937 and the chairman of the late Thomas D. Thacher, who held that the compulsory aspect of the arbitration clauses rendered them illegal.

Exhibition, for the most part, has continued over the past few years to the practice of arbitrating claims in an hour or less and an hour after an agreement was obtained. One observed, “We’re stuck on the first problem. Let’s arbitrate it.”

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KRO Theatres

(Continued from page 1)

price, it is further explained, before giving the figures for 1950, that “it is difficult to furnish exactly comparative figures.”

The figures of its 97 theatres, the report shows, that the net profit for 1951 was broken down into $1,099,000, compared with $1,085,000 for 1950.

For 1951 box-office receipts totalled $25,550,000, as against $32,300,000 for 1950. The report states the gross for 1951 was $44,750,000.

The drop in gross was attributed to the impact of home television, the high cost of living and the increase in personal income and other taxes.

In the first quarter of 1952, the company reported, there is a decline as compared with those for 1950. Due to this decline, it was added, the board of directors has decided to increase the question of a dividend until later in the year.

Under the heading of “Other Income,” the company stated that in 1951 income from various concessions and miscellaneous sources increased $2,000 over the previous year and income derived from the rental of the commercial areas of properties shows improvement.

The report labelled the admission tax “discriminatory” and said it was a reflection of such a tax would have a stimulating effect upon the earnings of the company.

In a net operating capital as of Dec. 31, 1951 were listed at $12,192,000, consisting almost entirely of cash and U.S. government securities, while current liabilities were put at $3,700,000, leaving a net working capital of $8,492,000. This compares with the net working capital on Jan. 1, 1951 of $7,688,000.

The funded and other long term debt at Dec. 31, 1951 was $22,339,000, representing a reduction of $1,099,000 from the year before, the stockholders statement added.

It further disclosed that KRO Theatres, in addition to the additional installments of television sets for Cincinnati and New York.

3 Hours to Get Story To Trade Press

First effort of the industry arbitration conference’s press committee yesterday to process its first release to the press under the executive-session ruling adopted by the conferences was marked by confusion and delay.

The news conference adjourned about 4:30 P.M. Six press committee members, a general secretary and a press secretary, went out to a huddle, each with his separate set of notes, to decide what the press should be told. The hour for the conference was 5 P.M., about three hours later before a weary messenger delivered the press to press offices, just one typewritten page in length, while the stockholders statement delivered by Snaper, Harry Brandt, Emanuel Frisch, Mitchell Wolfson, L. S. Hammer, and H. W. (“Rotus”) Harvey of Loew’s is general secretary to the committee, and several MPAA representatives serve as aides.
Hold Outlook Dim for Cut In ATT Costs

Line Company Receives MPAA, NETTC Cost Bid

The outlook for a revision downward of theatre television line costs in the foreseeable future was considered dim yesterday as American Telephone and Telegraph spokesmen pointed to previous A.T. & T. statements that the cost structure would remain unaltered.

A bid to decrease line costs, which are $1 per mile per hour for intercity television transmission, was announced recently by Nathan L. Halpert, president of President Network Television. The Motion Picture Association of America and the National Exhibitors Theatre Television Committee have also asked A.T. & T. for detailed information on charges.

Asked to comment on the two recent developments, an A.T. & T. spokesman would only say his company received the joint MPAA and NETTC bid. However, the position of the (Continued on page 6)

U. S. Navy Is A Big-time Producer

CHICAGO, April 23—Uncle Sam's Navy is one of the world's largest producers and distributors of motion pictures, and much of its footage reaches theatre screens, through background shots acquired by Hollywood for regular features, and through timely material released to the newsreels.

This was disclosed to delegates attending the 71st semi-annual convention of the Society of Motion Picture and Television Engineers being held this week at the Drake Hotel here.

In a report on the Navy's production program, Lieut. Commander Wison R. Cronenwett, head of the motion picture branch of the Naval Photographic Center, disclosed that 674 films have been produced since 1941.

Newsreels to Pool Olympic Coverage

American newsreels have concluded a deal with the Olympic Film Committee in Helsinki for the coverage of the Olympic games this summer, it was disclosed here yesterday by Walter L. Ament, chairman of the American Newsreel Association. The five major newsreels will have a pooling arrangement on coverage.

Agree on National and Local Arbitration Staffs

Arbitrable Subjects On Today's Agenda

Consideration of subjects and issues that could be arbitrated, including such controversial items as film rentals, is on the agenda for today's two sessions of the all-industry arbitration conference, it was reported following yesterday's meetings.

Kalmenson to Open W. B. Meet Today

PITTSBURGH, April 23—The second in a series of three Warner Brothers sales meetings will be opened here tomorrow by Ben Kalmenson, distribution vice-president, at the William Penn Hotel. There will be a session Friday, too.

Mort Blumenstock, advertising-publicity vice-president, will outline promotion plans for the summer and fall product which will be discussed.

Jules Lapidus, Eastern sales manager, will head the sessions, with the following also attending:


WHAT THE ARBITRATION MEET ACCOMPLISHED YESTERDAY

HIGHLIGHTS of the progress made yesterday by the industry arbitration conference in session here included the following:

Approval of major phases of an organizational plan to administer a new system of industry arbitration.

National administrative committee to consist of 12 members: three each from Allied States, Theatre Owners of America and distribution; one each from Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association and Western Theatre Owners.

Local administrative committees in each exchange area to be manned equally by local exhibitors and distributors in the exchanges.

Designation of duties for national and local committees. (See accompanying story.)

Expenses of operations of boards to be held to a minimum. Financing and provisional budgets to be determined before conference concludes.

A conciliation system, to be utilized prior to arbitration approved.
**Rake Up B & K Past In Para. Hearings**

WASHINGTON, April 23.—Balaban and Katz’s reported attempts to suppress press coverage of their theater in East Coast and other areas during mid-’20s were raked up today by Federal Communication Commission counsel in the Paramount hearing.

Attorneys for the Commission introduced dozens of photographs, letters, and documents dealing with B & K during that period. Many of them, which were taken from the department file, indicated that the company had in certain instances tried and failed out of competition.

The documents were brought in as evidence during the return to the stand of Paramount Pictures president and former B & K. head Barney Balaban. They were met with vigorous and continued objections by his attorney, Paul Portier, who charged the "motions" of the period referred to in FCC questioning and said the FCC should consider that any anti-trust violations by B & K were not recent.

The FCC counsel replied that the Paramount consent decree did not "abolish" Paramount from explaining its antitrust violations. "We think we are under no obligation to" Fredrick Ford said, "to show that the violations were deliberate and willful. Balaban will return to the stand to-morrow.

**Daff Abroad on New Distribution Setup**

Alfred E. Daff, Universal Pictures salesman, was in New York today by plane for Europe on one of his quarterly trips. He will be gone to Rome, Vienna, Zurich, Geneva, Paris, and London for a general survey of conditions, and while in Paris will confer with a distribution setup for Universal in light of the pending dissolution of the Motion Picture Export Association operation in August.

In Paris, Daff will meet with Harry Novak, Continental European supervisor, on general conditions. In London he will confer with the Universal distribution representatives.

**$186,977 Republic Net for Quarter**

Net profit of $186,977 for the 13 weeks ended January 26, was reported yesterday by Republic Pictures. The net was after normal and surtaxes totaling $305,000, and compares with a net of $227,495 for the same period in the previous year, after a $180,000 provision for taxes. Income before taxes was $391,977 and $420,495, for the respective periods.

**Personal Mention**

ARTHUR B. KRIM, president of United Artists, will arrive in New York next week from the Coast. JACK COHN, executive vice-president of Columbia Pictures; A. MONTAGE, vice-president; JOSEPH MCCLINNE, associate counsel; H. J. KACHNIS, vice-president and treasurer, and PAUL LAZARUS, Jr., New York studio representative, have returned here from the Coast. Tomorrow, NATE B. SPINCOLD, vice-president, and LEO JAFFE, assistant treasurer, are expected back from Hollywood.

**Eric A. Johnson, president of the Motion Picture Association of America, was in Washington yesterday and is expected to return here today to attend the continuing industry meeting on arbitration.

**UPT Directors Up For Reelection**

The reelection of United Paramount Theatre’s 13 directors is urged in management’s proxy statement to stockholders, issued in preparation for the company’s annual meeting here on May 20.


It was announced that president Goldenson received a salary of $181,000 in 1951. Other directors and officers of the company who received $25,000 remuneration for the year included: Gross, $46,850, plus a $5,000 bonus; Robert W. Wernick, $43,500; Brown, $5,000; Edward L. Hyman, vice-president, $46,850, bonus $5,000; O’Brien, $33,000; and Daff, $22,500.

Balaban as president of Balaban and Katz received a salary of $104,000, plus $12,989 as a share in profits; Theatres’ 13 directors received, $95,744 as a share in profits, and Wilby, $52,182 as a share in profits.

**Shane, Lushings in Investment Firm**

Hollywood, April 23.—Maxwell Shane of Shane-Tons Productions, and Alfred and Sidney Lushing, prominent Los Angeles attorneys and attorneys for Terry H. Kaiser in the development of Panorama City, have formed the Lushane Investment Co. The company will invest in motion pictures, television and related interests.

The purpose of the firm is to advance second moneys to finance "The Glass Wall" in which Shane will direct for Shane-Tors. Vittorio Gassman and Gloria Grahame will co-star for United Artists.

**Change in Howard Fete**

Bosron, April 23.—The 10th anniversary luncheon of Affiliated Theatres of Boston honoring Arthur K. Scido was announced. The luncheon, which will be held at the Shelton Plaza Hotel here instead of the Hotel Statler, as previously scheduled. The luncheon remains the same, Tuesday, May 6.

**MOTION PICTURE DAILY.** Martin Quigley, Editor-in-Chief and Publisher; Sherman Kane, Editor; Terry Ramsey, Consulting Editor. Published daily, except Saturdays, Sundays and legal holidays, by Priority Publications, 10 S. Wabash Ave., Chicago, Illinois 7-2500. Cable address: "Quiglephoto, New York." Martin Quigley, President; Red Rhyn, Vice-President; Martin Quigley, Jr., Secretary, and Treasurer; Raymond Levy, Vice-President; Len J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Veke, Advertising Manager; Gus H. Fazelt, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver Editor, Chicago Bureau, 18 South Halsted Street, Urban Fretzy, Advertising Representative, FL 6-3084; Bruce Tolle, Editorial Representative, 11 North Clark Street, FR-2-5553, Washington, D. C. John Oter, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnett, Manager; Peter Burnett, Editor; cable address: "Odeonwire, London." Other Quigley Publishing Corp. theatres and theatre sales, each with a different name and location, used to be part of a larger organization known as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the American and $2 foreign; single copies, $10.
He comes tearing in with a gun and a grin to carve a new notch in the Silver Belt of Nevada!

Kincaid, the trouble-shooter - against the notorious Kid-Glove Killer-Band that ravaged the Comstock Lode!
LOOK consistently devotes more editorial space to motion pictures than any other major magazine.

In every issue of LOOK more than 18,453,000 readers find graphic, exciting articles on Hollywood productions and personalities.

Every issue of LOOK carries widely quoted motion picture reviews.

And every year, the coveted LOOK Motion Picture Achievement Awards focus national attention on the outstanding accomplishments of the motion picture industry.

In short, LOOK is a movie-minded magazine with a vast audience of movie-minded readers.

And LOOK reaches its movie-minded millions at a lower cost per 1,000 readers than any other major magazine.

No wonder motion picture advertising in LOOK is so profitable. No wonder motion picture companies place more advertising pages in LOOK than in any other major magazine.

**Number of EDITORIAL pages devoted to Movies in 1951**

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<td>Ladies' Home Journal</td>
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Source: Magazine Editorial Reports, The Lloyd H. Hall Co.

**Number of Movie ADVERTISING pages carried in 1951**

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Source: Publishers' Information Bureau
greatest pre-selling job

Mr. Vernon C. Myers, Publisher
LOOK Magazine
466 Madison Avenue
New York 22, N. Y.

Dear Vern:

I think you'll be pleased to learn of our complete satisfaction with the results of our national magazine campaign on "BEND OF THE RIVER". From every indication this picture will outgross anything we have placed in release since 1947. A full measure of credit for the success of this picture is due to the double-truck, full-color spread we used in LOOK. It represented the largest expenditure for a single insertion in a magazine this company has ever undertaken.

It is interesting to note, in addition, that we used no other magazine advertising for this campaign with the exception of a single page in the Saturday Evening Post.

The forthcoming two-color, double-truck ad* in LOOK's issue of April 8 indicates our confidence in your publication's ability to produce movie-minded customers.

Kindest personal regards.

Sincerely,

David Lipton

* featuring Universal-International's "The Battle at Apache Pass"

Look ...movies' greatest salesman
SWG Petition

(Continued from page 1)

are not primarily involved. The language of the arbitration provision was intended to exclude powers of arbitration over a disaster of this kind.

RKO managing director of production Howard Hughes had refused to give screen credit on "The Las Vegas Story" to Paul Jarrico, as ordered by SWG, on the ground that he had fired Jarrico and scrapped his work after the writer refused to answer House Un-American Affairs Committee questions. Hughes had filed suit for declaratory relief from efforts by Jarrico to obtain screen credit, and Jarrico had countered with a suit for $350,000 against Hughes. SWG, stating its interest was solely in defending its basic contract against violation, had sought court appointment of an arbiter for RKO, which had declined to appoint its own in view of Hughes' published declaration that he would not abide by arbitration in this matter.

Howard Hughes, in a statement issued here tonight, stated, "It should be obvious now that Miss McCull and the group within the SWG which she represents, have really brought the guild into this dispute in order to force Jarrico's demands—not because of any duty or necessity on the part of the guild to intervene in the matter."

SWG president Mary McCaul, Jr., issued a statement declaring the guild Courts to issue a stay pending an answer to prepare to petition the Appellate require the Superior Court to appoint an arbiter.

Neighborhood Theatres and Musicals Are Still Preferred in Milwaukee

Milwaukee, April 23.—The neighborhood theatre against the downtown theatre is still the favorite place to take the family for screen entertainment, and musicals are still the first film choice, with Westerns at the bottom of the list. Many of the results of the 28th annual "Consumer Analysis" conducted by the Milwaukee Journal.

Of the 198,028, or 74.1 per cent of the families with TV sets, 80.1 per cent prefers the neighborhood theatre. Of those without TV, 77 per cent prefer a neighborhood. Some 33 per cent of the TV owners and 12.8 per cent of the non-TV owners prefer musicals.

The survey showed that TV set families go to the theatre less often than those without sets. Of those with sets, 25.5 per cent have not seen a film for more than a year.

Monogram in Strong Position, Says Broidy

Hollywood, April 23.—Monogram is in its strongest production position of recent years, president Steve Broidy told the board of directors at a meeting today. With 22 of its 39-picture 1952 program completed, Broidy said, deciles will be cleared for a start on the 1953 program by early summer. Broidy paid tribute to the studio's art department, as well as the progress shown since his recent appointment.

Mrs. M. O'Heron

Boston, April 23.—Mrs. M. O'Heron, mother of George O'Heron, director of the New England division of Jack H. Levin Associates, died here yesterday.

Kalmenson to Open


Home office executives attending will also include Norman H. Murray, short subject sales manager; I. F. Dold; Howard Levin; and Walter Mirisch for the progress shown since his recent appointment.

Missouri Inundates Riverside Drive-in

Kansas City, April 23.—The Mis-

souri River has overflowed its banks at points upstream from here, inundating the community of Riverside, including the Riverside Drive-in Theatre that was flooded a year ago. Another drive-in was previously flooded by the Missouri, that of Charles Otter of Kansas City, at Atchison, Kan., across the river from Atchison.

So far as learned, these are the only theatres in the Kansas City ex-

change area that have had to close because of the flood. Prints are reaching all theatres but two of these.

Leslie Banks, Actor

London, April 23.—Leslie Banks, 51, British stage and screen actor and producer, died at his home here on Monday. He was president of British Equity in 1948, and made his first film in 1932, "The Most Dangerous Game."

Starr at 'Loyola' Opening

Martin Starr, commentator for sta-

tion KFAB, will handle the telephone for that station at premiere fe-


divities at the Hollywood Theatre here for the screening of "A bigger sea Saint," which will be held this evening.

A.T. & T. Costs

(Continued from page 1)

company regarding its line and other charges was recalled, and the likelihood of A.T. & T. revising its cost structure, and the price of telephone, was thereby lessened.

A.T. & T. has maintained that its line costs, which are registered with the FCC, are over-all charges and should be the same for every medium, whether by the telephone, theatre, or private companies. The reason the theatre TV line charges are $1, compared to the 20 cents for identical services by the same facilities per hour by home television is that theatre TV falls into A.T. & T.'s "occasional user" classification. A.T. & T. argues that if theatre TV would rent its line facilities with the regularity of home television on a monthly basis the charge to theatre TV would also be 20 cents instead of $1.

It was also pointed out that the charge of $1.40 for the $1.00 per month for local telephone companies.

Clifford Odets Before House Comm. Today

WASHINGTON, April 21—Clifford Odets is scheduled to testify in executive session before the House Committee on Un-American Activities today.

Elia Kazan, in his appearance before the Committee, had said that Odets, along with Kazan, had been a member of the Communist Party in the mid-thirties, but that Odets had told Kazan that he left the Party at about the same time as Kazan.

Wilkinson Leaves Para. After 36 Years

Hollywood, April 23.—Ray Wil-

kinson, head of Paramount's studio camera and laboratory departments, has announced his retirement, effective May 3.

Wilkinson started with the company in 1916, when it was Famous Players Lasky, and has served continuously since then with the exception of two years of World War I duty with the Signal Corps. In 1935 he was made camera department head, but relinquished that post two years later when he was appointed laboratory superintendent. In 1944, Wilkinson again assumed the camera unit duties in ad-

nition to his laboratory supervision.

Clark 'Beating the Drum' for COMPO

Los Angeles, April 23.—R. (Duke) Clark, who recently resigned as Paramount's television sales manager, is in Los Angeles after completing a tour which included Florida and many Southwestern states in which he visited other exhibitors and spoke in behalf of COMPO.

Clark is visiting a son, "Duke," and will leave from here with Mrs. Clark for the International Variety convention at Las Vegas. He will then visit another son Robert, a sales manager for Paramount Pictures.
Arbitration Progress

(Continued from page 1)

the S. film the Harvey specific the W. Souvaine Answer,” The theatres and 2:00 Metropolitan 28, the exhibitors, and the MPAA May for policy the exhibitors and distributors in the local area.

Equal representation of exhibitors and distributors would be the rule on every local committee. Size of each such committee will be determined by the exhibitors, exhibitor associations and distributors in each area. This plan takes into account the non-existence of the local exhibitors, and the number of permanent offices and salaried employees needed, locally and nationally. The estimates are one-third to two-thirds less than the cost of the last industry arbitration system, which was $300,000 annually, including $78,000 for the three-judge appeal board.

Some exchange areas, it was pointed out, may not experience a sufficient volume of complaint filings to warrant incurring office rents and personnel salaries necessary. But the system itself might find it impossible to function without such factors.

Plans for financing the new committee arbitration system were left to the following committee to devise: Al Lichman, 20th Century-Fox; Harry Schwartz, United Artists; Howard Levinson; New York; National Yamas; Allied; Harvey; Si Fabian, Theatre Owners of America, and Emanuel Frisch, MMPTA.

Instead of an appeal board at the top as in the last system, the industry will have a conciliating body at the local level, where initial efforts will be made to resolve grievances before they are brought to arbitration.

The conference agreed yesterday that “conciliation procedures should be included in the general arbitration plan which will be considered later by the conference.”

In the absence of official amplification by the conference, reporters as- sumed that the new arbitration plan for the motion picture industry, as it was known to be favored by some of the conference participants. The Press

Principal Duties Set

Principal duties of the local committees will include receiving and recording all demands for arbitration in the area; notifying all parties designated in the demand for arbitration, and all other parties that might be af-fected by the award; designating the parties for the time and place of hearings in each case, and keeping such records of the cases as may be required by the rules, and furnishing certified copies of awards to all parties that were given notice of the hearings. The plan is specific on the deal with selection of arbitrators was referred to a subcommittee which will recommend arbitrators for the three-judge committee. Members of the subcommittee are: Herman Levy, TOA, chairman; Na-tural Council, WTO; Mitchell Kuph, MMPTA; Milton C. Weissman, TOA, and Robert W. Perkins, Warners, distribution.

The plan of organization will be submitted by the conference delegates to their respective organizations for final approval. Thereafter, it will be submitted to the Department of Justice and the Federal courts.

On the conference committee which drew up the organizational plan were the following: A. W. Schwaberg, Paramount, chairman; Rots Harvey, TOA; Orange, Mitchell Wolfson, Theatre Owners of America; Leo Brecher, Metropolitan Mo-tion Picture Association, and Willbur Snapper, Allied States.

Conferences queried yesterday were varied in their opinions of the proposed system, pointing out that it could not be accurately stated at this time what salaried personnel and representation would be required by the national and local committees.

There is an obvious desire on the part of the conferences to keep costs of the system at a minimum, and it was emphasized by some that there is no intention of setting up an elaborate system of national tribunals and three-judge appeal board which prevailed previously. As such a system would cost the five companies supporting it $25,000 per month. There are presently 10 companies in the new arbitration system.

Unofficial estimates placed the probable cost of the proposed arbitration system at $100,000 to $200,000 annually, depending upon the number of permanent offices and salaried employees needed, locally and nationally. The estimates are one-third to two-thirds less than the cost of the last industry arbitration system, which was $300,000 annually, including $78,000 for the three-judge appeal board.

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Most conferences interviewed yesterday appeared to be in favor of the industry people, or at least those familiar with exhibition-distribution problems, as arbitrators, rather than persons who are total strangers to the industry, such as comprised the panels under the 1940 system. Conferences also favored a system in which the two parties to a dispute are permitted to choose an arbitrator each, within the two sides, particularly in instances in which a single arbitrator cannot be agreed upon by the principals.

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REMEMBER!
DIVISION MANAGERS' TESTIMONIAL
MAY 11th-17th

SMASH in ST. LOUIS!
SMACKO in NEW ORLEANS and MIAMI!
SCORING in SEATTLE and CLEVELAND!
SOCKO in NASHVILLE and WICHITA!
SOLID in KANSAS CITY and SPRINGFIELD, ILL.!

CLEAN-UP HITTER!

THE PRIDE OF ST. LOUIS
(The Story of Dizzy Dean)

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!
Agree to Arbitration Of Contract Violations

CDA Tells Congress Of Its Plans to Use Theatre Video

WASHINGTON, April 24.—The Federal Civil Defense Administration today sent Congress a report giving high profit potential of a new form of television as an education medium and promising an even more ambitious use of the medium in the future.

In its annual report for 1951, the CDA outlined its two experiments with closed circuit theatre television to reach trainees simultaneously in various cities. "The experiment showed," the report declared, "that the device is eminently practical, psychologically satisfying, and perfectly safe."

Launch 'Music Hall Special' Tonight

The first "show-special" New Haven railroad train from Connecticut towns to Radio City Music Hall will run tonight, bringing 800 suburbanites to the Rockefeller Center showcase, now featuring "Singin' in the Rain." Tonight's train will extend the "specials" run by the railroad weekday-nightly for legitimate stage shows on Broadway.

Riding the show-train will be Russell V. Downing, Music Hall president and managing director; Mrs. Mason (Continued on page 2)

Says Skouras Will File Trust Suit

Plans to initiate court action on the threatened anti-trust suit of Skouras Theatres here against RKO Theatres and Loew's Theatres and all distributors, with the exception of 20th Century-Fox, was disclosed yesterday by one of the principals in the dispute.

According to this source, there will be no out-of-court settlement of the dispute. On the contrary, he predicted that action, seeking $100,000,000 in treble damages, would be instituted in Federal court here within the next 10 days.

The major complaint of George Skouras, president of the circuit, accuses Loew's of "the largest theft in the history of the motion picture industry."

What Conference Did Yesterday

Third day's accomplishments of the industry arbitration conference yesterday: Approved submission to arbitration of any distributor violation of existing contracts, of complaints on clearances, runs and "conditioning" licensing. Approved method of selecting arbitrators.
Ackery Wins QF Award

Ivan Ackery, manager of the Orpheum Theatre, Vancouver, and Alfred Loewenthal, manager of the Skokie Theatre, Chicago, have been unanonymously named winners of the first quarterly Quigley Shoestring Playground Picture Herald's Managers' Round Table.

Ackery was named the winner for his campaigns in top situations, while Loewenthal won the prize for subsequent run houses.

Seven scroll of Honor winners were named:

• R. A. Bovim, Loew's State, St. Louis; Roscu Casamanse, RKO Franklin, New York; Martin Cavo, Dominion, Victoria, B. C.; J. F. Harrison, Campus, Denton, Texas; Boyd Sparrow, Loew's Warfield, San Francisco; Vivien Broidy, Vaudeville Theatre, Reading, England.

The judges were: Lawrence Lipkin, chairman, in charge of advertising and publicity, World, New York; Bill Leventhal, manager, Universal-International Corp., New York; Sid Rechetnik, trade press representative for Warner Bros., New York; John Montague Salmon, managing director of the Rivoli, on Broadway.

Settle Schoenstadt Suit Out of Court

CHICAGO, April 24.—Schoenstadt Theatres $80,000 treble damage suit against television majors on charges of RKO Warner Brothers Theatres, Warner Brothers Circuit Management and Balaban and Katz has been settled out of court by Attorney McCall, the lawyer, publicity-advertising director for Shaw Brothers, in Singapore, was the overseas quarterly winner for his campaign on "Alice in Wonderland."

The judges were: Lawrence Lipkin, chairman, in charge of advertising and publicity, World, New York; Bill Leventhal, manager, Universal-International Corp., New York; Sid Rechetnik, trade press representative for Warner Bros., New York; John Montague Salmon, managing director of the Rivoli, on Broadway.

M-G-M presents "SINGIN' IN THE RAIN" starring Gene Kelly
Donald O'Connor • Debbie Reynolds • with Jean Hagen
Millard Mitchell • and Cyd Charisse • Color by Technicolor
Story and Screen Play by Betty Comden and Adolph Green • Lyrics
by Arthur Freed • Music by Nacio Herb Brown • Directed by
Gene Kelly and Stanley Donen
Produced by Arthur Freed

Watch the Trade Press
for news about M-G-M's
"SEEING IS BELIEVING"
EXHIBITOR VISIT TO
M-G-M STUDIOS!
There's plenty more
where "Singin' In The Rain" came from!

Round and round four city blocks they go to set new box-office records!

HIGHEST WEEK'S GROSS IN MUSIC HALL HISTORY
with one exception Christmas Week that had extra New Year's Eve midnight show.

Round and round four city blocks, they go to set new box-office records!
Motion Picture Daily

Film Revenue

(Continued from page 1)

thus engaging in the kind of thinking that is "the speedy downhill to failure." Warner sent his message from the West Coast.

The meeting of the Eastern division sales force at the William Penn Hotel also brought Mort Blumenstock, advertising-publicity vice-president, describe long-range advertising, publicity, exploitation and promotion planning as more important in the industry today than ever before.

Most Important Job

The job of educating exhibitors against "the cutting and squeezing of film revenue" is the most important one not only to the company's success, Warner wired. "Tell our customers that the economics of 1952 more than ever before require us to spend in order to earn, and that the responsibility for earnings belongs to the exhibitor for getting maximum performance from good pictures."

"It must be done without panic symptoms, such as putting two of the market's finest pictures on one bill, thereby drying up the earnings force of both pictures without regard for the thinning out of pictures available to this current market; and equal to this threat, the exhibitor must be educated to realize that certain playing time must be set aside in the interest of developing young and new talent."

"We cannot do the right job for the public when exhibitors continue to tell us that certain stars are too young and others too old."

"We cannot rectify the need for new faces if the public is denied the opportunity of being introduced to new faces."

Industry 'Essentially Healthy'

"My brothers and I, with your help, have proven the essential health and vigor of our industry in general and this company in particular with this reason I look forward with great anticipation to the results which I am positive we achieve in the film that lies ahead," concluded Warner.

In his address, Blumenstock declared that "in a competitive market it is important that we heighten our merchandising efforts, but that we begin merchandising early in the product and not the product itself."

Major Purpose

Blumenstock said the company's major purpose, merchandising-wise, is "to give you men who sell our product the early evening public, exploitation and promotion system, many conferences believed a more realistic figure might be double that amount."

Some financing of the system, it was revealed, included royalty on conces- sionaires and possible damage awards levied against distributors, but these are regarded as minor in the overall financial requirements.

According to one report, distributors are being looked to by exhibitors as a source of funds whereas some distributor sentiment is opposed to the shouldering of the expenses of cutting and promoting a film to bear a part of it. Some of the smaller companies who are only infrequently involved in litigation are said especially to share this view.

The news policy adopted by the conference limits its statements to very essential arbitration program on comment obtainable on the reports in circulation.

An additional report was that distributors on the outline to be considered of including film price terms among the arbitra- tion subjects. Terms, it was pointed out, are a part of the contract and, if no violation of the price terms in the contract is alleged, the distributor who compiled with such terms would refuse to agree to the submission of a price complaint to arbitration, one source stated.

This, however, indicates that terms could be arbitrated in the event they are involved in an alleged violation of the contract.

Chairman of the afternoon session was Mitchell Wolfson, president of Theatre Owners of America.

In his last and principal comment to be highly optimistic, some even enthusiastic, over the possibilities of agreement on a "very substantial" arbitration program by the end of the sessions today.

Kalmenson Opened Meet

Kalmenson opened the meeting, which will continue through tomorrow and will be followed next week by a conference of the Western division sales force in Chicago. The first meetings of the series were held last week when the Southern division convened in New Orleans.

Following the reading of Warner's message to the combined sales and publicity-advertising representatives, Kalmenson gave a detailed outline of 1952-53 product.

MPIC to Continue

(Continued from page 1)

the AFL Film Council's letter dispatched Tuesday to Representative Donald L. Jackson challenging the picture of Hollywood and Wood unions and guilds must "clean house" of Communists, and moved to have notice-making of this endorsement sent to all California Congressmen.

Everyone queried expressed wholehearted satisfaction with the progress made to date and some said the spirit of cooperation was even greater now than it was a few months ago.

Some sessions, it was stated, have been punctuated by frequent ar- bitration violations and some, too, have been resolved and the action taken thus far has been with unanimous approval. So far it is believed that several of the most difficult problems are still in the offing, however.

At the morning session the conference approved major principles of a committee plan for methods of selecting arbitrators to hear grievances.

Select A Neutral

The plan provides that in cases where the only parties to the arbitration proceeding are an exhibitor plaintiff and distributor respondent, each of the two parties will designate his arbitrator and their two arbitrators will designate a third. If the two are unable to agree on a third, the local arbitration committee will select one from the panel of neutral arbitrators compiled by it.

Under the plan, parties to a dispute are free to designate independent arbitrators, other arbitrators, or its members with industry operations, or non-members, for the temporary, neutral panel probably would consist of non-members, for the most part.

In cases which involve intervenors in addition to the principals, the intervenors and distributors will endeavor to agree unanimously on their arbitrator. Where they cannot agree, three arbitrators will be selected from the permanent, neutral panel in accordance, or if they can agree on a single arbitrator from the neutral panel, he will be designated temporary neutral panel.

The committee on the method of selection of arbitrators consisted of Herman Levy, TOGA chairman; S. Hamilton, WTO; Mitchell Klug, MMPTA; R. W. Perkins, distributors; Nathan Yamin, Allied, and Mil- liard, arbitrators.

The selection method proposed by the committee is designed to make uniform the rules and regulations for the local arbitration committees in all exchange areas. The committee's report was approved unanimously.

Subject to Approval

All questions of the conference are subject to later approval by the organizations represented an the Federation of Justice and the Hollywood area.

Emmanuel Frisch of MMPTA presided at the morning conference session.


Hinge Fall Seminar

(Continued from page 1)

KMTA's Convention

KMTA, Kansas City, April 24—The spring convention of the Kansas-Missouri Theatre Association will be held on a train en route to Hutchinson, Kan., on May 1 and 2 under the direction of "Wait Till the Sunny Nellie" on May 14, if a proposal now being considered is adopted.

If the plan is carried out, the association trip may also include a stop-off at Larned, Kan., where the convention's permanent ex- hibitor of John Schnack is set for May 15. Shown later is chairman of a committee investigating the feasibility of the convention-on-a-train idea.

Reelected McWilliams

(Continued from page 1)

man board of directors consisting of McWilliams, Enri, Fleishman, Gode, Miriam Brandon Moses, Gordon White, Blanche Livingston, Vincent Trotta, and Russell Coe.

The trustees named were Jacques Kopf- stein, for a three-year term; David Feinman, chairman of the board and Chester Friedmann for one year.

A special committee headed by White was named to look into the possibility of a KMTA relief fund. An auditing committee was set up, consisting of Ray Gallagher, Charles Alcuire and Nauman Kessler.

Trans-Lux Battle

(Continued from page 1)

Cordings to reports, is based on alleged interior runs given the Skouras met-ropolitan houses in comparison with Loew's and RKO Theatres.

Skouras Suit

(Continued from page 1)

Hollywood, April 24—A "Movie- time, U.S.A." group comprised of Pat McGovern, John Forrest, John B. Frank, Anne Gaywe, Sterling Hayden and Robert Welch, will leave tomorrow and Saturday for buffalo and surrounding territory.
For Professional Quality Sound Projection from 16mm. Film

The Eastman 16mm. Projector, Model 25

This projection instrument—built to a new design concept—eliminates the three major obstacles to theatrical quality 16mm. sound projection... excessive wear and high maintenance cost; low signal-to-noise ratio; and excessive flutter.

A major cause of excessive wear and poor quality sound is the constant transfer of shock forces generated in the film pulldown mechanism to other parts of the system. In the Eastman 16mm. Projector, Model 25, the intermittent (film advance mechanism) is completely isolated and independently driven by its own 1440 r.p.m. synchronous motor. Thus, shock forces are sealed off from the rest of the instrument. The sprocket-shutter system is driven by its own 1800 r.p.m. synchronous motor. Exact phasing between the two systems is accomplished by specially designed synchro-mesh gears. In addition, the take-up spindle, rewind spindle, and blower are driven by separate motors.

New Sound Optics

A highly corrected microscope objective, adjustable for optimum sound quality from any type of 16mm. sound film, permits reproduction of variable area or variable density 16mm. sound tracks at extremely low distortion and a maximum signal-to-noise ratio.

To get the best out of any 16mm. sound film, project it on an Eastman 16mm. Projector, Model 25. For information on installation, availability, and prices, write directly to...
Para. Signs IATSE Publicists Contract
A two-year contract providing for a $10 across-the-board pay increase retroactive to last October 1 for Paramount Pictures' home office publicists was signed here yesterday, Russell M. Moss, vice-president of Paramount's IATSE Motion Picture Home Office Employes Local No. 11-63, disclosed in Los Angeles. It is the first pact the IATSE has held for publicists. Re-classification of a motion picture writer to give some of the publicists considerably more than the $10 increase, Moss said.

$829,182 Assets Reported by 'IA'
Total assets of $829,182, including cash balances of $304,364 and securities, amounting to $524,818, were reported by the IATSE for the first half of last year. In addition, the union's transportation assets and debt service totaled $151,914. It was reported also that as of last March the union's gifts to the Will Rogers Memorial Hospital Fund totaled $12,717—more than double the amount contributed a year earlier. Aggregate gifts to the Rogers fund from all sources stood at approximately $90,000, Richard F. Walsh, IATSE international president, is a vice-president of the hospital.

Goldsmith's Duties At Loew's Are Split
A reorganization of home office liaison with M-G-M offices in the British Commonwealth was disclosed here yesterday by Sam Goldsmith, executive vice-president of Loew's International. It was said to be occasioned by the recent appointment of Charles Currie to the post of assistant managing director of Great Britain, and second in command to Sam Eckman, Al Magloire, who is president of the board and managing director.

Duties Divided
On Goldsmith's departure for London, scheduled for August 1, his home office duties will be divided, Sales matters concerning Australia, New Zealand and South Africa will be supervised by Samuel N. Balsley, sales manager of Loew's International. All other home office duties except sales letters performed by Goldsmith will be assumed by Charles Pasti, who at present is head of the special assignments division.

Capitol Lines Up Next 4 Attractions
A line-up of four films for the late spring and early summer months for the Broadway Capitol Theatre, was disclosed here yesterday. For the coming fall trinity—"My Son John," "Carbine Williams" will open on May 7. The musical "Skirts," starring Sarah Churchill, will be the next attraction, followed by "Carrie." The fourth film will be "The Quiet Man."

Kirsch Letter Cites Effects of Closures
Chicago, April 24—Jack Kirsch, Allied of Illinois president, has launched a campaign to alert local businesses to the ill effects on their property and patronage caused by the closing of theatres.

Kirsch to send out copies of a Chicago Tribune article on the subject, along with a personal letter, to local bottlers, trade associations and businessmen generally in the Chicago area. The article quotes an interview with a prominent real estate broker in which he claimed the closing results in depressed property values and reduced business receipts for a radius of a half-mile around the theatre.

Bowler Heads L. A. Tent
Hollywood, April 24—Los Angeles Variety Club Tent 25 elected George Bowser chair Barker, succeeding Dave J. Hughes. Bowser was elected first assistant, Mort Scott, Lloyd Lowenby, Dough Guy and Bud Loifer, property master. Camvasmen were Willard Keith, Howard Stebbins, Ralph Zimmerman, Al Hansen, on N. Serrc and Ezra Stern.

May Argue 'Pickup' Case
Washington, April 24—Two attorneys who will probably argue on behalf of the Court agrees to take it for review—were admittance to the high court bar. They are Robert H. Parks, Texas counsel, and Philip J. O'Brien, Jr., Motion Picture Associa- tion of America attorney.

Motion Picture Daily
Friday, April 24, 1952

Report Protests on Freeing Color TV
Washington, April 24—A key National Production Auth- tority official said his agency is getting quite a number of protests from other Federal agencies against the FCC's decision to relax the color television ban.

NPA is proposing to permit color TV in theatres and to allow it in home sets on a limited basis.

B. & K.'s Past Role Remains FCC Issue
Washington, April 24—Federal Communication Commission attorneys today continued documenting their battle against B. & K.'s attempts to buy illegally to suppress competitive theatres in the mid-1920s.

Commission attorneys introduced in the Commission's Paramount hearing to show the scope of the company's activities in obtaining relief from "gummed" guar- antees against would-be or actual competitors.

The protests, written from 1925 to 1928 and brought out during the testimony of Barney Balaban, Paramount Pictures president and former B. & K. head, indicated that distributors in the Chicago area at that time gave B. & K. "first refusal" of their product and hence they were in a better position to enable distributors with good credit to compete with the company's films.

Balaban has made it clear that he will work out protection contracts with B. & K. and abide by them if theatre situations threatening the company arose.

At the close of the day's session FCC attorney James Juntilla was asked to present arguments to prevent others from building competing theatres. Balaban will resume the summary argument.

No end to the 13-week-old hearing is in sight yet. Monday's sched- uled witness, United Paramount Theatres Inc., is expected to be on the stand for several days. FCC counsel have prepared detailed questions for him concerning Paramount's theatre activities in Iowa and adjoining states.

Secretary-president Arthur Levey is expected to appear Wednesday, for follow-up questioning on points which were intensively put to Paramount Pictures director Paul Raibourn—all concerned with whether or not Raibourn and Paramount attempted to prevent others from building competing theatres. Balaban will resume the summary argument.

Also definitely expected are one or two witnesses for Allen B. Du Mont Laboratories, who testified in Du Mont's rebuttal case.

After that, indications are that FCC attorneys will also question an unspecified number of "public" witnesses, in an attempt to document the pre-consent decree anti-trust violations of the par- ent Paramount company. FCC coun- sel have repeatedly declared that the company's trade practice "just grew like Topsy" cannot be permitted to stand unchallenged in the record.

Review

"Walk East on Beacon" (Columbia)
THE resilient, documentary style of Louis de Rochemont is used with striking effect in this story of the F.B.I.'s smashing of a spy ring. Without sacrificing reportorial honesty, the film stimulates great interest and involves the audience totally through all the dramatic elements of violence and intrigue that inhere in the story.

J. Edgar Hoover's story in The Reader's Digest, "The Crime of the Century" suggested the theme, which was made with the cooperation of the F.B.I. Credibility is the keynote and audiences everywhere should find it enjoyable and informative.

A spotlight is thrown on the operations of Communist conspirators, and their system of infiltration and spying is laid bare. It is a pattern of espionage built up by years of practice and is as intricate as the movement of a Swiss watch.

A most timely subject, a top Soviet spy, Karel Stepanek arrives here to replace an American-born head of the ring who had been unavailable because of a legal after-gaining information about a secret scientific project. Soon there unfolds a picture of the spy network with its army of dupes and devotees. A ruling hand is maintained over them by Stepanek either through threats of exposure or their love of the "cause."

George Murphy plays an F.B.I. inspector whose job it is to crack down on the conspirators; Finlay Currie is the refugee scientist working on the vital project; and Virginia Gilmore is a Communist underground worker whose feminine appeal is of frequent service.

At first the Communists try to blackmail Currie into disclosing the vital secret by threat of violence on his son who is in the hands of the Communists overseas. Later, force and kidnap are used as more desperate weapons.

The picture shifts in locale between Boston and Washington with authentic backgrounds located. Fascinating scenes involve the investigation of the information used by the F.B.I. in their offensive on the enemy from within. Gradually and carefully the F.B.I. accumulates the conclusive evidence against the plotters and eventually climaxes the Leo Rosten screenplay in which Stepanek is nabbed and the back of the conspiracy broken.

A journalist directed and de Rochemont produced, running time, 98 minutes. General audience classification. Release date, not set.

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Odetes Questioned By House Unit
Washington, April 24—Investigators for the House Un-American Activities Committee today questioned behind closed doors screen and stage writer Clifford Odets.

There was no announcement at the end of the questioning, which lasted all day. A Committee spokesman said that all of the questioning was done by members of the Committee staff and that he had no information whether or not he would probe further on the Odets case. A spokesman of the Committee conceded that the Committee has received a written statement from Odets and that the statement was before the Committee.

Director Elia Kazan reportedly testified before the Committee, said Odets had been a Communist Party member in the mid-1930s and had been the subject of a Federal investigation. Kazan was called to testify by the Committee.

Bellagio Bows Heads for Boldly
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SMPP Moves Monday
The Society of Independent Motion Picture Producers will move its Eastern offices here from 635 Fifth Ave. to 1270 Sixth Avenue on Monday.
Tradewise...
By SHERWIN KANE

Leo McCarey, though well within his rights in his determination to take certain New York newspapermen to task for impugning his motives instead of reviewing his "My Son John," stands little chance of winning redress.

The reviews, if some of them actually can properly be so termed, are long since published and circulated. The fair-minded among the critics may give him his say. Others may not, or worse, may use what he has to say to bend to their own purposes. And the reviews will stand.

In the opinion of many, the most offensive of the reviews were a tribute to McCarey's skill in picture-making. Dialogue and direction combined with fine performances produced a characterization so realistic that they offended some of the critics,who saw the embodiment of what they disliked, disbelief or disapproved of, and felt so little about film critics that they were looking at screen drama and directed their resentment at the producer. Apparently they are incapable of admiring to themselves that there are Americans like Dean Jagger's characterization or intellectuals as misguided and inhuman as Robert Walker's. They would rather believe such as those exist only in a producer's emotions.

That to all intents and purposes McCarey has a good deal of right on his side in the way he feels about some of the reviews is demonstrated by the treatment accorded them in the Communist Daily Worker. Assuredly, that sheet would never mention "My Son John" except to discredit the picture in any way possible. It reprinted prominently and gleefully the reviews McCarey is objecting to.

Shows whose side the Daily Worker thinks those critics are on.

Gael Sullivan will be missed by Theatre Owners of America, even though his leave to manage Senator Kefauver's campaign, the "I-Like- Ike" industries feel certain, will be a brief one.

The dynamic, sociable Sullivan has kept the TOA wheels turning smoothly and efficiently, even in the most turbulent periods of the past four years. The same energy, applied to the political arena, would certainly keep his man to the fore.

Damage Awards Approved Under New Arbitration

Agree to Submit Competitive Bidding Complaints to Arbitration; Restrict Use of Lawyers; Conference Adjourns Until May 26

With the approval of two more subjects as proper for arbitration and conceding arbitrators the power to award damages, the industry conference to draw up a proposed new system of arbitration adjourned Friday evening, after four days in session here, until May 26.

Left unfinished as the meeting adjourned were two of its knottiest problems-financing the new arbitration machinery's operations and whether film rental complaints have a place in the list of arbitrable subjects.

For now until the conference reconvenes here on May 26 a special legal committee representing all of the participating groups will continue work on the drafting of rules and regulations for the proposed arbitration system. It is also charged with preparation of a summary of proposals made during last week's sessions.

The two additional subjects-making six thus far-approved by the conference on Friday as proper for submission to arbitration are:

Agreement by distributors to arbitrate any claim brought against them for discrimination in the award of any picture under competitive bidding.

Agreement by distributors to arbitrate any claim brought against them for over-bidding.

For competitive bidding, in order to deprive another exhibitor of pictures through competitive bidding. The conference recommended that in the successful bidder be brought in by the complainant in these cases.

Also, the conference agreed that

RKO Pictures to Release 'Big Ten'

Hollywood, April 27—Included in the films which RKO Pictures plans to release in the near future are what the company considers its "Big Ten," as are − Neile's UATC Split Now Off Till June

An extension until a June date, to be set of the deadline for the ending of joint ownership by Loew's and United Artists Theatre Circuit in several theatres that had been agreed upon by the Department of Justice.

The previous deadline for the dissolutions expired last Saturday.

What Arbitration Meet Did Last Day

Fourth and final day, until reconvening May 26, of the industry arbitration conference, last Friday, agreed:

Agreements to have the power to award damages.

Two competitive bidding complaints are arbitrable.

Use of lawyers by distributors in arbitration proceedings will be restricted to their use, or non-use, by exhibitors.
Variety Award to Helen Keller; Convention Opens

LA. V. A. S., April 27.—Helen Adams Keller, "who with single eyes has given to the world a new vision and, with united lips, has put a song of hope in the hearts of men," has been selected for the recipient of the Variety Clubs International Humanitarian Award for 1952, the organization of showsmen declared here Tuesday night.

End of the evening of its annual convention, tomorrow morning, Helen Keller will be cited at the Humanitarian Award Banquet, which is the final function of the 16th convention, to be held here at the Flamingo Hotel.

Helen Keller will be handed the award by a trio of Variety leaders: John H. Harris, founder and Big Boss; R. J. O'Donnell, international ringmaster and international chief barker for the past seven years, and Marc J. Wolf, present international chief barker.

The idea of an annual award was conceived in 1939 when J. H. Lutzer of the Dallas tent suggested that the scope of the organization's activities be broadened and a given award to the man or woman, without reservation to a country, color, race or creed, who had rendered the most outstanding service to the industry.

First business session will get underway tomorrow, following the dedication of an alcove and a shrine in the basement of the traditional canvasman's dinner will be held in the Desert Inn.

This will mark the final creation of a nominating committee for all future conventions and election. Business sessions will terminate on Thursday afternoon, with the selection at the 15th convention city.

New Name Group to Plan 'Movietime' Abroad

Plans for putting the Council of Motion Picture Organizations, "Movietime" campaign into operation in a number of foreign countries were advanced at a meeting here on Friday of the international film relations committee of the Motion Picture Association of America.

The committee, headed by Lawrence Lipskin, set up a subcommittee consisting of David Stann, Gerald Kelsey and Harry Stone, which will investigate the possibilities for European countries adopting the campaign and will report back to the main group. The Lipskin committee is made up of foremost film managers.

Carl York, MPAA international division representative in Scandinavia, addressed the committee on Friday and reported that the campaign work will be useful in its planning.

Mother of Harry Segal

Sarah Segal, mother of Harry Segal, Boston branch manager for United Artists, died in New York on Thursday. Funeral services were held Friday.

Personal Mention

NATE J. BLUMBERG, Universal Pictures president, has returned to New York from Hollywood.

WILLIAM J. HEINEMAN, United Artists distribution vice-president, who was overseas for several weeks, returned from the Coast, will leave today for Toronto.

BILL CUNNINGHAM, McCaull's motion picture department manager, has become a grandfather. His daughter, Bill Evans, gave birth to a boy.

MOREY GOLSTIN, general sales manager of Monogram-Aluled Artists, left New York yesterday for the Coast.

JACK CARTER of Woman's Home Companion returned here from a two-week visit to the Coast.

NED DEPINET, president of RKO Pictures, is due back at his desk this morning following two months in Hollywood and Tucson.

WILLIAM WYLER, Paramount producer-director, will arrive here today from the Coast on east route to Rome. He will sail aboard the Queen Mary on Wednesday.

BERTHA FRIED, secretary to Sydney S. Braumberg of M-G-M's legal department, on May 25 will marry Hyman Rosen at her home in the Bronx.

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, will return here by plane today from his annual two-month visit to the studio.

NAT LIEBERKIND, foreign film distributor and exhibitor, left New York for Hollywood over the weekend.

Week's Paramount Works Meet Set for Coast

Paramount Pictures' "most comprehensive sales and merchandising conference of its history will take place at the Hollywood studio during the week of May 5. Alfred Schlueber, president of Paramount Film Distributing Corp., disclosed here at the weekend.

In addition to distribution executives, studio personnel will participate. Schlueberg will preside at the sessions.

Thirteen films set for release between July and December will be screened and discussed.

Lloyd O. Orca, a representative of Paramount Film Distributing, and Jerome Pickman, vice-president and director of advertising-publicity, will assist Schlueberg in conducting the sessions.

Division managers in attendance will be: Hugh Owen, Eastern and Southern; Howard G. Minsky, Mid-Eastern; J. J. Donohue, Central; A. M. Kane, South-Central; George A. Smith, Western; Gordon Lightstone, Canada, and assistant director of advertising-publicity, Sidney Blumenstock.

FCC Hearing in Two-Day Recess

WASHINGTON, April 27.—The Federal Communications Commission's "catch-all" Paramount hearings will be in recess tomorrow and Tuesday to pick up again Wednesday when Paramount vice-president Paul Rabinous will resume testimony on his company's six-year-old Skophyron Corp. of America. The appearance of H. A. Blank, United Paramount Theatres director, who was supposed to testify tomorrow, has been indefinitely postponed due to his ill health.

The witness, thud, Lay, president of Skophyron, originally set for Wednesday, has been postponed Monday.

Testimony of Paramount Pictures' Mogul

The Trans-Lux management slange of 14 directors was elected here at a convention and meeting Monday of the 12-motion pictures of the group at the Ambassador Hotel, with a vote of 325,064 to 215,375.

An insurgent group was led by George Mason.

Elected to the board were: George Bland, Harry Brandt, Robert Dace, John Megargee, Karl Silberg, E. F. Ferber, Percy N. Ferber, Arquila Giles, Herbert E. Herrman, Edison Rice, Lee Williams, and Waldo Traiman, Ralph Wiener and Milton C. Weisman.

During the meeting, Gardner Ingraham, counsel of the insurgent group, took exception to management proxy statements and said the objections have been sent to the Securities and Exchange Commission. He also spoke of the "possibility" of his group to take legal action seeking to void the entire vote.

Proposal Defeated

Defeated was an insurgent proposal that the board probe the company's lack of dividend payments since 1948.

In addition, the council passed minutes of annual stockholder meetings if so requested by one per cent of the registered stockholders was passed. This motion was proposed by the insurgent group. The accounting firm of H. G. Bacon Co. was selected as auditors over the opposition of the Mason group.

A meeting of the reelection board of management will be held in about another two weeks to elect officers, it was disclosed.

President Barney Balaban was inter- viewed at the weekend when he was called to Chicago by the illness of his brother John.

A head count will return to the stand later for additional questioning on Balaban and Katz's theatre acquisitions and activity in the midwest.

Newsreel Parade

THE A-bomb test in Nevada and culmination of the prison riots are current newsreel highlights. Big fire in Japan and sports are among other subjects covered. Complete contents follows:


NEWS OF THE DAY, No. 28.—A-bomb test, President and First Lady visit city, New Army trucks. Holland family of Anna 10th birthday.


Yates Sets 'Jeanie' Budget of $500,000

An appropriation of $500,000 for national promotion and exploitation of premiers of "Dream of Jeannie" has been approved by Herbert C. Yates, company president. The production's foreign rights are in the hands of "Welcome Week" in Pittsburgh. The Chamber of Commerce will conduct a program of civic activities honoring the stars of the film, Ray Millett, Bill Shirley, Muriel Lawrence and Eileen Christy.

Jannes, K. Grainger, sales and distribution vice-president, stated that the Pittsburgh premiere is to be followed by similar openings at the Circle In the Bluegrass in Louisville, June 6. A series of 40 premiers will follow. He reported also on exhibitor approval of the color by Consolidated, Republic's new three-color process in which "I Dream of Jeannie" was filmed.

Plans for the promotion which will precede the Pittsburgh premiere were outlined during discussions among the Chamber of Commerce represented by Robert J. McCully; John Walsh, advertising-publicity director of the Fulton Theatre, and Warren Saal, executive assistant to Yates.

In cooperation with the U. S. Air Force, the film will be given to the Greater Pittsburgh Airport on May 31. The Governor has declared June 4 "Republic Day." To handle the Pittsburgh premiere and the series of premiers to follow, Republic has instituted a "Showmanship Committee."
The new patron-pulling service . . . that provides colorful, eye-appealing advertising for placement in

- MERCHANTS' WINDOWS
- STORE COUNTERS
- HOTELS
- TERMINALS

Handsomely mounted in footed, silver-colored frames to tell and sell the big story about your attractions!

See your NSS Salesman or write your nearest NSS Exchange.
Ask Exhibitor Financial Aid
In Arbitration

Exhibitors are being asked to share part of the cost of maintenance of the national administrative committee for the proposed new industry arbitration system, it was learned a week ago.

The national administrative committee would have an executive secretary, a general counsel, and various clerical and other full-time employees. Its maintenance is estimated at $25,000 and upwards per year.

Proposals for financing its cost include one calling for the following exhibitor participation: Theatre Owners of America, $5,000 annually; Allied States, $3,000; Century-Fox and Warners, $25,000 each; and Loew’s, Paramount, and Republic, $10,000 each.

Participants in the finance would contribute the remainder.

In addition to the national office, provisions are being made for funding and financing the establishment of the 31 exchange area local arbitration committees. Unofficial estimates place the cost at less than $200,000 annually.

Basis For Estimate

The estimate is based from the assumption that not more than 20 of the 31 exchanges will be established. If a distributor’s bearing the field expense alone. On the basis of a division of the cost among 10 distribution companies, as reported according to film rental grosses, for last year, it was estimated that no company would be required to pay more than $25,000 per year toward maintenance of the arbitration system, without exhibiting participation.

Costs of the probable individual company assessments are as follows: RKO, $12,000; Paramount and Century-Fox, $8,500; Warners, $25,000; Columbia, $15,000; United Artists and Republic, $10,000; and Monogram-Allied Artists, $5,000.

In addition, filing fees of complainers; possible fines and other assessments would be available for the administrative budget.

Exhibitors Reluctant

Exhibitors are reluctant to commit themselves in favor of exhibition sharing the cost, on the ground that other expenses, including taxes added to the inevitable costs of bringing complaints and having them heard will tend to discourage use of the system. Cost of arbitration under the

Arbitration Progress

(Continued from page 1)

The arbitrators have the power to award monetary relief of the power, and the rules relating to it were referred to the rules committee with the recommendation that the elements be brought in by the complainant in such cases.

In addition, the conference agreed that a single arbitrator complaint has counsel at an arbitration proceeding, distributor will not be represented by counsel.

Only One Attorney

It was also agreed that if the exhibitor produced the second all distributors involved in his complaint, regardless of number, will designate and be represented by one counsel.

The other four subjects agreed upon earlier as proper for arbitration, making six in all, are: violations of existing contracts by distributors; clearances, runs, and “conditioning” licensing.

Thus, at its still incomplete stage, the new system already has agreed upon nearly as many subjects for arbitration. Although some of them, as were included in the last industry system established pursuant to the Volstead law, could be considered desirable, still more are to be added, which could make the new system broader than the former.

Arbitrable subjects under the old decree included: clearances, runs, “conditioning” licensing, withholding of prints, forcing of shorts with features, violations of the blocks-of-five selling limitation, and callouts of offensive films. Several of these subjects are obsolete today and not needed in the new arbitration system.

The legal committee which will continue to work up to the time of the next conference

The system evolved from the 1940 industry consent decree was cited as one of the reasons for the unpopularity of that system with exhibitors.

The 1940 arbitration machinery cost $85,000 annually but is $215,000, and was for a three-judge national appeal board, which will be dispensed with. Furthermore, the privilege of participating in it is not included. In addition, the costs of the 1940 machinery were borne exclusively by the five theatre owning companies, Loew’s, RKO, Paramount, 20th Century-Fox and Warners. Presently, 10 companies are available to share the cost.

Budget Was Sufficient

The indicated budget of $215,000 for the old system was sufficient to maintain 31 regional arbitration tribunals with permanent rented quarters and paid clerical help. As noted before, that number of permanent offices and clerical employees may not be essential to operation of the newly proposed system, since in some exchange areas the facilities of others will be available. Nevertheless, if the ability to borrow without cost from cooperatives is limited, the number of cooperative offices that some companies are likely to experience will also eliminate the need for some full-time employees, it was said.

With the adjournment of the conference Friday until May 26, the legal committee of the conference is expected to wrestle further with the financing problems. No final decisions on it are expected until the next conference meeting.

Start Compo Survey
In About A Month

Exhibitors of the country can expect to receive in about a month a questionnaire which will be submitted and sent out by the Council of Motion Picture Organizations’ Round Table Committee in connection with arbitrator opinion on subjects which will form the basis of next fall’s industry roundtable conference, H. V. (Rons) Harvey, who has been chairman, indicated here on Friday.

Harvey, who was in New York last week for the industry arbitration conferences, left yesterday by plane for Las Vegas where he will attend the International Variety convention. He explained that some 30 questions proposed for inclusion in the questionnaire will be sent out to Round Table committee members for their approval. Once approved, the questionnaire will be sent to exhibitors.

Paramount Bookings
Set Through June

Stage and screen attractors for the Paramount Theatre here through June were announced at the weekend by Robert M. Weitman, managing director of the house and United Paramount Theatres vice-president.

“Macao” opens on Wednesday, and scheduled to follow in order are “Rand al the Wind,” “Til the Wind,” and “Clash by Night.” Pearl Bailey will tee off the Paramount’s in-person campaign when she appears at the theatre May 26 with Buddy Starch, Buddy Ester and Berthe Fields and his orchestra. Nat “King” Cole will sing May 31 with his orchestra while music provided by Russ Case and his orchestra, Johnny Ray is set to make his first New York theatre appearance, accompanied by Billy May and his orchestra.

2 New Denver Drive-ins

Denver, April 27—Two new drive-ins are under construction here, one being built by Wollberg Theatres, its fifth in Denver, the other by Atoz Amusement Co.

Optimism Prevails;
Success Predicted

The high note of optimism which prevailed in the early and middle stages of the industry arbitration conference here last week persisted through the final day, Friday.

Exhibitors were obviously pleased with the progress made and still holding to the belief that the session started May 26 will produce a complete arbitration plan which can be condemned to its constituents.

3-Man Interim Unit
(Continued from page 1)

urged that these representatives be drafted if necessary.

Mayer’s wire follows:

“As you know, the COMPO nominees have been selected by long and diligent efforts, has failed to find an industry leader who will agree to sit on the interim panel, nominated having declined either for reasons of health or pressure of personal business. Their absence leaves the head as for impossible for COMPO to proceed with its campaign to repeal the Federal admission tax or the rest of the new program authorized at our last executive committee meeting. Indeed the situation is so that the future existence of COMPO is peril.

Winding Up Duties

“Since I am winding up my duties as executive vice-president next Friday, May 2, I urge that a committee of three be hastily selected to act as COMPO’s overall interim executive until a new president is elected at our next annual meeting. This committee to consist of representatives of the three national organizations in COMPO—Allied, TOA and MPAA. It should also name a chairman for each one of these three organizations to draft one of its prominent members as chairman.

“With the duties of the presidency divided among them this arrangement would require little time or effort on the part of any one member.

“The future of COMPO, to which we are all pledged and to which I know you are as deeply devoted as I am, requires immediate action. Please wire at once.

“In recent weeks, it is known, the COMPO nominating committee has made determined but unsuccessful efforts to obtain the consent of a number of outstanding industry types to assume the COMPO presidency. Most recently these included Gus Eyssell, president of the National Theatre Owners of America, and chairman of the board of Radio City Music Hall; Adolph Zukor, chairman of the board of Paramount Pictures, and George Murphy, M-G-M actor and prominent in Hollywood social circles.

Failure of COMPO organizations to respond to Mayer’s current and final recommendations would be recorded in many industry quarters as fatal to the all-industry organization.

Friedlanders Chairman

Emil Friedlander of Dazian’s, Inc., has been named chairman of the amusement division for the 53rd anniversary celebration of the National Jewish Hospital at Denver.
20th-Fox Studying TV Production

Possible entry of 20th Century-Fox into the television film production field was reported in the company’s annual statement for 1951.

Stated the report: ‘A careful study is being made to determine whether this corporation can profitably enter into the television production of appropriate types of subjects for television.”

20th-Fox Reports

(Continued from page 1)

were noted in the following markets: Germany, Britain, South Africa, Italy and Colombia.

For the year as a whole, the report continued, dollar remittances to the United States from foreign film operations (excluding Canada), totaled $16,000,000 in 1951, compared with $12,900,000 in 1950.

For the year ending Dec. 29, 1951, the company stated that its consolidated earnings were $4,308,431, after all charges, including Federal income taxes, as shown in the statement. This compared with the net of the previous year of $9,553,260, including Federal taxes.

Prepared for Divorcement

In preparation for the divorce of the company into a separate exhibition and production-distribution firm, the report stated that the company was to retire in full of all its outstanding prior preferred and convertible preferred stock, leaving the capitalized company consisting solely of common stock. The retirement of the preferred shares required about $1,400,000 in cash, the report added.

The plan of reorganization, according to the report, calls for the formation of a new entity to be called “National Theatres, Inc.” and the retention of the corporate entity of 20th Century-Fox.

Regarding developments on Sloukas’ salary reduction plan, the report stated that during the second half of 1951 profits were sufficient to restore salary reductions of those participating in full. Aggregate annual salary reductions for these 56 executives involved were put at $787,400, of which $98,400 is applicable to 11 executives of National Theatres.

Twentieth-Fox’s Swiss CRS color theatre TV Eidoephore system will be demonstrated at the home office “shortly,” the report stated. Special planned live stage shows are to be utilized for the demonstration, it was disclosed.

Thirty-six pictures are planned by the company for release in 1953, compared to the estimated release of 33 in 1952, the same number that was released in the previous year. The average cost per picture for 1952 was put at $1,100,000, compared to $1,200,000 this year.

The report noted the growing number of anti-trust suits the company was involved in during 1951. The number of such suits, the report stated, pending at the end of 1951 was approximately one-third greater than at the end of 1950.

Reviews

“The Wild Horse Ambush” (Republic)

“The Rough-Rider Kids” are featured again in this Republic release, with all but the least of the stock Westerns. The action is fast, and the sequences are exciting. The story, however, is rather weak, and the acting is not up to par.

Kid Monk Baroni” (RKO

Several plot twists are offered in this story about an ugly young man, who, suffering from an inferiority complex as a result of his looks, turns to becoming a neurotic bandit and eventually achieves his goals of fixing the country.

Despite these twists and the ring background, “Kid Monk Baroni” turns out to be average drama rather low on action content. The screenplay, by Aben Kandel, takes its time getting underway and it is never certain whether the man is going to come out of this one.

Production values are not strong. Harold Schuster directed the Jack Broder production, released by Reelart, with Herman Cohen associate producer.

Running time, 80 minutes. General audience classification. Release date not set.

Dinner for Opening Of ‘Carbine Williams’

A dinner attended by 300 state, national, Congressional, business and social leaders was held at the Century Theatre in New York to exhibit the history of American journalism that producer Samuel Fuller set up at the Waldorf-Astoria Hotel here, site of the convention of the American Newspaper Publishers Association, to publicize his “Park Row” film, which is dedicated to American journalism.

The exhibit included actual copies of newspapers from pre-Revolutionary times to the present. There were front pages bearing headlines of the great events of American and world history. The mastheads of every daily newspaper in the nation were on display. And a scale illustration showed Park Row and New York’s newspaper street, as it was at the turn of the century.

Leewood on the Coast


RKO to Release


Says Independents Need New Approach

There is an even stronger future for the independent producer, provided he has the fresh story approach required by the present market, Philip A. Waxman, producer of “The Big Night,” informed the audience here.

“Since he cannot compete with the majors, the independent must start out with an ‘offbeat’ story,” he said. “The production must come from a different manner in which he makes the picture, rather than from conformance to conventional story and budget. He has to be ultra-cost-conscious and try to secure profit participation for top production. He must have the drive of private money sources today are more easily interested in financing this type of picture.”

Waxman is now completing details for the production of two new pictures whose releasing arrangement has been made, and he has asserted that he was satisfied with United Artists handling of “The Big Night.”

Warner Executives Return from Meet

Completing the second in a series of three regional sales meetings in Pittsburgh, with Ben Kalmenson, Warner sales vice-president presiding, company executives returned to the home office over the weekend. The two-day sessions were highlighted by discussions of the company’s winter product, a message from president Harry M. Warner and the outlining of promotional plans, by Mr. M. Ben Kalmenstock, vice-president in charge of advertising-publicity.

Returning to New York, in addition to Kalmenson and Blumenstock, were Jules Lipudis, Eastern sales manager; Norman H. Moray, short subjects sales manager; I. F. Doolin, Howard Levinson; Bernard R. Good- man, supervisor of exchanges; R. A. McGuire, and or of exchanges; Larry Golob, Eastern publicity director; W. H. Bramberg, head of the field ex- changes department.

Final meeting will be held by Kal- menson in Chicago on Thursday and Friday, with Roy Haines, Western sales manager, and his division sales personnel.

Murphy to Address Meets

Hollywood, April 27—George Murphy will address two exhibitor conventions as goodwill ambassador from Hollywood. His first will be at the North Central Allied annual meeting in Minneapolis, May 1-2, and the second will be at the Allied Rocky Mountain Theatre Owners sessions in Colorado Springs, May 6-7. He is due back on the Coast May 8.
SPEAKING OF A
PRISON RIOT

...Have you seen those roaring grosses being piled up in New York, New Orleans, Sacramento, San Francisco, Chicago, Miami, Boston and all points west! It's doing big business in the Big Houses from coast to coast!

Columbia Pictures presents A Stanley Kramer Production

My Six Convicts

THE "BREAK" OF THE YEAR from Columbia
Compo Leader Group Plan to Unit Boards

O'Donnell First to Okay Mayer's Committee Idea

Robert J. O'Donnell, International Variety Clubs representative on the Committee of Motion Picture Organizations executive committee, has informed Arthur L. Mayer, retiring COMPO executive vice-president, that he agrees with the latter's suggestion that a three-man committee be named to serve as the COMPO executive until a president can be chosen at the next meeting of the executive committee.

O'Donnell is the first and, thus far, only COMPO executive committee member to issue formal approval of Mayer's suggestion, which was sent over the weekend in a telegram to all representatives on the executive committee of COMPO's 10 charter members.

The Mayer proposal has been put on the agenda of the Motion Picture Ass.

(Continued on page 2)

Rain Dampens N.Y.
First-run Grosses

Three days of rain over the weekend had a dampening effect on New York first-run business this week. Holdovers predominated in most situations.

The bright spot in the picture, according to reports, was that although Broadway was hit by the bad weekend weather, business was brisk over.

(Continued on page 2)

2 Deadlines for Loew's-UATC Split

Under the latest time extension granted Loew's by the Department of Justice for ending partnership interests with United Artists Theatre Circuit in seven theatres, two alternatives are offered.

Either Loew's must have begun action to end the partnerships by June 9 or it must submit by June 16 a satisfactory plan for terminating the joint interests.

De Mille Productions Decide to Disband

Hollywood, April 28.—Cecil B. DeMille disclosed tonight that stockholders of Cecil B. De Mille Productions have decided to disband that corporation because high taxes make it no longer possible to operate profitably.

De Mille said he does not intend, however, to divorce himself personally from the industry he has so long been identified with.

U.S. Files Suit Vs National Screen

An anti-trust suit against National Screen Service Corp. and major distributors, with the exception of Loew's, was filed in U. S. District court here yesterday by the Department of Justice.

The suit charges NSS with monopoly of the trailer and accessories business, alleging it achieved its monopoly by buying out competitors and excluding exclusive contracts with distributors.

Loew's was not named in the action because no exclusive contract exists between Loew's and NSS, a Justice Department official explained.

Named as co-defendants in the suit were Paramount, WARNERS, 20th Century-Fox, RKO Pictures, United Artists, Columbia and Universal.

The relief sought by the government

(Continued on page 3)

Early Conciliation Start
Seen; May Take in Prices

Conciliation of grievances arising out of film rental disputes may be attempted by distribution companies despite their unanimous unwillingness to have such disputes submitted to arbitration, it was reported yesterday.

While no formal commitments were made, some distribution spokesmen reportedly indicated to the industry arbitration conference here last week that they might authorize their exchanges at once to begin conciliation procedures.

Conciliation already is available from some distribution companies in some territories. Since conciliation will be at the base of any new industry arbitration system which may ultimately be approved, as decided by the industry conference, it would be a simple matter to inaugurate it on

(Continued on page 3)

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(Continued on page 3)

SHORTS MAY PAY FOR ARBITRATION

Myers Feels Meet Results Are Meager

WASHINGTON, April 28.—Allied States Association general counsel Abram F. Myers said he felt the arbitration conference in New York last week actually had "very meager accomplishments."

Myers said that he was advising all Allied units and leaders that while the conference did agree on certain subjects to be arbitrated, there was no discussion or agreement on the details nor on the form of final awards. All this was passed on to the drafting committee, he said, and until the draft

(Continued on page 3)

Lichtman to 'M.C.'
At Tourney Banquet

At Lichtman, 20th Century-Fox di-rector of distribution, will be toast- master at the annual film golf tournament banquet to be held at the Vernon Hills Country Club at Tuckahoe, N. Y., on May 22, Martin Levine, president of Cinema Lodge No. 5 of this city, yesterday. Cinema Lodge of B'nai B'rith will sponsor the tournament and dinner.

Twenty-four representatives of all branches of the industry have already

(Continued on page 3)

Committee Weighs Plan; Velo Arbitration of Rentals, Upped Prices

A proposal that the national administrative committee forward the projected new industry arbitration system be financed through rentals received for short subjects which would be produced with that purpose in mind, is being studied by a subcommittee of the arbitration meet.

The proposal meets the objections of some of the conference participants to exhibitor organizations sharing any of the cost and, on the part of others, to distribution sharing at all.

The subcommittee to which the financing proposal was referred will not only consider its revenue producing possibilities but, if it finds the proposal commendable, also will study the type of subjects to be made. Producers presumably would be reimbursed for costs and all profits from rentals would go into the national administrative committee's treasury.

Expense of the national committee

(Continued on page 3)

Remove Three Suits From Chi. Docket

CINCINNATI, April 28.—The Federal Court calendar was lightened here with three anti-trust suits being removed from the docket.

Attorney Seymour Simon, representing Jerry Shindick in two suits on behalf of the Granada Theatre, South Bend, Ind., announced that the suits have been "dismissed by the plaintiff."

In the 24 Drive-in Theatre, Inc., Kankakee, suit, attorney Samuel Lawton and his son revealed that "all matters of issue have been settled amicably."

FP-C Business is Running Ahead

Toronto, April 28.—At the annual meeting of shareholders, president J. J. Fitzgibbons reported that current revenue of Famous Players Canadian Corp. is running ahead of last year.
**Personal Mention**

**B’way Grooves**

(Continued from page 1)

ARThUR KRIM, United Artists president, returned here from the Coast yesterday.

HERMAN M. LEVY, Daiei PPs and various theatre owners of America headquarters, will leave today here for conferences in Washington. A. J. BARTON, Molony’s forwarding plans for the Sept. 14-18 TOA national convention in that city.

JUDE LAPHAM, Warner Brothers Eastern and Canadian division sales manager, will be in Grovelersville, N. Y., from here today.


MAXWELL SHANE and IVAN TORS, writing-producing-directing team, are in New York from Hollywood.

LEO BRECHER, New York circuit owner, yesterday was still confined to his home here with a virus infection.

**Grant New Trial to RKO in Scott Case**

HOLDEN, April 28—Russell V. Dowling, president and managing director of New York’s Radio City Music Hall, while on a visit here, disclosed that he had been screening about a dozen of Hollywood’s new films and has come to the conclusion that “the audience is paying greater attention to quality, rather than quantity, and that factor will begin to pay off more in the future than the box office attendance figures in the months to come.”

“I’m convinced that product is going to remain good. Hollywood’s executives are paying more attention to scripts. Details. And, also important, more theatre executives are paying more attention to the matter of friendly service to patrons.”

Dowling said that “the best assurance that the motion picture industry can provide for its future as a great entertainment medium is more quality.”

**ITOO Meeting (Continued from page 1)**

public relations executive; Martin Quigley, jr., editor of Motion Picture Herald; and Ward Marshall, film critic of the Cleveland Plain Dealer. Screen star John Wayne will be a guest at the banquet.

The convention agenda follows: Monday, drive-in meeting, followed by a banquet and a board of directors’ meeting at the Waldorf Astoria. Tuesday, convention meeting here it was announced that the Society’s next semi-annual meeting will be held Oct. 6-10 at the Statler Hotel in Washington.

**Compo Plan**

(Continued from page 1)

association of America board meeting May 10 in New York, the American Legion board meeting (May 3-4 at Colorado Springs). Otherconstituents, including the Theatre Owners of America, are expected to poll their respective boards by telephone on the proposal and report. Other dates for departures for Europe on May 4. The committee suggested by Mayer would consist of M-G-M, RKO, Twentieth Century-Fox, and Warner Bros., the three national organizations on the COMPO executive committee.

Will Be Discussed

Wilbur Snaper, Allied president, said Monday that while there was no assurance of the proposal’s passing, he felt there was no doubt that Mayer’s proposal would be discussed by the Allied board. Snaper, during the conference, said that Allied would probably agree to Mayer’s suggestion. Snaper said it was obvious that COMPO could not get anyone to serve as president and that some scheme like Mayer’s would have to be worked out, and that certain members should be dropped. He said Allied as yet had not formally considered the Mayer suggestion but he assumed it would go on the matter of necessity. Mayer, who will wind up his COMPO duties next Friday, and who will supervise Allied’s future existence as COMPO as perils as if an executive group is not named shortly, said yesterday that his suggestion will be accepted by all on the executive committee. He said he did not anticipate that the regional organizations of COMPO would object to a governing committee consisting exclusively of members of the three national organizations. He expected that such a three-man committee would instruct Robert W. Coyne, who manages all activities at the New York headquarters until a new president and executive vice-president are elected.

**New York Theatres**

RADIO CITY MUSIC HALL
Rocketeer Center
THE SAWCUT "SINGIN’ IN THE RAIN"

Gene

Donald

Debbie

KELLY O’CONNELL REYNARDS

Color by TINCTORIAL - As "M-G-M" Picture Plus The Classics Every Stage Show

JAMES STUART - ARTHUR RENDELL

JULIA ADAMS - ROY MILLER

BEND OF THE RIVER
directed by MSTFINC^ WARREN

WILLIAM HURST

Color - Technicolor - Directed by BILLY ECKSTINE - As "M-G-M" Picture

Tuesday, April 29, 1952
Arbitration Financing

(Continued from page 1)

are estimated at upwards of $25,000 annually for officers, services of a full-time executive secretary and clerical help. Costs of maintaining regional offices is estimated to be $500 a year. Is it not possible the agreement be nominal and, if so, could as could be learned, no formal financing plan for them will be made at the national level. Where financing is found to be necessary, area committees may devise plans of their own with local exec- utives. However, actual local costs in most exchange areas are expected to be so small that financing through local parties to disputes through filing fees and other routine practices.

Distributors, without exception, remained adamant in their refusal to regard film rentals as an arbitrable subject, and so advised the conference. As the situation now stands, no distribu- tor, unless accused of violating the price terms in a contract, will be made to submit a complaint about price to arbitra- tion.

The subject was described yesterday as having generated more discussion at the conference than any other subject during the four-day conference. Allied States re- presentatives introduced the topic, that organization being on record as favor- ing arbitration in any arbitration plan set up. Allied delegates urged, at least, the consideration of "border" cases, to help prevent them from becoming "national" cases. It is reported that support for the film rental issue came from all but one of the five exhibitor organizations represented at the conference.

Distributors, in reply, they be- lieved many problems regarded as "rental" complaints be solved through arbitration of clearance of runs.

Exhibitors also raised the issue of advertising gambit pictures, some of which, they claimed, do not warrant the higher prices asked for them. For instance, on the subject, some exhibitor leaders ex- pressing the belief that "road show" pictures actually are good for the busi- ness, and the production of one such picture a year by every company could strengthen the box office considerably. One important point of the work of developing a new industry arbitration system still to be done, con- ducting a "premiere," according to the exhibitors, would be to test the machinery. Thepreview May 26 to last any where from three days to a full week.

Conciliation

(Continued from page 1)

an industry-wide basis with a mini- mum of delay and even without wait- ing for a decision on a formal arbitra- tion system, it was said.

Conciliation, it was pointed out, re- quires no formal machinery by virtue of the principals to a dispute. Without formal definition, it could embrace many kinds of griev- ances other than those involving prices and terms, it was stated. The confer- ence intention, in fact, is that it will be a possible means to avoid overloading the arbitration system with grievances that can be settled elsewhere.

Tourney Banquet

(Continued from page 1)


Alfred W. Schwalberg is chairman of the tournament and Edward Rindler is co-chairman.

Wallace 'Photoplay' Edit

Sylvia Wallace, who has been re- cently writing for Women's Home Companion and other publications, served with motion picture women prior to her appointment with Photo- play.

One of the greatest pre-selling operations in behalf of a motion picture was executed last week at the annual convention of the Amer- ican Newspaper Publishers Associa- tion at the Waldorf-Astoria in New York. More than 500 editors and publishers from all over the country were guests of the forthcoming United Artists release, "Park Row" which is described as a newspaperman's picture. It was prepared to American journalism. A special "Park Row" exhibit of actual copies of newspapers published in the last 176 years, with the mastheads of every daily newspaper in the nation, were on display, and a perfect replica of the famous New York, the famed New York newspaper street, as it was in its greatest days at the beginning of the cen- tury.

WALTER BROOKS
Dedicate School to Open Variety Meet

LAS VEGAS, April 28—With the dedication of the Variety School for Specialized Education, the 16th annual convention of Variety Clubs International got underway here today. Participating in the formal dedication were Senator McCarran, Lieut. Governor Cliff Jones, Mayor Protem Reid Whipple, Ben Goldstein, chief banker of the local tent, Marc Wolf, International chief banker, and Bob O'Donnell, former chief banker and now international ringmaster.

Report from Wolf

Following the dedication the first business session of the convention was brought to order by Marc Wolf, who rendered a brief report of his year's activity as head of the tents.

Father McCarthy of Philadelphia delivered a short talk and the invocation. This was followed by a brief talk by Senator McCarran and one of the Mayor. Annual reports were given by first assistant chief banker Jack Beresin, second assistant chief banker George Hoover, property master Murray Wolf and press group head, Chas. Lewis. A financial report was given by George Ehly, the international dough boy, and followed by executive director for Bill McCraw. Bob O'Donnell gave a great inspirational talk about the past and future of the clubs and predicted a further expansion of the organization and the charity work they are doing. Registration up to the wire time was 425 men and 271 women for a total of 696 registration.

Review

"Gobs and Gals" (Republic)

A PAIR of zany sailors cut loose in "Gobs and Gals," a grab-bag of comedy that has about everything thrown in from the silly to the satiric. The picture aims its appeal largely at audiences that go in for slapstick and unpretentious humor.

The comedy team of George and Bert Bernard play a pair of Navy airmen stationed on a South Pacific atoll. Hungering for feminine correspondence, they send up hundreds of observation balloons and to each they attach a photo of their handsome commanding officer with a note beseeching the girls back home to write.

The idea backfires when the company returns to the United States and the writer, Robert Hutton, is almost trampled underfoot by hordes of adoring girls. Also, Hutton's fiancée, Cathy Downs, breaks off the engagement when she beholds the mass adoration scene.

A number of entanglements develop as the picture proceeds. Hutton tries to uncover the perpetrators of the practical joke and restate himself in his girl's favor. Miss Downs' father happens to be a Navy-minded Senator and the situation becomes fraught with more importances. To top it all, scriptwriter Arthur T. Horman put into the story an angle about a subversive group headed by an aluring spy, Florence Marly. The story winds up in a train sequence that has some scenes of solid humor. It goes without saying that the finale is a happy one. Sidney Picker was associate producer and R. G. Springsteen directed.


Mandek Herbstman

British Film at Two New York Houses

An unusual booking will place the British-made "Outcast of the Islands" in the Broadway first-run Astor Theatre here simultaneously with an opening at the Eastside Fine Arts Theatre, on May 15. U. S. distribution rights to the London Films production have been acquired by Lopert Films.

Put Off 2 Towne Case Motions Till Monday

CHICAGO, April 28—Federal Judge Barnes has put over to next Monday hearings on two motions by attorney Thomas C. McConnell in the Towne Theatre case, one asking supplemental attorney fees, the other asking dismissal of a cross bill by the defendants in which they are seeking construction of the Towne decree.

The Riverside Theatre (Milwaukee) hearing also seeking construction of the Towne decree, was scheduled to be heard next Monday in Federal District Court in Milwaukee but probably will be put over a May 12.

Delay Hearing on 'Little 3' Decree

Hearings on the government's bid to amend the "Little Three" decree have been postponed from tomorrow to an undetermined date. A Department of Justice attorney explained that a new hearing date would be set when interrogatories are completed.

The U. S. action alleges that the presence of Robert S. Benjamin in United Artists' employ has reduced competition between the two companies. It further seeks to require UA to offer sale the assets acquired from Eagle Lion Classics.

Eugene, Ore., Ticket Tax Ruled Void

PORTLAND, Ore., April 28.—The Oregon Supreme Court has ruled void the three per cent admission tax imposed in Eugene, Ore.

A suit was brought by the Eugene Theatre Co. and Western Amusement Co. against the city. The tax had been collected for the past three years.

Date Copyright Suit

A new trial date of Nov. 3 has been set in the Federal Court case here by Herman Axelbank's $1,980,000 copyright infringement suit against M-G-M, United Artists, March of Time and the Museum of Modern Art. The suit involves the documentary, "Czar to Lenin."

‘Discrimination’ Vs. Drive-ins Hit

COLUMBUS, O., April 28—Film distributors and National Screen Service were called upon to halt alleged discriminatory practices against drive-in theatres in a resolution passed by the board of directors of the Independent Theatre Owners of Ohio.

The resolution, citing the multiplicity of problems of both indoor and outdoor theatres, also made the following declarations:

That distributors and NSS be made cognizant of the smaller period of amortization for drive-in theatres and that a different yardstick be used to determine film rentals for outdoor theatres.

That cooperation to eliminate competitive bidding and excessive multiple day-and-date runs be extended to include drive-ins.

And that NOO should cooperate with drive-ins in preventing inimical legislation.

Renew Schoenstadt Deal

CHICAGO, April 28.—The deal with major distributors which gives Schoenstadt Theatres’ Piccadilly preferred playing time and buying has been renewed for three years. Schoenstadt had originally sued the distributors and the Warner and Balaban and Katz circuits on anti-trust charges for $5,400,000 and a deal for preferred playing time and buying was accepted one time ago in settlement. Motion Picture Daily on April 25 erroneously reported that a settlement was only effected, whereas the original settlement deal was actually renewed.

Muni Film to UA

Paul Muni’s first film in six years, “Encounter,” now being completed in Rome, will be released this year by United Artists, it was announced by Arthur B. Krim, UA president.
**MOTION PICTURE DAILY**

**VOL. 71. NO. 84 NEW YORK, U.S.A., WEDNESDAY, APRIL 30, 1952 TEN CENTS**

**Half of NFFC Funds on Loan To Brit. Lion**

No Arrangement Made For Repayment of Loan

By PETER BURNUP

London, April 29.—The National Film Finance Corp. lost repaid £1,018,562 of the £2,431,050 received from the government, its report, made public today, revealed.

Advances made by NFFC include one of £3,000,000 to British Lion Films, made three years ago, and a total of £3,422,189 to other companies. The accounts provide for a loss of £1,000,000 on the British Lion advances and £40,000 on others.

With £1,114,816 already repaid by other countries, NFFC's accounts estimate that £3,697,373 is potentially recoverable. The profit and loss account shows a profit of £10,891 for the last fiscal year, realized mainly on the excess of interest received on loans over the interest paid to the government by the corporation.

No arrangement has yet been made for repayment of the (Continued on page 6)

**20th Paid Zanuck $260,000 in 1951**

Darryl F. Zanuck, vice-president in charge of production, was the highest paid officer of 20th Century-Fox in 1951, receiving $260,000, the company's proxy statement disclosed here yesterday.

Syporos P. Scouras, president, received $246,910 for the same period, according to the proxy, which announced the May 20 annual meeting of stockholders, to be held at the 20th-Fox home office.

The management has proposed the (Continued on page 3)

**See Sponsored TV In U.K. Delayed**

London, April 29.—The government’s White Paper on British Broadcasting Company’s future, to be published “very shortly,” implies, in effect, that commercial television experiments will not be permitted for at least three years.

That will apply, also, it is believed, to large-screen television in theatres, (Continued on page 9)

**Schenck Is Re-elected**

Nicholas M. Schenck was re-elected president of Loew’s Inc., at a meeting of the board of directors, held here yesterday following the conclusion of the company’s annual meeting of stockholders.

All other officers were also re-elected. They include: Osa C. Moskowitz, vice-president and treasurer; J. Robert Babin, William F. Rodgers, Dare Scharly, Edgar J. Mame, Howard (Continued on page 6)

**Kreisler Quits MPA To Head Video Firm**

B. Bernard Kreisler has resigned as executive director of the Motion Picture Association of America’s Ad- visory Unit for Foreign Films to serve as president of the Interna- tional Film Associates-Television Corp., a new foreign film and TV syndicate, said to have Wall Street financing.

IFA-TV will act as a central clear- (Continued on page 9)

**‘IA’ Now Dominates Cartoonist Field**

Virtually all motion picture cartoonists in the East and on the West Coast now are in the IATSE fold, it was indicated yesterday, as the union reported the installation of Motion Picture Screen Cartoonists of New York City, Local No. 841.

Installing officer was International representative Joseph D. Basson, the local, which covers production in the New York Metropolitan area, has a membership of 300.

**RCA Has Kinescope With 80-Foot Throw**

Harrison, N. J., April 29.—Development of a new projection kinescope for RCA television equipment which has an 80-foot projection throw was disclosed here yesterday by the company.

The new seven-inch kinescope is said to be capable of providing a 20- by-15 foot picture and has an 80-foot projection throw, compared to the old 60-foot throw, when used with a suitable reflective optical system.

**State Censorship Impetus Seen in Ill. Case Ruling**

Industry attorneys here expressed concern yesterday over the possibility that the U. S. Supreme Court’s upholding of the right State of Illinois to pass a “group libel” law might tend to broaden state censorship in general as it applies to motion pictures.

The Illinois law, which the high court upheld this week by sustaining the conviction of one Joseph Beu- harnais under the statute, prohibits the publication, dissemination or display of any “libelous, obscene, lewd or lascivious” Beuharnais was con- victed of publishing and disseminating libelous and other literature reflecting on the Negro race, and was fined $200, the maximum under the statute.

Apart from expressing concern based on reading of press reports of (Continued on page 3)

**UA to Release Three Imports of Lopert**

United Artists and Lopert Films Distributing Corp. have entered an agreement whereby UA will handle for general distribution three Lopert properties, “Outcast of the Islands,” “Tales of Hoffman” and “African Fury (formerly “Cry, the Beloved Country”)”, Arthur B. Krim, UA president, and I. E. Lopert, Lopert Films president, jointly announced here yesterday.

Lopert explained that his sales or- (Continued on page 3)
**ITOAMMPTA Okay Mayer's Compo Plan**

The Independent Theatre Owners Association of New York and the Metropolitan Motion Picture Theatre Association of New York have formally approved the proposal of Arthur L. Mayer, retiring COMPO executive vice-presi-
dent, for the reorganization of the membership committee named to head up COMPO until a president can be elected formally.

Previously, Mayer received such approval from the Trade Press Group and Variety Clubs International. Chartered members of COMPO have yet to be heard from officially.

Variety Mid-year '52 Meet in Pittsburgh

*LAS VEGAS, April 29.—The second and third business sessions of the Variety Clubs International convention were held today with a luncheon for the delegates and bankers between sessions. At the morn-
ing session it was decided to hold the 1952 mid-year conference in Pittsburgh to tie in with the 25th anniversary celebration of the Variety Clubs. Exact dates will be determined by the Pittsburgh hotel shortly.

Delegates approved a revival of motion picture shots to be taken of each tent's charity activities by each tent with the footage being made up into a complete subject for showings in all tents and at important conventions.

Discussion was held on ways and means of expanding local newspaper, radio and TV publicity of the tents. After a lengthy discussion the clubs voted to continue their interest and activity on behalf of the Will Rogers Hospital and to lend greater aid to the annual “Christmas Salute” in which they participated last fall.

**Variety Delegates To See ‘High Noon’**

*LAS VEGAS, April 29.—‘High Noon,’ Stanley Kramer’s first Western, starring Gary Cooper, has been selected as the only motion picture to be shown to the national convention of Variety Clubs International, now in session here. It will be screened tomorrow.

‘High Noon’ Premiere

‘High Noon’ will have its world premiere tomorrow at the Odeon-Leicester Square Theatre in London, it was announced by Arrol Pickler, United Artists foreign distribution vice-president.

**Bookers Back ‘Movietime’**

The Motion Picture Bookers Club here has pledged all-out support to “Movietime.” In this connection, the organization’s annual dinner-dance at the Astor Hotel last weekend was dedicated to advancement of the drive.

**Newsread Parade**

The signing of the Japanese peace treaty and Gen. Ridgway succeeded as nation's top general in the current newsread highlights. Other items include sports and fashion. Complete contents follow:


**WARNER PATHE NEWS, No. 75—Jap bombing of Florissant, Missouri. Lumberville. July and August. Sparking by a sharing plan whereby the circuit’s managers will split the gross in grosses over the same period last year, was announced here yesterday by circuit head Si Fabian and Sam Rosen.

In this vein, Fabian and Rosen will award cash prizes to managers who lead the circuit with the highest percentage of increase in grosses over 1951.

Details of the contest plus promotion plans will be presented to the Fabian-Rosen managers at a meeting scheduled for May 6 at the Hotel Astor here.

Fabian, Rosen, Lou Golding and Ed Keck will speak at the meeting session.

“Because stepped-up and intensified feature-picture merchandising will be the most important activity of the Drive, the luncheon session will be addressed by S. Charles Elford of the 20th Century Fox; S. Barrett McCormick of RKO Radio, and Max Youngstein of United Artists.”

**Dassa and Schmitt In New MGM Posts**

Maurice Dassa, M-G-M sales manager in the New East, has been promoted to general manager in Egypt. Robert Schmitt, formerly general manager of Egypt, now is M-G-M offices there. The company’s product was formerly distributed in Australia by the Motion Picture Export Association.
**News in Brief**

**Rochester, N. Y., April 29.—** Eastman Kodak’s preliminary consolidated sales for the first quarter of 1952 were approximately $191,000,000, reported with reported sales of approximately $120,000,000. The company said its expenses during the year ended March 31, 1951, Thomas J. Hargrave, president, told stockholders at the annual meeting in Falmouth, Mass., Carl Foreman’s screenplay, based on the John W. Cunningham magazine story, "The Tin Stur," the fine direction of Fred Zinnemann, an outstanding performance by Gary Cooper, discriminating treatment of supporting roles and eloquent camera work, help make this a fresh and distinctly appealing film.

Also in the Kramer tradition, emphasis is on story and entertainment values, dressed with originality and imagination, rather than on lush production values. Kramer’s man turns the sequel into a political statement, with the emphasis on feeling rather than action. The action contains a vulgarity sure to be popular with audiences and exhibitors alike.

Cooper, as the town marshal about to resign on his wedding day in deference to his bride, has broken up a few years before, thus freeing the community from terrorism, has been pardoned and is returning. It is 10:40 on a Sunday morning and MacDonald will arrive by train at high noon. The picture’s action covers a minute longer than the indicated time period.

Even though it means loss of his bride, played by Grace Kelly, Cooper decides to remain and confront his old enemy. The latter is being joined by McCready, who has cast a shadow over the town.

The town train arrives bearing MacDonald, who is joined by his beachcomber and henchmen. Without a word, MacDonald gives his orders, and the town is punished. The climax is handled with such credibility as suspense, for maximum audience satisfaction.

**Washington, April 29—** "My Son John" was screened here tonight for local American Legion officials and Catholic Church dignitaries. The showing was given by K-B Theatres at the Ontario Theatre.

**Bamberger at NCA Meet**

Leon Bamberger, RKO Radio sales promotion chief, will address members of the North Central Allied Merchants Association, which was invited to attend the NCA meeting on tomorrow and Friday in Minneapolis.

**Bordonaro Suit Resumes**

**Buffalo, April 29.—** A Federal Court action brought by Attilio Bordonaro against Paramount Pictures Corporation, his producers, as well as the Warner Circuit Management Corp. that will resume here tomorrow.

**Rogers to Make 3 for Par.**

Ginger Rogers has signed for a three-picture contract with Paramount. Two of the three, "A Star." the picture on the life story of the Duncan Sisters, will be the first.

**Mass for Tom Gorman**

A Requiem Mass will be said for Thomas Gorman, former Keith-Albee-Orpheum general manager, at St. Malachy’s Church here at 9:00 A.M. tomorrow.

**Zanuck Paid**

rejection of directors L. Sherman Adams, Robert L. Clarkson, Wilfred L. Eadie, and George F. Henderson, A stockholder in Paramount, independent directors elected, A stockholder in Paramount, independent directors elected, a stockholder in Paramount, independent directors elected, a stockholder in Paramount, independent directors elected, a stockholder in Paramount, independent directors elected, a stockholder in Paramount, independent directors elected.
The Skies Are Bright With M-G-M Hits!

"BELIEVING IS ENTHUSING"

"Since the exhibitors making this trip will be representative of all exhibitor groups their report to fellow showmen can have widespread influence. Let the enthusiasm flow through to the public and the pay-off will be substantially evidenced at the box-office."

—Editorial in BOXOFFICE MAGAZINE

"LEO SCORES AGAIN"

"A forward step to better understanding between the source of the product and the purveyors of entertainment to the theatre going public. What better means to a spirit of understanding than to get together and look at the product which is the blood, bone and sinew of the business."

—Editorial in SHOWMEN’S TRADE REVIEW

"SEEING IS BELIEVING"

"A most dramatic and unprecedented move. Leo is extremely proud of such product as 'Scaramouche', 'Ivanhoe', 'The Merry Widow', 'Lovely to Look At', 'Pat and Mike' as well as other films. Metro says 'Seeing Is Believing.' They are going to let the product speak for itself. The optimism which will be generated will kindle sparks of showmanship all over the country. Already the industry is experiencing a healthful radiation from this activity."

—Editorial in THE INDEPENDENT

"GOOD BUSINESS RELATIONS"

"It's a new departure in the field of good business relations that should pay off. Metro is to be congratulated."

—Editorial in THE EXHIBITOR
“WILL PAY RICH DIVIDENDS”

“Metro which has a way of establishing industry precedent naturally would be the company to conceive such a merchandising plan as ‘Operation Seeing Is Believing.’ The contribution to industry public relations could prove to be of the first magnitude. The return to their home communities of the theatre owners highly enthusiastic over what they have seen can and will pay rich dividends. A doff and extra flourish of our chapeau to Leo the Leader.”

—Phil M. Daly in FILM DAILY

“M-G-M’s SMART MOVE”

“M-G-M is making a smart move in corralling important exhibitors and bringing them to Hollywood. With a good layout of product, as M-G-M certainly has, any company would have little difficulty placing it in important theatres. Bringing the theatre men to Hollywood is certain to create enthusiasm that could not be worked up better and quicker. This new showmanship by M-G-M will pay off big.”

—Editorial in HOLLYWOOD REPORTER

“ANOTHER METRO MASTER STROKE”

“A master stroke of good will and salesmanship. M-G-M’s ‘Seeing is Believing’ Tour will enable exhibitor leaders to bring back a well grounded report to the thousands of theatre men they represent. There is plenty of evidence out Culver City way that M-G-M has much to offer its theatre customers.”

—Editorial in FILM BULLETIN
NFFC Loans
(Continued from page 1)

British Lion loan despite the hopes expressed last year, but British Lion has undertaken to prepare a repayment program to become operative when the full effects of the Eady Plan are felt.

No recovery has yet been made by NFFC to the £2,000,000 recently voted by Parliament. The corporation's report nevertheless says that the past year produced difficulties due to a shortage of funds. James Lawrie, head of NFFC, declares, however, that if arrangements continue at their present rate the corporation may get through this year without tapping non-governmental sources.

In three years, the report shows, NFFC assisted 177 films, mainly with end money. Last year was the top one, with 24 features being made, two for second features or other subjects.

Lawrie claims that NFFC achieved a considerable reduction in production costs and has become more efficient in selecting films for which loans are made. He agrees, also, that operation of the Eady Plan made things easier for NFFC.

Regarding the Group Production scheme inaugurated some time ago, Group One, namely, that operating with the J. Arthur Rank Organization, has four films in exhibition and six in various stages of production. Only two of the authorized 11 production teams, namely, those paid by NFFC whether producing or not, have had no pictures on the stages.

Group Two, operating with Associated British Pictures Corp., has already shown three films with one other in production. Group Three, which was designed to give full opportunity to novice directors and others, has delivered three pictures with one other virtually ready and two more in production.

The report claims that the Group plan "gives the appearance of success but until some of the pictures have been exhibited, it is too early to speak with confidence.

When questioned, Lawrie himself claimed these pictures are first features but admitted that two of them were trade shown three months ago and still have not had any circuit bookings.

Of the total films assisted by NFFC, 25 loans have been repaid. Moreover, five are making a profit in which NFFC shares off the top.

Discussing the Eady Plan, to £3,000,000 at the time of reorganization.

Reelected to the board were: George A. Brownell, Loew's, president; Joseph Hollerman, Eugene W. Leake, Charles C. Moskowitz, William A. Parker, Harry M. F. Rodgers, J. Robert Rubin, Nicholas M. Schenck, Joseph R. Vogel and Henry Rogers Winthrop.

The NFFC report says it undoubtedly helped the overall production position but it tended materially to improve results for big-grossing pictures, leaving less successful films such as they were.

Following the recent increase in the bank rate, NFFC now pays three per cent interest to the government. Varying rates are payable to NFFC by borrowers and, while they were not disclosed, obviously they must be considerably more than three per cent.

The report admits NFFC has received frequent criticism of the share of potential profit it demands on loans for individual pictures but urges that this is all the more reason why films be dropped so that the risk will be spread. It explains that it is an additional reason why the Group scheme was initiated by NFFC.

Okay Loew's Divorcement
(Continued from page 1)

Rubin disclosed that Loew's is "thinking seriously" of filling applications for television stations. He did not say at the present which of the two emerging companies would seek TV licenses.

Stockholder Harry Krakauer queried Rubin on the extent the market for theatres has declined in light of current TV competition. Rubin replied that "our theatres are operating at a profit." He indicated that, except for a few marginal theatres, Loew's expects a fair return on the theatres that it must sell in accordance with the consent decree.

20 Still to Divest

Under terms of the decree, an outright divestiture of 20 theatres is still required out of the present 129 theatres operated by subsidiaries of Loew's. During the past year, vice-president Sidney M. Loew's reported that all the theatres were sold and deals are in the offing to sell two others.

Regarding foreign operations, Rubin said that Loew's has no present plans to sell its old films to home television, nor to enter the field of TV production. Such questions are under constant study, he added. The best answer to home TV, Rubin declared, is better film fare. He expressed the company's sentiments that motion picture theatres offer "finer quality" today.

In response to queries pertaining salaries, pensions and profit-sharing, Rubin said the board had approved increases of $25,000 a year for employees heretofore engaged by the company. Rubin said that the board is exec-}

motion picture theatre owners and directors of the two new companies would be.

The terms of the consent decree fix a deadline date of Feb. 6, 1954, for the transfer of assets to the new theatre company.

Rubin pointed out that Loew's has been paying a dividend since 1924 in response to a question on earnings of officers of the company. He admitted that in 1932 and 1933, when business was off, officers voluntarily took a salary cut.

Regarding foreign operations, vice-president Moskowitz commented that "the whole" currency restrictions are easing. Remittances to Loew's in the past two years have grown, he said, adding that the foreign field accounted for about 40 per cent of Loew's income from distribution and production.

Quizzed on the expense involved in the forthcoming 100 exhibitors to M-G-M studios in Hollywood, Rubin said it was worth it, stressing that those attending will represent something of a cross section.

Friedman, vice-president, secretary and counsel, read a report on Cine- production. The company's dimensional effects process, prepared by Loew's projection department, the report called "a most remarkable and "uneconomic".

A board resolution paying tribute to David Warner, former Loew's vice-president, was read at the meeting.

Norma Shearer was nominated to the board by directors by Miss Ros-}

Sees Pact Break
In Probe Silence

Hollywood, April 29.—Federal Coordinator Willson, in his ruling here Monday setting aside a jury verdict awarding back salaries totaling $2,650 to a loan-shark writer-producer, in a breach of contract action against Paramount Pictures, that it was his opinion that failure to reply to Congressional questioning constitutes a violation of contractual agreements under a multiple-track contract's "morale clause."

Freeman Tops Para.
(Continued from page 1)

Dietz, Joseph R. Vogel, Benjamin Thau, Marvin H. Schenck, J. Cohn, Louis K. Sidney, vice-president; Leopold Friedman, vice-president and secretary; Jesse T. Mills, controller and assistant treasurer; Donald H. Phelps, assistant treasurer; Nicholas Naylor, Irving H. Greenfield and Harold J. Cleary, assistant secretaries.

Reelect Schenck
(Continued from page 1)

Theatres, Ltd., at least three times a week. L. B. Mayer's rejection of the three men, Rubin said, that Loew's has no present plans to sell its old films to home television, nor to enter the field of TV production. Such questions are under constant study, he added. The best answer to home TV, Rubin declared, is better film fare. He expressed the company's sentiments that motion picture theatres offer "finer quality" today.

In response to queries pertaining salaries, pensions and profit-sharing, Rubin said the board had approved increases of $25,000 a year for employees heretofore engaged by the company. Rubin said that the board is exec-
Give that

BRAVE WARRIOR

plenty of playing time!

HE'S GOING PLACES IN COLOR BY

TECHNICOLOR
World Experts Survey Video

By HENRY KAHN

Paris, April 26 (By Airmail).—The first international meeting of television experts, organized by the United Nations Economic, Social and Cultural Organization, took place here. Eight countries, including the United States, were represented. The American delegates were Richard Hull of Station WOR-TV; Robert Hudson, director of radio and television for the University of Illinois, and Davidson Taylor, general production director of NBC-TV.

The meeting undertook a complete survey of television. However, only Britain and the U.S. were in a position to offer really constructive ideas because in the other countries television is just beginning. The threat to the cinema in France was cited from the report of M. Porche, French delegate, who said plans were being drawn to equip all large class apartment houses with a TV system.

Porche suggested the idea of a “pool” for television films. This, he said, would obviate a cycle of exchange and would cut costs.

ACT Hits Permitted Uses in U.K. Pact

LONDON, April 29.—The Association of Cinematograph and Allied Technicians at a recent meeting has adopted a resolution demanding the withdrawal of the government from the two-week freezing of American frozen sterling under the Anglo-U. S. remittance plan. The action followed a vehement anti-American speech by George Elvin, ACT secretary, in which he stated that “thirteen-fourthheans” of the American films were being worked out under the agreement, and that there is nothing in it to prevent Americans from freezing their frozen earnings to secure control of the British industry.

Another ACT resolution, which in addressing the meeting, claimed that the Board of Trade is contriving at exhibitors’ flagrant “Routing” of the quota laws. He also bluntly criticized the recent statement of J. Arthur Rank that ACT is the industry’s biggest difficulty, asquith asked: “Are we expected to remain silent in passive cooperation when Rank closes or keeps idle one studio after another?”

Another ACT resolution described the government’s closing of the Crown Film unit as a “retrogressive and despicable decision showing contempt for British achievement.”

Sponsored TV (Continued from page 1)

for which the J. Arthur Rank Organization has already made elaborate plans.

Whether sponsored TV will be permitted to invade B.B.C.’s monopoly even after the next three years is still to be seen. The White Paper leaves the matter open until after “the end of the retransmission period” that period being the next three years. However, it reportedly rejects proposals for commercial sound broadcasting for the duration of the retransmission period, which is expected to run for 10 years.

UK Producers Eye TV Market

LONDON, April 29.—Sir Alexander Korda’s plans to produce films for television and cinema appeared to be on the cards at the Film Fair this week, where for theatre exhibition here are regarded by observers as having a bearing on developments. A delegation of Film Producers’ Association which led Korda to give six months notice last year of his intention to resign from the BFP.

Other producers here, envisioning large profits in the Korda TV film plans, are discussing with him the thought that such films, if produced now, might also be used in the television market here, too.

Offer Tax Changes For U.K. Theatres

LONDON, April 29.—Amendments to the new finance bill proposing changes in the incidence of the entertainment tax have been introduced as a result of efforts by the Cinematograph Exhibitors Association.

The amendments propose that seats up to midnight be taxed at one shilling, on the idea of there being no reduction with a tax of fourpence and an Eady levy of one farthing per seat, instead of the present three farthings, and that a tax reduction of one halfpenny be made on seats at the gross prices of one shilling sixpence, one shilling ninesence and two shillings onepence.

It is estimated that the proposals would cost the Treasury around £500,000 a year, if adopted.

Socialist sponsors of the CEA amendments will urge the remissions on the ground that Chancellor of the Exchequer Hugh Gaitskell’s estimate of the amount necessary in order to cover the last adjustment of the tax has not been fulfilled. Gaitskell claimed last week that the Eady Plan would cost £1,500,000 to exhibitors. Not only are the receipts considerably short of that amount but theatre running costs are still rising, it will be pointed out.

Kreisler Quits MPA

(Continued from page 1)

...... Kreisler director of the MPA unit since its activities in 1950, Irving Maas, who earlier this month was working on the MPAA’s international division, was assigned by Eric A. Johnston, MPA president, to take over Advisory Unit activities in addition to his other duties.

The MPA unit’s program of assistance and service to foreign film producers will continue to be conducted along presently constituted lines.
### MOTION PICTURE DAILY'S BOOKING CHART

<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FX</th>
<th>UNITED ARTISTS</th>
<th>UNIV-INT'L</th>
<th>WARNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar. 23</td>
<td>(March Releases)</td>
<td>MY SIX CONVICTS</td>
<td>Willard Mack</td>
<td>104 min</td>
<td>(0504)</td>
<td>THE WILD NORTH</td>
<td>Stanwyck</td>
<td>0–17 min</td>
<td>(0502)</td>
<td>(March Releases)</td>
<td>SANCHO PANZA</td>
</tr>
<tr>
<td>Mar. 30</td>
<td>(March Releases)</td>
<td>MISSION OF THE WARRIOR</td>
<td>John Ford</td>
<td>104 min</td>
<td>(0504)</td>
<td>HOLD THAT LINE</td>
<td>George Raft</td>
<td>0–23 min</td>
<td>(0502)</td>
<td>(March Releases)</td>
<td>FIVE FINGERS</td>
</tr>
<tr>
<td>Apr. 6</td>
<td>(March Releases)</td>
<td>NIGHT STAGE TO CALIFORNIA</td>
<td>Ray Enright</td>
<td>104 min</td>
<td>(0504)</td>
<td>THE MAN FROM BLACK HILLS</td>
<td>Johnny Mack</td>
<td>0–23 min</td>
<td>(0502)</td>
<td>(March Releases)</td>
<td>FIVE FINGERS</td>
</tr>
<tr>
<td>Apr. 13</td>
<td>(April Releases)</td>
<td>THE NAIRY OF THE LAKE</td>
<td>John Ford</td>
<td>104 min</td>
<td>(0504)</td>
<td>SING IN THE RAIN</td>
<td>Donald O'Connor</td>
<td>0–23 min</td>
<td>(0502)</td>
<td>(April Releases)</td>
<td>WITH A SONG IN MY HEART</td>
</tr>
<tr>
<td>Apr. 20</td>
<td>(April Releases)</td>
<td>THE NAIRY OF THE LAKE</td>
<td>John Ford</td>
<td>104 min</td>
<td>(0504)</td>
<td>JET JOB</td>
<td>Ashley Cooper</td>
<td>0–23 min</td>
<td>(0502)</td>
<td>(April Releases)</td>
<td>TARZAN'S SAVAGE FURY</td>
</tr>
<tr>
<td>Apr. 27</td>
<td>(April Releases)</td>
<td>THE NAIRY OF THE LAKE</td>
<td>John Ford</td>
<td>104 min</td>
<td>(0504)</td>
<td>THE GUNMAN</td>
<td>George Arliss</td>
<td>0–23 min</td>
<td>(0502)</td>
<td>(April Releases)</td>
<td>TARZAN'S SAVAGE FURY</td>
</tr>
<tr>
<td>May 4</td>
<td>(May Releases)</td>
<td>THE NAIRY OF THE LAKE</td>
<td>John Ford</td>
<td>104 min</td>
<td>(0504)</td>
<td>MADAME MILITIA</td>
<td>Mary Pickford</td>
<td>0–23 min</td>
<td>(0502)</td>
<td>(May Releases)</td>
<td>DEADLINE—O.S.A.</td>
</tr>
<tr>
<td>May 11</td>
<td>(May Releases)</td>
<td>THE NAIRY OF THE LAKE</td>
<td>John Ford</td>
<td>104 min</td>
<td>(0504)</td>
<td>DESERT PURSUIT</td>
<td>George Arliss</td>
<td>0–23 min</td>
<td>(0502)</td>
<td>(May Releases)</td>
<td>DEATH BECOMES YOU</td>
</tr>
<tr>
<td>May 18</td>
<td>(May Releases)</td>
<td>THE NAIRY OF THE LAKE</td>
<td>John Ford</td>
<td>104 min</td>
<td>(0504)</td>
<td>THE GIRL IN WHITE</td>
<td>Clark Gable</td>
<td>0–23 min</td>
<td>(0502)</td>
<td>(May Releases)</td>
<td>DEATH BECOMES YOU</td>
</tr>
<tr>
<td>May 25</td>
<td>(May Releases)</td>
<td>THE NAIRY OF THE LAKE</td>
<td>John Ford</td>
<td>104 min</td>
<td>(0504)</td>
<td>LOAN SHARK</td>
<td>George Raft</td>
<td>0–23 min</td>
<td>(0502)</td>
<td>(May Releases)</td>
<td>DEATH BECOMES YOU</td>
</tr>
<tr>
<td>June 1</td>
<td>(May Releases)</td>
<td>THE NAIRY OF THE LAKE</td>
<td>John Ford</td>
<td>104 min</td>
<td>(0504)</td>
<td>THE GIRL IN WHITE</td>
<td>Clark Gable</td>
<td>0–23 min</td>
<td>(0502)</td>
<td>(May Releases)</td>
<td>DEATH BECOMES YOU</td>
</tr>
</tbody>
</table>

(Dates are based on National Release Schedules and are Subject to Change. Letters Denote the following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production Numbers are in Parentheses. (Rev.) Motion Picture Daily Review Date.)
Congressman Cites Films For Getting Rid of 'Reds'

WASHINGTON, April 30—Representative Yorty, California Democrat, said today that the motion picture industry is "doing a fine job in cleaning its own house" of Communists, "The Communists in Hollywood are a small minority," Yorty said, "and should not be used by publicity-seekers to unfairly discredit a great industry and its art."

Yorty made the statement at a House Un-American Activities hearing, where actor Edward G. Robinson, appearing voluntarily for the third time before the Committee, again denied he ever had been a Communist or fellow traveler. Yorty commended Robinson's statement, declaring that the most that could be said against Robinson was that he had been used by the Communists.

Acting chairman Walter (D., Pa.) (Continued on page 4)

Rackmil-Rank Meet Seen as Effort to Buy Rank's 'U' Stock

Milton R. Rackmil, president of Decca Inc., was expected to revive efforts to purchase J. Arthur Rank's 13,375 shares of Universal common stock when he arrives in London next week, it was reported here yesterday. Rackmil is scheduled to leave here by plane on Sunday.

There was no official comment obtainable yesterday on the reports. However, it is known that no formal plan for the merger of Universal and Decca has been completed as yet and observers close to the situation point out that in view of that fact there is nothing concrete that Rackmil could put before Rank, or for which he could solicit Rank's support.

For that reason, it is believed, the (Continued on page 4)

Kalmenzon to Open Chicago Meeting

CHICAGO, April 30—The third and final regional sales meeting in the series conducted by Warner Brothers by Ben Kalmenzon, distribution vice-president, will open here tomorrow at the Blackstone Hotel. It will run through Friday.

Major Albert Warner and Samuel Schneider, vice-presidents of the company, will address the meetings. Roy Haines, Western division sales manager, will head the delegation of his district managers, branch managers (Continued on page 4)

First Film News

Vol. 71, No. 85

New York, U.S.A., Thursday, May 1, 1952

Ten Cents

Motion Picture Daily

Insider's Outlook

By RED KANN

SOME titles may be over-long, as we were remarking two columns ago to a few echoing cheers. But there are others so short and pithy they might be a kaleidoscopic gurgle with pleasure. Here's a quick run-through, by no means all-embracing:


It's about time that an executive in high places took an official crack at exhibitors who think they are showmen when they combine two top-grade "A" attractions on one program with little realization of what they are doing to the product and to themselves. There are instances where pictures, each costing upwards of $2,000,000, and in Technicolor, have been thrown together in subsequent runs after playing solo first-run in the same city. The practice, when carried to such extremes, is vicious.

Harry Warner indulged in no detail, but he must have had something like this in mind when, in a message to to the exhibitors in Pittsburgh, he observed: "Tell our customers the economics of 1952 more than ever before require us to spend in order to earn and that the responsibility for earnings belongs to the exhibitor for getting maximum performance from good pictures. It must be done without financial symptoms, such as putting two of the market's finest pictures on one bill, thereby drying up the earning force of both pictures without regard to studio cost or the trimming out of pictures available to this current market."

Seeking of J. Aid For Skiatron Films

Skiatron representatives in Washington have been confering with Department of Justice attorneys on the reluctance of the majority of film companies to supply product for the projected Skiatron subscription-television test in New York. Arthur Levey, Skiatron president, disclosed here yesterday.

The occasion was Skiatron's annual meeting of stockholders. Following the reading of Skiatron's annual report, Levey expressed confidence that all film companies would eventually "go along with the test." He would not divulge the reaction of the Justice Department to his complaint, made last January, when only (Continued on page 4)

Pennsylvania Week' Committees Named

PHILADELPHIA, April 30—Mrs. Edna R. Carroll, head of the state censor board, is chairman; E. G. Wollaston is vice-chairman, and Jay Emanuel is treasurer of the film industry's committee for the annual "Pennsylvania Week," Oct. 13-19, during which all industries in Pennsylvania will "gird for defense."

The general film committee consists of James P. Clark, Highway Express; (Continued on page 4)

$613,000 Paid by CBS in '51 For Features

Syndicated Films Cost TV Network $1,064,900

WASHINGTON, D. C., April 30—Columbia Broadcasting System told the Federal Communications Commission today that it paid $613,000 for feature-length films in 1951.

In addition, CBS said that in 1951 it paid $27,900 for non-feature length films, excluding news, special events, and kine-scopes. It also paid $1,865,961 last year for films for syndication. This figure does not include feature films, CBS attorney said at the Federal Communications for television.

The company put these figures in the record of the Commission's Paramount hearings in response to a motion by Morton Galane, attorney for Allen B. DuMont Laboratories, requesting film rental information from United Paramount Theatre America.

(Continued on page 4)

Pathe Stockholders Vote Name Change

CLEVELAND, April 30—The Pathe Industries stockholders' meeting here today passed proposals to change the name of the company to Chesapeake Industries, Inc.; to issue an additional one million shares of common stock; and to elect the following board of directors: Donald Carter, Edwin Cox, Kenneth M. Young, William C. MacMillan, Jr., Robert W. Purcell, and Charles Shipman. No other business was transacted.

Sharp Decline in U.S. Tax Receipts

WASHINGTON, April 30—General admission tax collections in March, reflecting February business, were almost $6,000,000 below those of March 1951, one of the sharpest year-to-year drops in many months, the Bureau of Internal Revenue reports.

Collections in March amounted to $19,863,946, compared with $25,825,450 in March 1951. 1951 first quarter collections were almost 12 per cent below those of the 1952 first quarter.
Drive-ins Show 3
To 4 Films Nightly

Cincinnati, April 30.—A new high in quantitative enter-
tainment will be set at the local drive-ins operating near here. The Holiday is showing three four-hour features, with the current three-four features nightly, with no additional admission charged in either case.

Tents Give ‘Heart’ Reports to Judges

LAS VEGAS, April 30.—The third day of the 16th annual convention of the Variety Clubs was devoted almost exclusively to the reading of the annual “Heart” reports by each tent so that the three-man board of judges could select the tents which in their judgment was entitled to the annual charity citation award for the most outstanding charity job of the year.

After the reading of the tent reports the judges went into session to decide which was to be the winner. Announcement will be held at the “Humanitarian Award” dinner. Handling of the “Heart” report session was in the hands of Morton Gerber and El Siegel Shapir.

After the luncheon a special committee selected the Dallas and Phila-
delphia “Hearts” and then wrote the report in the “Heart” section as the most outstanding in art, layout and text and the Las Vegas Tent was awarded to each of them a magnificent trophy.

Charles P. Skouros visited the busi-
ness meeting and spoke briefly to the organized portion of the program in part: “I urge you to pick your leaders carefully and select only men possessing the im-
portance necessary to leadership, because your organization will either rise or fall on the quality of their leadership. Following the reading of the “Hearts” reports, the Los Angeles Journal reported that all the judges wore in all the delegates as special deputy sheriffs and presented them with badges of their office.

Buchman Trial Is
Set for May 26

WASHINGTON, April 30.—The trial of the Richard M. Buchman-gold-wash con-
gress has been set for May 26 in U. S. District Court here before Judge Joseph L. Martin.

Buchman, Hollywood producer, was cited for contempt after he refused to appear before the House Committee on Un-American Activities in answer to a subpoena.

Tonight to Loew’s

The Italian-made “Tonight” is now in its fourth week at Loew’s State here on May 9 and on May 16 will open on the Loew’s Metropolitan New York circuit. On April 23 the production was opened at Loew’s Metropolitan in Brooklyn and at Loew’s State in New York. The film is being distributed in the U. S.

W. PARKMAN RANKIN, manager of motion picture advertising for this Week magazine, will return to New York Wednesday from a two-week trip to the Coast.

HERMAN RAUCHER of the 20th Century-Fox ad department and Bill STUTMAN of the publicists department, both of which will be present a party which will be performed by Nat (King) Cole and his trio on the “Songs for Sale” CBS- TV show Saturday evening.

RALPH E. PECKHAM, Southern di-
vision manager of Classic Pictures, will leave here for Atlanta today.

RUSSELL STEWART of M-G-M’s home office publicity department is vacationing in Charleston, W. Va.

Personal Mention

J. S. MUELLER, writer-produ-
cer-director of opera- tion picture made in Hollywood from New York today.

CARL PEPPERBORN, RKO Radio Canadian district manager, is in New York from Toronto for discussions with Charles Bronson, North-South division sales manager.

LOU J. KAUFMAN, Warner Brothers home office theatre executive, is in Cleveland today from New York.

ARTHUR WILLIAMS, head of RKO Radio’s talent department in Hollywood, will leave today for Chicago.

SOL LESSER will arrive here from the Coast over the weekend en route to Europe on Tuesday.

Trans-Lux Hits
Mason’s Tactics

The recent application to visit the Trans-Lux House in New York, de-
ferred George Mason stockholders group, was yesterday termed “harass-
ing” tactics by the Trans-Lux man-
agement.

In a statement commenting on Ma-
son’s application to the Stock-
exchange Commission, the Trans-Lux management maintained that the elec-
tion was fairly conducted and the stockholders voted on the rules with the rules and regulations of the SEC. Mason’s group complained to the SEC that the management was “false and mis-
leading.”

Agreement Reached
With Director’s Unit

HOLLYWOOD, April 30.—The Screen Directors Guild and major studios have reached an agreement on wage revisions in their eight-year contract, signed yesterday.

Upper minimums include a four-
week guarantee at $550 weekly for Westermers budgeted under $100,000 and a $500 guarantee on eight-weeks’ work at the same figure for all other features.

Templeton in U. S.
Post in Germany

WASHINGTON, April 30.—The State Department has announced the appoint-
ment of George Templeton, Holly-
wood director, writer and actor, as chief of the motion picture program in the Office of the U. S. High Com-
missioner in Germany. The program produces and distributes documentary and other films in Western Germany.

Citation Presented to
Foxx

Honoring 20th Century-Fox for its production of “Belles on Their Toes,” Ford Steward, president and publisher of the Christian Herald, presented a plaque to the company citing the film as the “best picture” of the year. A similar presentation was made by the Protestant Motion Picture Council, was accepted for the company by vice-president general sales manager.

To Hopper’s Partner

Hedda Hopper’s autobiography, “From Under My Hat,” will be pub-
lished by Hopper’s Home Companion this summer.

MGM’s Rodgers Sees
Continued Goodwill
Within the Industry

At a meeting here yesterday of the New York Film Board of Trade, Will-
lian F. Rodgers, Loew’s vice-presi-
dent and chairman of the distributors association executive committee, dis-
cussed the efforts being made to set up industry arbitration and concilia-
tion machinery.

He expressed the hope that the industry would continue to develop goodwill among the various branches of the industry and that the conflict and litigation which have interfered with public relations.

At the meeting invited guests greeted enthusiastically Rodger’s appeal for a reasonable approach with respect to industry problems. A question-and-
answer period followed Rodger’s ad-
dress.

The meeting was under the chair-
manship of Hiram Melvin, president of the board. Louis Nizer, board secretary and counsel, introduced Rodgers.

Balaban to Coast
For Sales Meet

En route to the Coast for a sales meet with Paramount Pictures president, will stop off in Chicago at the weekend to visit his brother John W. Balaban.

Y. Frank Freeman, vice-president in charge of studio operations, and Don Hartman, studio production chief, will be at proxy statements mailed to stockholders along with E. K. (Ted) O’Shea, vice-presi-
dent of Paramount Film Distributing Corp., to discuss with stockholders publicity vice-president, and Sid Blu-
menstock, advertising manager. After the sales meeting, Balaban plans to go to Oakland, Calif., where the Chromatic Television Laboratory has its pilot plant for the development of a tele-
vision color tube. While there, Bal-
aban contemplates discussing plans for the production and use of the color tube.

To Make Film on Luther

Louis de Rochemont has been en-
gaged by Lutheran Church Produc-
tions, Inc., to produce a feature based on the life of Martin Luther. It will be made in Germany with shooting scheduled to start Aug. 1. Lutheran Church Productions will handle dis-
tribution arrangements.

Buy Former Star’s Novel

HOLLYWOOD, April 30.—“Poppa’s
Delicate Condition,” novel by silent screen star Corinne Griffith, has been purchased by Paramount. Burton Lane, Broadway composer, will make his production. This will film, slated for color by Technicolor.

Johnston Sees Truman

WASHINGTON, April 30.—Motion Picture Producers and Distributors Association president Eric A. Johnston had a White House visit with President Truman Thursday, on "Point Four" busi-
ness.
WARNER BROS. HAVE 5 OF THE "TOP TEN MONEY-MAKING STARS"!

IN QUIGLEY PUBLICATIONS' NATION-WIDE POLL OF EXHIBITORS

JOHN WAYNE

ABBOTT & COSTELLO

RANDOLPH SCOTT

GARY COOPER

DORIS DAY

And

THE "ALL-TIME CHAMPION DIRECTOR"

MICHAEL CURTIZ

"CHAMPION SHORT SUBJECT"

FOR THE EIGHTH YEAR IN A ROW!

BUGS BUNNY

Color by TECHNICOLOR

3 OF THE "10 STARS OF TOMORROW"

GENE NELSON • FRANK LOVEJOY • DAVID BRIAN

3 OF THE "10 BEST MONEY-MAKING SHORT SERIES"

BUGS BUNNY • JOE M'DOAKES • MERRIE MELODIES

Color by TECHNICOLOR

Color by TECHNICOLOR
Kalmenson

Review

“Carson City”

(Forer Brothers)

The LUSTY capital of Nevada in the 1870's comes in for large-scale mention in “Carson City.” The picture is handsomely filmed, in Warner-Color, and presents Randolph Scott as a rough and tumble construction engineer, by Sloan Niblgy, offers a few unusual treatments to highlight this period, and its popular general audience interest. Supporting Scott are Lucille Norman, a lovely blonde in her first non-singing role, and Raymond Massey, an elegant villain and chief of the gang known in legend as “the Champagne Bandits.”

The scenario revolves around the Comstock territory concentrating their efforts on the stage lines carrying gold over the rugged country between Carson City and Virginia City. No ordinary bandits they, however; while losing the stages they also Çünkü passengers on their way to and fro the extremely effective job of public relations and sometimes making the witnesses too tipsy to testify.

Scott is called in on the case when irate bankers decide to build a railroad from Carson City to Virginia City to safeguard their gold. The bulk of the picture's action centers around the tribulations involved, much of which are instigated by Massey who, posing as a mine owner, rallies the Carson City populace against the wheels of progress. Among the initially misguided are Miss Norman, a newspaper reporter, and Richard Webb, Scott's brother.

Director Andy De Toth kept things on the move continuously. One especially effective sequence has Scott and several railroad workers trapped by a landslide in a mountain tunnel. The landslide proves the first clue to the identity of their new associates, who are caught in a last desperate raid on the iron run of the train.


Pennsylvania Week” CBS Paid

(Continued from page 1)

Pennsylvania’s production. The three-city radio network, ex-Pressly created for the purpose of financing a purchase of Universal stock. It was pointed out in this connection that Rackmil and Nate J. Blumberg, Universal’s Publicity Director, had recently signed a contract with S. H. Sears, with the agreement that they would be the first to make a deal, it is pointed out.

Blumberg reportedly broached the possibility of a purchase of Rackmil’s Universal shares last fall, on behalf of the public, claiming small interest in selling at all, and none at the price being offered by Decca at the time—$15 per share. Some observers believe that it might be interested if a premium price were offered, perhaps in the neighborhood of $25 per share. The market price of Universal common recently has been around $12 per share.

Seeks D. of J. Aid

(Continued from page 1)

RKO Pictures and Paramount responded in the affirmative to his request. The only comment was that conferences have been going on in the Capitol and that Skiatron is confident of getting product. Lewis said an agreement should be made to the Federal Communications Commission in another month for authorization, to conduct a full test over WOR-TV in August or September. For the test, it was explained, 50 stations of programming would be required and 300 family sets would be utilized for the index card Skiatron system.

With the exception of Tilford Taylor, all members of the Skiatron board were recalled. Following the meeting, no one spoke to the officers.

Cites Films

(Continued from page 1)

called Robinson a "number one choice," but he said the Committee had no information which he had ever been any more that. Other committee members present also gave Robinson a clean bill of health.
BOOK IT NOW!

Attention showmen! The M-G-M ads on this page are part of the sizzling, timely campaign for the big Capitol, N. Y. premiere May 7th. "Carbine Williams" is off to a flying start with a sensational saturation launching in 150 spots in North and South Carolina. Play it while it's hot!

SENSATIONAL REAL-LIFE DRAMA OF CARBINE WILLIAMS. . . .
CHAIN-GANG CONVICT!

MOONSHINERS BATTLE REVENUE OFFICERS!...
ONE OF THE FEDERAL MEN IS KILLED!

SHACKLED CONVICTS CONDEMNED TO THE ROCKPILE MAKE A DESPERATE ATTEMPT AT A JAILBREAK!

ONE MAN'S AMAZING STORY THAT 50,000,000 PEOPLE READ IN 3 TOP NATIONAL MAGAZINES!

YOU HAVE SEEN JAMES STEWART IN MANY GREAT ROLES
BUT NEVER A MORE EXCITING ONE THAN THIS!
M-G-M presents
JAMES STEWART AS
CARBINE WILLIAMS
JEAN HAGEN • WENDELL COREY
Story and Screen Play by ART CORR • Directed by RICHARD THORPE • Produced by ARNOLD DEUTSCH • An M-G-M Picture

"Seeing Is Believing"! May 8, 9, 10th! Talk of the Industry!
KANGAROO!
THE AUSTRALIAN STORY
TECHNICOLOR

WHAMAROO
FOR DECORATION DAY!

DIVISION MANAGERS’ TESTIMONIAL
MAY 11th-17th

T V trailers available on KANGAROO!
FREE thru 20th Century-Fox
Exploitation Department

There’s No Business Like 20 Century-Fox Business!
MOTION PICTURE DAILY

NEW YORK, U.S.A., FRIDAY, MAY 2, 1952

TEN CENTS

Jack Warner Sees Higher Peak Ahead

Says Upturn Has Given
The Industry 'New Life'

CHICAGO, May 1.—"The important attendance for fine pictures during the past 12 months has breathed new life into the whole film industry," and the pattern for a prosperous new era in production and exhibition that was set during the past year, will be strengthened and developed to a new peak in the coming months at Warner Brothers.

This was the message given today to Warner sales forces meeting here at the Hotel Blackstone, by Jack L. Warner, executive producer of the

(Continued on page 3)

Arbitration Is No. 1
On the Agenda of
Allied Board Meet

WASHINGTON, May 1.—Top item on the agenda of the weekend Allied States Association board meeting will be a full report on the recent arbitration negotiations in New York, general counsel Abram F. Myers said here today.

He repeated earlier statements that the entire arbitration plan is still too indefinite for any approval or disapproval by the coming board meeting. "From Allied's standpoint," he said, "the only point settled was that the distributors would not agree to the

(Continued on page 2)

RKO Theatres Ups
Executive Salaries

RKO Theatres' officers and directors as a group last year received salaries totaling $39,110 more than was paid during the year previous to the officers and directors of the then subsidiary theatre company of Radio-Keith-Orpheum, it was disclosed here yesterday by the circuit in a supple-

(Continued on page 4)

Mayer Leaves with a Final Bid for a Strong COMPO

By CHARLES L. FRANKE

So urgent and vital is the need for industry unity at this time, that if the Council of Motion Picture Organizations were not in being it would be incumbent upon production, distribution, exhibition and the unions and guilds to set about at once to establish such an agency, Arthur L. Mayer declared here yesterday as he prepared to vacate today the office of COMPO vice-president.

In his valedictory appeal for a

(Continued on page 2)

Univ. Drive Ends; Portland Leading

The 18-week Universal Pictures worldwide "Nate Blumberg 40th Anniversary Sales Drive" will conclude tomorrow with winners of $35,000 in domestic prizes to be announced in a few weeks. Blumberg will participate in the windup ceremonies which will take place at the

(Continued on page 3)

Bamberger Hits Premium
Ad Rates of Newspapers

MINNEAPOLIS, May 1.—The unfairness of newspapers charging premium advertising rates for motion picture pictures was hit by Leon J. Bamberger, sales promotion manager of RKO Pictures, in an address here today at the annual convention of North Central Allied Independent Theatre Owners.

The opening day's session featured the attendance of many newspaper publishers and editors who attended an NCA newspaper forum as guests. In his address, Bamberger stressed the community of interest between the motion picture industry and newspapers. It is to the newspaper's advantage, he declared, not to minimize either its revenue potential from the sale of its service to readers. Premium rates, Bamberger maintained, have just such an effect.

Bamberger pointed to the growing number of publishers throughout the

(Continued on page 4)

Dayton Tent Wins Charity Award

Las Vegas, May 1.—The annual Variety International award for the most outstanding charity activity last year goes to Tent No. 18 in Dayton for its "Variety Manor," a children's guidance center.

The annual Variety "Heart" report discloses that during the past fiscal year the combined tents raised and expended a total of $2,108,087. Their pledges for the next fiscal year amount to $2,000,000.

For Features

ABC, DuMont, CBS Tell FCC Their '51 Costs

WASHINGTON, May 1.—Three television networks spent a total of almost $1,800,000 for feature-length films during 1951, the Federal Communications Commission was told today. Theatres pay distributors in excess of $500,000,000 annually in rentals.

American Broadcasting spent $884,000 and the DuMont network spent $240,506. It was brought out during yesterday's Paramount hearings that Columbia Broadcasting paid $613,000 for feature-length films in 1951.

National Broadcasting, which is not a party to the hearing, was not asked to supply this data.

ABC declared that it had spent $1,339,479 in 1951 for all films used on its network. DuMont declared that its total 1951 film expenditure was $535,000. The combined expenditures of all three networks on all types of films in 1951 was $3,599,478.

This information was put into the

(Continued on page 2)

Johnston's Annual Report to Cite
Code, Film Quality

The strength of the Production Code is to the industry and the extent to which 1951 was a banner year in the production of quality pictures by Hollywood will be highlighted today by Eric A. Johnston, Motion Picture Association of America president, in his annual report to the MPAA board at its meeting here.

At the annual meetings of the board and MPAA membership Johnston will discuss also the impact of television on the industry, the industry's public relations achievements and other de-

(Continued on page 2)

Brandt Renominated
ITOA President

Harry Brandt was renominated for the presidency of the New York Independent Theatre Owners Association at a meeting held at the Hotel Astor here yesterday.

Other officers nominated were: David Weinstock, Max A. Cohen, William Van Puyenburen and Julius Sam-

(Continued on page 3)
Mayer-CompO

(Continued from page 1)

Stronger COMP0, Mayer, who will leave New York by plane on Sunday for a two-month tour of Europe, found only words of praise for the cooperation of the industry with COMP0, member organizations during his two-year tenure.

"I have no complaints," he said, "but as great as was the support I received, I should like at this time to ask for even greater support for my successor, whoever he may be."

The man whose election on August 10, 1950, to the top salaried post of the industry agency made COMP0 "real," with all the operational and financial consequences for the industry if the "working together" that COMP0 represents is abandoned or permitted to die a slow death. In Mayer's mind, all the financial difficulties and other threats that COMP0 encountered and the amount of work he served to harden its resistance to industry disunity.

Wrote Letters

Mayer spent part of yesterday writing letters of appreciation to the industry leaders and other people who supported his efforts over the two years. And this week the publishing house of Simon and Schuster will make available a final draft of all but two chapters of his forthcoming book, "Merely Colossal," a voluminous history which will include articles he wrote for Harper's magazine on "The Anatomy of Literature," while serving COMP0.

As executive vice-president during the COMP0 presidency of Ned E. Depinet, Mayer was one of the prime movers in the initiation and carrying out of such projects as "Movietime USA," a system to be named by the industry and the advertising, the Coast roundtable conference between exhibition and production, and many other COMP0-sponsored programs for industry betterment.

He was COMP0's voice in the drive for improved public relations, and one of the industry leaders on the film promotion front-line fighters when attacks, such as the one printed by Life magazine, were made. He campaigned personally for a "no-strike" going concern," and found the Motion Picture Association of America and other industry groups found exhibitors to be generous contributors as emergencies arose.

In speaking between Mayer's departure today and the selection by MPAA, Allied States Association and Theatrical Booking Agents of America of the three-man governing council which Mayer suggested run COMP0 until a president can be elected, Robert W. Coyle, COMP0 counsel, will advise activities at the agency's headquarters here. The committee, which is expected to be named in the next few days, will have the privilege of selecting a new executive vice-president, and other designations necessary for the handling of the duties Mayer is relinquishing.

MOTION PICTURE DAILY

Friday, May 2, 1952

MOTION PICTURE DAILY

Friday, May 2, 1952

PERSONAL MENTION

Robert M. Weitman, vice-president of Paramount Theatres, will leave here today for the Coast.

Charles C. Moskowitz, vice-president and treasurer of Loew's, will leave here today for a Miami vacation, accompanied by his wife, Loew's legal department.

James A. Pichhardt, Monogram's Sales and Promotions manager, has arrived in Hollywood from Dallas.

LAWRENCE WEINGARTEN, M-G-M producer, will leave here Sunday for the Coast.

LOREN L. KYDER, director of recording and engineering for M-G-M, arrives here yesterday by plane from the Coast. He will return on Monday.

RALPH CATTLE, vice-president and general sales manager of Jerry Fairchild of America, was here by plane today from Detroit.

ROBBINS HITS SUIT

(Continued from page 1)

when the motion picture industry is merely better than others, which can benefit neither the public nor theatre owners, should have been rejected.

"The Government attorney in charge of the Anti-Trust Division in New York issued a statement expressing his disapproval of a ruling by the FTC that restraining the flow of trailers and accessories 'tends to increase advertising costs in the present medium of entertainment.'"

Statement Incorrect

"Everyone in our industry will recognize how incorrect this statement is. I am heartened by the immediate reaction of the industry which will include articles he wrote for Harper's magazine on "The Anatomy of Literature," while serving COMP0.

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MOTION PICTURE DAILY

Friday, May 2, 1952

RKO Pictures Gets Disney's 'Peter Pan'

Distribution rights to Walt Disney's next all-cartoon feature, "Peter Pan," were purchased yesterday by RKO Pictures, the latter reported here yesterday.

A print is expected to be ready before the end of this year. The film will be released in 1953.

EQUIPMENT MAKERS

(Continued from page 1)

will go to the NPA for an official government priority. It is designed to eliminate paper work both for the manufacturer and for the NPA.

Effective July 1, manufacturers of all so-called Class B products, which include most items of theatre and film equipment, will have to certify that their products are made up to 60 tons of carbon steel, 16 tons of alloy steel, 500 pounds of stainless steel, 3,000 pounds of copper and 4,000 pounds of aluminum. These allowances do not exceed the amount of metals used in a average quarter in 1950. For the other firms these are just about half this amount.

Others Start July 1

All other manufacturers will start July 1, be able to certify up to 30 tons of alloy steel, one ton of alloy steel, 500 pounds of copper and 100 pounds of aluminum. These amounts are also about double present second quarter supplies.

James Frank, advertising director of NPA's film branch, said he thought the new permit would gain certification by about 20 per cent of the firms which now apply for allotments.

Meanwhile, government plans for relaxing theatre construction controls have been made even more uncertain than they were as a result of the steel strike in the U.S. and a serious copper strike in Chile. NPA officials acknowledged that this was a prime consideration by top agency officials, but they doubted that anything would be announced until the steel and copper situations are settled.

NEW YORK THEATRES

Radio City Music Hall

Rockefeller Center

"SINGIN' IN THE RAIN"

Gene

Donald

Debbie

KROK OLLENDYK

World末尾切集

Mac

SPECTACULAR STAGE PRESENTATION

ROBERT MITCHELL

JAMES "BUTCH"

WILLIAM BENNIX

IN PERSON"
Johnston

(Continued from page 1)

celopments and prospects in which the MPAA has figured, including the industry efforts to build up an arbitration system.

On the meetings’ agendas are election of officers and directors of the MPAA, discussion of the Johnston and other Association officials due to be reelected, MPAA standing committees will also be named for the ensuing year.

Due for Discussion

Due for discussion and action at the meetings are the Council of Motion Picture Owners’ review of the Compo plan and financial support for COMPO or such COMPO-sponsored activities as “the” and the possible upcoming admission tax fight.
The MPAA board may name today the Association’s representative on the three-man governing committee suggested for COMPO until a president can be elected. Allied and Theatre Owners of America, as the two other national organizations in COMPO, have been asked by Arthur L. Mayer, MPAA president-elect, to name a representative, each to name a committee representative.

Also to be discussed are plans as that stand for changing the MPAA’s system of assessing membership dues in consequence of the reorganization of theatre properties under the consent decrees. Dues former were based on gross income of member companies, including theatre receipts of those that owned theatres. With divestiture, this method leaves the MPAA with less revenue, so a proposal to assess, on a per-theatre basis, all for production-distribution companies, has been to devise.

Will Open at 11 A.M.

The meeting will open at 11 A.M., and will recess around one o’clock for a buffet luncheon at the MPAA offices. This afternoon will be given in part to a Motion Picture Export Association of the United States convention on the allocation of films to Japan.

Johnston will leave by plane tomorrow morning, possibly for Paris, France, where talks preliminary to the negotiation in Paris this month of a new French-American agreement will be held. French government officials, U.S. Ambassador Dunn and John G. McCarthy, MPAA president, who now is in Cannes, will participate in the preliminary talks as well as in the negotiations.

Brandt to Work on Lopert-UA Films

Leon Brandt, director of advertising for both Lopert Pictures and UA Films, will assume the additional duties of producers’ advertising-publicity representatives for the three Lopert films acquired this week by United Artists, it was announced jointly yesterday by Charles J. Feldman, chairman of American Abott, foreign sales manager, and the company’s executives.

Nineteen of the company’s 31 domestic branches were over quota as the 17th week standings were formalized early this week. Two divisions out of three and four districts out of six were also over quota.

The leading branch in the 17th week standings was the Portland, Ore., branch, headed by Arthur Greenfield, with a 10 per cent point margin over Seattle, headed by Donald Gillin, which was second. New Orleans, headed by Robert E. O’Toole, was third; Kansas City, headed by Jack Langan, was fourth, and Washington, headed by Frank Weiser, was fifth.

The Southern division, headed by F. J. A. McCarthley, lead that class, and the district headed by Henry H. Dunn, also of the Southern District, New York City, New Orleans, Oklahoma City and St. Louis, was the leader in its

Decca Buys 5,000 More Univ. Warrants

WASHINGTON, May 1.—Decca Records has informed the Securities and Exchange Commission that it will buy 5,000 additional warrants for purchase of Universal Pictures common stock due to be sold in the coming Decca’s holdings of Universal warrants to 37,500. Its holdings of Universal common remain the same, 271,000 shares.

Rob Springfield House

Boston, May 1.—Edward Harrison, managing director of the Bijou Theatre in Boston, Mass., recently announced the last night to hand over $500 from the theatre safe to a burglar who said he wanted to look for keys he had left in the house.

(Continued from page 1)

Warner Sees Higher Peak

(Continued from page 1)

ally-inclusive arbitration which Allied’s board had approved.” However, he said, president Willbur Snaper, Nathan Cohn and others on the board and the board might then “issue additional instructions’ to be used by Allied in a few weeks after the new arbitration negotiations starting May 26.

The board will take place at the Broadmoor Hotel in Colorado Springs Saturday and Sunday. An informal meeting of the Allied Caravan committee is scheduled for tomorrow afternoon.

In addition to arbitration, Myers said, the board will take up distributors’ selling policies, reports that film companies are planning to withhold their strong advertisements for the future, and industry officials to convince the public that Hollywood has cleaned out Commie led for the national and regional units.

With regard to the distributors’ sales policies, as said, the board will discuss seizures of competitive bidding. Paramount’s new sales plans, with the release of pictures and increased admission prices, the effect of special and extended runs on subsequent shows.

Others said considerable attention will be given to the “wanning interest in television” in various parts of the country.

It was in this connection that he noted the reports of witholding top attractions during the summer when TV is at a low ebb, to keep in and regain lost ground.

On COMPO, which Myers referred to as “the industry’s stepchild,” board member said that he was not to be expected to be on hand to sit in as observers at the board meeting.

ARMIT will be host at a dinner to the board Sunday evening, with Monday being set aside for recreation, Several members of the national board will stay over for the ARMIT convention. The meeting will be held at the Country Club, Colorado Springs. Tuesday and Wednesday. Slated to stay for the four days are: E. R. Myers, Willbur Snaper, Ben Marcus, Col. A. H. Cole, Jack Kirsch and Benney Berger, H. M. Richy, M-G-M director of exhibitions and head of the ARMIT staff. Address the meeting Tuesday, George Murphy will address the Wednesday session.

Screen Gems to NBC-TV

Screen Gems’ TV department, an affiliate of Columbia Pictures, has announced that it is moving its offices to New York for its “TV Disc Jockey Toons” series to National Broadcasting Co. for showing on WNTB, key station of the network.
Gehring Hits UWF to Film Multiple Tax

Philadelphia, May 1—Multiplication tables on picture motion-union theatres were attacked as “discriminatory” by W. C. Gehring, 20th-Century-Fox assistant general manager, here today.

Addressing the annual luncheon of the Philadelphia Motion Picture Prevue Group at the Warwick Hotel, Gehring made it clear that these government taxes were in reality paid by the film-making process, and to a large extent by the response to the 30 films.

UWF, it was emphasized, is a separate entity, operating as such. Universal stars will not be used in any UWF TV films, it was said.

MOT Negotiating ‘Moscow’ Release

National distribution is now being negotiated for the 69-minute March of Time documentary, "If Moscow Closes," according to an MOT spokesman.

The film, which was produced by Richard de Rochemont in cooperation with the U. S. Army, traces the evolution of scientific weapons of destruction through the last two world wars.

The documentary is based on the book, "Modern Arms and Men," by Vannevar Bush who headed this bureau's defense research division during the last war. The dramatization is highly effective and timely and has several sequences in which the author himself appears. Shown in the film are weapons of imagination-staging, grouping number and variety. A considerable amount of authentic war footage is used.

The film ends with a talk by Bush in which the outlook of future security is explored. Narration is by John F. Brook-Van Voorhis.

Ruling on Bordonaro Record Entry Due

BUFFALO, May 1—Council for Bordonaro Brothers Theatres, operators of the Palace, Olean, was scheduled Tuesday to contest against two distributors and a theatre operating corporation in U. S. District Court.

The suit, asking $615,926 treble damages, charges that Paramount Pictures, RKO Radio and Warner Brothers are withholding first run films from plaintiff’s theatre between Sept. 15, 1946, and date 90 days after release.

Judge John Knight indicated late Thursday that he would rule on plaintiff’s request for admission into evidence the unexecuted agreement of the first trial of the case and also a portion of the Supreme Court decision denying film distributors from theatre ownership.

Judge Knight refused to strike out testimony of a witness called by the plaintiff, which estimated that the Palace would have grossed $500 daily, had it received a “fair” share of pictures from Paramount and RKO.

The witness was Sidney E. Samuel of Philadelphia, who described himself as president-general manager of Allied Independent Theatre owners of Eastern Pennsylvania and New Jersey Motion Picture Service Corp. of Philadelphia.

Directors to Visit Rogers Hospital

Officers and directors of the Variety Club of the South and Motion Picture Daily have scheduled one of their periodic visits to the Saranac Lake, N. Y., institution for June 20. The group will be there as guests of representatives as invited guests, the group is scheduled to leave here by private train on June 19 and will arrive at the hospital and a board meeting will be features of the visit, which will be followed by weekend entertainment at the home of Herman Robbins, National Screen Service president, at Schroon Lake.
Tradewise... By SHERWIN KANE

IT'S significant to note that newspapers, unless prodded, do not consider commendation of the motion picture industry as newsworthy as criticism of the industry.

Witness the press attention given to the last report of the House Committee on Un-American Activities, which unjustly accused Hollywood of laxity in ridding itself of communal and fellow travelers. Then search for newspaper mention of the deserved commendation of the industry by Rep. Spoty (D. Cal) last week for "doing a fine job in cleaning its own house" of communists.

The incident, it must be assumed from common experience, is typical of press attitudes toward the industry and pictures. It reflects a state of mind that can be changed only by making editors and publishers aware of it. Conceivably, it is more habit than intention. It can be changed—by pointing out its existence and the injustice and injury it visits upon motion pictures. And the process of change can be speeded by proper acknowledgments, when due, made to those who have been fair in their treatment of the industry.

The two tasks—calling attention to unfairness and recognizing those who give it credit when credit is due—are functions which, among other things, can be ideally performed by a well-supported COMPO.

SPEAKING of expressions of appreciation and COMPO, it is to be hoped that the member organizations of the Council, at least, will all see fit to formally memorialize the valuable services to the industry performed by Arthur Mayer over the past two years as executive director of COMPO.

Mayer will end his tenure and left yesterday on a European trip which he had thrice postponed to accommodate the all-industry organization, contributed much to the betterment of industry public relations, apart from the considerable other work performed for COMPO by himself and the limited staff made available to the organization.

Many chronic snipers at the industry have been made aware that their target can strike back. Fair and neutral sources have been encouraged to their positions by knowledge, gained through Mayer and COMPO, that the industry is not forever unappreciative of its friends.

'Complete Pattern' Of Product Key to Future: A. Warner

CHICAGO, May 4.—The key to the future of the motion picture industry is a complete and pattern of line entertainment, Major Albert Warner, Warner Brothers vice-president, declared here at the end of the third and final meeting of the company's regional sales forces.

"I see emerging from these meetings," said Warner, "the best kind of continuous performances of all—the continuous attention to every picture by every branch of the motion picture industry: the distribution force, the merchandising, advertising and publicity people and the alert exhibitors who are beginning their job on a picture when the producer does."

Warner said that the meeting here in the Blackstone Hotel and the previous regional meetings in New Orleans and Pittsburgh had "produced"

Ask Clarification of Chi. Drive-in Order

CHICAGO, May 4.—Government attorneys went into Federal District Court here today asking Judge Barnes for a clarification of his order quitting the Justice Department's anti-trust suit against several local drive-ins for alleged fixing price.

The Justice Department apparently is trying to find out whether Judge Barnes dismissed the case through interpretation of the Sherman Act or because of the wording of the government's complaint, to determine whether the case should be appealed.

Denies Loew's Plea in Jackson Park Case

Chicago, May 1.—Federal Judge Michael Imoke entered an order here today denying Loew's plea for a decree from the court ordering a competitive bidding in the Jackson Park zone and dismissed the Jefferson Theatre from the hearing. This leaves the Jackson Park in its position of having free access to product without having to bid for it.

MAKS PROGRAM FOR STRONG INDUSTRY

Johnston, Others Reelected to MPA; Name Hetzel A 'VP'

Eric A. Johnston was reelected president of the Motion Picture Association of America at the first quarterly board meeting of the Association here on Friday. All other MPA officers were reelected also, including vice-presidents Joyce O'Hara, Joseph I. Breen and John G. McCarthy; treasurer Fred W. DuVall, secretaries Sidney Schreiber, and assistant treasurer Stanley Weber.

The board also elected a new vice-president: Ralph D. Hetzel, Jr., as the incident in charge of the New York office.

Reagan Lists Those Attending M-G-M Coast Studio Meet

Names of the 100 exhibitors and representatives of the five exhibitor organizations who will attend M-G-M's three-day studio meeting on the Coast, beginning Thursday, were disclosed here at the weekend by Charles M. Reagan, company sales manager. It was estimated that the assembled guests will represent 10,000 theatres.

In addition, trade paper editors and publishers will attend the conclave, called "to see for yourself" some of the company's top product.

**NEWS in brief**

BUFFALO, May 4.—Charles A. Smakwitz, Albany zone manager for Warner Brothers Circuit Management Corp., on Friday categorically denied knowledge of “any conspiracy” among major companies to fix booking prices. Smakwitz, whose territory includes the State, New York, and New England, was called by the Borden-Douglas brothers, operators of the Palace Theatre, Olean, N. Y. Smakwitz testified that if there had been a conspiracy, “I would have known about it.”

WASHINGTON, May 4.—A. Louis Oresman, a director, bought another 1,600 shares of RKO Theatres common in his control, bringing his holdings to 18,100 shares, according to a report by the Securities and Exchange Commission.

Jack L. Warner reported giving away 620,000 shares of Warner Brothers common, leaving him 403,748 shares and 725,150 shares in trust accounts. Edward Muhl said he sold his 200 shares of Universal common, leaving him with 30 preferred shares.

ALBANY, N. Y., May 4.—Max Friedman, chief film buyer and booker for Warner Theatres, upstate from 1935 to 1952, has taken over the Balbock and Temple theatres in Wellsville from the circuit. He assumed control Friday under a lease which will run eight years. It is understood that Warner operated the houses in the Western New York village on lease.

**Goldwyn, Grosset in ‘Andersen’ Tie-up**

Samuel Goldwyn and Manuel Slowe, vice-president of Grosset and Dunlap, Inc., have concluded a deal for a Broadway production of the juvenile novel ‘Andersen’ by Hans Christian Andersen which will feature the story told in the Goldwyn film of that name. Illustrations of the motion picture’s main scenes and characters, including Danny Kaye, Farley Granger and Jeanne Crain, will also be featured in the edition.

**Gerber Elected Head Of District Theatres**

WASHINGTON, May 4.—Morton Gerber has been advanced from a vice-president to president of District Theatres Corp., and former president Harry Freedman has been named chairman of the board.

**Paramount Heads in Confabs on Coast**

Chaplin to Head New UA Canadian Unit

ARNO LD M. PICKER, United Artists vice-president in charge of foreign distribution, returned here at the weekend from a tour of Europe and Brazil.

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, will leave here by plane today for Chicago.

GENE LUTES, Louisville district manager for Chaleres Kentucky Thea- tres, has returned here to that city from a Miami vacation.

Sawers, assistant to the vice-president of the Hollywood office of Look magazine, left here on Saturday for the Coast.

JOHN J. SCULLY, northeast district manager for Universal Pictures, is vacationing in Miami Beach from Boston.

ARTHUR C. BROMBERG, president of the Photogram Southern exchanges, Atlanta, has returned here from Hollywood.

F. A. MccARTHY, Universal Southern and California district manager, will leave here today for Indianapolis.

MAX BERCUIT, Warner Brothers field man, has left San Francisco on a delayed honeymoon.

**Paramount Heads in Confabs on Coast**

HOLLYWOOD, May 4.—With the arrival of key Paramount home office executives, the company’s New Western division was put back on the line-up for the company’s sales and merchandising conference here which was cancelled. The sessions open tomorrow.

In coming from New York were Sid Blumenstock, assistant director of advertising-publicity; Hugh Owen, Eastern-Southern sales division manager, and Joseph Walsh, head of the Western sales division.

A. W. Schwaberg, president of Paramount Film Distributing Corp., is to preside at these meetings.

Also attending will be Jerry Pickman, vice-president in charge of advertising-publicity; and E. K. (Ted) O’Shea, vice-president of Paramount Film Distributing Corp.

Barney Balaban, president of Paramount Pictures Corp., will attend the conferences after visiting his family in Chicago.

In addition to the home office executives and the company’s six U. S. and Canadian division sales managers, the meetings will be attended by radio executives Y. Frank Freeman, vice-president in charge of operations; Don Hartman, head of production; Jack A. Doran, film editor; William Meldejohn; Teet Carle, head of studio publicity, and leading producers.

**Plan New TV Series**

For a television series titled “I Walk with Crime,” based on the life of New York detectives F. B. DeMartini, writing will begin this week and the weekend by Dixon Stewart, executive vice-president of D. M. Grant.

**Scheeneyda Houses Hit**

**Scheeneyda Houses Hit**

SCHENECTADY, N. Y., May 4.—Downtown and neighborhood houses in the city have been affected by the suspension of bus service by the local railway company, which is in bankruptcy:—

**Newsreel Page**

THE steel crisis and Eisenhower’s farewell to NATO troops are current newsworl highlights. Other news and fashions. Complete contents follow.

**MOVIEPROME NEWS, No. 37.**—U. S. Supreme Court on steel strike. Russians base on French airliner. Some 9,000 on strike in oil industry. U. S. exports 265 000 tons of steel to Russia. Ike to give farewell tour. News of the Day.

**PARAMOUNT NEWS, No. 74.—Red jets fire on French plane over Germany. Eisenhower farewell tour. Israel’s fourth birthday. Fashions for Main Street.**


**WARRING PATHE NEWS, No. 78—Keeps 400,000 tickets. NATO Council holds first Paris session. Plastic auto. "Big three" plans in Canada. Coats off string. Fabulous, lion and horse at dinner. Motorcycle.**

**Haiti Turns Out for ‘Bailey’ Troupe**

Port Au Prince, Haiti, May 4.—With clusters of brilliant fireworks and booming of voodoo drums sounding in the background, this Caribbean capital included the Caribbean-French press party here for the world premiere of “Lydia Bailey” at the week’s end.

The 60 junketeers constituted of representatives of newspapers, syndicates, merchants, the trade press.

From City Hall, vice pres Pan-American’s specially-named “Lydia Bailey” flagship, the press party has been ferried about all day. Off the island of Haiti, on Saturday, fighting planes of the Haitian Air Force were observed. At the Port-Au-Prince where Mayor Camille Neleton greeted visiting stars, Anne Francis and William Marshall and the ‘Bailey’ troupe.

From City Hall members of the party were taken to their hotels, following which the group was feted at dinner at the El Rancho Hotel by the National Office for Tourism of Haiti.

The remainder of Saturday evening was spent at the night club Cabane Choucouse.

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**Siegel to Pilot 20th-Fox Musicals**

The promotion of Sol Siegel to executive producer in charge of all productions for 20th Century-Fox was disclosed here at the week-end by Darryl F. Zanuck, vice-president in charge of production.

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**MOTION PICTURE DAILY, May 4, 1952.**

WASHINGTON, May 4.—Morton Gerber has been advanced from a vice-president to president of District Theatres Corp., and former president Harry Freedman has been named chairman of the board.

**Plan New TV Series**

For a television series titled “I Walk with Crime,” based on the life of New York detectives F. B. DeMartini, writing will begin this week and the weekend by Dixon Stewart, executive vice-president of D. M. Grant.

**Scheeneyda Houses Hit**

SCHENECTADY, N. Y., May 4.—Downtown and neighborhood houses in the city have been affected by the suspension of bus service by the local railway company, which is in bankruptcy:—

**Newsreel Page**

THE steel crisis and Eisenhower’s farewell to NATO troops are current newsworl highlights. Other news and fashions. Complete contents follow.

**MOVIEPROME NEWS, No. 37.**—U. S. Supreme Court on steel strike. Russians base on French airliner. Some 9,000 on strike in oil industry. U. S. exports 265 000 tons of steel to Russia. Ike to give farewell tour. News of the Day.

**PARAMOUNT NEWS, No. 74.—Red jets fire on French plane over Germany. Eisenhower farewell tour. Israel’s fourth birthday. Fashions for Main Street.**


**WARRING PATHE NEWS, No. 78—Keeps 400,000 tickets. NATO Council holds first Paris session. Plastic auto. "Big three" plans in Canada. Coats off string. Fabulous, lion and horse at dinner. Motorcycle.**

**Haiti Turns Out for ‘Bailey’ Troupe**

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Mr. Samuel Goldwyn
Samuel Goldwyn Productions, Inc.
101 North Formosa Avenue
Los Angeles, California

Dear Sam:

I can not tell you how happy I am at the fact that we are continuing for five more years the association between us which has borne such wonderful results over the past decade. It has been a great privilege indeed for RKO to distribute your pictures, which have had among them some of the finest motion pictures ever made.

RKO is very proud of the confidence which you have expressed in us by continuing your association with us for a longer period than with any other distributing organization in your long and distinguished career of leadership in the motion picture industry.

I am thrilled that this means that we will distribute HANS CHRISTIAN ANDERSEN, which I saw while I was on the coast. I was completely enraptured as I watched it in the projection room. Its wonderful story by Moss Hart, its extraordinary score by Frank Loesser, its colorful, breathtaking ballets and the great sweep of the entire production are a fitting climax to the fourteen years of effort you have put in on this picture.

Danny Kaye's warmth as Andersen, Farley Granger's romantic characterization as the ballet master and Jeanmaire's exciting dancing debut in pictures as the ballerina make a combination rarely seen on the screen.

HANS CHRISTIAN ANDERSEN will bring gaiety, joy, laughter and touching emotion to people of all ages all over the world. It is a timeless story which your touch has turned into what I am sure will be a motion picture classic for all time.

I salute you for a masterful accomplishment in the greatest Goldwyn tradition.

Sincerely,

NED E. DEPINET
Krasna Partnership Bought by Wald

Hollywood, May 4—A deal was finalized at the weekend between Jesse Krasna, his partner-director Norman Krasna, in their jointly-owned company, and Charles Einfeld, president of the Wald-Krasna Corp. This leaves Wald in full control.

The parting is amicable and eliminates the need for two executive producers included with the company, since future plans call for the production of only top-budget films, which will be presented as a sort of charter piece from RKO Radio, which distributes their product.

Termination of the partnership comes after Wald-Krasna had produced and delivered to RKO the following four features: "The Blue Veil," "I Beware," "You're Own Self," and "The Lusty Men." It is understood that the cash involved in the transaction is an undisclosed amount in six figures. Wald will continue the operation of the corporation under the present RKO production-distribution contract, while Krasna will divorce himself from executive functions to devote his time to writing.

David Tannenbaum and Milton E. Pickman continue as president and vice-president, respectively, of the Wald-Krasna Corp., with Pickman also functioning as general manager.

20th-Fox Will Make Trailers for TV

Twentieth-Century-Fox will produce television trailers to be offered gratis to exhibitors throughout the country, Charles Einfeld, vice-president, announced over the weekend.

The trailers, of one-minute and 20-second duration, will be built around the forthcoming production of "Kangaroo," which was filmed in color by Technicolor in Australia.

The trailers will be prepared for all pictures considered suitable for advertising telecasts and the only requirement for securing them will be the submission of the exhibitor of a schedule of dates he intends to use them on.

The company will produce the trailers in any quantity warranted by the demand. Continued use of the medium will depend on the response of showmen to the offer.

Berger Succeeds

(Begun on page 1)

for rigid opposition to the 20 percent Federal admission tax.

Harold Field, in a comprehensive report, will attempt to establish the ill effects of the dangerous threat to the film box office which some "alarmists" have contended for securing therefor methods that should be used to cope with TV competition.

A discussion of alleged trade abuses and presentation of facts and conditions, forced selling and percentage pictures. Distributors were condemned for alleged overactivity, to be launched with the showing of a block of pictures tied in with one or two top films. Exhibitors claim that salesmen were instructed to offer these blocks and in failing to negotiate a deal, remain away from the customer for a period of months.

MGM Meet

(Continued from page 1)

Merry Widow, "Because You're Mine," "Lovely to Look At," and "Pat and Mike." Among the highlights of the forthcoming pictures nearing completion is the M-G-M contingent attending the two premieres. These include Doris Day, Howard Keel, Doris Day, and Eddy Myer.

The M-G-M contingent will include Glenn Ford, Rosemary Clooney, and a large group of technicians.

Two of the coming pictures, "An Affair to Remember" and "The Best of Everything," will be shown at the same time at the Theatre of the Stars. The premiere of "An Affair to Remember" will be held at the Theatre of the Stars on Monday evening. The premiere of "The Best of Everything" will be held on Tuesday evening. The premiere of "The Best of Everything" will be held on Tuesday evening.

Bergman on 12-Day Tour for COMPO

CANTON, May 4.—With an all-star cast of 120 stars, David O. Selznick's Production of "Compo" at its luncheon here today, Mrs. Bergman, President of the American Theatre Owners, introduced the motion picture industry to the Selznick production, which was voted "Headliner Value Medal," it was disclosed here by Mrs. Bergman, President of the Headliner Award judging committee.

The awards will be made at a luncheon to be given at the American Theatre Owners convention on Monday, June 7 during the 19th annual Headliner's meet in Atlantic City.

Mexico City Mexico Site of 1953 Variety Meet

LAS VEGAS, May 4.—At the concluding session of the Variety Clubs International convention which is currently being held here, Mexico City was selected as the locale for next year's convention.

Jack Beresi was elected international president, withdrew from the competition, Col. William McCraw was unanimously re-elected from the field, Robert Beresi, son of Col. Beresi, was elected as the new president of Variety Clubs, possibly titled "The Heart of Showbusiness," and that all theatres will be subject to the average two-reel rental prices, the Variety Clubs, possibly titled "The Heart of Showbusiness," and that all theatres will be subject to the average two-reel rental prices, the Variety Clubs, possibly titled "The Heart of Showbusiness," and that all theatres will be subject to the average two-reel rental prices, the Variety Clubs, possibly titled "The Heart of Showbusiness," and that all theatres will be subject to the average two-reel rental prices, the Variety Clubs, possibly titled "The Heart of Showbusiness," and that all theatres will be subject to the average two-reel rental prices, the Variety Clubs, possibly titled "The Heart of Showbusiness," and that all theatres will be subject to the average two-reel rental prices, the Variety Clubs, possibly titled "The Heart of Showbusiness."
Monogram Winds Up 10,000 See 'Denver' Premiere Fete

Hollywood, May 4 — Monogram executives attended the world premiere of the film "Denver and Rio Grande" on Friday to give special attention to the film. The event was held in conjunction with the world premiere of Paramount's "Denver and Rio Grande.

The birthday party was comprised of more than 100 press representatives, many photographers and 276 industries. Attending the ceremony were producer Nat Holt and Forrest Tucker, Paramount star, in addition to the guest list, which included Edmond O'Brien, Dean Jaeger, Laura Elliott and Zuzu Pitts.

McCarey Receives Catholic Award

Leo McCarey, producer-director of "Mrs. Miniver," was presented the 1952 Award of the Catholic Institute of the Press at the organization's Annual Luncheon which was held yesterday at the Waldorf Astoria Hotel here.

Mrs. McCarey was the fourth recipient of the Award, presented each year by the C. I. P. to the person "who has distinguished himself by the manner in which he has reflected Christian principles and fostered good citizenship through his work in his chosen field."

The organization previously presented a special commendation to Paramount Pictures for the general excellence of "Mrs. Miniver," which will begin its fifth week at the Capitol Theatre tomorrow.

McCarey, who has been East for press conferences and personal appearances to promote the picture, was the guest speaker at the annual dinner of the Canadian Advertising Association in Toronto this past weekend. He plans to return to Hollywood today.

New 'U' TV Promotion

Universal-International has developed a new type of television program which it plans to present to some 52 TV stations from Coast-to-Coast. Titled "Movie Star Album," the first in the series is "Hollywood's First Star, Joyce Holden." In addition to 21 USC stills, it includes a script and an open-end interview with Miss Holden.

Triumvirate Plan (Continued from page 1)

name in the near future a representative to serve on the committee.

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NEW YORK IS POINTING TO THE "SLEEPER" OF THE YEAR FROM PARAMOUNT

“A ‘Sleeper’
—the surprise film of the year!”—Daily Mirror

“A ‘Sleeper’
—nearly explodes with exciting events!”—Herald Tribune

“A ‘Sleeper’
—Paramount has... high voltage film!”—Times

“A ‘Sleeper’
—has viewer mopping perspiration from face!”—Daily News

The Number 1 Suspense Picture of 1952

THE ATOMIC CITY

And The Public Is Discovering It Too As They Rush To Its
FIRST ENGAGEMENT—MAYFAIR THEATRE, BROADWAY NOW!

"The Atomic City" with Gene Barry • Lydia Clarke • Michael Moore • Nancy Gates • Lee Aaker
Produced by Joseph Sistrom • Directed by Jerry Hopper • Written by Sydney Boehm

A PARAMOUNT PICTURE
17 Ready; 12 Shooting; 17 Lined Up; 31 Writing

Hollywood, May 5.—Recognizing the “urgency of a long-range production program” at this time, Darryl F. Zanuck, 20th Century-Fox production vice-president, has established a schedule calling for work on 77 pictures during 1952-53.

It was indicated that the production plans cover the largest expenditure for such purpose in the history of the company, but no figures were specified.

“Never in the history of the industry has the urgency of a long-range production program been so vital,” it was said. “Maximum economy without the sacrifice of efficiency and quality is the only way the critical problems we are now faced with can be met and overcome."

“To achieve the utmost in production (Continued on page 4)

Distributors Will Weigh Johnston’s ‘Streamlining’ Bid

The national distributors committee of the Motion Picture Association of America, headed by Alfred W. Schwalberg of Paramount, will take under advisement Eric A. Johnston’s recommendation in his annual report that the industry’s distribution facilities should be streamlined to get films to theatres with maximum efficiency; it was learned here yesterday.

The MPAA’s president’s recommendation was one of six major factors on which he stated hinges the continued progress and leadership of the industry in the entertainment field.

In undertaking to streamline the distributors’ committee has discussed from time to time recently the possibility of achieving joint company cooperation in operations. However, these discussions have not produced a plan or plans which could be adopted or experimented with.

Johnston worded his recommendation thus: “The traditional machinery of the industry and the distribution of films in this country should be streamlined. Changing patterns of demand, transit, and seating, and from the standpoint of national economy, should be considered. The association’s committee when it met in New York (Continued on page 5)

File 2 Anti-Trust Suits for $71-Million

Two anti-trust suits, both of which seek treble damages totaling $71,000,000, were filed here yesterday in Federal Court.

Samuel I. Orsen and Harold W. Friedman, assignors of Colonial Enterprises, Albany, New York, seek $71,000,000 in an anti-trust action against distributors and circuits claiming discrimination in rentals and clearances.

The period of the alleged damages ran from 1947 to 1951, when the Colonial closed.

Named in the Orsen-Friedman suit were Warner, Universal, United Artists, 20th Century-Fox, RKO Pictures, Paramount, Columbia, Loew’s, Fabian Theatres, Mark Strand Corp.

(Continued on page 5)

Canton, May 5.—In helping to get people into the business sections of towns and cities, which is a most important factor in getting a showing and buying morale, the motion picture industry, through the local community theatre, is providing a great stimulus to retail business. Maurice A. Bergman, director of public relations for Universal Pictures, told the Junior Chamber of Commerce at a luncheon here today as he opened a 12-day speaking tour in Ohio on behalf of COMPO.

Bergman stressed that motion pictures are one of the prime stimulants.

(Continued on page 5)

Board Meet Also Calls For Inspection of Bids; Hit s Advance Scales

COLORADO SPRINGS, May 5.—Although declaring that an industry arbitration plan which does not include inspection of competitive bids and mediation of film prices would not meet with Allied States’ approval, the organization at its meeting concluded here yesterday instructed its committee to continue to participate in the negotiations in hopes of securing such an all-inclusive arbitration system.

Meanwhile, the Allied board is deferring action on approval or disapproval until a final draft of an arbitration plan acceptable to the distributors is presented to it for its consideration.

The action means that Willbar Snaper and Nathan Yannis, with Abram P. Myers as counsel, will participate in the all-industry arbitration conference scheduled to resume in New York on May 24, to press further for inclusion of arbitration of film prices and inspection of bids at that time.

The Allied board unanimously (Continued on page 5)

Washington, May 5.—The U.S. Supreme Court today refused to hear the appeal of eight major distributors in the so-called Brookside case.

This in effect upholds and puts into final form the decision of the Eighth Circuit Court of Appeals, awarding the Brookside Theatre Corp., Kansas City, $1,125,000 in damages plus attorney’s fees.

(Continued on page 5)

Washington, May 5.—The DuMont Television Network, which has been seeking to make a merger with United Paramount Theatres, today announced that the proposed merger between United Paramount Theatres and the American Broadcasting Co. would place other buyers of films for television in “a substantially inferior position.”

Donald A. Stichert, told the Federal Communications Commission Paramount hearing that unless competitive bidding is allowed in the purchase of programs, $60,000 is forecast for the first week of "Macao" and a stage bill headed by Pearl Bailey. "Belles on Their Feet"

(Continued on page 14)
News in Brief...

New York’s Cinema Lodge of B’nai Emunah will be represented by a number of participants in its first annual industry golf tournament, to be held at the Oheka Golf Club in Huntington on May 22. Martin Levine, president of the Lodge, announced.

William German has donated prizes to be awarded to the winner of every foursome. Anno Air Conditioning has contributed gifts for all participants; Jack Alicate and George Hornstein are donating cups for the winners. Simon and Rowe Cigarettes are giving prizes.

BUFFALO, May 5.—Summations started today in the anti-trust suit brought by Bordonaro Brothers Theatres, Inc., Olean, against RKO Pic-
drama suit against Loew’s, and the theater operators have lost under the new rules.

The plaintiffs, charging that first-run films were withheld between September and March 1947, seek $161,992 in treble damages. Bordonaro Brothers operate the Palace in Olean.

BOSTON, May 5.—Martin Levine, president of the Cinema Lodge of B’nai Emunah, has introduced a resolution calling on the House Judiciary Committee to investigate the official con-
duct of Federal District Court Judge Leon Yankwich. Yankwich, a judge in Los Angeles Federal Court, presided over the trial of the Lester Cole damage suit against Loew’s, and has been under attack from Vail for his conduct in that trial. Yankwich has received a letter from the President of the American Bar Association, expressing regret over the conduct of the Judge in the case.

In introducing his resolution, Vail praised Judge Benjamin Harrison, who recently granted an RKO Pic-
ture motion for a new trial of the damage suit brought by Adrian Scott.

Harold Loeb, 53

CHICAGO, May 5.—Harold Loeb, 53, with 20th Century-Fox for over 40 years, died yesterday at Michael Reese Hospital here. He is survived by the widow Catherine, a son, Michael, a daughter, Verna and a grandson.

Maurice Amschler, 68

CHICAGO, May 5.—Maurice Amschler, 68, owner of the Vision The-
atre, died here yesterday. He is survived by the widow, Eileen, a son, Frank, and a daughter, Beatrice. Services will be held tomorrow at Piser’s. 

Maurice Amschler

Theatre

Personal Mention

F. ZANUCK, 20th Cen-
tury-Fox vice-president in charge of production, arrived here on the weekend from Hollywood en route to Europe.

HERMAN M. LEVY, Theatre Owners of America, New York, will arrive in New York today from New Haven.

ROBERT WELCH, Paramount producer, who arrived here from the Coast over the weekend, will return there tomorrow.

Para. Starts Analysis
Of New Product

Hollywood, May 5.—Paramount’s sales and merchandising conference got under way at the studio today when home-office executives and production executives met in the first of a week-long series of sessions to be held here. An analysis of 13 plots was scheduled for release between July and December.

A. W. Schulberg presided at the initial meeting which will be held on April 10 and 11, in an effort to get a better handle on the industry and its activities during the past year are beginning to show results in our releases. We at the stu-
dio are currently aware of the practical product and are stressing freshness and originality in making it.

President Barney M. Leonard considers company in the strongest position, production-wise, it has enjoyed in recent years.

A. W. Schulberg, Paramount’s sales executive, has annotated the £3,000,000 of the company’s recent promotion appropriation of which $500,000 has been allocated to the Ar-
sody Productions.

James R. Grainger, executive vice-
president in charge of sales, at the same time announced that the premature has been set for Loew’s in New York about mid-August.

Fred Crowe, 73

CHICAGO, May 5.—Fred Crowe, 73, manager of the Erlanger Theatre, a downtown stage show house here, since 1938, died here today.

S. F. SEADLER, M-G-M advertising manager, will act as escort-at-large for the exhibitors and trade press group leaving here tomorrow for the studio’s annual "Spring Is Believing" trip to Hollywood.

Mandell Silverberg, RKO Radio lawyer, arrived here from Europe yesterday aboard the S. S. Liberle.

Vincent Korda, director of London Film Productions, arrived here yesterday from England aboard the S. S. Queen Elizabeth.

Harvey Optimistic
On Arbitration

SAN FRANCISCO, May 5.—H. V. Harvey, president of Western Theatre Owners, said in the unit’s publi-
cation, "The Western Theatre Owners," that he believes the new proposed industry arbitration plan until a final draft has been prepared. He said that he is optimistic of the plan’s chances of success.

"A great deal has been accom-
plished and if the give-and-take attitude continues, the industry will have a workable arbitration system which will prove to be a boon for all of us," Harvey said.

Harvey also stressed that the arbitration of films will be "right up again at the May arbitration meeting in New York. Distributors opposed inclusion of the subject in arbitration at the meeting last month.

Harvey Declares Shortage
Of ‘Saleable’ Pictures

SAN FRANCISCO, May 5.—"The shortage of ‘saleable’ pictures and ‘unreasonable film rentals’ were decried by Rotus Harvey, president of the Western Theatre Owners, in an article in Exhibitors Digest, published by the WTO.

Harvey speculated that government plans for reduced film rentals will make the usual distribution agreement for exhibitors and the cost of distribution may provide an exhibitor. The article claimed that TV competition was only partially responsible for the decline in the box-office. Other factors cited by Harvey was a more discriminating audience and the lack of good pictures.

Harvey held up the releasing situa-
tion in Chicago as favorable for sub-
sequent run exhibitors.

Take Over Audience
Promotion in N.Y.C.

D. John Phillips, of the Metropolit-
ian Motion Picture Theatre Associa-
tion, and Morton Sunshine, of the Independent Theatre Owners Associa-
tion, will jointly supervise audience promotion activities and public rela-
tions for the Organization of the Motion Picture Industry of the City of New York.

The take-over from the public rel-
a tion department headed by Mr. Phillips, which handled those activities for a year, will be effectuated by the next week or two.

Proposes Extended
‘Movietime’ Schedule

Albany, N. Y., May 5.—Future "Movietime U. S. A." shows should be scheduled for nine instead of seven days, according to Mr. Harr. Lamont, exhibi-
tor chairman for the Albany exchange district, has sug-
gested that the producers and other "Movietime" officials in Hollywood, and to Charles F. McCarty, COMO informa-
tion director for New York.

"It would be desirable to have every third or fourth day completely free," Lamont wrote. "After making the long trip from the Coast, al-
lowing a couple of days of rest (for rent during the tour) would be advisable."

Movietime’ Troupe
Set for the South

Nine Hollywood personalities will be in Atlanta for the Movietime in the Memphis exchange territory next week, it was announced here yesterday by the Council of Motion Picture Organizations.

The unit will comprise Frank Love-
joy, Rod Cameron, Wayne Morris, Deanna Durbin, Tug Wilson, Mickey Smith, George Waggner, William Lively and Mamie Se.

Plans worked out by San Kirby of Little Rock, in charge of the tour for the territory Movietime committee, call for the group to be split into three units of three or four members for Tennessee, North Mississippi and Arkansas. The program will continue throughout the week.

Put Off Towne Petitions

CHICAGO, May 5.—The two Towne Theatre, Milwaukee, petitions sched-
uled to be heard here today—one by Towne attorney Thomas C. McCon-
nell, the other by the defendants for a "construction" of the Towne decree—will be put off until tomorrow by Federal Judge Barnes.

Help the Cerebral Palsy Campaign.

New York Theatres

Radio City Music Hall
Rockefeller Center

SINGIN’ IN THE RAIN

George DeCoff, Director
Ellen Blane, Musical Director
Roy Dubuisson, Choreographer

Color by Technicolor - An M-G-M Picture
SPECTACULAR STAGE PRESENTATION

ROBERT MITCHUM
JANE RUSSELL
WILLIAM BENDIX

SYDNEY GREENSTREET
FRANK MORGAN

dramaramount

MOTION PICTURE DIARY. Daily. Monday through Friday. by Quigley Publications, Inc., 1275 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Creative 5-3264. "Quigleys, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James F. Cunningham, News Editor; Herbert V. Fedde, Advertising Manager; Gust H. Faulk, Production Manager, Hollywood Bureau, 1004 Highland Avenue, Burbank, California; Robert L. Triz, General Editor; cabled address, "Quigiques, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Owners. Each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under
the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
FACT NO. 5... about magazines and motion pictures

Over the years, most of the hit movies made from magazine stories have come to the screen from the pages of MONTHLY MAGAZINES.

They have been box-office successes, because they were pre-sold to millions of entertainment-minded magazine readers before they were made into MOTION PICTURES.

COSMOPOLITAN

"America's BEST Fiction and Fact"... since 1886

MAGAZINES GO TO 82.5 PER CENT OF THE NATION'S HOMES. EVERYBODY READS MAGAZINES.
TWENTIETH-CENTURY FOX has a big advertising splash for "Belles on Their Toes," now at the Roxy Theatre, with a series of teaser ads appearing on the front and back covers of the "Motion Picture Daily." The ad space is described as a "two-page spread" in the "World Telegram, Journal-American, and Daily News." Each member of the fabulous family, including John, Lynne, Lee, Debra, and Greg, briefly appears with text referring to the ad in the announcement. The entire group is assembled in large appearance display space. Copy is cute and will appeal to all families for its charm.

Al Lichtman, director of distribution for 20th Century-Fox, has accepted the Christian Herald plaque honoring "belles on their toes" as the outstanding picture of the month.

Ten million individual plugs (that's the biggest figure so far this month, but it's early in May!) are claimed for 20th Century-Fox's "Pride of St. Louis." Among the highlights of the Royal Desserts and Royal Gelatin Desserts. A photograph of the star is currently being shot for use in the advertising in some of 10,000,000 packages now on the shelves of grocery stores and supermarkets. And 5,000 (that's more than the number of people attending the opening broadcast by the same sources for the benefit of the Dizzy Dean automobiles) copies of the advertising material, placed by the food stores, will appear in 309 newspapers in 290 cities, Coast-to-Coast.

Jacqueline Neben, promotion manager for Photoplay magazine, submits a sample "check list" of the stage of advertising aids prepared for AMC stores in the pre-sale of 20th Century-Fox's "Belles on Their Toes." Kit contains some attractive stills of still more attractive people wearing models fashioned that we hope become popular in the store. We asked for a check list from which store managers may order exciting Hollywood hoopla for the windows and counters of the picture and products advertised in Photoplay. Campaign is timed exactly to coincide with the opening of theatre boxes-office with the issuing of the magazine and the release of the picture.

The American Trucking Association, representing some 9,000,000 truckers in 48 States, and the General Motors Truck Division, through GMC dealers from coast to coast were tied-in for the premiere of "The Red Ball Express," Universal-International's story of the Army Transportation Corps, which had its world premiere at the Orpheum Theatre in San Francisco on Friday. The picture was distributed by Warner Bros through prints in full picture throughout the country in connection with the observation of "Armored Services Week," starting May 17.

American Magazine for May, now on newsstands, puts "My Son John" as its No. 1 selection, with the list of top selections, "Walk East on Beacon" as a runner-up. The magazine includes an article on the psychology of the "Young Man with Ideas," "Macoa," and "About Face" and uses an interesting reproduction of movie production stills, which are set off the double page. Debra Paget gets a dancing pose, in color, for "Japanese Sandman."
Wright Likens TV To Film 'Monopoly'

**Arbitrate Prices, Says Allied**

(Continued from page 1)

Adopted a resolution expressing its regret "that the distributors apparently are unwilling to agree to an all-inclusive arbitration system along the lines of the `Tallulah Grant' affair" during the further participation by the Allied committee. It went on to say that with its action on competitive bids the board issued the following statement:

"The board has opposed competitive bidding for many reasons which have often been expressed, especially that it tends to a monopoly by the biggest bidder, thus violating the Five-Thomas provisions."

"Nevertheless, this board recognizes that despite its protests competitive bidding still is being exercised by the distributors upon the exhibitors, and is aware that many complaints have been received at national headquarters of irregularities in the consideration of the bids and the awarding of the pictures.

"This board is convinced that the open-bidding practices of exhibitors may result in abuses which can be eliminated and confidence in the practice maintained if each of the members of the board will reveal all the bidders after an award has been made, and the board calls upon distributors to institute this reform.

"In view of the fact that open bidding prevails in public contracts and in other industries, we can only assume that a similar method is used by the distributors for the purpose, and with the effect of concealing irregularities and discrediting the business.

The board voiced objections to sales terms that result in advanced admission prices at the box office. It also stated the directors present had been polled on the question of "film selling abuses by all companies" with the conclusion that Paramount is the worst offender.

Trade practice complaints voiced to the board were said to include the following: "Consistently over-allocating pictures; imposing zone bidding and mass holding; refusing to re-allocate pictures even after they are proven inferior at the box-office; continuing to distribute Pine-Thomas pictures which are known to be unsuccessful, and through Pine-Thomas productions are being shown free on television; using top box-office attractions such as "Sailor Beware" to increase top rentals, thereby establishing new precedents and a yard stick for a general increase in all future deals employing the "absent treatment" in solicitation by their (Paramount) sales representatives in the cases of those exhibitors who elect to exercise their legal rights in buying selective deals, and, instigating the practice of increased admission priced pictures such as "Unconquered," "Samson and Delilah" and "The Greatest Show on Earth.""

In this connection, the board also cited as "unfair," M-G-M for its sales policy with respect to "Quo Vadis"; Warners for "A Streetcar Named Desire," and 20th Century-Fox for "David and Bathsheba.

Efforts to reach A. W. Schwalberg, Paramount distribution chief, for comment yesterday on the Allied board's criticism were unsuccessful. Schwalberg is presiding at a sales meeting on the West Coast.

**Films Aid Business**

(Continued from page 1)

For American business throughout the world. He pointed out that organizations such as the Junior Chamber of Commerce should be fully aware of the fact that the film industry has always been eager to cooperate with all businesses to foster the idea of getting people into urban centers.

Bergman noted to the members of the Chamber of Commerce that their primary concern with the film business is their local theatre operator. "He is, as you know, a substantial business man and we know that his theatre is more than merely a business establishment of entertainment because he indulges, like all of you, in a type of public service as Lippman, an old friend of the community and civic projects are concerned."

**Steamlining' Bid**

(Continued from page 1)

Red Skelton was voted "Best TV Player" and "Best Big Show" was selected as the "Program of the year" by those participating in the third annual Academy Michael Awards election, it was disclosed here yesterday.

The "Michael," broadcasting's counterpart of Hollywood’s "Oscar," was sponsored and conducted by the Academy of Radio and Television Arts and Sciences.

Awards went to eight stars and 20 programs, with special Academy citations going to Gian Carlo Menotti’s opera "Amahla and the Night Visitors," and Theodore Granik’s television forum "Youth Wants to Know." In the television field, the following besides Skelton were winners in their respective categories: "Your Shot of Shows," best dramatic story; "Rebel," best comedy; "Philco-Goodyear Playhouse," (drama); "Pantom," (mystery); "What’s New Mum," (discussion-interviews); "American Forum of the Air," (horror); Fred Waring’s musical variety; Garry Moore Show, (daytime); "Hill Marks the Spot," (radio program); "Beer," (commercial presentation); biography show "Portrait of a President," (radio); "Zoo Parade," (children’s); Betty Furness (comedy).

In the radio category, Michaels went to "The Big Show," (variety program) starring Jack Bimlay, Edward M. Miller, radio, news commentator, and "Metropolitan Opera." In other categories, Dinah Shore and Perry Como won their third annual awards from Michaels respectively as "Best Vocalists" in the popular field. "Too Young," written by Sylvia Dee and Jerome Hoffman, was voted "Best Popular Song" of the year.

**Brookside**

(Continued from page 1)

TWE's fees and costs. The circuit court, and the district court earlier, had found the distributors guilty of violating the anti-trust laws by compelling theatres to reject and refuse to take films in order to obtain pictures during 1936-37, forcing the company to sell its lease to a firm reputed to be controlled by 20th Century-Fox.

The distributors appealed to the Supreme Court, arguing that the lower courts had misinterpreted Brookside’s attorneys to refer too freely to the Paramount case decision and had erroneously figured the damages in the case.

**2 Anti-Trust Suits**

(Continued from page 1)

RKO Keith Orpheum Corp., Fast Theatres, Inc., and Copia Realty Corp.

The second suit was brought by the TC Theatre Corp., which operated the Midtown Theatre in Philadelphia, who seeks $3,000,000 in damages covering a period from 1937 to 1939. Named as defendants were the eight major distributors, in addition to Brandt Theatres, Parkway Theatres, Domini Blair Amusement Corp., Embassy Corp., Sours Theatre, Mt. Vernon Corp., and Willard Amusement Corp.

**Ealing’s Loans from NFFC Are Explained**

Loxmo, May 5. — Inclusion of Michael Ealing’s studio among National Film Finance Corp. borrowers in the latter’s annual report made last public last week provoked surprise in the trade here until Reginald Baker, Ealing’s business chief, came through with an explanation.

Ealing, he said, doesn’t borrow from NFFC to make pictures, but, rather, takes a loan when the completed production is ready for release. In Ealing’s case, it is prepared to tide the company over until distribution receipts come in. Thus, he said, NFFC has nothing to do with approval or otherwise of Ealing scripts.

**BFPA Defection Up At May 13 Meeting**

Loxmo, May 5.—Efforts to heal the breach between British Lion and British Film Producers Association are on the agenda for the May 13 meeting of BFPA’s executive council. British Lion recently gave the required six months notice of intention to resign from BFPA. Major producer members are concerned over the possibility of others following British Lion’s lead.
Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night... go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with exchange and theater in helping solve problems of projection—help check film and equipment... make light measurements, determine proper levels... all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers... invites inquiry from all members of the industry. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
Exhibitors in South Hit Tax Fight Delays

"Grass roots" exhibitors, particularly in the South, are agitating with increasing frequency for early industry action designed to win a reduction in or repeal of the 20 per cent Federal assessment tax, it was reported yesterday at Theatre Owners of America headquarters here.

Theatre operators in many parts of the South have indicated that their impatience with the tax fight delay is reaching the breaking point, it was said. Their cry: "We're being taxed out of business."

TOA headquarters, which described itself as eager "to get going" with the broad anti-tax campaign the organization is committed to, said it is working with the Council of Motion Picture Organizations on the recommendations which were due to be made by the COMPO committee on taxation, headed by Robert J. (Continued on page 7)

‘U’ Board to Mull Merger Tomorrow

Additional information on the proposed merger of Decca Records and Universal Pictures will be relayed to tomorrow's scheduled meeting of Universal's board of directors, it was learned here yesterday.

The information was secured by the three-man directors' committee, in response to queries by directors concerning certain facets of the proposed merger, according to reports. In laying portions of tomorrow's board agenda, it was emphasized that no (Continued on page 7)

Snaper, Niles, Cole Talk at ARMIT Meet

COLORADO SPRINGS, May 6—About 40 theatre owners were at the opening session of the convention of Allied Rocky Mountain Independent Theatres, with Neil Beezley, president, in the chair. The meeting was limited to talks by various national Allied board members and a few questions, along with a discussion.

Charles Niles, treasurer, told of pep up the "caravan" so it will (Continued on page 7)

Drive-in Operators Set Nationwide 24-Sheet Bill-Posting Campaign

Kansas City, May 6—Twenty-four sheet posters urging motorists to "Attend a Drive-In Movie Tonight" will dot the highways of 36 states starting May 15, reports Jack Brauangel, head of Commonwealth Drive-In Theatres and chairman of the Theatre Owners of America drive-in committee.

Brauangel started the campaign last year when 500 posters dotted the nation's highways. He had a new poster made up this year.

"If every drive-in theatre would post one or two posters in its area," stated Brauangel, "it would give outdoor theatres one of the biggest posting campaigns in the nation today.

Brauangel also stated that all window cards printed have been distributed to the drive-ins, but as many 24 sheets as are ordered will be printed.

Kansas City drive-in theatres will post 30 of the "Let's Go To A Drive-In Movie Tonight" 24 sheets in the area for two months starting May 15.

Arbitration Rules Unit to Meet Here Next Tuesday

Next Tuesday and Wednesday have been set by Herman M. Levy, chairman of the Committee on Rules of the Industry Arbitration Conference, for a meeting of the committee at the Theatre Owners of America headquarters here.

In addition to Levy, who is TOS's general counsel, the following company and organization attorneys are members of the committee: Adolph Schimmel, Universal; Austin Keough, Paramount; Irving Moross, Columbia; L. S. Hann, Western Theatre Owners; Abram F. Myers, Allied States; Milton C. Weissman, Independent Theatre Owners Association of New York; Mitchell Kjep, Metropolitan Motion Picture Theatres Association; Theodore Black, Republic; and Robert W. Perkins, Warner Brothers.

The group, whose task is to "put on paper" what was agreed upon at the April 22-25 arbitration conference here, probably will meet day and night at next week's sessions in order to draft a document for the approval of the conference when it reconvenes in New York on May 26, according to Levy.

"The task of finalizing the arbitration..." (Continued on page 7)

Eastern MGM Group To Coast Today

M-G-M's special plane taking the Eastern group of theatre owners and trade paper representatives to the "Seeing Is Believing" meet at the company's Coast studios, will leave from La Guardia airport this afternoon.

Many theatre owners throughout the (Continued on page 7)

May Finance Arbitration by Extra Shows

Midnight Shows Would Pay Local Level Costs

Financing of arbitration on the local exchange level with revenue from special midnight shows has emerged as the plan most likely to be adopted by exhibitors and distributors at the second industry conference on arbitration which will get underway at the Hotel Astor here on May 20, it was learned yesterday.

As previously reported, the subcommittee on financing which was set up at the April 22-25 conference has before it a proposal that the national administrative committee for the projected new industry arbitration system be financed through rentals required for short subjects which would be produced with that purpose in mind.

While expenses of the national arbitration committee are estimated at upwards of $250,000 annually for officers, clerical help, expenses of maintaining regional arbitration committees (Continued on page 7)

Throws Out Bid for Towne Construction

CHICAGO, May 6—Federal Judge Barnes dealt the defendants in the Milwaukee Towne Theatre case a setback on two counts today, assessing them $32,975 attorney fees to be paid to the Towne attorney, Thomas C. McConnell, for the period of the appeal in addition to the fee of $75,000 originally awarded to him by the Appellate Court, and throwing out their cross-complaint for construction of the Towne decree with a statement that there are several different ways of distributing pictures in Milwaukee without violating the decree and that he did not think forcing the Towne into competitive bidding was one of the ways.

Seek Color for RCA Theatre TV

An experimental program to convert present RCA black-and-white television equipment to color TV is currently underway. David Sarnoff, RCA board chairman, disclosed here yesterday at the annual meeting of stockholders.
Sen. Mundt Lauds 'Pro-Americanism' of 'My Son, John,' 'Walk East on Beacon'

Washington, May 6—Senator Mundt, South Dakota Republican, today warmly praised the motion picture industry for "two new and intensely patriotic films," Paramount's "My Son John" and Columbia's "Walk East on Beacon."

"It is deservedly to be desired," he told the Senate, "that they will be followed by many more of similar nature."

Mundt, a key figure in the Congress' investigation of the Alger Hiss case, was one of a small number of legislators who saw the film at Motion Picture Association's Academy Theatre here last week. He said the ceiling floor to praise the film for "faithfully and feelingly depicting the evil poisons of Godless Communism." He described the film at various times as "undoubtedly the greatest, most stirring, pro-American picture of the past decade," "masterly," and "a profound psychological portrayal of a great patriotic motive," and "a picture which has stirred America more than any film since 'Birth of a Nation.'"

Patriotic organizations, churches, parent teacher groups and schools throughout the country have been placing orders for the film in their communities, the Senator urged. "It should be seen by every American who has eagerly been waiting for Hollywood to produce a picture that portrays the unswerving loyalty of this country." "Walk East on Beacon," Mundt, said, is another "grIPPING and compelling picture on the same theme, demonstrating dramatically how America's great FBI is operating to penetrate and punish the Communist spy apparatus in America."

CALLS COMPO TOURS A 'MUST' FOR MPAA PRODUCERS

A Hollywood producer who believes others in his station and mind shouldn't be producers if they don't participate personally in the Council of Motion Picture Organization's city-by-city tours yesterday cited the values of the tours in a New York interview.


"It was the greatest education I ever got," Welch declared. He referred to what he learned from radio and film-goers through the questions they put to him about Hollywood, about the stars' mode of life, about Communism in Hollywood and about picture-making in general.

Want No Social Significance

He said he found that film-goers in the cities and towns covered by the tour are disdainful of pictures with "social significance" and films that "preach." What they do want in films, Welch said, is "fun."

Time after time again yesterday, he and O'Brien were compelled to correct questioners' impressions that Hollywood is repudiated by the educators.

Apparently, he observed, people investigate "everybody except themselves." He found that the tour company members "were plain and down-to-earth" in speaking to the civic groups, clubs, hospital in again and children confined to homes for the blind.

Welch said he learned that "we of Hollywood are more than longs than sinners." He said he heard out too producers and writers who do not go out and look for film material in the world about them "in stead of thinking up plots in smoke-filled rooms" are remiss in their job. Mundt observed that part of the trouble is due over New York for possible locations for shooting his forthcoming "Sixth-Seventh-Eighths Park Avenue."

All of his latest motion picture productions is "Sing You Sinners."

On the subject of television's competition, Welch told the Washingtons, "I am aware that some homes are watching TV rather than bigger."

WB Declares Dividend

At a special meeting of the board of directors of Warner Brothers Pictures, held here yesterday, a dividend of 25 cents per share was declared payable on July 5, to the holders of common stock of record on June 6.

Newsreel Parade

THERE IS PLENTY of action and interest in current newsreel issues. Some of them have a Truman-protest tour of the re-electors; Tokyo Red rioting, the Wasp-Hosok Rescue, Ike’s farewell to his "G.I.'s," the Kentucky Derby, and the sex quintessence of items on sports and assorted matters.


TELENEWS DIGEST, No. 18—A. White House steel negotiations collapse, The Cats, Chicago, Kentucky, Japan's first week of independence.


WARNER PATHES NEWS, No. 77—Tokyo Reds riot. Tragic nylon conversion. Truman shows the White House.

RKO Theatres 1st Quarter Profit Dips

Consolidated net profit of RKO Theatres Corp. and subsidiary companies, for the first quarter of 1952, is $137,867, after tax, which is 200.58% lower than all other charges, compared to $441,941 for the same period in 1951, the company disclosed yesterday.

For the 13 weeks ending March 29, 1952, $7,254 was realized as a net profit on the sale of capital assets, compared to a $370,703 net profit in the same category in the 1951 quarter. Lithographic operations for the first quarter of this year resulted in a profit of $806,000, compared to $1,093,000 for the same period last year. Dividends and other income, which were $23,000 in 1951, were listed at $56,693, compared to $106,476 in the same quarter last year.

Vern Skory Will Assist Moe Levy

Vern Skory has been named assistant to Moe Levy, Midwest division manager for 20th Century-Fox, by director of distribution Al parten.

Replacing Saul Malinow, new Minneapolis branch manager, Skory is a former 20th-Fox salesman in Minneapolis.

S. Rechentnik's Father

Benjamin Rechentnik, 67, father of Sid Rechentnik, 33, Brooklyn home office publicity director, died yesterday at his home in Brooklyn.

A native of Russia, the deceased was president of the Jewish Burial Association.

Other surviving are the widow, Martha, another son, Joseph, and a daughter, Mrs. Sarah Eilenbogen.

By special announcement, the Warner Bros. Pictures will be held today at the Westminster Chapel, Brooklyn. Burial will be at Mt. Lebanon Cemetery.

Also surviving are the widow, Martha, another son, Joseph, and a daughter, Mrs. Sarah Eilenbogen.
The eyes of the industry are on the M-G-M Studios. The visiting exhibitors are seeing "Scaramouche" "Ivanhoe" "Pat and Mike" "The Merry Widow" "Lovely To Look At" "Because You're Mine." When they return home we predict that on every Film Row you will hear:

MAKE MINE METRO!
**Reviews**

**“No Room for the Groom”**

(Universal)

**VERY** marketable material, indeed. Quite enjoyable, too.

Is there a showman who ever to himself has said that he cannot sell Tony Curtis, and Piper Laurie, and Spring Byington?

That’s your pitch.

“No Room for the Groom” means that there was no room for the "GI" groom who came home for a two-weeks’ furlough and found that the families of 11—count ‘em—of his wife’s cousins had moved in. The complications were too much to interest the newsworthy well satisfied, any way, and the vivacious Piper Laurie, are abundantly human. We very respectfully give high tribute to Miss Byington, the mother-in-law, who wangled the 11 cousins’ favors into Tony’s bag while leaving Tony and Piper without opportunity to continue their honeymoon. This situation brought sympathetic reaction from a preview audience, the members of which appeared to be fairly awash, the movie resulting from crowded bathrooms, bedrooms, kitchens, dining rooms, etc.

Strongly in support in the cast is Don DeFore, a very convincing suitor of Miss Laurie, but very unconvincing to Miss Laurie’s amony, Tony. Others are Jack Kelly, Lachelle, Paul McVeety, Lynn Hunter, Fess Parker, Frank Sully, Helen Noyes, Elsie Baker, Fred J. Miller, James Parnell, Lilyan Tashman, Janet Clark, Delores Mann and Alice Rickard.


**JAMES CUNNINGHAM**

**“The Fighter”**

(Gottieb-United Artists)

**OUT OF A THROBBING** Jack London story of oppression and uprising in Mexico during the days of such revolutions as Pancho Villa and Zapata, producer Alex Gottlieb has fashioned a brisk and colorful drama that is far superior to its modest budget. It unites good acting to substantial story material and such should leave the curtain well satisfied.

Against a panorama of revolution and violence in Mexico the picture traces the rise of a young man in the prize ring. Richard Conte plays the dedicated soul who contributes his painfully-won pugilistic earnings to the cause of revolution, while his wife, Claire Trevor, is the traitor of the rebel leader Durango. The feminine touch in the popular screenplay by Aben Kandel and Herb Kline is contributed by Vanessa Brown. As an American girl working on a newspaper for the liberation of South America, she learns from Conte how his peaceable existence as a Mexican fisherman was shattered one day when military men came to his town and plundered and destroyed it while looking for an escaped rebel.

A series of carefully balanced sequences, the story shifts from Conte’s career as a prizefighter to that of a rebel. A dramatic chapter involves the rescue from prison of Cobb. The need of $5,000 to buy rides leads to the picture’s explosive climax. Come goes the reigning champion into a winner-take-all bout, and after absorbing a terrific amount of punishment, Conté manages to land a knockout blow.

Producer Gottlieb wisely sent a crew down to Mexico for location shots and thus the picture has a refreshing visual quality, Kline directed. The film is based on the London story "The Fighter." Running time, 78 minutes. General audience classification. Release date, May 25.

**Mandel Herbstman**

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**NEW SWG Petition For RKO Arbitrator**

Hollywood, May 6— The Screen Writers Guild filed a petition with the District Court of Appeals here asking the court to appoint a three-man panel to represent SWG Pictures in arbitration of the SWG-RKO dispute arising from the Paul Jarriaco-Paul McCune by story over screen credit for "The Las Vegas Story." The petition is tanta- mous to an appeal from the recent ruling by Superior Court Judge Roy L. Herndon, who declined to appoint an arbitrator on the ground that SWG’s interests were not at stake in the matter.

**SPG Board Meet Tonight**

Hollywood, May 4—Screen Producers Guild members and the new board will elect an entire slate of officers, at the second annual membership meeting tomorrow night.

**ABPC Pension Plan For Projectionists**

**LONDON, May 6—** A non-contribu- tory pension plan affecting all of the circuit’s chief projectionists is being put into effect by Associated British Pictures Corp., D. J. Goodalate announced today.

Under the plan, which is unprecedented on this side, men at the age of 65 and women at age 60 become eligible for pensions up to £200 per year, dependent on length of service. ABPC has contracted to pay £20,000 into a trust fund annually for the next three years, after which time the contributions will be based on the nucleus of the pension fund. ABPC has 510 employees affected by the plan.

Although not the main reason, the scheme undoubtedly will help to counter a disturbing drift of projectionists to better paid jobs in the armaments industry. Other circuits here presumably will adopt similar plans in due course.

By PETER BURNUP

London, May 6—Cinematograph Exhibitors Association has taken the Kinematograph Renters Society to ar- bitration in considerable matters of concern to American distributors here: namely, the "break figures" in rental contracts.

When the Eady Plan was introduced, exhibitors agreed not to seek to recover any part of the seat-levy they were charged upon or any reduction in film-rents. In the deal then made, distributors on their part undertook not to protest the levies in rentals. Exhibitors claim that, in keeping "break figures" static, distributors were in fact doing just that. Exhibitors had been compelled to put up their prices and so in consequence they were paying bigger percentages. They also feel that, for instance, in the case of the tax scale—particularly that imposed last August—have altered the whole basis of the "break-figure" formula.

**Matter of Principle**

The dispute now engenders, however, as is now the case, that is to say, are "break figures" a matter for individual negotiation between renter and exhibitor or must they be accepted as a general rule? Exhibitors feel they have pressed the point at successive meetings of the joint CEA-KRS committee. At the last of these meetings the question was specifically asked:

"Could a member of KRS alter an exhibitor’s "break-figure" without consultation with another exhibitor?"

The answer was given equally specifically: "Yes. But he would not. The exhibitor has the right to ‘advise’ its members in any way they wish to be advised.”

A short meeting was held last night in an endeavor to find a way out. KRS held to its point that it is entitled to "advise" its members and that KRS is in favor of unity. CEA’s representatives then announced that they would demand outright arbitration of their claims that KRS’ policy of "advise" becoming mandatory is an unconstitutional if not an illegal interference with individual trading rights.

KRS throughout has said that it is prepared, as a Society, to consider the "break-figures" of any exhibitor who feels his rentals are inequitable and produces his books in support of the case. But that the last of good enough for CEA. Theatre men feel they have a good battleground in demanding individual negotiation.

**Phil Williams, theatrical sales manager for March of Time, has resigned, it is understood, and will soon announce his association with a major company in an executive distribution capacity. His film with March of Time, March of Time with March of Time in 1937 and was successively assistant director and then director of the same department. He is the sales post in 1950. For three years he held a sales position with Fortune Magazine, another affiliate of Time, Inc. Williams could not be reached yesterday for comment.**
CLASH BY NIGHT

Barbara Stanwyck - Douglas
Robert Ryan - Monroe

J. Carroll Naish - Keith Andes - Produced by Harriet Parsons - Directed by Fritz Lang - Screenplay by Alfred Hayes
Based on the play by Clifford Odets

TRADE SHOWINGS

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Six Exhibitors to Testify for FCC Against Paramount

WASHINGTON, May 6.—Federal Communications Commission's new commissioner announced today that they will put six independent theatre owners on the stand when he testifies before the Paramount hearing held on Monday that were affected by Paramount's theatre activities.

In addition, FCC counsel said Dr. Adolph Rosenthal, developer of the Sklarin dark trace tube and former Sphofon Corp. of America associate, will testify. President Arthur Levey to the stand.

The six exhibitors are: Mrs. J. M. Anderson, Boone, Ia.; Karl Knudsen, Seward, Neb.; Fred F. Cardo, Greenville, S. C.; Charles Waldber, Miami; Artur F. Saas, Chicago; and C. Myers, Chicago, who was described as an brother-in-law of Barley Balaban, Paramount Pictures president. FCC counsel said he put additional witnesses on the scene to complete their testimony.

Continued Testimony

Levey, who continued his testimony today, described his activities after coming to this country in 1939 as the representative of Sphofon, Ltd. and outlined the negotiations with Paramount Television Production and General Precision Equipment Corp., which culminated in the formation of SCA. He brought with him diaries he kept during the period, to which he referred repeatedly.

Three Trailers to Promote 'Nellie'

As a direct result of exhibitor requests for more than single-use trailers picture and those which spotlight top Hollywood celebrities, 20th Century-Fox is making available three different star-type Technicolor trailers in varying lengths for 'Wait til the Sun Shines, Nellie,' with narrations supplied by George Jessel, Susan Hayward, and Gregory Peck, it was announced here yesterday by the company.

"Tailored to meet the needs of both first-run and subsequent-run theatres in both urban and "grass roots" situations, the trailers, varying in length and selling approach, afford long- range campaigns for the July release," said 20th.

Television--Radio

Comment and Opinion

COINCIDENT with a report that production of radio and TV receivers during the first quarter of 1952 was down 40 per cent from the same period in 1951, Hugh M. Beville, Jr., director of Plans and Research for the National Broadcasting Company, said that three out of every five families within range of TV in the U. S. now have receivers. NBC estimates TV set installations stood at 16,939,000, as of April 1, and by now have passed the 17,000,000 mark.

Quite a few of the important programs plan to stay on the air over the summer, but there is the usual re-scheduling with hot-weather replacements coming in. There'll be some new shows up for inspection this summer and some old favorites will return.

In the past, networks and agencies failed to appreciate the opportunities offered the TV medium to show what it can do to show that three out of every five families within range of TV in the U. S. now have receivers. NBC estimates TV set installations stood at 16,939,000, as of April 1, and by now have passed the 17,000,000 mark.

If proof is needed that an educational show can serve both its own purpose and be entertaining too, NBC-TV's "Zoo Parade," is an excellent case-in-point. The program, which must have tremendous appeal for children with its many close-ups of animals, also has a very definite potential for the adult audience. The cameras never just stay aimlessly through the Lincoln Park Zoo in Chicago, where the show originates. There is always some kind of story thread. Last Sunday, Merlin Perkins, director of the Zoo, introduced viewers to the animals on the seals of the 48 states and gave the reasons for their being there. Perkins has a pleasant, informal manner and while being informative, he never talks down to his audience.

On a different level, but with equal skill, CBS-TV's "What in the World?" just honored with a Peabody Award, also does an outstanding job of combining education with viewer enjoyment. Producer Robert A. Forrest has hit on a very stimulating format for the show which originates with WCAU-TV in Philadelphia and is put on in cooperation with the University of Pennsylvania. Historic art and other objects are presented to the panel of experts who must guess their origin. The show could use a touch of humor here and there.

The same is true, too, of the "Johns Hopkins Science Review" over the DuMont network. It is a very thorough and learned program but has a tendency to take on a lecturing quality.

It is the good fortune of the TV audience that the "Robert Montgomery Presents" dramatic offerings will continue on NBC-TV over the summer, for they rate among the very finest of their kind on the air. Robert Montgomery, versatile star of motion pictures, is the executive producer of both the Lucky Strike Theatre and Johnson's Wax Program, and under his skilled and firm hand the shows take on quality and a full and satisfying measure of entertainment value. His selection of stories shows a great deal of taste and a distinctive flair for trying the new and different. The performances he and his directors—Norman Felton and Vincent Donohue—get out of the actors are invariably first-rate. Somehow Montgomery and the NBC news commentary over NBC-Radio. Noted as a scene actor-director-producer, he went on active duty with the Navy in 1941 and saw action all over the world. To Montgomery goes the distinction of having been the first film personality to devote himself completely to TV. The results are a tribute to Hollywood.

There is great satisfaction in the Peabody Awards to Ed Murrow and "See It Now" and "The Celaue Theatre." Both shows are real pioneers in their fields and deserve to be honored as such. With so many young men and women anxious to break into television, "Opportunities in Television," written by Jo Ranson and Richard Pack, should come as a handy and valuable guide. . . . Lucille Ball did an outstanding bit of comedy routine with Ed Wynne on the NBC-TV "All-Star Revue" last Saturday.

Fabian Summer B.O.

Drive Is Detailed

Details of Fabian Theatres' summer box-office drive, featuring a profit-sharing contest for managers, were outlined here yesterday at a meeting of the exhibitors' managers, held at the Hotel Astor.

There will be $1,500 in over-all prizes, the money, which those are supervised by city managers, the prize money will be one-third greater. The period will cover June through August. Each manager will be disclosed that managers will be given a sizable percentage increase in salary equal to the percent increase in gross for the period.

The luncheon was addressed by Al Lichtman, 20th Century-Fox distribution director; Barret McCormick, RKO Pictures advertising director, and Max Youngstein, United Artists vice-president.

Speakers outlined forthcoming product and selling techniques. In addition Youngstein announced that U. A. will award $500 for the best theatre campaign on a UA picture.

The morning session was addressed by Mervyn LeRoy, Lou Golding and Edgar God. Other speakers addressing the one-day meeting, attended by scores of theatre owners, include Brooks, Phil Harkie, Nat Lapkin, Ed Fabian, Mary Becker and Joseph Eagen.

Seeks Stars for Royal Performance

Harry Woolf, sales manager of George Humphries & Co., Ltd., London, who arrived here from England by plane on Monday, left for Hollywood yesterday where he will endeavor to line up talent for Britain's Royal performance, to be held this year at Loew's Empire, London, on Oct. 27.

Mr. Woolf, chairman of the Benevolent Fund's committee in charge of arrangements for the performance, is being officially attended by the British monarch.

This year, selection of the Royal Performance film, the giving of a viewing committee consisting of three members nominated by the British Film Producers Association; three by the American Film Producers Association of America, and three exhibitors nominated by the Cinematograph Exhibitors Association. Films submitted must be available by Sept. 6 and viewings will begin Sept. 8.

Exhibition of a film at a Continental festival will not disqualify a film.
merger program has been developed yet.
Sources close to the situation felt that the merger plan, if at all consummated, would probably not be ready for the July 8 annual meeting of Universal stockholders. It was pointed out, however, that any substantial resolution of the shareholders' letters was could be called subsequently to pass on any merger plan.

It was further suggested that a number of directors feel that the board should pass on the principle of a merger and that further steps and studies are taken in that direction. In this respect, the trip of Milton R. Raskin, Decca president, to London to meet with further Rank takes on added significance. It is understood that Raskin, the present principal Universal stockholder, may attempt to revive efforts to purchase Rank's 134.57% shares of Universal stock.

As to Decca representation on the Universal board, the majority of board members are not opposed to giving Decca board representation in accordance with its interests in the company, according to reports. It was learned that the merger proposal for representation was taken up at previous board meetings, but a decision was held in abeyance to see what would be the procedures of the future relationship of both companies. Among the various forms the proposed merger could take, the most feasible is believed to be the purchase of assets of one company by another, it was reported.

**Tax Fight Delays**

(Continued from page 1)

O'Donnell and Col. H. A. Cole, both of Texas, shortly after the TOA board at its last meeting voted to put the exhibition organizer in an all-out fight against Federal, state and local taxes, TOA's newly elected COMPO executive committee last February pledged to COMPO their organization's support of any fight against taxes that are harmful to the industry. The O'Donnell-Cole committee was set up by the COMPO executive committee at its last meeting to apply the principles of an anti-tax campaign at this time. TOA said then that it would wait for the committee's report before acting itself.

Queried yesterday about possible plans for a meeting of the O'Donnell-Cole committee, COMPO headquarters said it would be in telephonic communication today with O'Donnell in Dallas, and as expected that plans for a committee meeting would be discussed.

**'U' Board**

(Continued from page 1)

**'U' Sales Meet in Chicago May 14-16**

Universal will hold a series of sales and promotion meetings of its home office, district and promotion executives at the Hotel Blackstone in Chicago May 14-16, to mark the product-

**Goldwyn, Skouras to Aid Denver Charity**

Samuel Goldwyn and Spyros P. Skouras have been named honorary chairmen for the anniversary celebration of the National Jewish Hospital at Denver, a charity benefactor, for the next three years of service with a Waldorf-Astoria Hotel here.

**Armit Meet**

(Continued from page 1)

contain more and livelier information, be issued oftener and with more follow-up on grosses. Wilbur Snaper, Allied president, declared national headquarters were working to good advantage on buying problems of members and were accomplishing results that would be impossible without Allied.

**Talks on Compo**

Col. A. H. Cole told of Council of Motion Picture Organizations' start of aims. He said the first attempt was likened to attempting to build the top story of a 20-story building with a broken tool and asked that the plan now in operation statewide in Texas, whereby COMPO is starting on Main Street and working up, was the answer. He stated that Texas COMPO was raising $30,000 annual budget and was getting results by working at the roots of theatre men and public, and that it was up to each theatreman to make COMPO work in its situation and results farther up would come.

Round table discussion on various subjects closed the initial session.

**Midnight Shows**

(Continued from page 1)

are expected to be nominal. Nevertheless, expenses would be expected to reach $100,000 due to time for local screenings. Thereupon theatres would put up the midnight shows with the cooperation of distributors, rentals-wise, at a rate that is suggested and which is said to have a very good chance of being adopted. Under the midnight shows proposal exhibitors would deduct overhead and other costs of performances before turning over revenue to local arbitration treasuries. Likewise, producers would be reimbursed for costs of the short subjects but all profits from them would go into the national administrative committee's treasury.

**'U' Coast Meet**

(Continued from page 1)

country invited to attend the three-day screening sessions, beginning tomorrow, have been heading West since Sunday. The group is due to arrive in Hollywood late tonight, where, like other M-G-M guests, they will be headquartered at the Los Angeles Ambassador.

From Charlotte, several Southern exhibitors are leaving by private plane. Another party left from Las Vegas, Nevada, where they had been attending the annual Variety Club convention.

**Para. Holders to Meet on June 3**

A slate of 14 Paramount directors was offered for reelection in management

**Para. Meet**

(Continued from page 1)

cant strikes in quality production made at the studio and that the past year, and which will be reflected in early releases, will be accelerated and expanded this year.

Y. Frank Freeman, vice-president and studio head, opened the week's conferences at a session in his office with Barney Balaban and other participating.

The meetings are being conducted by A. W. Schwallberg, president of Paramount Film Distributing.

Greeting the distribution executives as "well it was good to see him," Freeman stressed the inter-dependence of production and distribution, and spoke of the efforts of both to effect a closer-lab organization.

**Information Pipeline**

He declared: "You men in the field are a pipeline of information to us at the studio. We want you to take greater advantage of your opportunity to keep us advised on audience desires and trends which will guide the picture-makers in maintaining a high level of production. Under the leadership of Frank Balaban we look to the future with courage and confidence."

Balaban declared that the studio today is in its strongest position from a picture-making standpoint than it has held during recent years, and that recent advances are already apparent in the completed pictures, auguring a bright future.

The executive head struck a keynote of the combined sessions when he declared, "We enthusiastically welcome the thought and idea of a council of distribution department on future product, on stories planned, castings and the like."


Forthcoming Paramount product was also shown and plans for distribution and production executives jointly at tomorrow's meetings. Schwallberg, Freeman and Hartman congratulated Mr. and Mrs. Henry Pickman offering analyses of each picture from the merchandising point of view.

Today's sessions were highlighted by a round table discussion on advertising and exploitation plans for "Caribbean Gold" conducted by William Pine and William Thomas. Schwallberg declared Paramount has established a new trade pattern with publicity and advertising departments on both Coasts in closer coordination than ever before.

**UA to Handle**

(Continued from page 1)

cant of UA by the New York Bar as a "well-balanced company" and that the firm's finances were "very healthy." Pickering said the firm's stock prices have been "excellent" and that the company's "investment policies have been praiseworthy." Pickering predicted that UA's earnings for the year ending June 30, 1946, will be "well above" the $16,000,000 reported for the current fiscal year.

UA has enjoyed a steady growth in sales and profits over the past few years, Pickering said, and the company's financial position is "far more stable" than that of any other major movie company.

**UA to Handle**

(Continued from page 1)

its own exchanges in Brazil, it was revealed yesterday by Edward Pickering, UA's foreign distribution vice-president.

The execution of the agreement, which becomes effective July 1, was finalized in theRio de Janeiro last week by Pickering and A. A. Rebeiro, president of UCB. Pickering returned here at the weekend from a seven-week tour of U.A.'s offices in Great Britain and Conti- nental Europe.

**RUN THE CEREBRAL PALSY CAMPAIGN TRAILER. ASK AT YOUR N.Y.S. EXCHANGE.**
There's no business like 20th Century-Fox business!

They love us in New York, Albany, Denver, Memphis, Milwaukee, Minneapolis, New Orleans, Washington, Toronto.

...and now we're coming to your house-to stay!

The "Cheaper by the Dozen" Family in "Belles on their Toes" Technicolor.

There's no business like 20th Century-Fox business!
Allied Willing To Moderate On Arbitration

Myers Tells of ASCAP Tax on Non-film Music

COLORADO SPRINGS, May 7.—ASCAP plans to tax theatres on the use of recorded intermission and other music not on film, call for annual payments of from $15 to about $48, according to Abram F. Myers, Allied States general counsel.

Addressing the Allied Rocky Mountain Independent Theatres convention here today, Myers said ASCAP was set to place the plan in effect within six months.

According to Myers, the planned charges would be $15 annually for theatres having less than 600 seats; $24 for theatres with between 600 and 1,200 seats; $36 for theatres with capacities of between 1,200 and 1,600 seats; and $48 for capacities of over 1,600.

Drive-ins would be charged $5 per month for 350 cars or less, $4 for 350 to 650 cars, and $5 for more than 650.

Myers Sees Alternative To All-Inclusive Plan

Colorado Springs, May 7.—While Allied States Association will fight for an all-inclusive arbitration system, it might go along with the best that could be gotten and hope the plan is successful, Abram F. Myers, Allied general counsel, declared here today.

Myers addressed the closing session of the Allied Rocky Mountain convention here. He said the basic idea of the proposed industry arbitration plan was conciliation in advance of arbitration.

Allied's general counsel also said that one condition of reduced clearance awards in arbitration should be that a print must be made available at the proper time.

Another speaker, Abe Berenson, Allied national director, stressed the importance of theatres to the community, pointing out the role they play in the entertainment industry.

(Continued on page 12)

Paramount to Release 32

In 18 Months

Balaban Cites Company's 'Solid' Product Position

Hollywood, May 7.—Paramount today announced a program of 32 features for release during the 18 months from July, 1952, through December, 1953.

Presented as the highlights of today's session of the company's week-long sales and merchandising meeting here, the releasing program was described by Barney Balaban, Paramount president, as "an indication of Paramount's supreme faith in the future of the motion picture business."

Balaban told the gathering of sales representatives that Paramount was still in the leadership of the industry.

(Continued on page 9)

Say Compo Tax Unit May Meet in June

Holding of a full-rress meeting in Dallas of the Council of Motion Picture Organizations committee on taxation either a day or two before or a day of two following the June 9-11 Texas COMPO public relations conference there was described here yesterday as a distinct possibility.

It was pointed out that with virtually every exhibition and distribution company represented, the committee should have ample time to consider the matter.

(Continued on page 12)

Big Overseas Upturn With 'U' Drive End

Ameco Aboof, vice-president and general sales manager of Universal-International Films, reported yesterday that the 16-week "Nate Blumberg Drive" wound up last weekend with the biggest week ever recorded by the foreign division in the history of the company.

The record figures exceeded by 63 per cent the previous highest week.

(Continued on page 12)

Reverses Decision In Long Park Suit

The New York Appellate Division has ruled that the release granted by Long Park Amusement Co. to RKO under its Sept. 28, 1938 agreement is a bona fide defense.

The ruling thus upset the decision of Judge Benedict Dinesen, which had stricken out the release from the RKO answer.

Under the 1938 agreement Long Park and Walter Reade, Jr., acquired RKO's 25% share interest in jointly-owned New Jersey properties. RKO had declared dividends from the 25% shares of Class B stock to be in the amount of $42,500, but after signing the papers which would release RKO from further obligation, Long Park and Reade alleged the figure should have been in excess of $600,000.

Gamble Heads New TV Firm in Portland

Portland, Ore., May 7—Ted R. Gamble, Portland theatre executive, in a further extension of his varied holdings, now heads the new Northwest Television and Broadcasting Corp., which plans to apply for one of the TV channels allotted to Portland by the Federal Communications Commission.

(Continued on page 12)

‘Seeing Is Believing’ Meet Opened by Reagan

Hollywood, May 7.—One hundred key theatre operators from Coast-to-Coast, said to represent in the neighborhood of 10,000 theatres, are here for the opening tomorrow of Metro-Goldwyn-Mayer's "Seeing-Is-Believing", a product screen- ing and meeting, M.G.M. general sales manager Charles A. Reagan will introduce the guests, all sessions will be held at the Culver City studio.

Following his address, Reagan will introduce Dore Schary, production vice-president and studio host and Howard Dietz, vice-president and director of advertising publicity. Dietz will conduct a forum following each screening of six pictures. In addition to the theatremen, those attending will include M.G.M. six sales managers and trade paper editors, publishers and representatives from New York, Philadelphia, Kansas City and Hollywood.

After the talks, the visitors will be taken on a tour of the studios. Among production sets to be visited are those for "Plymouth Adventure," "Prisoner of Zenda," "A Tribute to a Bad Man" and "Everytime I Have Is Yours."

(Continued on page 12)
U.A. Worker Benefits Due

United Artists, having had a profitable first year under the Arthur Krim-Robert L. Lippert management group, now is preparing to provide its employees with a number of special benefits. These benefits would include employee insurance policies covering life, health and hospitalization. If present plans are fulfilled, the insurance policies will be issued within a few weeks.

Walt IATSE Motion Picture Home Office Employees Local No. H-03, which represents UA "white collar" employees, yesterday won the company's acceptance of a proposal that the Blue Cross health and hospitalization plans be made available to employees on a group basis. The management informed the union officials of its plans to insure the UA workers.

In recent weeks UA officials discussed the plans with representatives of Equitable Life, New York Life and Union-Labor Life insurance companies.

20th-Fox ‘Junket’ Back from Haiti

Concluding a four-day visit to Port- au-Prince, Haiti, 20th-Fox chairman for the government for the world premiere of 20th Century-Fox’s ‘Lydia Bailey,’ the special 30-man press party returned to New York yesterday via Pan American Airways.

Marking the first time that a Hollywood motion picture party had a premiere outside the limits of the U.S. with American journalists in group attendance, the trip was climax'd by the Sunday night launching of the Technicolor picture. It will open at the New York Roxy early next month.

E. Small Due Next Week for U.A. Talks

Producer Edward Smull is due here from Hollywood early next week for conferences with United Artists executives which are scheduled for the annual lodges and chapters banquet contest conducted by the Metropolitan Council of Eta Brith. Livingston was presented with a scroll at a meeting of the delegates of the Council at the Henry Hudson Hotel here this week.

Herbert L. Riffkin, mono-
gram vice-president and
franchise owner in Boston, who was in
Hollywood following the Variety Club
conference, has returned to Boston.

Major William Harper, head of
the Photographic Service of the
Marine Corps and formerly active in
film making, announced the arrival of
son, their first child, to his wife,
Helene, on Sunday in Bethesda, Md.

Jerry Fairbanks, head of the Hol-
lowood firm bearing his name, has
left there on a two-week aerial tour of
Asia. He is pilotling his own plane.

Otto W. Cook, manager of film manu-
facturing at Eastman Kodak's
Rochester plant, has retired after com-
pleting nearly 32 years with the com-
pany.

Pat Patterson, Astor franchise
director for Southern California of
Los Angeles, has arrived here from the
Coast.

Join and Roy Boulting, British producers, will leave Hollywood en route to London on May 16.

Joseph Mankiewicz, M-G-M writer-
director, has returned to the Coast after a two-week visit in New York.

Joseph Kaufman, producer, has arrived here from Hollywood.

Films Now in Show Business: DeMille

Hollywood, May 7—The motion picture
industry now finds itself defi-

ently in show business for the first
time in 40 years, Cecil B. DeMille
told a Paramount sales meeting here
at the Hotel Roosevelt.

"People don't go to motion picture theaters any longer to hold hands, to be educated or to enjoy ordi-
nary entertainment," he said. "They go to see pictures, and the dramatic values on the screen, the human interest stories, must be so powerfully told that they draw them away from their tele-
vision sets."

"Must Be Inventive"

DeMille emphasized that there are
still great harvests to be reaped in
the motion picture field, but "we must
all be inventive." He said that he re-
ally expected from start to finish will
"pay off royally."

He said he is now giving consider-
ation to the subject matter of his next
production. "I have always been fas-
cinated by the story of Helen of
Troy."

Following his talk at the sales con-
ference, DeMille left Hollywood on a
three-week tour during which he will
visit the Studio Club in Chicago, the
Presbyterian Sesquicenten-
tian, and the University of Chicago;
and a conference at the University of
Iowa.

Personal Mention

HERMAN L. RIFFKIN, mono-
gram vice-president and
franchise owner in Boston, who was in
Hollywood following the Variety Club
conference, has returned to Boston.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Seward Page, Editor; Terry Ramsey, Consulting Editor. Published daily, except Saturdays. Neale Building, 120 South La Salle Street, Chicago, Ill. Entered as second-class matter, Jan. 17, 1919, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $5 in the Americas and $12 foreign; single copies, 50c.
One purpose... One goal...

We of Warner Bros. are always mindful of the faith and confidence placed in us by exhibitors. Throughout our many years in this industry this relationship has been a major inspiration in the pioneering we have done and in the contributions we have made to the success of the motion picture theatre.

Now again we recognize our opportunity to serve our industry.

On these pages you see the accomplished result of one purpose, one goal — to give Warner exhibitors assurance of an uninterrupted flow of the finest product our Studio has ever provided. To this project the full power and all the vast resources of Warner Bros. Studios are dedicated in the greatest coordinated effort in their history.

With the broad scope, the freshness and the importance of these attractions — the vast majority in color — showmen can enthusiastically offer their public a steady succession of the kind of entertainment that has made our industry so great.

Jack L. Warner
"SHE'S WORKING HER WAY THROUGH COLLEGE"  COLOR BY
TECHNICOLOR  MAYO REAGAN NELSON
DON DEFORE  PHYLLIS THAXTER  PATRICE WYMORE

"TOP SECRET" CORNEL WILDE  STEVE COCHRAN  KARL MALDEN  PHYLLIS THAXTER

"JIM McLAIN" JOHN WAYNE

"THE CRIMSON PIRATE"  COLOR BY
TECHNICOLOR  BURT LANCASTER  NICK CRAVAT
A NORMA PRODUCTION

FOR

"THE MIRACLE OF OUR LADY OF FATIMA"  COLOR BY
WARNERCOLOR

"SPRINGFIELD RIFLE"  COLOR BY
WARNERCOLOR  GARY COOPER

"APRIL IN PARIS"  COLOR BY
TECHNICOLOR  DORIS DAY  RAY BOLGER  CLAUDE DAUPHIN

"TOP OF THE WORLD"  First Story of the danger-missions of the
Air Force Weather Patrol in the Arctic!

DELIVERY

"THE IRON MISTRESS"  COLOR BY
TECHNICOLOR  ALAN LADD  VIRGINIA MAYO

ABBOTT AND COSTELLO MEET 'CAPTAIN KIDD'  IN
SUPERCOLOR  ALSO STARRING  CHARLES LAUGHTON
A WOODLEY PRODUCTION

"THE DESERT SONG"  COLOR BY
TECHNICOLOR  GRAYSON  MACRAE
SIGMUND ROMBERG'S
GLORIOUS MUSIC

"THE MAN BEHIND THE GUN"  COLOR BY
TECHNICOLOR  RANDOLPH SCOTT  PATRICE WYMORE  DICK WESSON
PHILIP CAREY

"I CONFESS" MONTGOMERY CLIFT
A SHEREC PRODUCTION

WITHOUT A LET-UP
ONE PURPOSE . . . ONE GOAL . . .

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With the broad scope, the freshness and the importance of these attractions—the vast majority in color—showmen can enthusiastically offer their public a steady succession of the kind of entertainment that has made our industry so great.

Jack L. Warner
All This Warner Power in Preparation!

"THE JAZZ SINGER"  DORIS DAY  DANNY THOMAS
"THE EDDIE CANTOR STORY"  ERROL FLYNN
"THE SEA ROGUE"  BURT LANCASTER
"HIS MAJESTY O'KEEFE"  BURT LANCASTER
"KISS ME AGAIN"  VICTOR HERBERT'S IMMORTAL MUSIC
"BY THE LIGHT OF THE SILVERY MOON"  DAY MACRAE
"THE GRACE MOORE STORY"  ERROL FLNN
"THE SYSTEM"  HUMPHREY BOGART
"BROADWAY REVISITED"  JANE WYMAN
"COME ON, TEXAS"  RANDOLPH SCOTT
"THE END OF THE RAINBOW"  DORIS DAY  GORDON McRAE
"HELEN OF TROY"  WARNER COLOR
"SALLY"  WARNER COLOR
"STOP YOU'RE KILLING ME"  BASED ON A COMEDY BY DAMON RUNYON

And There's Warner Power in

WARNER BROS. SHORT SUBJECTS
WARNER BROS. CARTOONS
BUGS BUNNY  MERRIE MELODIES  LOONEY TUNES
WARNER PATE THE NEWS
Paramount

(Continued from page 1)

advertising-publicity and studio executives that the 18-month program is "unprecedented," not only in investment, but also in scope. As he said, "it places Paramount in the most solid position in its history."

The product lineup was revealed by Y. Frank Burt, president, and Don Hartman, production director. A. W. Schwallberg, president of Paramount Film Distributing, testified to the enthusiasm which the sales force in general holds for the new project, as Schwallberg presided at the meeting.

Leading off the line-up of 13 pictures set for release from July through December, 1952, Cecil B. DeMille's "The Greatest Show On Earth." It will go into general release in July, isolated number of pre-release engagements.

Last Other Films Completed

Other films which are completed and set for release during the last half of 1952 are:


Others for 1953 Release

Also set for 1953 release are the following productions which are set to come out now and October 1, 1952:

"Pleasure Island" (Technicolor), with F. Hugh Herbert directing, starring Alan Ladd, "Dallas" (Technicolor), starring John Payne and Arlene Dahl, produced by Pine and Thomas and directed by Allen Peebles. "Ludwig," directed by John Sturges, starring David Ladd, "The Stars Are Singing" (Technicolor), starring Anna Maria Alberghetti, "The Millionairess" (Technicolor), starring George Beranger, "Roman Holiday," which will be filmed in Rome with Gregory Peck and Audrey Hepburn, starring and directing "Nat Holt's Pony Express" (Technicolor), starring Charlie Heston, Rhonda Fleming and Jan Sterling. "Happy Go Lucky" (Technicolor), starring John Payne, Arlene Dahl, Jan Sterling and Lyle Bettger. "The Secret of the Incas" (Technicolor), starring George Palm's "Houdini," "Sapphire Sal" (Technicolor) again teaming producer Robert Welch and director Frank Tashlin. "Jamaica Run" (Technicolor), starring Ray Milland and Wendell Corey, and "Pine-Thomas Little Boy Lost," starring Bing Crosby and Claude Dauphin; the producer is William Perlberg and the director is Frank Tashlin. "Toppy and Eva" (Technicolor), to star Betty Hutton and directed by Paul Tugend will produce "Girls Are Here To Stay" (Technicolor), starring Dick Powell, and the producer will be Paul Jones.

Review

"The Outcasts of Poker Flat" (20th Century-Fox)

A TAUT SUSPENSE FILM is presented in this treatment of Bret Harte's story of a group of undesirables thrown out of a tough Western mining town. While the film version leaves out Harte's ironic twist, it makes up for his characters left to fend for themselves against hunger, viciousness and the unfeeling elements.

Although it does contain many ingredients of previous motion pictures along this line, it is a bit off the beaten path and should profit from emphasis on that fact. Following a slow start, the duel between the two main protagonists grows and the action reaches a crescendo before the film's 81 minutes have elapsed.

The scene is set by a theft in muddly, wild Poker Flat. Subsequently, the aroused citizenry round up a number of undesirables and ride them out of town. Harry Tugend, one of the last holdouts, Dale Robertson, a professional gambler, and Miriam Hopkins, an entertainer.

Gambler Robertson, unwillingly, takes command of the group as they are being led by a raging snowstorm while on a mountain pass. Finding refuge in a deserted shack, their troubles increase as they are joined by a young and uncouth youth. Without food, without horses, the gang is tyrannized by badman Cameron Mitchell, the husband of Anne Baxter.

It is at this stage that the screen becomes satisfying, with gambler Robertson playing for the highest stake in his career. Before the game of life and death is won by Robertson, there are many moments when an audience will tense in front of the screen.


Running time, 81 minutes. Adult classification, May release.

MICRAH HOBRTS

Atlanta SMPTE Meet

To Hear TV Reports

Atlanta, May 7—Four television papers and one on color motion picture films will be heard at the Society of Motion Picture and Television Engineers' 10th annual regional meeting, which opens Friday.

Otto H. Schaefer, RCA, will compare the definition in television and photographic processes. Dr. W. T. Hanson, Jr., of Eastman Kodak, will speak on Eastman color films. R. E. and E. H. Lederer, broadcast-engineering section of General Electric Co., have as their subject "Optical Properties of Polaroid." Film Projector for Television: V. J. Duke and D. E. Mullenger, National Broadcasting, will discuss improved television film reproduction.

20th-Fox Denies

(Continued from page 1)

the New England TV project, asking him, among other things, how would exhibitor customers fit into such plans.

20th-Fox spokesman pointed out that the subsidiary, 20th Century-Fox New England, Inc., had been organized before his company withdrew its claim to the project and joined in the industry's request for channels before the Federal Communications Commission.

The new network, which has been given up, contemplated a network of 20th-Fox television transmission stations, which would be as follows, according to 20th-Fox spokesman.

Appeals Carrier Ruling

WASHINGTON, May 7—The Utah Public Service Commission ruled that a decision of the 10th Circuit Court of Appeals which this suit has been appealed to the U. S. Supreme Court against a decision of the 10th Circuit Court of Appeals which this suit has been appealed to the U. S. Supreme Court and the Federal Communications Commission in the case of United States v. W. C. Wood, a film carrier operating out of Salt Lake City, is engaged in interstate commerce and therefore does not need a carrier license from the FCC.

FCC Hears Levey on SCA Patents Issue

WASHINGTON, May 7—The question of whether the Phonophony Corporation of America never established a laboratory for the further development of electronic patents took over today at the FCC as those patents Commission

Paramount

Thursday, May 8, 1952

MOTION PICTURE DAILY

9

Lease Rosedale in Bronx

In behalf of the V. and S. Amusement Corp., headed by Joseph and Sylvan Sprung, local theatrical real estate specialists, have consummated a 21-year lease on the Rosedale Theatre in the Bronx with the Rosedale Engineering Corp., the landlord.
WARNERS CITE 'POWER' IN
FORTHCOMING PRODUCT LIST

ELEVEN top Warner Bros. productions, recently completed and
awaiting distribution, will be backed by long-range promotional
campaigns, the company reveals. The pictures completed and
to be distributed from now to September are:

"Mara Maru," starring Errol Flynn and Ruth Roman in a sea ad-
vventure drama. Gordon Douglas directed, from a screenplay by N.

"The San Francisco Story," a Fidelity-Vogue production starring
Joel McCrea and Yvonne De Carlo, an outdoor adventure drama pro-
duced by Howard Welsch and directed by Robert Parrish. The
screenplay is by D. D. Beauchamp from a novel by Richard Summers.

"About Face," a Technicolor musical starring Gordon MacRae,
Eddie Brecken, Dick Wesson, Virginia Gibson, Phyllis Kirk and Aileen
Stanley, Jr. Peter Milne wrote the screen play from a stage play by
John Monks, Jr. and Fred F. Finklehoff. Ray Del Ruth directed,
with William Jacobs producing.

"Carson City," WarnerColor, starring Randolph Scott with Lucille
Norman, Raymond Massey and Richard Webb. Screen play was
written by Sloan Nibley and Winston Miller from a story by Sloan
Nibley. Andre de Toth directed, with David Weisbart producing.

"3 for Bedroom C," a Breco Production in Natural Color, starring
Gloria Swanson. The picture was written and directed by Milton
H. Breen from the novel of Goodard Lidber. Edward L. Alerson,
Jr. was associate producer.

"The Winning Team," story of one of baseball's greatest pitchers,
starring Doris Day as Mrs. Grover Cleveland Alexander. Ronald
Reagan as Alex and the Great Frank Lovejoy as Rogers Hornsby. The
screen play was written by Ted Sherdeman and Seelag Lester and
Mervin Gerard from a story by Seelag Lester and Mervin Gerard.

Lewis Seiler directed and Bryan Foy produced.

"Where's Charley?," Technicolor musical, starring Ray Bolger in
the screen adaptation of the Broadway musical. David Butler directed.

"The Story of Will Rogers," Technicolor production starring Will
Rogers, Jr. as his father and Jane Wyman as Mrs. Rogers. The film
is based on the Saturday Evening Post stories. "Uncle Clem's Boy," by

"She's Working Her Way Through College," Technicolor musical
starring Virginia Mayo, Ronald Reagan, Gene Nelson, Don DeFore,
Phyllis Thaxter and Patrice Wymore. The screen play was written by
Peter Milne from a stage play by James Thurber and Elliott Nugent.

EIGHT WARNER PRODUCTIONS
CURRENTLY BEFORE CAMERAS

IN ADDITION, the Warner studios have eight productions currently
before the cameras.

They are: "Top Secret," a story of the French underground starring
Cornel Wilde, Steve Cochran, Karl Malden and Phyllis Thaxter. Lewis
Seiler is directing, with Henry Blanke producing.

"Springfield Rifle," WarnerColor, starring Gary Cooper, with Phyllis
Thaxter and Philip Carey. Andre de Toth directs, with Louis F.
Edelman producing.

"April in Paris," Technicolor musical, starring Doris Day, Ray Bolger
and Claude Dauphin. David Butler is directing, with William Jacobs
producing.

"Top of the World," story of the Air Force weather patrol in the
Arctic, starring Frank Lovejoy and Steve Cochran. Robert Sisk is
producing.

"The Iron Mistress," Technicolor production starring Alan Ladd and
Virginia Mayo. Gordon Douglas is directing, with Henry Blanke
producing.

"The Desert Song," Technicolor musical starring Gordon MacRae
and Kathryn Grayson. Bruce Humberstone is directing, with Rudi
Fehr producing.

"The Man Behind the Gun," Technicolor, starring Randolph Scott,
with Patrice Wymore, Dick Wesson and Philip Carey. Felix Feist is
directing and Robert Sisk producing.

"Jim McLain," a Robert Fellows-John Wayne production, starring
Wayne and Nancy Olson, directed by Edward Ludwig.

46 PROPERTIES NOW IN VARIOUS
STAGES OF PREPARATION

IN ADDITION, 46 properties are currently in various stages of
production at the Warner studios from which the company's 1952
program will be completed. The properties and producers assigned
to them are:

Robert Arthur: "The Helen Morgan Story," "Too Hot to Handle."
William Cagneys Productions: "A Lion Is In The Streets," Sammy
Cahn: "Three Sailors" and a musical comedy version of "The Man Who
Came to Dinner."

Also: Louis F. Edelman: "The Jazz Singer," "Come On, Texas."
"Dream Girl," "At The End of the Rainbow," "Stop, You're Killing
Me," "The Story of the Post Office," Four Chaplains," Bryan Foy:
"The Big Train," "The Last Train West. William Jacobs: "Hobby
Horses," "Sally," "When Old New York Was Young," "Miss America,"
NEW FACES, STAR TOURS HELP SELL

WARNERS SET PERSONALITY TOURS TO PROMOTE PLAYDATES

MORT BLUMENSTOCK, Warner Bros.' advertising and publicity vice-president, stresses showmanship with the personal touch. Wherever possible, personal appearances by Warner personalities are tied in with important picture bookings. Warner Bros. has just routed Abbott & Costello on a tour of key cities in connection with openings of the Exclusive Picture in Super-cine Color, "Jack and the Beanstalk." Also tied in with the picture's openings were contests and extensive supermarket local advertising. In the New York metropolis area, the Food Fair Stores took large ads in 22 New York and New Jersey newspapers in connection with the picture.

Warner Bros. is now conducting a personal appearance tour of more than 30 cities throughout the nation for Mrs. Grover Cleveland Alexander, on behalf of "The Winning Team." Mrs. Alexander's tour takes her to cities where major and minor teams are located. "Winning Team Day" will be observed in cities where there are big league baseball teams, with Mrs. Alexander as guest of honor at the games. Mrs. Alexander will present baseballs, autographed by the stars of the picture to governors, mayors, sports editors and to women's page and motion picture editors. The wife of the famous pitcher will visit newspapers, hospitals, radio stations and will attend civic luncheons in her honor.

Two of the nation's well known songwriters, Charles Tobias and Peter DeRose, who wrote the musical score for the Technicolor musical, "About Face," were spotted by Blumenstock on a record number of top radio and television shows emanating from New York, before they begin a multi-city tour.

Since the first of the year eight other personal appearance trips have been made by Warner Bros. players to various sections of the country. The most recent of these were made by Frank Lovejoy, Dick Wesson and Virginia Gibson in Denver at the opening of the new Paramount Theatre there, with "Bugles In The Afternoon," Technicolor Cagney Production.

EXPLOITATION TIE-UPS ARE SET FOR FORTHCOMING PRODUCTIONS

In addition, the product is being presented with extensive exploitation tie-ups. Blumenstock and his staff have made arrangements, in connection with "Story of Will Rogers," for promotion with U.S. Highway Association 66 to re-name it "The Will Rogers Highway." The road covers more than 2,200 miles and passes through eight states and hundreds of cities. The Highway Association will distribute more than a million automobile shield stickers crediting "The Story of Will Rogers."

Also a series of full page, 4-color ads in national magazines by Lustre-Creme, on Jane Wyman and crediting "The Story of Will Rogers," as well as ads by Colgate Palmolive Peet, Lux and Chesterfield featuring such pictures as "The San Francisco Story," "She's Working Her Way Through College," "Mara Maru" and "The Story of Will Rogers."

The company is also sending original prints of the Will Rogers memorial stamp, a valuable collector's item no longer issued by the Post Office Department, to key editors, exhibitors, etc. The stamp is being mailed in specially designed commemorative Will Rogers envelopes.

In connection with WB distribution of "3 For Bedroom C," Blumenstock has made arrangements with the Santa Fe Railway System, whose trains are shown in the picture, for advertising in approximately 500 daily newspapers and 700 weekly papers. Santa Fe people will also be putting out special promotion flyers for the picture in all their Fred Harvey restaurants and in the dining rooms of their trains.

Complete daily newspaper publicity service, as well, in line with its policy of intensive promotion from the moment a picture goes into production, is behind the new releases. Blumenstock's recent transfer of his headquarters from New York to Burbank studio placed increased emphasis on across-the-board merchandising which the company practices.

NEW PICTURES COMBINE STARS AND PROMISING NEWCOMERS

ANY of the current and forthcoming Warner Bros. pictures have at least one newcomer in a principal role. In Abbott and Costello's "Jack and the Beanstalk," two new performers play the romantic leads, Shaye Cogan, formerly a singer with Vaugh Monroe's orchestra, and James Alexander, who toured the country as the singing lead in "Okalahoma." In "Mara Maru," the new face belongs to less-than-new screen player, Raymond Burr, hitherto a 300-pound character actor who slimmed down to 185 and won the role of Errol Flynn's rival for the affections of Ruth Roman.

In "About Face" audiences will discover Aileen Stanley, Jr., Joel Grey and Cliff Ferre. Not exactly old-timers on the screen either are Virginia Gibson and Phyllis Kirk. Both players and Miss Stanley are the leading ladies for Gordon MacRae, Eddie Bracken and Dick Wesson in the picture. Grey is Eddie Canto's comedy protege. Gloria Swanson's new picture, "3 For Bedroom C," gives James Warren his chance as the romantic hero.

Will Rogers, Jr., facing a camera for the first time, portrays his father in "The Story of Will Rogers."
Ticket Tax
(Continued from page 1)
of exhibitors being given greater flexibility in fixing seat prices under the tax, with permission to restore the one-shilling and three-pence price, the elimination of which, he said, has harmed not only the industry but patrons generally.

O'Brien declared that the government would consider the industry as a permanent El Dorado, saying that between 2,500 and 3,000 exhibitors owned only one or two theaters. He said his plan not only favors this union but for the whole industry.

XATHE, he said, is satisfied that thousands of exhibitors compare to pay low wages to employees only because they cannot afford to pay more.

His plea was supported in speeches by several members on both sides of Commons.

Winding up today's debate, the government's spokesman, Boyd Carpenter, financial secretary of the Treasury, disputed CEA's claim that the proposed changes would cost the Treasury only £500,000. He estimated they would more nearly involve £2,000,000.

Also, after another day's debate, he claimed there is no ready evidence that small theaters are in an unduly parlous condition, pointing out that in the last 10 years, while the employers association with 1950, admissions showed an increase in attendance of 1,000,000.

Newspaper exhibitors feeling in all sections of Commons was that it would be desirable to find an alternative tax structure which would give greater flexibility to prices.

The express promise was made that the Chancellor of the Exchequer is 'prepared to consider any proposals not involving an appreciable loss of revenue. The Chancellor will gladly consider any detailed scheme proposed by those responsible for the film industry.'

In view of the explicit promise, O'Brien's amendment was withdrawn and he observed that the government was prepared to consider the indicated proposals, which is, he hoped, could be made to Common market ministers as it also relevant to a joint industry basis. Heretofore, CEA has been acting unilaterally in the matter.

One implication is essential since the last opportunity to amend the finance bill will occur during its report stage, which is due shortly.

NTFC to Meet May 14
The National Television Film Council will hold a meeting and reception Wednesday afternoon at New York's Warwick Hotel.

Reagan Opens Meeting
(Continued from page 1)

A screening of "Pat and Mike," starring Spencer Tracy and Katharine Hepburn, is scheduled for 4:00 P.M., with a discussion to follow. At 6:00 P.M., there will be cocktails and dinner, with a screening of "The Merry Widow," starring Lana Turner and Fernando Lamas, will be followed by a question and answer period.

News of the Day will photograph highlights of the activities and candor of the New York meeting will tell us as well as photograph delegates with M-G-M stars.

On Friday, the morning session will have a condensed discussion on the merchandising of "The Merry Widow." Then will follow a screening of "Theodora/" starring Katharyn Grayson, Red Shelton, Howard Keel, Marge and Gower Champion, Ann Miller, and Zsa Zsa Gabor. This will be followed by a luncheon and open forum.

The afternoon session will feature a screening of "The Gold Rush," starring Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, and Emlyn Williams. There is no activity schedule thereafter.

On Saturday, the morning agenda calls for a screening of "Because You're Mine," the Mario Lanza starring on color film. It will be followed by a discussion of the picture by exhibitors. Lunch was planned for noon and then the film will be screened. It stars Stewart Granger and Eleanor Parker. A general discussion will follow.

After "Scaramouche," exhibitors, sales executives and the trade press will get an inking of pictures to come. A preliminary screening from "Mr. Congressman," "tribute to Bad Man," "Above and Beyond," "Picture of Dumbo," "List," "Jeeves Lover," and "Plymouth Adventure." It is also planned to show films of the gatherings before the men return to their respective headquarters.

A banquet and "Parade of Stars" on Saturday night will wind up the proceedings. At the studio banquet, Dietz will be master-of-ceremonies and introduce the stars and others.

RKO Pictures Lists Johnstone, Belgians Executives' Salaries Finalize New Pact
WASHINGTON, May 7. — J. Miller Walker, vice-president and general counsel, and William H. Clark, treasurer, of RKO Pictures, Inc., reported to the company's board of directors that each will receive $6,300 each, the company disclosed in its annual report to the Securities and Exchange Commission.

Walker's salary last year was $39,900. Clark's was $39,320, and Neil E. Depinet, company treasurer, received $105,220 remuneration.

In 1951, Walker was promoted to his present positions after having served as secretary and assistant general counsel prior to the divestiture of the theatre company from the picture chain. Clark was treasurer also under the previous setup.

Depinet, Walker and Clark, whose salaries were the only ones listed in the report, are also members of the company or its subsidiaries.

All directors and officers of RKO Pictures were, as a group last year, were paid salaries totaling $296,620.

Hits Newark's Bid To Bar 'Latuko'
The attempt to bar the African documentary, "Latuko," from the Embassy Newsreel Theatre in Newark, on grounds of "immorality," was vigorously opposed here yesterday by Irwin H. Victor, president, National Exhibitors' Representatives, distributors of the film.

The documentary is booked to open in the theatre tomorrow, and according to Lesser, Norman Elon, head of the Embassy circuit, has not changed his decision to plead the objections of the Newark Police Department.

Lesser claimed that "Latuko" has played in over 200 stations with 'any trouble, with the exception of New York State, where the censor board has intervened. Museum of National History, sponsors of the film, is said to be debating whether it will make deletions of nude natives depicted in the film.

Help the Cerebral Palsy Campaign.

Circuits Seek Rate Cuts in Newspapers
Some circuit representatives in New York and Philadelphia, meeting with newspaper officials in an attempt to reduce advertising rates for theatres and to sharpen the editorial content of the amusement sections in the papers here. Among the circuits involved are Loew's and RKO Theatres, it was disclosed.

One large circuit is not only conferring with advertising officials of New York newspapers, but with newspaper editors also.

The disclosure came following the report that the New York Times and the Herald Tribune have slashed retail ad rates on Saturdays. One circuit executive, asked whether these cuts have been passed on to amusement ads. He responded in the negative.

The importance of the Saturday rate cut issue was minimized by him, however. He said he was currently conferring with ad men here and elsewhere in an attempt to end the prevalence of rates paid to the board of editors. In order of importance, he declared, was to heighten the news content and to get favorable trade news in amusement sections.

Apparently Loew's felt "discriminated against" by the Herald Tribune not being given 12 per cent as it did for retail stores. As a result, on Saturday Loew's ad in the Tribune was one-fourth its usual size.

Comp Tax Unit
(Continued from page 1)
leader in the country invited to be on hand for the conference, a taxation committee quorum could be available at the annual meeting.

Since "grass roots" exhibitors reportedly have been pressing in recent weeks for early industry action to secure a reduction in or repeal of the 20 per cent Federal tax, admission, committee co-chairman Robert Bradley and O'Donnell-Cole were understood to be willing to hold the first meeting of the tax group at the time of the annual meeting.

The O'Donnell-Cole committee was assigned by the COMPO board to report on the advisability of conducting an industry anti-tax campaign this year.

Allied
(Continued from page 1)
contributing to enlightenment.

Actors Gene Murphy called upon everyone in the business to help spread goodwill for the industry.

The meeting closed with the election of the new slate of directors: Colorado, John Wolfberg; Neal Brzezic, Joe Ashby, Mrs. Mary Lloyd, McFarland, and Peterson; and Bob Roberts, Gus Foldo, Fred Hall, Lloyd Greven, Elden Menagh, Fred Anderson, Robert Smith, J. K. Powell.

Nebraska: Mrs. Marie Goodhand, Dorrance Schmidt, Robert Kehr, Dr. T. C. Wolseley, Lloyd Kerby, Fred Curtis; New Mexico: Burle Lingle, John C. Wood.

Brett With UA-TV
Log Brett, Washington newspaper, publicist and chief of the public relations agency that bears his name, has been appointed sales representative of United Artists Television in the Capital.
It often happens that the best advertising copy was not written for that purpose. Nothing can be more convincing than a spontaneously written expression of sincere opinion. Hence this series of extracts, reproduced from some of the many letters to the editor of the ALMANAC.

This one from the President of Donahue & Coe, Inc.

As Ed Churchill sees it

"... It is of inestimable value to us here at the office and is referred to constantly by many members of our organization. I sometimes wonder how we would get along without it!

Our annual edition becomes the most finger-printed reference book in our library and we’re always mighty glad to receive the current one as a replacement.”

The current issue is completely sold out. Reservations are now being made for the enlarged new 1952-53 edition, at the unchanged price of $5 per copy postpaid.

Quigley Publishing Company, Inc.
1270 Sixth Avenue, New York 20, N. Y.
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<td>Apr. 6</td>
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<td>THE FABULOUS SENORITA</td>
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<td>(April Releases) THE MOUNTAIN</td>
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<td>YOUNG NAS WITH IDEAS</td>
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<td>May 18</td>
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<td>STOLEN FACE</td>
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(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)
US to Relax Theatre Building Bars

Construction Materials In Larger Amounts Due

WASHINGTON, May 8—National Production Authority officials have decided in favor of a substantial relaxation of government controls on theatre building and, barring a last-minute change, will announce this next week.

At present, the new policy is scheduled to be made public next Thursday in a speech before the U.S. Chamber of Commerce by NPA Administrator Henry Ford.

The present thinking, as previously reported by Motion Picture Daily, is to eliminate the current prohibition on theatre construction projects and instead put them on the same category as stores, restaurants and other commercial buildings. This means that would-be theatre builders could write their own priority tickets for limited amounts of building materials and (Continued on page 4)

‘Borderline’ Films Are Out: Balaban

HOLLYWOOD, May 8—"The day of the borderline picture is over," Barney Balaban, president of Paramount Pictures, declared here today in an address before the concluding meeting of company studio and sales executives.

"With a selective market anxious for pictures of merit," Balaban explained (Continued on page 6)

William Fox Dead

William Fox, founder of the former Fox Film and Theatre companies, predecessors of the present 20th Century-Fox company, died in Doctors Hospital here yesterday morning following a lengthy illness. He was 73 years old.

Fox, who had been in semi-retirement for the past 22 years, entered the hospital nearly a year ago. At various times since, his condition was described as "critical," but he staged several successive rallies, leading his physicians to hold out hope for his recovery until recently.

Funeral services will be held Sunday at 2:30 P.M. in the Universal Chapel, 52nd Street and Lexington Ave. Burial will be in Cypress Hills Cemetery.

Surviving are his widow, Eva, and two daughters, Mona and Belle.

The Story of William Fox

[The accompanying photograph of William Fox, who was averse to having his picture taken, was made in the early days of his career.]

Born in Hungary in 1879, Fox was brought to New York City in infancy, entering the motion picture business here in 1904 as manager of a penny arcade, after a period in the textile business. He added several nickelodeons, then bought two motion picture houses in New York.

In 1908 he became a member of the exhibition firm of Fox, Moss and Brill. His partners were B.S. Moss and Sol Brill. Through this association he entered distribution by organizing a film exchange, the Greater New York Film Rental Co., acquiring the services of the late Winfield R. Sheehan, who later headed his production activities and the Fox West Coast studios for nearly 20 years.

In 1913 he organized the Box Office Attractions Co., to produce his own pictures, while continuing as a distributor of other producers’ films and extending his theatre holdings.

He organized Fox Film Corp., which absorbed Box Office Attractions, on Feb. 1, 1915, and expanded it into a major production, distribution and exhibition organization. Film exchanges were established in a

M-G-M Lists

83 Titles at Coast Meeting

19 Features Completed, 11 in Work, Says Schary

HOLLYWOOD, May 8.—Top exhibitors of the country and trade press representatives today heard Dore Schary, Metro-Goldwyn-Mayer’s production vice-president, report on 83 pictures which he said are due from the studio by Jan. 1, 1954. Nineteen of the productions are completed and ready for release, 11 are in production and 53 are in active preparation.

The occasion was the opening session of the company’s “Seeing-Is-Believing” week. (Continued on page 4)

Bordonaro Wins

$7,500 Verdict

BUFFALO, May 8.—The Bordenaro Brothers Theatre Corp., of Olean, N. Y., today won a $7,500 jury verdict in Federal Court here against RKO Pictures, Paramount Pictures, and Warner Brothers Circuit Management Corp.

The plaintiffs sued for $53,864 in damages, charging that the three defendants conspired to withhold first (Continued on page 4)

German Leaving Universal Board

The resignation of William J. Blumberg, president, of the board of directors of Universal Pictures was disclosed here yesterday by Nate J. Blumberg, president, following a meeting of the board.

Pressure of personal business was given as the reason for Blumberg’s resignation, which was accepted “with deep regret” by Blumberg.

Picker Cites U. A. Progress in Europe

Following a seven-week trip that took him to England, France, Italy, West Germany, Sweden, Norway and Brazil, Arnold Picker, United Artists’ assistant treasurer, reported here yesterday that the company is making rapid strides in bookings and earnings in all of those countries.

He reported also that the Brazilian (Continued on page 4)

Elect Sol Siegel

SPG President

HOLLYWOOD, May 8—Sol Siegel has been elected president of the Screen Producers Guild, succeeding William Perlberg.

Also elected were Arthur Hornblow, Jr., first vice-president; Sol Lesser, second vice-president; Pandro Berman, third vice-president; Carey Wilson, secretary; Buddy Adler, treasurer, and Walter M. Mirisch, assistant treasurer.
Personal Mention

MARGARET BERGMAN, Uni- versal director of public relations, currently on an Ohio speaking tour in behalf of the Council of Motion Picture Organizations, will address the Shriners at their luncheon in Akron today. Arrangements for the talk were made by Frank Henson, Loew's theatre manager there.

NORTON ALLEN, AUBRACH of Columbia's Paris office, was married yesterday to Miss Iris Solita Sapon. The groom is the son of producer JOSEPH AUBRACH.

HARRY WINTHORPE, Western sales manager for Monogram-Allied Artists, will leave Hollywood over the weekend on a two-week tour through the Midwest.

AL SCHUMAN, general manager of the Hartford Theatre Circuit, and his wife have returned to Hartford from a Miami Beach vacation.

BASIL HOLDEN, chief accountant for M-G-M studios in Britain, will leave here by plane tomorrow for the Coast.

MATT SAPPERS, manager of Loew's Poi Bridgeport, will be in Washington today from that city.

JOYCE O'HARA, Motion Picture Association of America vice-president, is in New York from Washington.

ARTHUR HORNBLOW, Jr., M-G-M producer, has returned to the Coast from Chicago.

CECIL B. DE Mille will arrive here from the Coast May 17.

See 'Nellie' Premiere Swelling Population

HUTCHINSON, Kan., May 8—Preparations being made for the opening here on Wednesday of "Wait 'Til the Sun Comes Up," a musical comedy with Nellie Forbush's appearance, have resulted in the population of this town swelling from 35,000 to over 250,000. Stars of the film, Jean Peters, Helen Stanley and Hugh Marlowe, along with producer George Jessel and director Henry King, will arrive Tuesday afternoon.

Since the film spans the period of 1893-1945, one of the highlights of the city's participation will be the lowering of prices by merchants to the levels of 1902. Lynn Farmod, musicologist Dr. Sigurd Spaeth and TV star John Ganger, all from New York, will participate in events.

Louis Schenck, Kin Of Film Heads, Dies

Marvin H. Schenck, vice-president of Loew's and M-G-M studio executive in charge of talent, will be here Tuesday to attend funeral services for his father, Louis, 82, brother of Nicholas and Jack Schenck. Services will be held today at Park West Funeral Chapel. He died on Tuesday.

Cites Reels’ Value to MPA

While newsreels are the shortest item on a theatre program, they are nevertheless "long on value and impact," according to David Katz, vice-president of the National Legion of Decency, to the rank of very Reverend Monsignor.

UA ‘Collarites’ Win $5 Wage Increase

The United Artists management has agreed to raise $0.15 per week across-the-board pay increase, retroactive to last Jan. 1, for its 130 home office ‘white collar’ workers under a new contract with IATSE Motion Picture Home Office Employees Local No. 6-63, Russell M. Moss, the local’s executive secretary, announced yesterday. September, 1953, is expected to be made the expiration date of the new pact, according to Mr. Moss, will include increases in minimum hiring rates, separation pay clauses and other benefits.

Kurtz Heads Lopert’s Booking and Buying

William Kurtz has been appointed general manager in charge of booking, buying and operations of Lopert Theatres by I. E. Lopert, president. The post was created.

Kurtz will handle the buying and booking for the Playhouse and Dunbar in Nashville, the Zeigfeld in Chicago, and the Scoop in Louisville.

Kurtz formerly with Paramount Theatres in an executive capacity with the road show department. He was later associated with Arthur Mayer at the Rialto in New York and for the past four years was with United Booking, in charge of the operation of the National Theatre in Washington.

HELP THE CEREBRAL PALSY CAMPAIGN.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockerfeller Center

"SCARAMOUCHE"

Stewart Granger Janet Mal

GRANGER - PARKER - LEIGH - FERRER

Color by Technicolor - An N-G-M Picture

SPECTACULAR STAGE PRESENTATION

RICKY TUCKER BARRY MORE

ROBERT MITCHELL JANE RUSSELL WILLIAM BENDIX

MACAO

"PEARL DAILY" "BENEDICT" "HERBE DORE" "BILLY BURKE"

RICK MUSGRAVE

LEW BURGESS

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Now... A Bright New Era of Color is Here!

SEE THE NEW METRO-GOLDWYN-MAYER PRODUCTION

"THE WILD NORTH"

First Full-Length Feature Made in Revolutionary New Ansco Color!

It's an exciting new production that sparkles with the real-life warmth of amazing new Ansco Color! For information on the availability of this new color film, communicate with the Ansco offices below.

ANSCO

HOLLYWOOD • CHICAGO
NEW YORK • BINGHAMTON

A Division of General Aniline & Film Corporation. "From Research to Reality"
**Spain Is Prone to Remit Film Earnings**

**M-G-M Lists 83 Titles**

**Gardner in 'Flesh'**

**German Leaves**

**Bordonaro Wins**

**UA to Release 'Moon Is Blue'**

**Right of Paper to Refuse Ads Upheld**
A prominent exhibitor paid us the kind of compliment that means most to us when he put it this way:

"Like most of the exhibitors I know, the trade papers I really read are Quigley publications — because I have solid confidence in them."

The "solid confidence" of the industry ... we firmly believe that to be the greatest asset any trade publication can possess ... That has been the unswerving aim of Quigley Publications for more than a third of a century.
MOTION PICTURE DAILY
Friday, May 9, 1952

Rise in Top Product
Noted

"Outcast of the Islands"

(London Films-United Artists)

The glorification of the seaman and the
ecstasy of revenge against treachery is the
basic theme of this Carol Reed produc-
tion. The locale is first an exotic port in the
Far East and then an island off Ceylon. The
cast includes top British talent, including
Sir Ralph Richardson, Trevor Howard, Robert
Morley and Wendy Hillier.

The outcome of mixing these two elements
is a sturdy adventure yarn which should
leave most customers satisfied. There are
weaknesses in the production stemming
mainly from some overlong dialogue and
scenes.

However, the cast is top-notch. Special
credit should be given to photographer
John Wilcox for capturing the exciting
land of the East. There are memorable
bizarre incidents such as the wild revenge of
Howard against his protagonist and a jungle
birthday party. In addition, Kerima, an
Algerian native, is quite good.

It is Kerima, a native girl, who proves to be
Howard's final undoing. Howard, an
ambitious, shifty character, is befriended by
Sir Ralph, a distinguished sea captain. He is
taken by Sir Ralph instead of shooting
Howard as he intended. Kerima invests
ultimately, with Kerima to

The relationship drives Howard into his final
treachery of revealing the
secret route to a rival trader. Hounded by his conscience and the
fear of retribution, Howard seeks refuge up the river. There he is found by
Sir Ralph and instead of shooting Howard as he intended, Kerima
is

William Fox Dead

(Continued from page 1)

chosen cities at the outset, later expanding into the national
distribution setup which persists to this day.

In 1917, the company moved its production organization to Sunset
Studios in Hollywood. With the advent of sound in 1926, Fox
sponsored the Movietone sound-on-film system, pioneered by Theodore Case
and Earl S. Whitmore.

In 1929 Fox purchased the controlling interest in Loew's, Inc., for
$44,000,000, which carried with it control of M-G-M as well, but
the government refused to approve the deal. By another deal made in
that year he purchased a 45 percent interest in Gaumont British, at
that time one of the important producing, distributing and exhibition
organization in Great Britain.

In 1930, he became involved in a long-drawn out struggle for control
of Fox with financial interests, headed by Chase National Bank, direct-
ing a reorganization. The bank named Harley L. Clarke, Chicago public
utility magnate, president, to succeed Fox. It also gave追加冷却

Italy Again Puts Off
Tax on US Firms

A further postponement, this time an "indefinite" one, has been
won by American companies in Italy. The Italian government in the
levy of its so-called turn-over tax which "for many years" Italy has been planning to im-
pose on the companies' deals in that country, it was reported yesterday in film
export circles here.

Last March, when Italy surprised the American companies with plans to
levy the tax at once, the companies succeeded in getting government offi-
cials in Rome to agree to extend the deadline to May 30. The "indefinite"
postponement was won early this month, it was said.

Couye Due for a Busy
Promotional Week

Robert W. Couye, special counsel to the Council of Motion Picture Organi-
izations, every day next week will
direct civic groups and clubs in one
or another project. This is his topic;
the motion picture industry.

Couye's itinerary will take him to
Boca Vista, Monday; Waynesboro,
Tuesday; Roanoke Wednesday; Font
Royal, Wednesday; Staunton and
Winchester, Thursday, and Font
Royal again on Friday. He will be
back in New York on the following
Monday.

Review

Quality Rules, Says Hartman

Hollywood, May 8—Emphasis on
quicknesses will be associated in
notion here today by Don Hartman, Para-
mount production head, at the com-
pany's current week-long sales and
marketing conference.

Hartman said the policy of quality
will rule all production with full con-
sideration given to the "quality" in
the business value of the stories and
scripts, pre-sold properties, starring
considerations, distribution services,
and other exploitation.

Today's meeting was presided over by
Y. Frank Freeman, vice-president and
studio head. Also participating was
newly elected president of Paramount
Pictures Corp., A. W. Schwabart, presen-
ted by the board of directors of the
Corporation and other distribution
executives. Additional production officials
who attended were Jacob H. Karp,
A. Duran, William Medcalf, John
McK, Luigi Lasrach and Sam
Frey.

Balaban left here tonight for New York.
Schwalberg will remain Sun-
day. Pickman will stay over for
changes, Russell Holman and
Sid Blumenstock will leave tomor-
row.

Balaban Says
(Continued from page 1)

planned, "it is the job of our com-
pany to exercise the greatest selec-
tion in its production and to con-
sider nothing but projects of un-
usual merit, with 100 per cent appeal.
The Fox formula cannot be applied to every production Para-
mount will make."

It was this yardstick, Balaban con-
tinued, which was used on the 32
productions previously scheduled for release between July 1952 and
December 1953. In addition, Balaban an-
nounced that 17 new productions have been approved for 1954.

The Paramount president also re-
vealed that because of the new policy,
it had been decided that cer-
in other pictures contemplated for
projection or for reprocessing. "The tooling," to increase their box-office
potential. In addition, five previously
contemplated projects have been aban-
donned, Balaban added.

Balaban, expressing his satisfaction with the outcome of the combined
day-long conference of sales and pro-
duction executives, indicated that similar meetings will be held several times
yearly.

The 17 new productions include:

--- THE PARSON OF PARAMOUNT, color by Technicolor, starring Alan Ladd; Mel
Epstein producing; Rolf Allen, starring Andrey
Hepburn; Julian Epstein to direct; Pat
Tracey and studio production unit.

--- PAUL MILLER'S AVENTURE, starring George
Conley, starring Robert Emmett
Koch, Stanwyck; Kurt Neumann directing; George
Conley producing; Robert Emmett
Koch, Stanwyck; Kurt Neumann directing; George
Conley producing; Robert Emmett
Koch, Stanwyck; Kurt Neumann directing; George
Conley producing; Robert Emmett
Koch, Stanwyck; Kurt Neumann directing; George
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Koch, Stanwyck; Kurt Neumann directing; George
Conley producing; Robert Emmett
Koch, Stanwyck; Kurt Neumann directing; George
Conley producing; Robert Emmett
Koch, Stanwyck; Kurt Neumann directing; George
Conley producing; Robert Emme...
Tradewise...
By SHERWIN KANE

WITH the death of William Fox last week one of the most fabulous careers in the industry's history ended. The patterns of business expansion, some of which Fox introduced, helped shape the industry in its period of greatest growth, after the first World War. The 14 years of Federal litigation in the industry now drawing to a close, it is true, rendered obsolete much of the pattern established or followed by Fox. But his influence and that of a few of his contemporaries, who were the real pioneers of the industry, are with us still. Even though he had arrived in the industry in its infancy, he helped to sever the links with the people of the past and bring into pictures and theatres a world-wide financial and industrial stature.

Whether his ambition was undying; or the worldwide financial debacle of the early 1930s, the decline of his personal fortunes thereafter was as sure and complete as had been his ascendancy. Throughout his last 20 years in eclipse, he never lost the determination to return to the industry and become again one of its top powers. He not only wanted to prove something but he felt, rightly or wrongly, that the cards had been stacked against him, and he had fought remaining to be bought. Failing health, the years and, of course, lack of the evidence of their eyes that from starting the come-back effort.

But much of what he built was solid. It remains.

MGM's 100 exhibitor guests, having attended the "Seeing Is Believing" studio screenings and merchandising conferences, today are returning, burdened with good news and enthusiasm, to their headquarters in all parts of the country. It is a sure bet they are feeling better about things in general and their own outlook, in particular, after partaking of the evidence of MGM's confidence, backed by its investment in the future.

Recent experience has shown that there is good business to be done with good pictures these days. M-G-M's exhibitor guests now have the evidence of their eyes that business-getting product is what's being made today.

Warner Launches Kalmenson Sales Drive on June 1

A major sales drive, covering the 17-week period from June 1 to September 27, has been slated by Warner Brothers, designated as "The Ben Kalmenson Drive," in honor of the company's distribution vice-president. The drive will embrace 12 principal Warner pictures. There will be a total of $35,400,000 in prizes for district and branch managers and other sales personnel in the U. S. and Canada.

Described as a unique aspect of the John Ford, he has offered also by Warner stars John Wayne, Randolph Scott, Ronald Reagan, Gordon MacRae, Gary Cooper, Eddie Cantor, Steve Cochran, Burt Lancaster, Frank

Chi. Ruling Sets Off Distributor Action

Chicago, May 11.—A ruling by Judge Walter Lindley of the Circuit Court of Appeals in the Shiffman Oil Co. vs. Texaco Co. case upholding the State of Illinois anti-trust statute of limitations in anti-trust suits filed under the Sherman Anti-Trust Act has precipitated a series of actions on the part of the defendants in theatre anti-trust suits here. Attorneys Sam Block, representing Paramount Pictures, and Allen Bryen.

“Quiet Man”

(Republic Pictures)

In "The Quiet Man" you are given something off the beaten track in story, acting, setting and general production excellence. To this reviewer it looks like it has box-office, big box-office, written all over it. Different as it is, fine as it is in all departments, it is difficult to imagine audiences anywhere not being charmed as well as thoroughly entertained by some or all of its excellent dramatic facits, its unusually attractive production assets, and the outstanding work of a wonderful cast from top to bottom.

John Wayne, voted the top box-office star by exhibitors for two years running in the Motion Picture Herald-Frame annual polls, is cast in a different role in "The Quiet Man." Under the distinguished direction of John Ford, this film with distinction as a romantic principal in a turbulent courtroom with Maureen O'Hara, a hot-tempered Irish lass. And in a running feud with Victor McLaglen, as Miss O'Hara's brother, Wayne fulfills every promise his name holds out to his legion of fanatics.

Director Ford, his best performance since "Going My Way," and there will be many who will rate it better than that one. As a marriage broker, impromptu bookmaker and homey philosopher to the small Irish village in which the action is staged, Fitzgerald has numerous opportunities to inject his fine humor, from the broad to the subtle variety, and to the certain delight of audiences, he makes the most of every one of them.

In listing the assets of this fine production, high among them come the beautiful countryside of County Mayo, Ireland, the setting of the story. Trans.
**Newsroom Parade**

**DEVELOPMENTS in 1952**

**Presidential derby, the Marines’ atom warfare pamphlets and sundry other events at home and abroad are presented in current newsreels. Complete thoughts follow.**


**PARAMOUNT NEWS, No. 74—**Marines get A-bomb poster. Ike’s farewell to the boys: “Citizens for Taff.” Happy Birthday, Mr. President.


**Republic Stars to Aid ‘Jeanie’ Bow**

Pittsburgh, May 11.—The first commercial plane to land at the new Greater Pittsburgh Airport will carry a group of Republic stars who will attend the world premiere of “I Dream of Jeannie.” The plane is scheduled to arrive May 15.

Among those scheduled to come from Hollywood are Ray Middleton, Bill Shirley, Eileen Church and Murray Sawatzky. The premiere will be held at the Fulton Theatre on June 4, following festivities arranged in collaboration with the Greater Pittsburgh Chamber of Commerce.

**Waldman resigns UA Sales Post**

George Waldman has resigned as United Artists sales manager in the Upstate New York and New Jersey territory, William J. Heineman, UA vice-president in charge of distribution, announced at the weekend. No successor has been named as yet.

In announcing Waldman’s resignation, Heineman paid tribute to Waldman’s contributions to the success of UA’s sales policies. Waldman said he would welcome a change of pace.

**Hogan Oriental Manager**

Chicago, May 11.—Charles Hogan, long time vaudeville booker for the Oriental Theatre and well-known as a man of the world over a considerable section of the country, has been appointed managing director of the Oriental theatre, succeeding Harold Costello. Costello has joined Pepsi-Cola franchise, is now at St. Paul and Minneapolis, and owes a large ranch out west.
SEEING IS BELIEVING!

WHAT THE ANCIENTS THOUGHT...

Plato (347 B.C.) believed that the eye projected its own light, which met and blended with the "form" that was thought to flow continuously from each object of sight.

TODAY WE KNOW...

That, in seeing, the eye is stimulated by innumerable points of light reflected by the object...that the brain interprets these points as a total image of the object.

PLATONIC THINKING...

HERE'S PROGRESS!

Since Nickelodeon days, National Carbon Company has improved the brightness of projector carbon arcs by 1000%!

LATEST SURVEYS INDICATE THAT IN ONE OUT OF EVERY FOUR U.S. THEATERS, SCREEN BRIGHTNESS IS BELOW THE MINIMUM RECOMMENDED BY THE AMERICAN STANDARDS ASSOCIATION!*

HOW ABOUT YOURS?


GET IN THE SCRAP FOR DEFENSE—SAVE YOUR COPPER Drippings!

THE "NATIONAL" CARBON ARC...NOTHING BRIGHTER UNDER THE SUN
with Universal has seven years run and Rackmil furnishes the major revenue here from such pictures.

Rank and Rackmil had not made since previous Tuesday. They have had two other meetings since and more are scheduled for this week, prior to Rackmil's planned departure on the Queens Elizabeth Wednesday. In some of the talks, John Davis, Rank's chief aide, and Wilbur Sherwin, the president of Universal, have participated. Daff left here today for New York, taking with him, it is understood, a signed basis for a deal, for the consideration of Nate J. Blumberg, Universal president, and other principals.

No Disclosure from Daff
Prior to his departure, Daff refused to discuss the Decca developments, as did Rank, Rackmil and Davis.

Another significant point that prior to the Rackmil meetings no positive scheme for a Universal-Decca merger has been brought up by Rank. These sources suggest that although Rank may be overly unfriendly to a merger, it is not likely that would be the price for the Rank holdings in Universal. Daff Decca paid $15 per share for the Universal holdings it has acquired. Rank would not sell at that price and some sources here doubt he would sell at less than $20 per share.

City of Los Angeles circles believe local is imminent. However, Rackmil, questioned on Friday, said: "The talks with Rank are proceeding but there is nothing to report yet."

London Studio Sold; Another on Block

LONDON, May 11.—Further indicating the decline of Britain's film production potential, London Films has sold the Isdowen, an adjunct of its Steppton Studios, to the National Coal Board. All equipment has been transferred from the Steppton and efforts are being made to find employment for those affected by the sale.

Additionally, it is learned reliably that J. Arthur Rank is negotiating for the sale of his huge Denham Studios to the Electrical and Musical Industries Trust. Warner recently sold its Teddington studio to aircraft manufacturers.

The Press' Rates Raises

CLEVELAND, May 11.—The Press, evening newspaper, has notified theater owners it is raising the newspaper advertising rate base, effective July 1. This is approximately a boost of eight per cent over the rate established in April 1951. The three other dailies here are expected to follow suit.

**“The Quiet Man”**

(Continued from page 1)

ferred to the screen in color by Technicolor, with photography directed by Winton C. Hoch, the basic charm of the locale is captured for all who have eyes for natural beauty.

In the action department, and it is extensive, there are two high points. One instance is not difficult to find. That which stands in the fields, traverses the countryside and ends in the village tavern. The second is a steeplechase, run by Irish racers over a natural obstacle course, colorful and exciting in itself and pertinent to the romantic proceedings.

Frank S. Nugent of the Vermont Post story by Maurice Walsh, sharply outlines the chief ingredients, romance, feuding, humor and the traditions and characteristics of the Irish. In the latter two weeks it is not will that will win the day because the camera sees them much as they are, the good and not-so-good together, without cinematic gesticulation in either direction. The non-Irish will like it because they will realize that the camera has not departed from its story-telling to exalt the Irish.

THE story has Wayne, son of Irish emigrants to America, returning to Ireland after a successful career as a pupilist, cut short by his vow never to fight against anyone having killed an opponent in the ring. He buys the ancestral cottage and land, which McLaglen had hoped to add to his neighboring farm, and earns the latter's enmity thereby. Wayne falls in love with Miss O'Hara, as McLaglen's sister, but their marriage is impossible without the brother's consent. Tricked and deceived by the villain, Wayne discovers the ruse after the ceremony has been performed and withholds his sister's dowry, without which, according to Irish tradition, she cannot be a real wife to him.

Wayne realizes he must go to see McLaglen to get the dowry and have his marriage consummated, but is reluctant to do so because of his fatal past experience and the resultant vow never to fight again. Only when his bride leaves his home is he moved to meet McLaglen's challenge.

The following week sees Abbey Theatre players as Eileen Crowe, Charles Fitzsimons, James Libburn, Jack McGowan and others. In addition, Ward Bond plays a village priest, Arthur Shields a minister; Milton Norbury a mysterious, Deana Reserves as daughter, to mention, contribute flawless bit parts.

Vicor Young's music adds considerably to the mood and enjoyment of the John Ford-Merian C. Cooper Argoxy production, as do a half dozen Irish scenic perspectives through years allowing acting roles to those against persons and personal property (which fall under the five-year limitations law).

**Distributor Action**

(Continued from page 1)

Burnham, representing Loew's Inc. and RKO Pictures, have filed in Federal Court here for dismissal of nine theatre owners of the Big J. Sullivan on behalf of the Alex, Avenue, Bell, California, Homan, White, Norwood, and Savoy theatres (all in Chicago), claiming that the suits were filed after March 1952 under the statute of limitations for cases brought against those persons and personal property (which fall under the five-year limitations law).

**Ruling Set Down**

The Stiffman-Texaco ruling was set down set after Attorney Seymour Schiffman, representing the plaintiff, Sherman Pictures Co., had gone into court asking that the Stiffman-Texaco in the Holskn Coal Co. vs. Texaco case involving the two-year limitation set by the RKO decree be entered on Nov. 8, 1948, which the decree was entered on Nov. 8, 1948, RKO attorneys are arguing that any suits filed after March 1952 under the statute of limitations for cases brought against those persons and personal property (which fall under the five-year limitations law).

**Kalmenson Drive**

(Continued from page 1)

Lovejoy, Abbott and Costello, Dennis Morgan, Gene Nelson, Danny Thomas, Will Rogers, Jr., Ray Bolger, Alan Young and Jack Benny were here.

The company's 23 branches in the U. S. and Canada have been divided into competitive groups for the drive, with each group captained by one of the studio's feminine stars.


**RUN THE CEREbral PALSY CAM Paign Trailer: Ask at Your N. S. E. Exchange.**

**UA Reissues 2 in ‘Answer to Snaper’**

The recent alienation of Willard Snaper, president of national Allied, from his company, has resulted in delaying withdrawals reissue of the market being answered by United Artists, for its part, with the reissues of "Red River" and "Tulsa," the offerings of the past, Paul Scoop Conlon, will post the pictures will be reissues.

The reissues, "Red River" and "Tulsa," will be sold as a double bill and will be offered to desirous houses. William J. Heimenman, UA distribution vice-president, indicated.

These are the only pictures UA is re-releasing at this time. It is expected that if exhibitor acceptance will the company's satisfaction, UA will undertake to do more reissues on the market. Hence, the reissue of "Red River" and "Tulsa" is the first move in an experiment.

"Red River," first released in September, 1948, stars John Wayne and Montgomery Clift, "Tulsa," one of the pictures that went to UA with the purchase of Eagle Lion's assets, stars William Holden, and first was re-released in April, 1949.

Conlon, who normally represents producers Howard Hawks, George Stevens, John Ford, Howard Hawks and who is now assigned by UA to handle promotion of the reissue bill in advance of the release, previously returned to the Coast at the weekend.

**Canadian Theatres, Expenditures Drop**

OTTAWA, May 11.—A sharp decline in capital expenditures for the 1952 fiscal year is anticipated by the Canadian government. The government says this amount will be $2,100,000, compared with $2,500,000 for the previous year. This difference is $400,000 for construction and $1,700,000 for machinery and equipment in 1952. Repair and maintenance expenditures for theatres will decline to $600,000 in 1952, including $300,000 for construction and $300,000 for machinery and equipment, compared with $700,000 in 1951, including $300,000 for construction and $400,000 for machinery and equipment.

The total capital, repair and maintenance expenditures for 1952 for theatres will drop to $2,700,000, against $3,500,000 in 1951, it was said.

**Kiendl Joins ASCAP Counsel in TV Case**

Theodore Kiendl, member of the New York law firm of Davis, Polk, Wardwell, Sunderland & Kiendl, has been appointed by ASCAP, counsel for Herman Finkelnstein, the Society's general attorney, announced here.

Kiendl, who recently represented U. S. Steel in the case of Finkelnstein and the New York law firm of Schwartz & Frolitch, ASCAP general counsel, in the current television rate-making proceedings before the U. S. District Court here.

**Says Beautiful Stars Better Box-Office**

Hollywood, May 11. — The importance and effectiveness of using ‘Hollywood’s most Beautiful Stars’ in promotions of American-made pictures has been put up in a letter received by producer Hal Wallis from E. D. M. Davis, president of Motion Picture Theatres, operating in Alabama, Georgia, Florida and Tennessee.

Referring to a recent tour of the above states by actress Lizabeth Scott, Martin wrote: "Two who can draw a tour needs, a glamorous, beautiful movie star. These tours do a great deal for the exhibitor and for all branches on the industry, I feel confident that we will show our latest film, ‘Red Mountain,’ the results of this tour will be shown in its big success. These tours bring us immeasurable goodwill which the industry sorely needs."

**RUN THE CEREbral PALSY CAM Paign Trailer: Ask at Your N. S. E. Exchange.**


**Review**

"Scaramouche" (Metro-Goldwyn-Mayer)

RAPHAEL SABATINI'S romantic drama of the early days that led up to the French Revolution is again brought to the screen on an immense production scale. Those with long cinema memories will recall the splendidly executed Metro Pictures released in 1924 with Ramon Novarro and Alice Terry.

Into the new "Scaramouche" M-G-M has carefully poured all the popular elements of the original novel, to mail a drama of der- ring-do and dangerous romance, of swordsmanship, foolhardiness and comedy. Color by Technicolor adds the final touch of splendor to the costume drama. Among those included in the large cast are Stewart Granger, Eleanor Parker, Janet Leigh, and Jeanette Nolan.

The story is largely one of deadly rivalry between Granger and Ferrer, the former a likeable, devil-may-care rogue and the latter a stern Marquis and exemplar "Black out the secretaries of such slogans as "liberty, equality and fraternity."

When Ferrer runs a sword through Granger's corpse, an author of a political blunder, Granger swears vengeance. A series of wild and dashing classes and pursuits follow as Ferrer tries to snare the elusive Granger. In the meantime Granger patiently and laboriously studies the fine points of swordsmanship against the day he will be prepared to face Ferrer in a duel.

The elaborate screenplay by Ronald Searle and George Froesch is, however, not a simple romance but also about dizzying energy. Both Ferrer and Granger fall in love with Miss Leigh, but Granger steps out of the romantic picture when he learns that she is actually his sister. Another romantic cross current involves the love of Miss Parker, an actress in a traveling troupe, for Granger.

It is while escaping the men of Ferrer that Granger assumes the role of the clown, Scaramouche, and thus some pleasant pantomime is added to the story.

After a series of clashes and adventures Granger finally faces his nemesis at sword's point. He outswords Ferrer but spares his life. In an ironic ending he is observed to say: "I'm not the Marquis, that Miss Leigh is not his sister and thus the path is cleared to marry her."

The picture, under George Sidney's knowing direction, creates a beguiling mood. The general theatre-going public, however, will find in the picture the realism and detailed historical continuity that Miss Wilson produced. Worth of note is that Lewis Stone, who appeared in the production 28 years ago, also appears in the new film. Released time, 116 minutes. General audience classification—A. Release date, June 20.

MANUEL HERBSTMAN

He also announced National Screen Service is preparing copy for special release of advertising material based on what the visiting showmen saw in completed form and on the various Metro stages with clips from the six completed attractions around which this interesting three-day meeting was built. When offered to the public in the form of a brochure including suggested specifics easily adaptable for newspapers and radio.

Sharpened Enthusiasm

But what M-G-M expected its copy to convey was the genuine, sharpened enthusiasm, based on the conviction that insofar as this one company, at least, is concerned, there is the immediate months ahead a battery of shows against which competitors for the public's time, if not money, will find hard going.

On the basis of a widespread check-up among the theatremen who were here, the conclusion is arrived at to draw that this objective will be attained. All of the visiting exhibitors who saw all the pictures they saw by the same yardstick. Some liked one better than another, as Dietz has said, and others praised one and censured the other.

But they did see a combined overall package of entertainment which was never that this company has ever produced and, beyond the excellent, is in the rare category of the superior.

**Reception for Le Chanos**

Ten national preview organizations and the Motion Picture Association of America have booked a screening in honor of Jean Paul Le Chanos, French writer and director of "Passion" to be shown the afternoon at the Harvard Club here.

Reagan to Conduct Cincinnati Meeting

CINCINNATI, May 11. — H-G-M's second regional sales meeting will get underway here tomorrow when Charles M. Reagan, general sales manager, opens a three-day gathering that will bring in 53 top executives in M-G-M's division at the Netherlands Plaza Hotel.

There will be 26 men from the branch offices in addition to company home office executives, including Edward W. Saunders, assistant general manager, and Miss Claire B. Zolnier, H. M. Richey, L. M. Simons, Dan S. Terrell and Charles Deesem, home office assistant to Maloney.

Came From Coast

With the exception of Deeseen, the home office group came here from Hollywood after attending the three-day "Seeing-Is-Believing" screenings and forum of more than 100 exhibitors.

Prior to the Hollywood screenings the home office group started the first of five sales meetings in San Francisco where the sales and executive personnel of Western branches under sales manager George A. Hickey were in attendance.


Army in Tribute to Hollywood for Talent

Hollywood, May 11. — Another tribute has been paid to Hollywood for its contributions to the entertainment field from around the world, by Col. Joseph F. Goetz, chief of the Armed Forces Professional Entertainment Branch, Col. George W. Fullard, Col. Charles Smith, and Col. George Schuyler from Washington to confer with William Goetz, in charge of procurement, and other members of the Armed Forces executives on plans for the Alaskan military premieres of "The World in His Arms" if starting June 19, in Anchorage.

"Entertainment has become a vital necessity in keeping up the morale of our Armed Forces," General Goetz declared. "And Hollywood has responded generously and unselfishly in supplying this need."

$35,660 1st Quarter Net Income for GPE

Consolidated net income of General Precision Equipment Corp., and sub-sidiaries for the first quarter ended March 31, 1952 totaled $35,660, the company reports. This is equal to 88 cents per common share and compares with consolidated net income of $167,882, or 28 cents per common share, for the first quarter of 1951.

"This connotes a recovery and reorientation in the pattern of operations," the company formation has declared a regular dividend of 25 cents per share on the common stock, payable on June 15 to stockholders of record on June 2.
WILLIAM FOX

Twentieth Century-Fox Film Corporation bows in grieving tribute to one of the outstanding pioneers of the industry—WILLIAM FOX—and the early founder of the company which still bears his name.

WILLIAM FOX was one of the creative influences in this industry in the fields of production and exhibition, in helping to bring sound on film to the motion picture theatres and in establishing the newsreel with sound.

His daring, initiative and courage enabled him to make a signal contribution to the growth and development of the motion picture industry.

From the beginning of his career he engaged in the production of films of magnitude and scope and blazed a trail for the industry in providing boxoffice attractions of wide popular appeal. He was truly a pioneer in foreseeing the present status of the screen as a medium of public entertainment.

Those who knew him best will long mourn his passing.
‘IA’ Exchange Worker Revolt ‘Fizzes Out’

Walsh Investigation Seen Bringing Local Benefits

SAN FRANCISCO, May 12.—While a measure of dissidence is understood to be continuing in isolated localities, the threatened bolt from the union of a large segment of the IATSE’s exchange workers across the country has ‘fizzled out’ to all intents and purposes, it was learned here today.

It was reported in exchange labor circles here last March that a sizable number of workers was considering a plan to meet in Chicago this summer to protest the alleged disregard of the IATSE international of workers’ grievances and working conditions which were a source of complaint among front office and back room exchange workers in the exchanges.

The report that is abroad here now is that Richard F. Walsh, IATSE international president, meanwhile conducted an intensive investigation into

Embassy Battles Ban on ‘Latuko’

A private screening of the controversial documentary, “Latuko,” was held last night by the Embassy Newsreel Theatre in Newark for a group of prominent local citizens, including clergymen, educators and civic leaders.

The purpose of the screening, according to a theatre spokesman, was to test the reaction of the selected audience in wake of the ban imposed by the Newark Police Department.

Meanwhile, both the Embassy Theatre

(Continued on page 6)

Blank Testifies on Ia.-Neb. Situation

WASHINGTON, May 12—The long-delayed testimony of veteran exhibitor A. H. Blank got off to a slow start today before the Federal Communications Commission’s Paramount hearing.

Blank, a United Paramount Theatre’s director, will also be a director of UPT-American Broadcasting Co., if the proposed merger between the companies goes through.

FCC attorneys have said they in

(Continued on page 6)

‘Scaramouche’ at Hall Sets Pace For NY First-runs

The opening week of “Scaramouche” at Radio City Music Hall is expected to rack up a sturdy $300,000, setting the pace for other first-run New York theatres which, in the main, reported this week’s box-office business somewhat on the sluggish side.

However, a number of films did fairly well. Among them were “The Sniper” at the Criterion, which is due to gross a good $20,000 for its first seven days.

Under the good-to-fair category are “Belt of Venus,” starring Rita Hayworth, which is forecast to hit $52,000 for its second and final inning, and “Macao!” at the Paramount where $35,000 is seen for the second and final stanza. “Kangaroo” will open Friday at the Roxy, while “Rancho Notorious” bows tomorrow at the Paramount.

A moderately nice week is indicated (Continued on page 6)

$500,000 Set for Ads on ‘Kangaroo’

A $500,000 advertising-exploitation budget, which includes what was described as “the largest sum ever set aside for cooperative advertising,” has been established by 20th Century-Fox for the Australian-made production, “Kangaroo,” the company disclosed yesterday.

The company, this week will commence a six-week promotional exposure where, on the following day, as guest of Secretary of Defense Robert S.

(Continued on page 6)

Business Generally Is Up: Fitzgibbons

Ottawa, May 12.—Improvement in the quality of motion picture production has brought a great increase in theatre attendance generally, according to J. J. Fitzgibbons, president of Famous Players Canadian Corp. He said, however, that theatre attendance has dropped off in some certain situations where the circuit has been compelled on account of high local taxes and operating costs to increase admission prices.

8 Take ‘Movietime’ To South This Week

LITTLE ROCK, Ark., May 12—Western Tennessee, Northern Mississippi and Arkansas this week will be toured by a contingent of eight Hollywood personali ties setting up the “Movietime U.S.A.” banner and messages designed to elicit goodwill for the motion picture industry.

The group includes players Frank Lovejoy, Wayne Morris, Rod Cameron, Susan Cabot and Terry Moore, producer-director George Wagner, and writers Manny Seff and William Lillie.

Part of the group, at the invitation of “Movietime” committee chairman Sam B. Kirby of Little Rock, will remain over to be guests at the annual convention of the Independent Theatre Owners of Arkansas, set for this city May 19-21.

Electronic Camera Demonstrated

LONDON, May 12.—Demonstration of High Definition Films pilot reel made on the company’s first experimental electronic camera impressed a gathering of scientists.

It is claimed that the apparatus, when perfected, will enable 10 minutes of screen-time to be put in the can daily in lieu of the currently accepted maximum of two minutes and that the process may reduce the present cost of production “in revolutionary proportions.”

The single reel test film, of good definition, was projected on a screen about one-fourth the size of an average theatre screen. High Definition is now working on the second step of its experiment, the aim of which is to bring the projected image up to orthodox theatre definition. This is expected to be ready for demonstration (Continued on page 6)

MGM Meetings Considered for Other Cities

Proposal Is Made By Several Exhibitors

Hollywood, May 12.—Enthusiastic exhibitors attending M-G-M’s three-day “Seeing-Is-Believing” meetings plan the think the plan ought to be carried into various exchange centers and may get their wish. The company originally considered such an idea, may go ahead on a modified basis-made necessary by laboratory limitations to deliver prints.

A number of showmen who made radio and television arrangements to settle for less than the six attractions screened here. Whether or not they get any, the plan is in the bag for the Texas COMPO meeting slated for Dallas early next month where at least two of the films, one to be “Lovely To Look At,” will be screened.

Robert J. O’Donnell, who made the (Continued on page 6)

To Appeal Yankwich Ruling on Tax Law

WASHINGTON, May 12—The government has definitely decided to appeal Federal Judge Yankwich’s recent ruling that collapsible corporations set up prior to the 1950 tax law must be taxed at easier, capital gains rates.

The government argues that collapsible corporations, at one time fairly widely used in the film industry, actually were tax-avoidance devices and income should be taxed at regular income tax rates.

House Okays Probe Of TV and Radio

WASHINGTON, May 12.—The House today by a voice vote and with a minimum of debate approved a resolution directing the House Commerce Committee to investigate to determine whether radio and television programs contain immoral or otherwise offensive matter or place improper emphasis upon crime, violence, and corruption.

The resolution is sponsored by Rep. Gathings, Democrat of Arkansas.
See Johnston-French Meet Today on Pact

Eric Johnston, president of the Motion Picture Association of America, will begin negotiations today or tomorrow with the members of the French Commerce and Finance Ministers to decide how many U. S. films will be allowed to go to France, according to dispatches from that country. Johnston said, "We will strike deals to retain from regular work schedules, died here on Saturday. French services were held yesterday after-noon at St. Bartholomew's Chapel. The widow, Mrda. and a daughter, Julia, survi-
volved.

Primarily in foreign sales posts through-out his career, Johnston joined Fox Film Corp. in 1926. He was sent to England in 1927 as a re-sponsible assistant to the managing di-rector of the Fox Paris office. In 1929 he became Near Eastern manager, and the next year managing di-rector of the Fox branch in Brazil. In 1935 he headed the company's French office, which he later headed the offices of 20th-Century-Fox in London. In 1946, he was in charge of Europe, Scandinavia, Near East, North Africa for 20th-Century-Fox International Corp., with headquarters in Paris. For three years, until his death two years ago, he had head-quarters at the company's home office.

30,000 'Knot-Hole' Guests of Loew's

Over 30,000 members of Loew's M-G-M "Happy Felton Knot-Hole Gang" and their mothers were the guests of honor, as a show of shows, at a gala dinner planned give-togethers that will be held during the season for members of the Gang. Present at the Knot-Hole Gang membership dinner were 30,000 children and his mother or a guest mother.

Happy Felton, through his Knot-Hole Gang, in 1937 announced that William Cameron, who joined the J. Arthur Rank Opera-tions in 1937 as a company executive, has been elected to the board of the company.

Brando and Grant Win Cannes Awards

Marlon Brando, for his role in "Viva Zapata!" won the "Best Mas-culin Performance" award at the fifth Cannes International Film Festival, according to an industry here from France. Lee Grant won the award for actresses with her performance in "Detective Story." The best picture award was given jointly to Orson Welles' film version of "Othello" and the Italian picture, "Two Cents Worth of Hope.

Wilcox, Miss Neagle Due Here Today

LONDON, May 12—Herbert Wilcox and Anna Neagle are scheduled to ar-rive in New York tomorrow from London to open the (New-England) deals for American distribution of their latest films, "Lady with a Lamp," "Monday Night," and "Trent's Last Case.

Wilcox and Miss Neagle will be in New York from 10 days to two weeks at New York to announce the signing of Margaret Lockwood to a long contract.

Television City Confab

J. L. Van Volkenburg, president of CBS Television, will meet the press tomorrow afternoon at the company's studio here to emphasize the operations of the new CBS Television City now being built in Hollywood. It is all-electronic, a model of the "city" is being flown here from the Coast for demonstration during the interview.

Noris on JARO Board

LONDON, May 12—Henry Norris, who joined the J. Arthur Rank Opera-tions in 1937 as a company executive, has been elected to the board of the company.

H O W A R D D I E T Z, M-G-M vice-president and director of ad-ver-tisements, Sim Bill Daily exploitation, and Joseph P. Byrne, Eastern sales man-age-mer, returned here yesterday from the Coast. Advertising manager Si Schulder is due back here Thursday.

Thomas J. Harbrace, president of Eastman Kodak Co., today will receive the 1952 award of the Rochester Rotarians at a luncheon in that city.

S t i b i n g S l i p h a n t, 20th Cen-tury-Fox publicity manager, was in Hollywood yesterday from New York.

R. M. Savini, president of Astor Pictures, has arrived here from the Coast, after stops in Dallas and New Orleans.

Albert Lewin, M-G-M producer, will arrive here from the Coast May 24 en route to Paris and Morocco.

Joseph Kaufman, producer, re-turned to the Coast from here over the weekend.

Coyne Opens COMPO Speaking Tour in Va.

B U E N A V I S TA, Va., May 12—The significance of the American film in-dustry was discussed this evening by Robert W. Coyne, special counsel to the Council of Motion Picture Orga-nization, in an address before the Rotary Club of this community. It was the first of series of speeches Coyne will make this week in various towns in Virginia.

Coyne's tour is the second launched this year under the "Motion Picture Series," which will be spoken tomorrow night before the American Legion of Cincinnati.

Knecht Will Assist Hastings at Studio

HOLLYWOOD, May 12—Peter Knecht has been named executive as-so-ciate of Ross A. Bergerman, recently executive in charge of contract negotia-tion and administration. Knecht re-signed yesterday to Picken, who resigned to become associated with American Pictures Co., an independ-

For 10 years Knecht was asso-ciated with the law firm of Michel, Silberberg & Knupp, and for the past six years he has been with the firm's staff in the RKO legal department. He is terminating his association with the firm. Sidney Liptoch con-tinues as head of the RKO legal de-partment.

A. E. Newbold Dead

LONDON, May 12—Alfred Ernest Newbold, a veteran of the Motion Picture industry, which later became the Gaumont-British group, and former president of an English Cinematograph Exhibitors Asso-ciation, died at his home in Sussex. He was 79.

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THEY CAME-

THEY SAW:

"SCARAMOUCHE"  
(Technicolor)  
Stewart Granger, Eleanor Parker, Janet Leigh,  
Mel Ferrer, Henry Wilcoxon, Nina Foch

"IVANHOE"  
(Technicolor)  
Robert Taylor, Elizabeth Taylor, Joan Fontaine,  
George Sanders, Emlyn Williams

"LOVELY TO LOOK AT"  
(Technicolor)  
Kathryn Grayson, Red Skelton, Howard Keel,  
Marge and Gower Champion, Ann Miller

"THE MERRY WIDOW"  
(Technicolor)  
Lana Turner, Fernando Lamas

"BECAUSE YOU’RE MINE"  
(Technicolor)  
Mario Lanza, Doretta Morrow

"PAT AND MIKE"  
Spencer Tracy, Katharine Hepburn, Aldo Ray

THEY BELIEVED and they’ll tell the nation that M-G-M HAS THE PICTURES!

AND THERE ARE LOTS MORE JUST AS BIG: "Skirts Ahoy!" (Tech.) · "Carbine Williams" · "Above And Beyond" · "Mr. Congressman" · "The Girl In White" · "The Story of Three Loves" (Tech.) · "One Piece Bathing Suit" (Tech.) · "Plymouth Adventure" (Tech.) · "Prisoner of Zenda" (Tech.) · "Everything I Have Is Yours" (Tech.) · "Tribute To A Bad Man" · "The Devil Makes Three" · "Fearless Fagan" · and others.
National Pre-Selling

As a direct result of exhibitor requests, 20th-Century-Fox is making available three different star-type Technicolor trailers in new styles for "Pat and Mike." Designed by Adeline Neltre, they are tailored to meet the needs of both urban and "grass roots" situations, the trailers afford close-up and long-shot opportunities. Charles Einfeld, vice-president, also announces free television trailers, beginning with the company's latest release, "Kangaroo," which is scheduled for June release. The new TV trailers will enable both music houses and record companies to provide cooperative advertising for "Wait 'Til the Sun Shines, Nellie." Supported by Von-Tilzer and RCA Victor, they have received free records and 10,000 window streamers and display accessories have been sent to music stores. A special, three-color Technicolor ad in newspapers as part of the campaign for "Nellie" will augment the industry's continuing public relations campaign spearheaded by COMPO.

Universal International's premiere of "A Day in New York" at the Warner Theatre in Milwaukee resulted in the most successful money-raising campaign for the Cancer Fund, with $450,000 obtained, the first time the local committee has gone over the $100,000 mark. A mile-long city procession, including open cars of Milwaukeeans, and Chill Wills, always popular with the crowds, personally collected $347 along the way to the theatre. Piper Laurie, with Curtiss, stars of the picture, have gone on to St. Louis to participate in further promotion of the picture.

Ten motion picture personalities will assist in the promotion of six RKO Radio pictures, in an intensive publicity barrage set up by Terry Turner, head of exploitation, and Enzo Caruso, the studio's director. This week, Janis Carter starts a month's tour of "The Half Breed," with the world premiere at the Goodman Gate in Chicago. Joan Crawford arrives in New York to begin a campaign on "Sudden Fear." Barbara Stanwyck, Paul Douglas, Marilyn Monroe and KeithAndes will assist in advance ballyhoo for "Cry of the Night." Jennifer Jones will be on the prowl for "The Wild Heart," and Clarence E. Nashe, the "voice" of Donald Duck, in the New York launch of Disney's "School's Out" Festival.

One of the biggest movie book items was acquired by Goldwyn-Goldwyn with Grossett & Dunlap, publishers. Early in October they will issue six special booklets for "The Wonderful Country," "Amercian Andersen" which will feature the stories told in the Goldwyn film. The series will range from Wonder Books for children, 50 cents each, to conditions that will retail at $1 and up. The publisher's advertising schedule includes newspaper, radio, television, Sunday supplements, display material and book trade publications, with cooperation in the field by 300 representa-tives of the Curtis Distributing Co.

Author: Walter Brooks

Review

"Pat and Mike" (Metro-Goldwyn-Mayer)

Notably different story twists and the effective performances of Spencer Tracy as a sports promoter and Katharine Hepburn as a talented lady athlete whom he adds to his stable, endow "Pat and Mike" with a liberal entertainment content. The Lawrence Weingarten production, directed by Wally Wolper, contains, on an unusually logical line, can be made a magnet as well for the sports-minded everywhere that names like Gussie Moran, Babe Didrikson Zaharias, Don Budge, Marthe, Frank Parker, Betty Hicks, Beverly Hansen and Helen Dettweiler are known.

Those stars of the links and court are brought into the proceedings, all doing what each does best, to add many an interesting and exciting sports sequence to the story by Ruth Gordon and Garson Kanin. With the dominance of the magnificent yet winsome Miss Hepburn, William Ching, whose unnerving presence usually causes her to muff and lose every game or contest in which she's entered, Miss Hepburn a stands acceptable from "Tracy to turn "pro," with him as her manager. She makes a cross-country tennis tour, successful until she sights Ching in the audience. The experience is duplicated in golf tournaments. Then secret partners of Tracy's racketeers, want a match "thrown" in order to clean up on the betting.

Miss Hepburn has been awakening to the realization that Ching is not the man for her, and that Tracy is his only hope. He defies his partners to keep Miss Hepburn's match on the level, she saves him from his revenge, realizes that her respectability rubbed off on him. When he defies his partners to keep Miss Hepburn's match on the level, she saves him from his revenge, realizes that her respectability rubbed off on him.

It's a well-paced, light weight comedy with a facility for changing scene and mood that is thoroughly engaging throughout. Aldo Ray as a dumb prizefighter; Leo Gorcey and the Chinoons; Charles B. Buchinsky, Frank Richards and Jim Backus as Tracy's silent partners, as well as others in lesser roles, contribute flavor and color to the proceedings. It's a bargain package of entertainment that will surprise many with the sprightliness of "Tracy-Hepburn" playering, and will please. The experience is duplicated in golf tournaments. Then secret partners of Tracy's racketeers, want a match "thrown" in order to clean up on the betting.

Cinecolor Files for Additional Capital

WASHINGTON, May 12—Cinecolor Corp., today outlined to the Securities and Exchange Commission a plan for raising about $450,000 of new capital through the sale of debentures. Of the proceeds, $140,000 would be used to acquire complete control of Cinecolor (British), Ltd., and the balance would be used for working capital.

The company filed a registration statement seeking registration of 500,000, five-year common stock debentures, with an option to purchase 500,000, in the total $4,500,000 subordinate sinking fund debentures. The debentures, which have common stock purchase warrants attached, are due May 1, 1952.

The new debentures are to be offered at 100 per cent of principal amount to common stockholders at the rate of $1 of principal amount of debentures for each two shares of common held on the record date, to be announced later. A warrant to purchase, at a cash price of $1 per share, one share of common stock for $1, is attached to each debenture, and will be issued with the debenture. It is subject to adjustment while outstanding by an additional consideration.

No underwriting is involved, the SEC said.

The registration revealed that Cinecolor had recently entered into an agreement giving it the right to acquire common control of the company by purchase of $50,000 of debentures of the British firm.

The SEC said that in connection with its loan to the English company, it had obtained the right to obtain voting control without increasing its equity in Cinecolor, Ltd. It now owns 26 per cent of the common equity stock of the British firm.

2'U' Stockholder Actions Dismissed

WASHINGTON, May 12—Universal Pictures reported today to the Securities and Exchange Commission that two stockholder actions against the company have been dismissed in New York Federal Court. Both suits, filed in 1947, by Norwegian-American investors, charged the insurance of company officers for the purchase of common stock pursuant to certain contracts.

One action, titled "Truncle v. Blumberg, et al.," was dismissed as "in substance" in one year. The other, titled "Aine v. Blumberg, et al.," was dismissed for want of prosecution, Universal reported.

'U'-Decca Reply to Suit Due in June

A new deadline date of June 16 has been fixed for the reply of Universal Pictures and Decca Records in the minority stockholder's suit brought by Florence Long, which attacks the proposed merger of the two companies.

The suit, brought in New York Supreme Court, charges that the principla in "Universal and Decca are inspirited" in their merger plans and in the acquisition of Universal stock by Decca.

Brody Here

(Continued from page 1)

Lovett, he will participate in a con-ference with 64 other leaders in vari-ous industries on current defense prob-lems. Before returning to the Coast, Brody will attend the June 8-14 public relations conference in Dallas of the Texas Council of Motion Picture Organizations.
Congratulations to MGM on one of the finest showmanship ideas of all time.

Your "Seeing Is Believing" meeting which brings to Hollywood the showmen who must get the returns that finance our industry is an outstanding feat.

When your exhibitor guests return to their home bases, we would like to invite them to screen another group of pictures important to their future...the "bread and butter" product that supplies the staff of life for many theatres.

The new Monogram has the finest product in its history ready for screening--"WILD STALLION", "WAGONS WEST", "HERE COME THE MARINES" and "AFRICAN TREASURE". Our exchanges are ready and eager to accommodate you.

MONOGRAM PICTURES CORP.

Steve Brody
President

Remember! THE MORE YOU SEE...THE MORE YOU LEARN!
MGM Meetings Considered

(Continued from page 1)

for the initial seven days of "The San Francisco Story" at the Warner, while the Capitol is expected to do a pretty good $39,000 for the opening week at the Williamstown.

"The Wild North" at Loew's State opened to $12,300, a bit on the slow side. The third week of "Red Mountain" at the Globe is expected to tally an average $12,500.

Among hold-overs, "The Mingling Kind" at the Victoria is doing slightly better, with $13,000 indicated for its ninth week. At the nearby Astor, a rather fair $9,600 is forecast for the seventh and final stanza of "My Six Convicts." "Outcast of the Islands" bows there Thursday.

The Pride of St. Louis" is a bit sluggish at the Rivoli, with $10,000 seen for the second week, while the second stanza of "The Atomic City" is expected to do a fair $14,000 at the Mayfair.

Among off-Broadway houses, "Under Paris Sky" opened to a strong $10,000 at the Paris Theater. Holding up excellently is "Man in the White Suit" at the Stuytov, where a solid $13,500 is forecast for the sixth week. A nice $6,500 is predicted for "Never Take No for an Answer," now in its second week at the New Beeman.

Another hold-over doing top business is "Encore" at the Normandie, which has held a $10,000 forecast for its sixth inning. The last nine days of "The Lavender Hill Mob" at the Fine Arts Theatre is expected to rack up a fine $5,500. The picture is bowing out at the end of its 30th week.

A good $6,100 for the opening week of "When in Rome" at the Plaza Avenue is indicated. "Narrow Margin" at the Trans-Lux 60th Street is doing very well, with $6,000 seen for its initial week. At the Trans-Lux 52nd Street, a fair $3,600 is expected for the opening week of "No Resting Place."

Electronic Camera

(Continued from page 1)

next fall, using a 1,200 to 1,300-line system, comparable to the present 625-line system. The process, it is said, is fully adaptable to color.

High Definition was formed with capital provided by J. Arthur Rank Organization and British Lion, and with the cooperation of P. B. Radio.

To Honor Jack Warner

London, May 12.—A complimentary luncheon will be given to Jack Warner, producer of the Warner Brothers, at the Dorchester Hotel here June 10 by the British Film Producers Association.

HELP THE CEREBRAL PALSY CAMPAIGN.

Blank Testifies

(Continued from page 1)

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The owner was to act as manager of the theatre at a salary of $500 week. Blank said he did not negotiate the contract personally and had no recollection of it.

Eady Leaves Treasury

London, May 12. —Sir Wilfrid Eady, author of the Eady theatre tax plan to aid British producers, has received notice that he will be removed from the Treasury. He has been succeeded by Sir Bernard Gilbert, in charge of the Department's Home Finance division.

N.Y. Grosses

(Continued from page 1)

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Court operators, like M. A. Light- man, declared themselves so excited by the films that they intended spreading the word in newspaper advertising in their home cities. Lightman intends doing this in Memphis although Loew's first-run in that town, and not Lightman's Malco, will run the product. O'Connell, declaring himself spokesman for the United Paramount group, described the meetings as "the greatest step ever taken in the industry's history." He was supported in this by vigorous applause of the exhibitor group. "I hope it will prove an inspiration to every other producer in Hollywood," he added. This was a note which was reflected by others, including Samuel Pinamuki, Boston; Louis Schine and Leo Gold- berg, New York, and Mitchell Wolf- son, president of the Theatre Owners of America. Other spokesmen of the four other exhibitor associa- tions in attendance, to send a joint wire of appreciation to Nicholas M. Schenck, president of Loew's, for his foresight in making these meetings possible. "We owe Metro a debt of gratitude," declared Pinamukki to rounds of applause. "This has been a states- man-like job," observed Goldenberg.

A way to a remuneration of the business has been pointed up," declared Pinamukki, "and Woolfson, added later, "We told the exhibitors this is a foretaste of things."

The former manager of the Pennsylvania, Wilbur Snaper, Allied president, said that he would not be any higher than Metro's, I said maybe. But remem- ber, 'Seeing Is Believing.'"

Hear 'La Ronde' Ban Appeal Tomorrow

Albany, N. Y., May 12.—Appellate Division jurists on Wednesday will view in private a screening of Community motion picture "La Ronde," in connection with the company's petition for annulment of the New York State Board of Regents' decision which should not be appealed, and which should not be denied a license on the ground that it is "immoral," and would "tend to corrupt morals."

Commercial Pictures, through Robert A. Gaston, sales manager, and Gaston Hakim, reviewed the film on April 16. A committee consisting of Regents W. Kingsland Fisk, J. Chandler Jacob, and Frank R. Hoffmann, reviewed the film on May 3 and rendered a decision upholding the Board of Regents on the same day confirmed the decision of the committee and dismissed the appeal.

Ban on 'Latuko'

(Continued from page 1)

ty and the American Museum of Natural History, presented the film, prepared to battle the legality of the ban in New Jersey courts. Briefs, challenging the constitutionality of the film picture division, on April 13 notified the petitioner that "the unanimous decision of the motion picture review- ers" was that the film was "immoral" and would "tend to corrupt morals."

Electronic Camera

(Continued from page 1)

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COMING and GOING, your patrons will be sold when they see these Colorful, Cut-Out DISPLAYS that stand out in your Lobby, Foyer or Out-Front ... they need no frame and the beautiful fluorescent-lighted base adds to the SOCK and brings out the COLOR!

Get full details from your NSS Salesman or write your nearest NSS Exchange!
BOOK THE MOST TALKED-ABOUT WOMAN OF THE YEAR FROM
Columbia

COLUMBIA PICTURES presents
Loretta Young as
PAULA

SHE'D
ONLY BEEN
HALF WAY
TO LOVE—
BEFORE!

with KENT SMITH • ALEXANDER KNOX • Screen Play by JAMES POE and WILLIAM SACKHEIM • Produced by BUDDY ADLER • Directed by RUDDOLPH MATÉ
Admission Prices Increase Again; Children's Tickets Rise Sharply

Washington, May 13.—Children's admission prices in large cities went up sharply in the first quarter of 1952. Adult admission prices rose but less abruptly, the U. S. Bureau of Labor Statistics reported here today.

Each three months the Bureau surveys admission prices in 18 large cities and then weighs the results to indicate price trends in the 34 largest standard metropolitan areas.

During the first three months, children's prices rose from 148.3 per cent of the 1953-39 average at the end of 1951 to 152.5 per cent at the end of March. This is the highest figure since March, 1951.

Adult prices, which at the end of December were 176.1 per cent of the base period, went up to 177.1 per cent at the end of March. This, too, was the second highest figure since March, 1951, and was the second highest figure on record.

As a result of the increase in both categories, the combined, weighed adult-childrens index reached 178.8 per cent at the end of March. This too, was the second highest figure on record. The high was 175.1 per cent at the end of March, 1951. The December, 1951 figure was 172.4 per cent.

Arbitration Rules Group To Parcel Drafting Task

At its initial meeting here yesterday of a scheduled two-day parley, the Committee on Rules of the Industry Arbitration Conference conceded that the group will have to hold additional meetings, perhaps next week, in order to complete its work of drafting the document which will reflect, in proper legal terminology, the principles or arbitration on which exhibition and distribution agreements are based.

British Production: Excellent: Wilcox

Production in England as a profitable enterprise has never been better, Herbert Wilcox declared here yesterday. The producer, who arrived on the Queen Mary with his wife, Anna Neagle, attributed the boom to the Eady Plan. Wilcox declared that the market for good British films has never been better and the market for bad British films never worse.

Wilcox is here primarily to negotiate with major distributors for the distribution of three of his films. A deal will be made in a few days, he declared. The films are "Lady With a Lamp," "Derby Day" and "Trent's Last Case." While here Wilcox plans to study the best commercial approach in the American market for his next film, he has not yet decided on a title for it.

Univ. Sales Heads Open Chicago Meet

CHICAGO, May 13.—Universal Pictures' home office sales executives, district managers and promotion executives will open a series of meetings at the Hotel Blackstone here tomorrow to map sales and promotion plans for the films in its "Arm's Length" and other top product to be released during the summer.

Sales executives attending from the

U.A. Release Deal Set by Edward Small

Independent producer Edward Small, who is in New York from Hollywood, has concluded with United Artists a multiple picture production deal, it was learned yesterday.

The contract in work reportedly calls for three to four pictures annually for a period of years.
Insider’s Outlook

(Continued from page 1)

Lana Turner, go some distance to-ward establishing a new matinee idol in Fernando Lamas and give countless audiences a delightful, graceful and pleasant piece of enter- tainment. The movie of “Scaramouche” and its combination of adventure and romance make it a contender of weight in the current market, it was widely acknowledge-ded, in American and European film circles as a contender of weight. In “Scaramouche,” repeated performances have attracted the audience from coast to coast.

Yet, regardless of how individual view-point rated them, all six rate high. This is what is rating executives at other studios found. They also found out how the ex-hibition business had by what it had seen, how morale was re-for-tified, how enthusiasm was re-charged, how these showmen propose conveying the sense of this three-day-a-week holiday as any other personal and, importantly, to the public beyond. Men like Mitchell Wolfson, speaking officially on behalf of Allied, RKO, TOA, Paramount, Allied, and MMPTA or New York; like Leon Goldsen and Bob O’Donnell for the United Paramount group, and Sam Purr, speaking for New Eng-land at large, spread all of these declarations on the permanent record. They went further by enter- ing them on the private record with any wish to listen. Plenty listened.

Here in Hollywood, where news filters in slowly and not always fully or accurately, a shot in the arm was welcomed this week. These are the days. The Metro meetings provided such a device. Out of economic necessity, out of competi-tive urge and out of pride, other markets have been ignored in Hollywood undoubtedly will act as their situ-tations dictate.

It becomes good business to do so. The future of the industry, now and ever, is inextricably linked to the product. A spur, originating no matter where, deserves recognition, endorsement, active support.

Edwin Booth’s Daughter

CINCINNATI, May 13.—Mrs. Jane Munsey, daughter of Edwin C. Booth, M-G-M resident manager here, died yesterday after a brief illness at the age of 45 on May 12. The body was brought to the Booth home on Thursday morning at St. Mary’s Church at Hyde Park, a suburb, with burial in Indianapolis.

William J. German, presi-dent of W. J. German, distri-butor of Eastman motion picture film, and Mrs. German, will leave here today aboard the SS. Queen Mary on a six-week combination busi- ness and holiday visit to France, Holland, Belgium, Germany and England.

Russell Holman, Paramount’s Eastern production manager; Hugo Owen, Eastern Southern division manager, and Josephine head of branch operations, have re-turned here from the Coast.

Milton Sperling, president of U. S. Picture Corp., and Van Heflin and his wife will be aboard the S.S. He set sail here from France today.

Bill Brown of Loew’s Majestic theatre in Evansville, Ind., and his wife will celebrate their 34th wedding anniversary on Friday.

Nat Wolf Leaving WB Theaters Post

Cleveland, May 13.—Nat Wolf, in show business 40 years and since 1932 Warner Theaters Ohio zone manager, today transferred to New York. Trans- ference, effective June 1. With Mrs. Wolf he plans to visit their son, Lt. Donald Wolf, serving in the Army in Germany, after which he will enter business for himself.

Wolf’s first theatre job was usher in Motorman’s Hotel, in his career included exhibition and distribution in the Chicago area prior to com-ing to Cleveland to operate the 30th Street Warner Ohio Circle. No suc-cessor has been named.

Moves to Lift Ban on ‘Latuko’

Attorneys for the Embassy News-feed Theatre in Newark and the American Museum of Natural History are preparing to file opposition order against the Newark Police De-partment, which banned the African documentary “Latuko” as “indecent.” It was displayed here today, and sought and served on the parties today, according to present plans.

The last screening of the documentary film was held in Newark by the Embassy. Attend- ing were a number of civic and educa-tional leaders. It was further learned that the theatre and the Museum plan to use the comments of local civic leaders and clergymen in their brief for a restraining order.

488 ‘Kangaroo’ Spots

A pre- and post-airing campaign utilizing 128 spot announce- ments, is the first class use of television trailers ever attempted by 20th Century-Fox is currently under way, with the planned made production which will have its premiere on Friday at the New York Plaza.

L. E. F. Samuels, head of Walt Disney Enterprises sales depart- ment, is in Cleveland from New York.

John and Roy Boulting, British producers, will arrive here from the Coast today en route to London, leaving Friday.

Terry Turner, RKO Radio direc-tor of exploitation, has returned here from the Midwest.

Fred Schaeffer of RKO Radio’s press book department, has returned to his desk following a long illness.

Vincent Korda, director of Lon-don Films, Ltd., will sail from here today aboard the SS. Queen Mary.

Manuelli Casato, an executive of the Italian National Motion Pic-ture Association, is due to arrive here today by plane from Rome.

File $1,050,000 Trust Suit Here

A $1,050,000 trust suit against the eight major distributors, in addition to Randolf Amusement Co. and Met-ropolitan Theatres Corp., is being file-d here yesterday in Federal Court by the Hopkinson Theatre, Inc., operating the People’s Theatre, Brook-lin.

The suit charged that a "conspira-cy" existed between 1937 and 1952 and denied the Palace Theatre for a second-run product, among other al-legations.

The plaintiff in suit is People’s Cinema, Inc., now dissolved, which operated the theatre from 1937 to 1947. The theatre closed in April.

Take Up Riverside Bid for Towne Status

Chicago, May 13.—Briefs and oral arguments in the request by the Riversides Theatre, Milwaukee, to have a tax of $3 a month levied for the maintenance of a theatre in a position similar to that enjoyed by the Towne as a result of the non-renewal of a lease, was made present yesterday before Federal Judge Robert E. Teham of the Federal Dis-trict Court of Eastern Wisconsin. He will rule on an opinion at some future date.

Here in Chicago, oral arguments on the admissibility of evidence were heard in the Federal District Court of Northern Illinois on the right of Artists to enter the field and awarded the Milwaukee Towne The-atre in the Towne decree. Further arguments will be heard next Monday.

Loew’s Valencia Closing

BALTIMORE, May 13.—Loew’s Va-lencia Theatre, at the Century Theatre, will close Thursday, May 17. The Century has been moving upstairs to the Valencia for extended engagements. No future plans have been made.

Newsreel Parade

Gerald Mark Clark’s take-over in Far East predominates current newscasts, most of which also feature General Ridgway, atomic bomb tests and ship-ments, and bombers. Complete contents fol-lows:

MOVETONE NEWS, No. 49—Gen. Mark Clark’s take-over in Far East, New East, New jet-tliner, YB-60 new jet bomber, atomic bomb tests and shipments, and bombers. Complete contents fol-lows.


WARNER PATHE NEWS, No. 79—Gen. Mark Clark’s take-over in Far East, New East, New jet-tliner, YB-60 new jet bomber, atomic bomb tests and shipments, and bombers. Complete contents fol-lows.

Palsy Drive Trailer Ready for Theatres

Republic Pictures has completed production of the 1952 campaign trailer, for the United Cerebral Palsy Foundation. Stars John Wayne in an appeal for the drive, to-gether with an explanation of cerebral palsy, the methods used in treating sufferers and the need for financial aid in carrying on and expanding the clinical techniques in use.

Bovsky trailer is two minutes and 50 seconds. Titled "Mir-acle in Motion," it was produced by Laurence E. Baky, with the cooperation of Herbert J. Yates, company president, and James N. Granger, distribution vice-presi-dent.

Bookings are being arranged for Coast-to-Coast showings during May and June. By July 1 by Edward L. Hyman and Robert W. Weitzman, co-chairmen of the industry’s collections committee.

Additional members of the motion picture trade press committee for the Palsy drive include Barry Stein, Film Bulletin, and E. T. Hensman, Exhibitor. Other commit-tee members were announced earlier.

Buchman Trial Delayed

WASHINGTON, May 13.—The con-gress of Congress trial of producer Sidney Buchman has been postponed from May 26 to June 16. Buchman changed with contempt for failing to answer subpoena of the House.

NFTC Party Here Today

The National Television Film Council’s monthly reception, “Wed-nesday at the Warwick,” will be held in the Warwick Hotel.
THE WRITE-IN CAMPAIGN
THAT'S SWEEPING THE COUNTRY!

M-G-M's "Seeing Is Believing" trip to California provided an unparalleled opportunity for theatre men to carry back to the nation an enthusiastic first-hand report that has become splendid public relations for the entire industry.

We wish we could have had 10,000 showmen witnessing the screenings of the great M-G-M pictures coming. This was impossible, but every exhibitor may now be assured that never in the history of film business has any company, including M-G-M, had so many fine attractions ready, willing and able to bring crowds into theatres.

Here are some of our pictures, among them most of the big attractions screened in California, for release when your need is greatest, in May, June, July and August:

"SCARAMOUCHE" (Tech.)
Stewart Granger, Eleanor Parker, Janet Leigh, Mel Ferrer, Henry Wilcoxon, Nina Foch, Lewis Stone, Richard Anderson

"SKIRTS AHoy!" (Tech.)
Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Brasselle, Billy Eckstine

"THE GIRL IN WHITE"
June Allyson, Arthur Kennedy, Gary Merrill

"CARBINE WILLIAMS"
James Stewart, Jean Hagen, Wendell Corey

"PAT AND MIKE"
Spencer Tracy, Katharine Hepburn, Aldo Ray, William Ching

"LOVELY TO LOOK AT" (Tech.)
Kathryn Grayson, Red Skelton, Howard Keel, Marge and Gower Champion, Ann Miller

"MR. CONGRESSMAN"
Van Johnson, Patricia Neal, Louis Calhern, Sidney Blackmer

"THE DEVIL MAKES THREE"
Gene Kelly, Pier Angeli

"FEARLESS FAGAN"
Janet Leigh, Carleton Carpenter, Keenan Wynn

"IVANHOE" (Tech.)
Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, Emlyn Williams

* And in September the famed "THE MERRY WIDOW" (Tech.) Lana Turner, Fernando Lamas—followed by "BECAUSE YOU'RE MINE" (Tech.) Mario Lanza, Doretta Morrow.
Loaded with gay gobs

The

Gobs

with

ROBERT HUTTON • CATHY DOWNS • CC

Written by ARTHUR T. HORMAN • Associate Producer SIDNEY PICKER • Directed

*Direct from 4 years of success at the Palla Antwerp; Copa
In gorgeous gals!

...and aimed right at your box office!

Introducing the internationally famous comedy team

GEORGE and BERT
BERNARD

Now in their first American Motion Picture

and GALS

JONES • FLORENCE MARLY • LEON BELASCO
OSTEEN • A REPUBLIC PICTURE

Republic Pictures Corporation
Herbert J. Yates, President

London; Lido, Paris; Moulin Rouge, Geneva;
Oslo; Milan.
UK Government Sees No Studio Space Shortage Threatened

LONDON, May 12—The government today made no specific concern but refused to concede that the recent closing or sale of film studios would prevent production of sufficient pictures to fulfill their quota.

Questioned in the House of Commons on the subject, and with the implication that production facilities here may not be adequate to meet the quota if J. Arthur Rank’s Denham studios arc sold to the Swedish-owned Board of Trade’s Parliamentary secretary, said: “We don’t regard it as a matter for concern if for lack of studio space not enough British films are made to supply the quota. But film-makers don’t appear hampered by lack of studio space, nor do we consider, that such a situation is likely to arise if Denham’s leases are available for production.”

The Isleworth studios was sold last week and Denham studios carries a threat to non-industry purchasers. Several smaller studios have been closed and reports of the imminent sale of Denham have not been denied.

FIEC Fulminates

Meanwhile, the Film Industry Employees Council, comprising Associated Cinematographic Exhibitors, Equity and other studio unions, but not the National Association of Theatrical and Kine Employees, was fuming over the sale of Isleworth and the rumored sale of Denham. FIEC claims that the sales are a crippling blow to British production, which will be unable to meet the quota unless the sales are cancelled.

The statement also demands a revision of the Anglo-U.S. film agreement to limit the number of American films which can be imported here and decreasing the permitted uses of blocked funds of American distributors.

FIEC is seeking an interview with the Chancellor of the Exchequer and the Board of Trade to protest against the beginning of the government’s talks with American industry representatives. The American agreement to take effect next Oct. 1. No date for the talks has been set yet but F. W. Taylor, president of Picture Association of America representative here, is in Paris for consultations with Erje Johnston, MPA president, from which a scheduled meeting date, with late summer regarded as the most likely time for the sessions.

“My Son John” Endorsed

ALBANY, N.Y., May 13—The Family Rosary Crusade is distributing gratis a folder, through the courtesy of the National Parent-Vigil Committee, devoted to Rosary devotions and an endorsement of “My Son John” by Father Patrick P. Pelliteri, founder of the crusade movement and producer of the network radio program, The Family Theatre.

Arbitration Rules

(Continued from page 1)

units of the exhibitor organizations involved and, presumably, by the 10 distributors participating in the conferences.

(3) Approval by the Department of Public Instruction.

(4) Approval by the New York Statutory Court for its inclusion in the consent decrees in the industry consultation agreements.

The meeting yesterday, Levy said, was devoted for the most part to a general discussion of the matters agreed on at the initial arbitration conference. Present at the meeting, in addition to Levy, were: Louis Jaffe, Paramount; Adolph Schimmel, Universal; Robert W. Perkins, Warner Brothers; Theodore Black, Reko; R. L. Haggert, American Television and Radio Corporation; Charles D. Frew, National Film Corporation; and a representative of the National Motion Picture Theatres Association.

Levy is general counsel to the Theatre Owners of America, at the headquarters of which the two-day meeting is being held.

Committee members who were unafraid to attend yesterday were Milton C. Weisman, Independent Theatre Owners Association of New York; J. H. Hamill, Western Theatre Owners; Irving Moross, Columbia; and A. F. Meyers, Allied States Association. The latter two were sent via radio assistance explaining that he was burdened with work following the recent Allied board meetings he attended. The Allied council indicated to Levy that he expected to be able to attend a future meeting of the group.

Levy, said, will be open to all attorneys of arbitration conference participants.

British Production

(Continued from page 1)

“Beggar’s Opera.” The film stars Laurence Olivier and shooting will begin in June.

Wilcox will return to England on Tuesday.

RUN THE CEREBRAL PALSY CAMPAIGN’S TRAILER, ASK AT YOUR N.S.S. EXCHANGE.

University Sales Heads

(Continued from page 1)

home office are headed by Alfred E. Dauff, vice-president and director of sales, and Charles J. Feldman, domestic sales manager, and include Ray E. Moon, assistant sales manager, E. S. McCarthy, Southern and Canadian sales manager; Foster Blake, Western sales manager; P. T. Dana, Eastern; James J. Jordan, New York sales manager; and Irving Sochlin, assistant to Feldman.

District managers attending are: John J., Crum, Boston; David S. Levy, New York; P. F. Rosian, Cleveland; M. G. Gottlieb, Chicago; W. J. F. Desch, San Francisco; James V. Frey, Atlanta, and Henry H. Martin, Dallas.

David A. Lipton, vice-president in charge of sales, and Charles J. Feldman, who is attending all sessions, running through Friday, will be joined on that day by Charles Simonetti, manager of the Eastern advertising-publicity department; Philip Gerard, Eastern publicity manager, and Jeff Livingston, Eastern advertising manager.

O’Donnell Calls Star Tours a ‘Necessity’

HOLLYWOOD, May 13—“Movietime, U.S.A.” producer-director Bob O’Donnell declared today, on leaving here for Dallas, that Autumn plans for a step-up in pace will be a direct result of their impact on the box office.

O’Donnell said, “conclusive results of the new another tour which established beyond question that this phase of the Council of Motion Picture Organizations’ program is not only bearing fruit but is an asset and necessity in our business.”

The trip stressed that there is need for wider knowledge of what “Movietime” tours are accomplishing and the need for all out support from all branches of our industry.

Concurrently, Screen Producers Guild president Sol Siegel announced that he has authorized for supply SPG members for speaking and discussion appearances for COM.

Convention Folder Published by TOA

A colorful printed folder heralding the Sept. 14-18 annual convention in Washington of the THEATRES OF AMERICA has been prepared by the organization for mailing to equipment firms that may wish to rent booth space at the trade show which will be held in conjunction with the meetings.

Designed and composed by Dick Deits, TOA’s executive director, the folder presents a floor plan of the convention quarters, statements, recommendations of leading pro-

‘Reds’ Failed

(Continued from page 1)

considered to be the industry’s answer to attacks on alleged Communist infiltration in Hollywood.

Detailing the industry’s answer to what had been called a “witch hunt,” the appeal charged leveled against it, be stated:

“The record of the House Un-American Activities Committee clearing up the role of Communists in Hollywood propaganda has failed to appear in motion pictures; that Communists have been routed from leadership positions and from influence in the guilds, trade and craft unions and that Hollywood front organizations have been reduced to an effete handful, their membership shorn of ‘names’ and the flow into Communist offices reduced to a mere trickle.

And most important of all, the report clearly indicates that the film industry has done an outstanding job of reorganizing, and it has cooperated fully with the House Committee,” he declared.

The COMPO spokesman told his audience of the community and national drives which have been supported by the industry. Albers Bergman said: ‘Let me say to you that we were the only American industry that gave General Stern was away during World War II.”

“All of these things give us a feeling of pride in our business, and, of course, of being a little sensitive when certain misconceptions about us are given much more publicity than we are entitled to get,” Bergman declared.

Family Admitted for $1

SCHENECTADY, N.Y., May 13—John Gardner has admitted a “Family Night” group admission policy for the Colony here on Saturdays, charging one dollar.

PO, MPIF and other industry organiza-

William Perlberg, former SPG publicist for the Guild at the Texas COMPO meeting June 8-11.
Add 4 Exhibitors To Para. Hearings

WASHINGTON, May 13.—Federal Communications Commission attorneys today added four additional names to the list of independent exhibitors who will tell the Paramount hearing about their contracts with Paramount.

They are Ralph Goldberg, Omaha; Dave Edwards, Salt Lake City; Ed. Silverman, Washington, D. C.; and W. L. LeVetter, Overton, Texas. The 10 exhibitors whom Commission attorneys have mentioned thus far according to describing details of their theatre negotiations and activities from the mid-1920's.

Following Blank, Skiatro president Arthur Lewey will resume the stand to complete his testimony on Soophony Corp. of America.

House Talks Tax Bill To Aid Professionals

WASHINGTON, May 13.—Many individuals in all branches of the film industry would be affected by a tax bill on which the House Ways and Means Committee held hearings today.

The measure would permit professional and self-employed persons or persons not covered by company pension plans to pay from 10 to 15 per cent of their annual income into special government bonds or private retirement funds, and to avoid payment of personal income tax on these earnings.

The taxes would be paid later, when the money is withdrawn from the fund or when the bonds are cashed.

The proposals are likely to encounter opposition from the Treasury Department and probably will not be enacted this year, but backers said that this was the first time that the proposals even came up for discussion in Congress.

Among the groups endorsing this legislation today were the Authors' Guild, the National Federation of Radio Artists and the Television Authority. They emphasized that many workers in the entertainment field are sexless, and also that the proposals in this field are subject to wide fluctuation, making income taxes especially burdensome for them. In many years, with no compensating relief in bad years.

The threat of a 25% per cent tax on American product in Austria, in addition to the 5% per cent turn-over tax now paid by American distributors, was discussed yesterday by Alfred E. Daff, Universal Pictures vice-president and director of world sales.

Daff, who has returned from a visit to Europe, said that the new tax is being paid by the Congress of Jewish Refugees, acting through the American Jewish Joint Distribution Committee, to aid Jews in Austria. It is being vigorously opposed by American film representatives in Vienna, he added.

The other groups described business conditions in Austria as "consistent" with the previous year when they were favorable. The same holds true for Britain. Daff said. The prevalent opinion in France, Daff added, is that the drop would be a drop in business this summer, with the over-all picture, however, for the current year remaining at about par with 1951.

Harry Weiner on Leave from UA

Harry Weiner, considered the dean of American distribution representatives in Cuba and United Artists' manager in Havana for the last 31 years, has requested relief from active management of the branch as of June 1. The company has granted the request with the proviso that, after June 1, Weiner would continue his service with the Cuban organization as a special consultant, it was announced here yesterday by Arnold Picker, UA foreign distribution vice-president.

Simultaneously, Picker named Jose Del Amo, formerly assistant manager, as acting manager in Cuba. Del Amo joined UA in 1928 as a clerk in the Havana office, rising to booker, salesman and assistant manager.

U. S. Firms Fight Austrian Tax Plan

TELEVISION--Radio

Comment and Opinion

[Fred Hift is on vacation. His "Television-Radio" column, a regular Wednesday feature in Motion Picture Daily, will be resumed next week on his return.]

TELEVISION and radio network spokesmen responded quickly to the Congressional move to probe the programming contents of current shows. A spokesman for the Mutual Broadcasting System said children's programming account for 10% of his schedule. Congressional charges of putting on "immoral" programs were vigorously denied by National Broadcasting. In a statement, NBC pointed out that it subscribes to the code of the National Association of Radio and Television Broadcasters. NBC's programs have always been in good taste and decent in content, the network added.

Meanwhile, in Boston, Frieda Henmock of the Federal Communications Commission last night urged Catholic women to lead in a campaign to establish a $250,000 non-commercial "Television School of the Air in Boston." She addressed the 16th Diocesan Congress of Catholic Women at the Statler Hotel. Children, she said, spend more time before television screens than do in school. The large number of murder mysteries over TV was also hit by Miss Henmock.

Here in New York today, plans for the 15-acre CBS Television City in Hollywood will be unveiled. On hand for the occasion will be J. L. Van Arnum, who will illustrate his talk to the press with an all-electronically operated model of the TV City, which, by the way, is already under construction.

With the election fever taking hold, candidates are learning to watch their TV manners. CBS-TV is operating a television school in Washington for Presidential and Senatorial hopefuls. Following the opening session Saturday, Senators William Benton, of Connecticut, and Edward Martin, of Pennsylvania, went shopping for blue shirts. No, the blue shirts were not the symbol of a new political movement, but the shirts symbolized TV's coming of age. Blue shirts, the TV tutors pointed out, don't reflect light back into the television camera as white ones do. And the Senators, mindful of their TV manners, sought to please the audience's eyes.

There were a number of personnel promotions and changes this week. N. (Bert) Colman O'Leary, studio engineer for the American Broadcasting Co. has been promoted to master control supervisor. L. S. Thomason, who has been active in the production and sale of television commercials for several years, has joined Screen Gems, of the TV division, in a sales capacity. Thomason will handle commercial contracts for Screen Gems TV and for the Screen Gems division of United Productions of America.

CBS Television won six awards for excellence in advertising design, advertising art, and TV commercials, in the 31st annual national exhibition of advertising and editorial art conducted by the Art Directors Club of New York. . . . Program Notes . . . The Preakness Stakes will be broadcast exclusively over the CBS television and radio network from the Pimlico race track in Baltimore Saturday.

The Ritz Brothers will make their first appearance on NBC-TV's "All Star Review" as the stars of the show this Saturday . . . General Eisenhower's first address after his scheduled return to the U. S. from his NATO command will be simulcast by NBC television and radio on June 4 at a homecoming welcome in Abilene, Kan.

20th Foreign Heads Here for Confabs

Plans for forthcoming releases in Latin-America are currently discussed at the 20th Century-Fox home office with the arrival of several of the company's managers in New York for conferences with president Murray Silverstone and vice-president Emanuel Silverstone of 20th-Fox International Corp.

Arriving in New York yesterday for the meetings were managers Henry King, Puerto Rico; Joel Hart, Peru, and Allen M. Noye, Mexico. Le Chanois Cited by Ten Preview Units

Ten national preview organizations and the Motion Picture Association of America were hosts here yesterday at a reception in honor of Jean Paou Le Chanois, French writer and director of "Passion for Life," at the Harvard Club.

The fact that the author could not be present, citations for him were accepted by Jean Benoît-Lévy, former director of the film division of the UN.
Half-White, Half-Indian... ALL MAN!

He sparked a revolt against white man's villainy that set Apache land aflame!

THE HALF-BREED

Color by TECHNICOLOR

STARRING
ROBERT YOUNG • JANIS CARTER • JACK BUETEL

Directed by STUART GILMORE • Screenplay by HAROLD SHUMATE and RICHARD WORMSER
Arbitration Plan Drafters To Meet Tomorrow, Monday

The Committee on Rules of the Industry Arbitration Conference will hold its third meeting here tomorrow, and another on Monday, in connection with its “putting on paper” the arbitration principles on which exhibition and distribution have agreed. M. Levy, chairman, reported yesterday following the second of two days of meetings at the Theatre Owners of America headquarters.

The committee, composed of distribution and exhibition attorneys, tomorrow will set up a sub-committee which will do the actual drafting of the document that has to be approved by the second industry arbitration conference slated to open May 26 at the Hotel Astor here, Levy said. Members of the sub-committee, he indicated, will parcel among themselves specific drafting tasks.

Levy regarded more than four meetings of the full committee as likely, so the possibility exists that more than one gathering of the group will take place next week. The sessions on Tuesday and yesterday were devoted in the main to discussion, Levy said, adding that the task of writing up the documents is no easy one in that "one sentence mandates on particular aspects of the principles agreed to" at the April 22-25 industry conference must be translated into legalistic lan-

Coyne Cites ‘Reds’ Hatred of Hollywood

FORT ROYAL, Va., May 14—Charging attacks that have been made on the American motion picture industry by Soviet newspapers, Robert W. Coyne, special counsel of the Council of Motion Picture Organizations this evening told a meeting of the Fort Royal Kiwanis Club that, outside of the church and home there is no influence more diametrically opposed to Communism and its teachings than the American screen.

"Asserting that the motion picture (Continued on page 2)

(Continued on page 2)

Rackmil Concludes ‘U’ Talks with Rank

LONDON, May 14—Milton Rackmil, president of Decca Records, owner of a controlling stock interest in Universal Pictures, sailed for New York on the Queen Elizabeth today after a week of conferences with J. Arthur Rank here on the proposed Decca Universal merger.

Both Rackmil and Rank declined to divulge the results of the conferences.

(Continued on page 2)

BBC Seeks TV Film Deal with UK Trade

LONDON, May 14—A proposal from British Broadcasting for a rapproche-ment with the film industry in return for making available to BBC television 104 "prestige" films annually which have exhausted their theatrical possibilities, was considered today at a meeting of the Cinematograph Exhibitors Association’s general council.

The proposals was said to have been (Continued on page 2)

Freeman and O’Hara Are Invited to Defense Dept’ Orientation Meeting

WASHINGTON, May 15—J. Frank Freeman, Paramount Pictures’ vice-president, and Motion Picture Association of America vice-president Joyce O’Hara have been added to the list of film industry officials invited to attend the next Defense Department orientation conference.

The conference, which will run from May 28 to June 7, is to acquaint leaders in all industries with the world situation and current Defense Department problems and programs. Invitations were out previously to Paramount president Steve Brody, American president Harry Cohn and Screen Actors Guild president William Holden. Cohn has notified the Department he will not be able to attend, while Brody has already accepted, it was learned.

(Continued on page 2)
RKO Pictures

(Continued from page 1)

foreign sources, less a portion of foreign income for 1951 due to currency restrictions, was put at $310,073. The company’s total expenses were reported at $61,411,019 for the year.

Foreign operations of the company were said to be continually improving and have produced higher amounts of previously blocked currency during the year.

In consonance with present policy to reduce picture production and conserve cash," the report stated that the studio plans a "very reduced production schedule of 75 pictures during the year.

William W. Howard, vice-president and treasurer of the RKO Radio Pictures, Inc., expects the studio to leave St. Clare Hospital’s Annex in a few days, and will return to his office shortly thereafter.

CHARLES STEINBERG, Warner Brothers assistant Eastern publicity director, will be in Washington today from New York.

HERMAN M. LEVY, Theatre Owners of America general counsel, left here last night for New Haven and will return tomorrow.

HAROLD MIRISCH, Monogram-Alleged Artists vice-president, has returned to his Hollywood office following five days of illness.

Maroney Is Named
Trinidad Manager

Robert C. Maroney has been appointed manager of RKO Radio’s Trinidad office by Phil Reissman, vice-president, and general distribution vice-president. Maroney, who has been assistant manager in Trinidad, succeeds the late E. C. Teller.

Maroney has been with RKO since 1947, and was in charge of the 11mm. division of the home office before being transferred to Trinidad.

Reagan Presides

(Continued from page 1)

general sales manager, will conduct the telephone operations. He will take six branches under the supervision of Rudy Berger, Southern sales head with offices at the local exchange.

Mr. Baldwin will supervise 11 local branches which will be managed by Jerome Adams, salesman in charge; Paul Wall, Sydney Eckman, Francis Slayton, and Tom Baldrige, expeditors; and Atlanta the Statesman and Judson Moses from Jacksonville, Fred Hall, branch manager, and Charles Turner and John Allen, branch manager.

Other branch managers are: Jack W. Reilly; and salesman; Thomas E. Bailey, Richard L. Huff; and assistant manager; Thomas B. Cosgrove; from Memphis, Louis C. Ingram, manager, and salesmen, James W. Ronsick, James R. Flynn, and Leon S. Brown; in New Orleans, C. James Brant, manager, and salesmen, W. H. Bridges, Ralph Self; and Leon Johnson.

With Reagan from the home office will be E. F. Saunders, H. M. Macdonald, Eugene Zelner, M. L. Simmons, Leonard Hirsch, Dan S. Terrell and Joel Beahler.

TREASURY GETS UK

Industry Tax Plan

LONDON, May 14.—A united industry plan for revision of the entertainment tax for British cinema was approved today by the Board of Trade.

The plan, based on a new scale price proposed by Sir Alexander King of the Cine-Exhibitors Association, and supported by an analysis of the industry’s profits, has been accepted by CEA officials today and approved by the general council. The figure already has been submitted to Customs and Excise officials for their study and to permit them to brief Carpenter before tomorrow’s meeting.

Other industry associations, including producers and distributors, at a later meeting with CEA’s executive director will consider the proposed scale prices contained in the plan.

WB Cleveland Zone

Will Be Split Up

Cleveland, May 14.—The proposed plan of the National Board of Review of the Motion Picture Industry, which has been effective June 1, will not be filled.

Selection will be divided among other Warner zone managers, in line with a trend brought about by divorcelement under the decree.

Arbitration Plan

(Continued from page 1)

The government plans to fill all the positions of the Department of Justice and the New York State Statutory Court.

In addition to Levy, the following are in attendance: Joel Beahler of the Home office on the meeting yesterday: Austin C. Komog and Robert J. Rubin, Paramount; Adolph Z. Green, Universal; S. W. Perkins, Warner Brothers, and Mitchell Kupf, Metropolitan Motion Picture Theatre Association.

Vidacoon Completes Three

Vidacoon Pictures has completed shooting the first three in a series of 15-minute films based on Richard Wil- lus’ “Here’s Looking at You.”

The government is faced with the growing irritation of viewers over current television programs and strong demands from its own supported television program to be permitted. However, political opinion here holds that commercial TV will continue with the TV production schedule, and the government has been completed, three years hence.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsay, Consulting Editor, Published daily, except Saturdays, Saturdays, Sundays, and holidays, by Quigley Publishing Company, 11 North Clark Street, Chicago; 404 S. Broadway, New York.” Martin Quigley, President; Ros Kan, Vice-President; Martin Quigley, Jr., Vice-President; Theo. S. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Bendler, Advertising Manager; James H. Blum, Advertising Manager; Herbert F. Brame, Advertising Manager; David F. P. S. Eade, Production Manager, Hollywood Bureau, Youth, the Hollywood Bureau, Yonkers, N. Y., under- the act of March 3, 1925. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Rackfilm-Rank

(Continued from page 1)

leaving the impression here that what ever may or may not be the situation, Rank is definitely not俾 to have a good run with a prime rate premium.

Unconfirmed reports were that Rackfilm had offered Rank a choice of between 30% or 95% of the purchase price to be paid to Deca, at a prime rate or buying at a higher rate on foreign "U" shares from the record company contract, with Rank holding a position in Deca. In either eventuality, Rank’s long term contract for distribution of all Rank product in Great Britain would be dropped by Deca. Deca holds about 26 per cent of the "U" stock; Rank about half that.

It is claimed by some that Rackfilm offer Deca at least $22,700,000 to buy the Rank holdings, whereas Rank could buy Deca Holdings at about a $1,200,000 less, or about 30 per cent of the present price.

Rackfilm-Rank needs a big new plan for the merger of "U" and Deca has been completed. Updated is believed to be opposed to the idea. His acquisitiveness is important, not only for his holdings of Deca’s holdings and distribution contract, but also because his factories here, in Canada and elsewhere, are now supplying some the major suppliers for Universal product.

The general belief here is that after Rank has studied the Rackfilm proposed plan, Rackfilm will confer with New York associates, Rackfilm will return here for a final meeting with Rackfilm. As was revealed, an agreement carrying with it Rank’s approval of a merger will be concluded.

BBC Seeks Deal

(Continued from page 1)

accompanied by a veiled threat that Rackfilm-Rank will have recourse to suits filed by other sources, including films especially made for TV in America and elsewhere.

In the connection, reports are recalled that Rackfilm-Rank has been interested in the purchase of producers, distributors and exhibitors, to which it was referred. The new interest in Rackfilm-Rank is an attempt to resolve the problem of an adman advantage at making any television film deal with BBC.

Further action may depend on a large extent on the government’s television “white paper” which may be published tomorrow.

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A heart-winner!!

"The Winning Team"
from Warner Bros.

This is the true, truly wonderful story of one of the Big League's all-time 'greats', Grover Cleveland Alexander—and his blue-eyed Aimee, the girl who inspired the cheers that rocked the nation—

TRADE SHOW MAY 21! Get a happy eyeful of the big new Warner winner!

Doris Day • Ronald Reagan
in... and as
"The Winning Team"

FRANK LOVEJOY
that "The World in His Arms," described as Universal's record-budget production, has been designated as U's 40th Anniversary Year picture and was the talk of the town nationally in August. Produced in color by Technicolor, it stars Gregory Peck and Ann Blyth and was directed by Raoul Walsh.

Recalling the joint statement made by Leo Spitz, executive head of product exhibition and promotion, who has been and will continue to be the executive in charge of production, when they announced product plans for the Anniversary Year, it can be said that "Red Planet Mars" is as "the most ambitious ever undertaken by the Universal-International staff" for the period of the two releases during the second half of '52 will fully reflect this planning.

Product scheduled for the second half of '52 include "Up Against the Sky," will be released with the July release of "Francis Goes to West Point," third in the series of "Francis," starring Donald O'Connor; "Has Anybody Seen My Gal," Technicolor, starring Piper Laurie, and "Black Crook" and "Gigi," starring and directed by Vincente Minnelli; "Sally and Saint Anne," starring Ann Blyth and Edmund Gwenn.

In October, Universal-International is Scheduled to follow are "The World in His Arms," "It's Grows on Trees" starring Irene Dunne, Dean Jagger and Lloyd Nolan; "The Duell at Silver Creek," Technicolor, Audie Murphy, Faith Domergue, Stephen McNally; "Lost in Alaska," Abbott and Costello and "The Untamed Frontier," Technicolor, Joseph Cotten, Shelley Winters, Scott Brady; "Son of Ali Baba," in Technicolor, starring and directed by Grant Williams; "Laurie;" "Willie and Joe Back at the Front," successor to "Up Front," starring Ralph Bellamy, Harvey Lembeck; "The Texas Man," Technicolor, Robert Ryan, Julia Adams and Rock Hudson; "Yankee Buccaneer," featuring Jack Carson, June Lockhart, Jean Wallace.

Women's Clubs Award to 'U' For Studio's 'Bright Victory'

MINNEAPOLIS, May 14—I, Peggy Dow, Universal-International star, appeared as a guest last night at the national annual meeting of the General Federation of Women's Clubs and accepted a special award made by the organization for the production of "Bright Victory." Miss Dow co-starred in the film with Arthur Kennedy.

'U' Foreign Sales Hit All-Time Record

Foreign sales of Universal Interna-tional, Inc., during the week ending May 5, were the biggest in the foreign subsidiary's history and topped by 6 foreign language titles which had been released weekly over a period of about 3 weeks while work ever released by U-1 abroad, the company reported here yesterday.

Hutchinson Thrives Blank, FCC Counsel On 'Nellie' Premiere At Odds on Facts

Hutchinson, Kan., May 14—The world premiere of "Wait 'til the Sun Shines, Nellie." was held here this week and one of the stars, three years after turning the most intensive ballyhoo the Midwest has ever seen, took place at the opening of this town of 35,000, drawing visitors from all over Western Kansas and putting the show up, according to the local Chamber of Commerce.

Since the film spanned the period of 1885-1945 one of the high points in the picture's history was the fact that the film was shown at the premiere to the press in the U-1 week drive, which ended May 2, it was disclosed by Americo Abaft, foreign

sales vice-president. And announced James MacFarlane, was followed by France, North Africa, Egypt and Pakistan. The fol-low ing foreign branches also exceeded the quotas assigned to them: Argenti-ina, Australasia, Belgium, Brazil, Peru, Chile, Cuba, Germany, Greece, Holland, India, Japan, Mexico, Panama, Siam, Singapore, Spain, Sweden and Switzerland.
**Construction Bans Relaxed As of July 1**

Most Controls Seen Off For Fourth Quarter

By J. A. OTTEN

WASHINGTON, May 15. — The government today announced a substantial relaxation in its controls over construction of theatres and other entertainment projects, and all signs point to still further relaxation in the months ahead.

Effective July 1, the present National Production Authority ban on most theatre building projects is removed. From then on, exhibitors will be able to self-authorize — that is, write their own priorities without any application to NPA. They can then self-authorize, per project per quarter, up to five tons of carbon steel, including up to two tons of structural.

(Continued on page 2)

**Small to Deliver 13 to UA; 10 by End of Next Year**

The new contract between independent producer Edward Small and United Artists sets up a program of 13 pictures, 10 of which are to be delivered to the distributor by the end of 1953. Small and Arthur B. Krim, UA president, announced here yesterday.

In conjunction with the deal, Small has set up production headquarters at the Goldwyn studio in Hollywood, where a full staff, headed by Ben Hersh, general manager and production supervisor, is being assembled.

Small will commence shooting June 1.

(Continued on page 2)

**Film Firms’ Interest In SCA Explored**

WASHINGTON, May 15. — Federal Communications Commission attorneys today documented the history of a 1943 proposal to bring in other major film companies besides Paramount and 20th Century-Fox into Scopophony Corp. of America.

Arthur Levy, former SCA and cur-

(Continued on page 2)

**‘RED’ KANN DIES ON COAST VISIT**

Fatally Stricken in Los Angeles Hotel; Veteran Editor Was 53

Hollywood, May 15.—Maurice D. Kann, widely and familiarly known as “Red,” vice-president of Quigley Publications, died suddenly in his hotel room here today. He was 53 years old last April 3.

Kann, one of the best known and most responsible writers and executives in the industry, came here from New York last week to attend the new product screenings for the nation’s leading exhibitors at the Metro-Goldwyn-Mayer Culver City studios. After the conclusion of the screenings, he retired here with Martin Quigley, Jr., editor of Motion Picture Herald, who had accompanied him on the coast visit at Quigley Publications’ Hollywood office. He was to have been here another week before returning to New York.

Cause of death was a heart attack. Kann had been in apparent good health until last night when he complained of feeling ill and consulted a physician. He remained in his room today and was found dead in his mid-morning when hotel employees visited the room.

Funeral services will be held at 10 A.M. Monday at Riverside Chapel, Brooklyn. Kann is survived by his wife, Frances Gross Kann, and two brothers, Marcel, a New York theatre manager, and Benjamin, who resides in Boston.

Kann had spent virtually his entire business career in the motion picture trade paper field and was well known throughout all branches of the industry, both here and abroad.

Born in Brooklyn, N.Y., April 3, 1899, he was educated at City College, New York. He joined the editorial staff of the New York Journal of Commerce when he was 17, was also known as the “white paper” which the government is unwilling to see any change in its policy which would permit commercial broadcasting, on its television or radio programs, without the consent of the Postmaster General.

However, the “white paper” adds significantly that the “present govern-

(Continued on page 2)

**Reade to Carry MGM Message to Public**

The product viewed at last week’s M-G-M “Seeing Is Believing” exhibitors’ meetings on the Coast will serve as the kick-off in a projected campaign of the Walter Reade circuit to acquaint the public with the quality of forthcoming product.

Plans for the project were outlined.

(Continued on page 2)
Construction Bans Relaxed
(Continued from page 1)

shapes; up to 200 pounds of copper, and up to 250 pounds of aluminum.

Moreover, if the proposed theatre projects involve more than these amounts of materials, the exhibitor can apply to NPA for official government priorities and allotments of materials, with the odds of success being 9 to 1 that they will go okay. If the materials are already on hand and no government allotments would be needed, the exhibitor still must apply to NPA for permission to build if the project involves more than the minimum amounts of steel, copper and aluminum. The NPA proposal is considered virtually certain in these cases.

Basically, the outlook is for even more relaxation by the fourth quarter, starting October 1. At the same time that NPA eased its controls on theatre building, it also said it would increase, starting October 1, the amounts of materials that offer construction projects the self-authorization—up to 25 tons of carbon steel per project per quarter, with no limit on the percentage of this that could be submitted in liberalized programs, to 750 pounds of copper and 1,000 pounds of aluminum per project per quarter.

The outlook is that by October 1 NPA will either have done away with almost all construction controls or it will have passed them into the same category as all other commercial construction, with the more liberal self-authorization allowances.

The changes apply both to indoor theatres and to drive-ins, and both to new projects and remodeling jobs.

One top NPA official said that his changes might still have to be gone through by some exhibitors, "as the go-ahead could be given just about off completely. It's a green light for almost any project." The changes were announced today by NPA Administrator Henry H. Fowler. He said the liberalization in theatre construction controls and in construction priorities announced today, were possible because the defense construction program "will be substantially reduced during the last half of this year."

However, he warned, the projected changes were subject to further modifications if the supply picture on steel, copper or aluminum should change as a result of strikes or other production delays, or result from increased military needs.

Some officials claim that as a matter of fact, controls have been very relaxed by the NPA in recent months, with most theatre projects applying for permission to build getting the go-ahead in a few days. Present NPA regulations allow the theatre building without government permission only if very minimum amounts of construction materials are involved and they are already in the exhibitor's possession.

Read to Carry
(Continued from page 1)

by Walter Reade, jr., president of the circuit, at a meeting here yesterday of Reade circuit managers and home office and field supervisory personnel. Reade, who attended the M-G-M meetings, said the restrictions adopted at the Coast sessions should be conveyed through the medium of newspaper and radio advertisements to the public.

Would Feature Others Too

The upcoming M-G-M product, would be initially utilized, Reade said, but outstanding pictures from other studios would be included. Theatre managers were urged, in addition, to address local and civic groups on the quality of forthcoming product.

5 to N. Eng. Theatres

(Continued from page 1)

the Paramount and Broadway in Springfield, the Strand, Capital, Pittsfield, and the Plaza, North Hampton. Eventually three other theatres, the Strand, North Adams, Holyoke, and Colonial, Pittsfield, will be sold, he said. The Western Massachusetts circuit still includes the outstanding times Pittsfield, Holyoke, North Adams, Hamp-

on County Theatre, Astor Theatre, and the Capital Theatre.

Small, UA Deal

(Continued from page 1)

2 on the first production, "Kansas City 117," which will star John Payne and Colleen Gray, and will be made in association with Samuel Frinkin and Sol Lesser.

The second picture, "Return of the Cowcub Brothers," will star Louis Hayward, will go before the cameras on July 15. "Savage Frontier," the third film, will be shot in Technicolor on July 29, with Yvonne de Carlo as star. Four others will be filmed in Technicolor: "Khyber Pass," "Nascent," "Sin Wives," "Daughter of Manu Hari," and "King Solomon's Wives."

The remaining six pictures on the seven-week shooting period include: "The Charge of the 600," "Tiger River," "Timbuctoo," "God Was In MS. Corner," and "The Battle of Bull Run."

Small recently wound up a multiple-production deal with Columbia. He formed the company with UA. 

U.K. to Delay

(Continued from page 1)

ment has come to the conclusion that in the expanding television field, provision should be made to permit some element of competition when calls on the facilities is not so urgent and needed for purposes of greater national importance, make this feasible.

The reference is regarded as being most relevant to the current government program, which probably will continue for another three years.

The "white paper," obviously visualizing the ultimate introduction of sponsored programs, proposed that Parliament be empowered to pass such legislation and regulations under which competitive television should operate before the first such station is licensed. It also suggests the consideration of the necessity for introducing safeguards against possible abuses under sponsored broadcasting, it tends to a controlling body to regulate the conduct of new stations and to exercise general supervision of programs. New stations, it asserts, should not be permitted to engage in political or religious broadcasting.

The proposals that higher frequencies be authorized for the new stations and that government facilities be available to the industry generally, particularly for the production of adaptors for existing experiments and for potential users; and provision for getting them to get both BBC and programs on other frequencies now proposed.

The government "white paper," recommending that there be time kept before the new equipment is needed, states that BBC must have first call on it, before.

The government states that neither motion pictures nor BBC has the right of priority, and calls for fair treatment to all concerned in the matter of rights to public lectures or sporting events of great interest to the public. It is also open to the industry that television theatre when materials are available and the programme is adopted for improvement of television services.

The "white paper" suggests that the cinema industry should now address itself to the details of a licensing scheme for theatre television for consideration by the government.

NEW YORK THEATRES
But that isn’t what the whole town whispered...nor the ugly name the husband gave it when he found out...too late!

JERRY WALD & NORMAN KRASNA PRESENT

BARBARA STANWYCK • PAUL DOUGLAS
ROBERT RYAN • MARILYN MONROE

NATIONAL ADVERTISING SPREAD
OVER FIVE-MONTH PERIOD —
April thru August...Full pages to 29,000,000 circulation of Life, Look, Collier’s, Time, Newsweek, Cosmopolitan, McCall’s, Woman’s Home Companion, New Liberty (Can.), Fan Magazines, etc.
MOTION PICTURE DAILY
Friday, May 16, 1952

‘Movietime’ Tour For Pennsylvania

Eight Hollywood personalities will make a “Movietime U.S.A.” tour of Eastern Pennsylvania cities next week, it was announced here yesterday by the Council of Motion Picture Organizations.

In the unit will be Don Defore, Terry Moore, Joyce Mackenzie, William Campbell, Agnes Christine Johnstone, writer; Bert Granet, director; Harry Lauter, producer, and Vanessa Brown.

Arriving in Philadelphia Sunday night, the stars will visit Trenton Monday morning, Easton, Pa., Monday afternoon; Allentown, Tuesday morning; Scranton, Tuesday afternoon; Wilkes-Barre, W e n d e s d a y morning; Hazelton, Wednesday afternoon; Reading, Thursday morning; Lancaster, Thursday afternoon; Harrisburg, Friday morning; York, Friday afternoon; Carlisle, Saturday morning.

‘Hunter’ Premiere in Los Angeles May 23

CHICAGO, May 15.—“Ivy Hunter,” filmed in Africa, will have its American premiere at the Fox Wilshire Theatre in Los Angeles next Friday, to be followed by a series of key city openings in June, Alfred E. Daff, Universal Pictures director of world sales, and Charles J. Feldman, domestic sales manager, told the company’s sales execs at their meeting here today. Initial key openings following the premiere are set for Boston, Atlanta, Cleveland, Philadelphia, Pittsburgh, New Orleans and Portland, Ore.

Refuse SWG Petition On Jar rico Again

HOLLYWOOD, May 15.—District Court of Appeals refused to grant the Screen Writers Guild petition for a special mandamis to force appointment of an arbiter to represent KKO Pictures in arbitrating Paul Jar rico’s demand for screen credit on the “Las Vegas Key” key opening. The court had rejected the petition April 23.

Film Industry vs. Friars

A special foursome recruited by the Friars Club will meet a film industry foursome at the golf tournament sponsored by Cinema League of B’hai B’rith, which is to be held on Thursday at the Vernon Hills Country Club at Tuckahoe, Aie Schneider, Leonard Grunenberg, Bob Sherman and Harold Raden will be pitted against the Friars team.

WILLIAM FOX

The family of William Fox, with much appreciation, wish to thank all their friends for their sympathy and for the floral pieces, the kind telegrams and their letters of condolence.

See Action on Bill To Ease Taxes on Blocked Earnings

WASHINGTON, May 15.—There is still a fair chance of action at this session on Cong l e e n’s A C T , which would ease film companies’ taxes on earnings blocked overseas.

The present film companies must pay U. S. taxes on money earned by foreign branches when the money is earned, even if foreign exchange controls prevent its remittance. Rep. Sherman (R., Pa.) is pushing in the House Ways and Means Committee a bill that would permit taxes on such earnings to be deferred until they are actually remitted. This is the treatment now allowed for earnings of foreign subsidiaries, but not for branch earnings.

The Treasury originally proposed this legislation some years ago, as part of the Administration’s Point Four program. But then it lost interest in the measure. Now, under Simpson’s prodding and with some help from the Point Four program (Motion Picture Association president Eric Johnson is chairman of the International Development Advisory Board), Congressional and Treasury tax experts are working on working out the difficulties and to get the bill in shape for passage this year.

Dividend Payments Are Revised Upward

WASHINGTON, May 15.—The Commerce Department has revised upward the 1951 total for publicly reported cash dividends paid by film companies.

The preliminary figure announced some months ago was $34,860,000. Commerce today issued a revised total of $35,122,000. The total increases with $36,941,000 in 1950 and a peak of $54,641,000 in 1947.

A film industry official today finds that publicly-reported cash dividends account for 60 to 70 percent of the total actually paid.

Payments in March this year were $4,640,000, compared with $4,671,000 in March of last year, the Department also announced. This makes 1952 first quarter payments, $6,593,000, compared with $6,766,000 in the first three months of last year.

Installing Theatre TV

S A N F R A N C I S C O , May 15. — The 2,646-seat Paramount Theatre here is installing large-screen television and will be the first San Francisco house so equipped.

‘Red’ Kann

(Continued from page 1)

The editor’s Publications launched following the purchase of the old Exhibitor’s Daily Revue.

At first editor of Motion Picture Daily, Kann helped to establish the publication as a potent force among the trade’s trade publications. From 1938 to 1942 he was editor-in-chief of Boxoffice, returning to Quigley Publications after a stint as vice-president.

He contributed in recent years to both Motion Picture Herald and Motion Picture Daily, acted as auxiliary columnist for Exhibitor, Ammanc and Fame and, as a vice-president of the company, participated in the management of the company’s affairs.

He was a member of the Motion Picture Founders and the Variety Clubs International, New York Temp.

UA Gets All SRO Product for France

United Artists has arranged to take over the physical distribution in France of the Selznick Releasing Organization’s complete inventory of features, numbering about 50, and service them through the six UA exchanges in the country and have been awarded UA foreign distribution vice-president, disclosed here yesterday.

Picker, who described the deal as “the most important transaction ever recorded in the industry,” said the SRO deal was made in Paris by Charles Emanuel, UA Continental sales manager, and Georges Rouxier, UA general manager in France. Acting in behalf of SRO were Milton Kramer and Victor Hoare.

Four Will Take Over MPEA Vienna Setup

M-G-M, 20th Century-Fox, Paramount and Warner agreed yesterday at a meeting here of distribution forerunners to open a permanent organization in Vienna.

The take-over will be effective August 31, the date the MPEA is scheduled to discontinue operations in Austria.

The American distributors will make other arrangements for operational facilities in Austria after August 31, and some are expected to function in that country through agents.

The under-the-table two-year all-American film pact, remittances in excess of $1,200,000 were due to be transmitted yesterday to U. S. dis- will be the by their Italian subsidiaries, it was indicated following yesterday’s foreign managers meeting.

Johnston Due in N. Y. Tomorrow from Paris

Eric A. Johnston, Motion Picture Association of America, is scheduled to arrive in New York tomorrow by plane from Paris where he has been participating in the French-American Film Follations Detachments.

If a new film agreement has not been reached in Paris by the time Johnston’s departure, negotiations will be continued there by American Em- berey officials, it was indicated.

NEWS in Brief .

Procter Leo McCarey will leave tomorrow for Washington, to at- tend two special screenings of Paramount’s “My Son John,” to be sponsored personally by Pat McCarran (Rep. Nev.).

The first showing will take place Saturday night in the Motion Picture Association of America theatre, for members of the Senate. The following day members of the House will see the film at the Ontario Theatre. Tickets have been purchased for distribution to the Congressmen by Senator McCarran.

An order calling upon the Newark Police Department to show cause why the controversial African documentary, “Lutakot,” should not be shown in theatres was signed yesterday by Judge Finc of the Chancery Division of Superior Court in Newark.

The order was issued following the receipt by the court of 18 separate affidavits challenging the “inocent” label of the Newark Police Department. Many of the affidavits were said to have been sent by local leaders who saw the film after it had been banned by the police and the manager and projectionists of the Newark Embassy Newsreel Theatre had agreed to stop showing it.

The hearing on the order will be held at Chancery Court on Monday.

ALBANY, N. Y., May 15.—The Appellate Division has reserved decision on the appeal by Commercial Pictures Corp. for an order annulling the ban by the State against the screening of “La Ronde.” The Board had ruled the French-made film is “immoral.” The five appellate judges witnessed a private screening of the film Tuesday night.

Bergman Concludes Comp Tour Today

MARIETTA, O., May 15.—Maurice A. Bergman, Universal director of public relations, completed his 12-day college speaking tour in Ohio in behalf of the Council of Motion Picture Organizations with an address before the Lions Club here tomorrow, arranged by Durward Duty, city manager for Shea Theaters.

Today Bergman spoke before the Rotary Club in Belleville on a luncheon, arranged by George Cam- eron, Schine Theaters group manager, and at Bowling Green University and a Rotary Club dinner in Bowling Green.

WABD, Union Agree

A two-year agreement between the DuMont television network station and its technical employees union was disclosed here yesterday by DuMont and provides for a cost-living wage boost and other terms as recommended by the Wage Stabilization Board approval.

SPECIAL TRAILERS

GOOD and FAST

and packed with SELF-SERVICE is what you always get from FILMACK

NEW YORK

360 Fifth Ave.
Tradewise...  
By SHERWIN KANE

RED KANN, whose sudden and untimely death occurred in Hollywood last week, was an ideal combination of capable, objective newspaperman and motion picture enthusiast.

He was indefatigable in his pursuit of news of the industry, its people and its product. His appetite for information concerning them was insatiable. Red never forgot his reporter’s instincts and enthusiasm for a good story or for maintaining contacts that kept him informed when news of importance was in the making.

Nor was his interest restricted to the field of news. Red’s professional credo was that “As the profession prospers, so go the fortunes of the industry.”

No matter how busy his days, he found time always to catch the new product in projection rooms, in theatres, at premieres, and often at the studios. He knew the picture makers. He knew the types of pictures and the ingredients most in demand by exhibitors from season to season, because he made it his business to keep close to exhibition and thereby be informed of box-office responses, or the lack of them.

His natural enthusiasm for motion pictures was a link between him and the vast armies of theatre patrons. His taste in films was catholic but discriminating. It made his opinions and reviews valuable to production as well as exhibition.

In all his writings, Red strove earnestly to be fair, even when he was most critical.

His standards of journalism were high, by any criterion. They were respect not only for him and the papers to which he contributed but also for the institutions of the industry’s press.

Red loved the industry and its people. The business of motion pictures was his business, and he made every phase of it an interest of his.

As first editor of Motion Picture Daily and in later years one of its administrative executives and contributors, Red’s impress on the publication has been enduring. He will be sorely missed as mentor and friend.

27 of WB’s Next 33 Productions Will Be in Color

Twenty-seven of the next 33 productions to be released by Warner Brothers will be in color, Jack L. Warner, vice-president, disclosed at the weekend. The program calls for nine to be filmed in WarnerColor, 16 in color by Technicolor, and one in each Natural Color and SuperCinecolor. WB short subject production is already virtually 100 per cent color. Warner also disclosed that experiments are now underway to utilize WarnerColor for newsreels.

The following WarnerColor productions were listed:

1. CARSON CITY, starring Randolph Scott, produced by David Weisbart, directed by Andre De Toth; THE MIRACLE OF OUR LADY OF FATIMA, starring Gilbert Roland, produced by Bryan Foy, directed by John Brahm. (Continued on page 7)

U.S. Takes Crescent Case to High Court

WASHINGTON, May 18.—The Justice Department has appealed to the Supreme Court to uphold its civil contempt charges against Crescent Amusement Company and six other defendants.

Notice of the appeal was filed Friday in the U.S. District Court in Nashville. There is a bare possibility that the high court will act on the case before it recesses late in June, but it is more likely that the appeal will not be decided before October.

Two years ago Justice filed in Nashville both civil and criminal contempt proceedings against Crescent. (Continued on page 6)

Says SCA Refused Offers on Patents

WASHINGTON, May 18.—A 1944 proposal to bring all the major industry companies into Scopophony Corp. of America never materialized, the Federal Communications Commission was told over the weekend.

Arbitration Unit’s Work Progresses

Exhibition and distribution attorneys who have been meeting here to prepare a written record of the arbitration principles approved by last month’s Industry Arbitration Conference expect to commence today the actual drafting of the documents. Herman M. Levy, chairman of the group, reported on Friday.

At meetings held at Theatre Owners of America headquarters last Tuesday, Wednesday and Friday, the group, which is called the Committee on Rules of the Industry Arbitration Con-
Personal Mention

CHARLES S. CHAPLIN, newly-appointed Canadian division manager of the Motion Picture Daily, is in New York for conferences with William J. Heineman, distribution vice-president.

LION J. BASHBETZ, RKO Radio sales promotion manager, will attend the annual convention of the Kentucky Association of Theatre Owners in Louisville, May 28-29, on the subject of "Censorship vs. Self-Regulation.

ARTHUR CANTON, Eastern M-G-M field press divisional representative, is in Boston today from New York, and will remain in the city for the week there and in Providence.

EDWARD LAWRENCE, assistant to Howard Strickling, publicity director at M-G-M studios, will arrive here today from the Coast.

MILTON R. RACKMIL, president of Decca Records, will arrive here today from New York aboard the S.S. Queen Elizabeth.

HARRY F. SHAW, division manager, Loew’s Poll-New England theatres, and his wife, will return to New Haven from a vacation next Monday.

JAMES MOONEY, formerly of the 20th Century-Fox Denver branch, is back in New York in San Francisco for Universal.

JWINT HELFORD, home office assistant to George A. Hickox, M-G-M Western sales manager, is in San Francisco from New York.

ERIC A. JOHNSTON, Motion Picture Association of America president, will come to New York on Washington on Thursday or Friday.

DAN S. TIBBETT, M-G-M exploitation head, is in Chicago today from New York.

G. L. CARRINGTON, president of the Alco companies, will arrive here today from California.

RICHARD L. PELZMAN has been named Eastern film syndication manager of Ted Baldwin, Inc.

ALEXANDER PAAL, producer, will leave Hollywood for London on Wednesday.

JOHN Q. CANNON has been elected secretary of RCA.

PAUL SMALL, talent agent, is here from Hollywood.

Canadian Exports Off

OTTAWA, May 18.—The Canadian government reports that exports of sugar declined to 171,000 dollars in first three months of 1952, against $258,000 a year ago in the same period. Exports rose to $165,000 in March alone, against $97,000 a year ago.

NPA Okays Construction Of 23 Theatre Projects

WASHINGTON, May 18.—The National Production Authority today issued a permit to construct 23 theatre complexes which were approved by construction control officials during April.

Of the total, four got official government allotments of materials, 13 were approved as having the materials already on hand and needing no additions to bank, and six were found to be so involved in steel and aluminum as to be exempt from the construction controls.

The government allotments are for delivery in the third quarter, and pre-shipment sales have been made for the fourth quarter. The allotments will wait until then to get under way. The others either have already started or can start immediately.

The two largest theatre projects were both approved on the grounds that materials were already on hand and no additional materials will be required. These were a $240,000 theatre for the Minnesota Amusement Co. at Newington, Mo.; and a two-storey theatre-store complex at Newburyport, Mass., driven by McMahol and Ford at Sacramento, Calif.

To get a green light on the ground materials were already on hand, in addition to the Minot and Balboa theatres, were $49,000 drive-in for Saul Lerner, Smithtown, N. Y.; $18,675 drive-in, Harry Kipp, Northbrookland, Pa.; $9,000 drive-in for H. L. Sturdevant, St. Cloud, Minn.; $20,000 drive-in, Oak Hill Theatres, Inc., Oak Hill, W. Va.; $45,000 drive-in, Ford Theatre, Southbridge, Mass.; $30,000 drive-in, Broadview Drive-in-Theatre, Morgantown, Ky.; $22,000 drive-in, Wadsworth, Ohio; $20,000, Inc., Marietta, Ohio; $46,000 drive-in, J. L. Holheimer and A. L. Sugarman, Worthington, Ohio; $51,500 drive-in, The Heart, Des Moines, Iowa; $39,000 drive-in, I. W. Paul, Cedar Rapids; $36,000 for a $7,000 drive-in for Clifford and E. J. Steiner at Tazewall, Tenn.

Parry Back with Farnol

David Parry will join the Lynn Farnol public relations office here today. In California for the past five years, Parry handled publicity for Ohrbach’s and for the architectural firm of Welton Becket after a two-year period with Farnol’s Los Angeles Productions. Before his war service Parry was associated with Farnol at Donahue and Co. and at United Pictures International, Los Angeles.

MGM Opens 4-Day Meet in Chicago

CHICAGO, May 18.—Charles M. Reigan, Loew’s-M-G-M general sales manager, tomorrow will open at the American Theatre here a joint Southwestern and Midwestern branch meeting. On hand will be some 72 home office, branch and district managers, salesmen and explorers.

Ten exchanges will be represented.

The Southwestern division will be represented by Robert I. Drinkard, manager; and the Midwestern by Burtis Bishop, Jr.

From the home office, in addition to Mr. Reigan, will be Edward M. Ford, William B. Zoellner, Dan S. Terrrel, H. M. Richley and Mike Simons.

This will be one of the three sales regions and the “Starting Believing” screenings and discussions at the Culver City studios. Sid Lefkowitz, head of industrial and William Levine, home office assistant to Mr. Reigan, will arrive tomorrow to sit in on the home meeting.

From Bishop’s division the following will be on hand: Ralph Maw, assistant to Bishop; W. E. (Doc) Banta, Chicago, district manager; William D. Devany, Chicago, assistant manager; Mike Ford, Clarence Keim, Matthew Donahue and G. Schuler, head of the Sales Co. in New York.

Mr. Reigan will spend a day in Chicago, and will fly to the Midwestern later.

From Des Moines there will be Gerald E. McGwyn, branch manager, and Fred D. Armstrong, Howard Dunn and George Basuiness of the sales force, and ex-employees Vom Poulter and Al Golfin; from Milwaukee there will be John L. Poulter, branch manager and salesmen Wayne Walport, Harry Carlock and Gus Scholz; from St. Paul, Harry Scholz, and explorer Louis Orofino; from Minneapolis, Maryland, W. E. O’Brien, working and salesmen E. T. Rosen, Leroy Stoddard, Mr. Devany, Dan Maw, Turner; from Omaha, branch manager Vin, Advertising Representative, St. Paul, Frank Feller and Jack Jorgens of the sales force.

In addition to Al Golfin, there will be Leroy Hickel, branch manager; Louis P. Weber, assistant branch manager; E. R. Coleman, explorer; E. Brine, Vernon L. Smith, Bob Duvall, G. R. Taylor, Robert V. Jones and Raymond Wallace; from Denver, Harry Fruh, and explorer; from Kansas City, there will be William Goldfinch, branch manager, and Al Adier, Woodrow W. Sherer, and Ray Bertelsen; from St. Louis, Earl Beinin, and Harry Riddles, and Robert G. Smith of the sales force, and also explorers.

From Oklahoma City, there will be branch manager George J. Fisher and salesmen Jim Byrd, James A. Pescoc and Connie Carpool; from St. Louis, Herb Bemin, and Harry Riddles, George Reilly, Art O’Toole, and E. R. Schomburg of the sales department.

RUN THE CEREBRAL PALSY CAMPAIGN... TRAILER, ASK AT YOUR LOCAL NEWSPAPER

Newsreal Parade

T HE Kojé prison incident and the new United States liner are current topics in Hollywood. Highlights, Politics, sports and fashion round out the reels. Complete contents follow:


WARNER PATHE NEWS, No. 85—Kojé prison incident. Film star arrest. Total time in Holland, USA. Warner’s visit to Philippines. Motion Picture World. United States in bid for supremacy in luxury liner market.

Coast Strives for Cot Cut Paso

A tremendous effort is being made on the Coast to bring production costs down without sacrificing quality, Harlow Banta, Warner-Krousa’s RKO Radio release, “Clash by Night," declared here at the weekend. Careful pre-production planning and shorter shooting schedules are some of the devices employed, she said.

Miss Parsons is here "to see some shows" and look for new talent. Her next production will be "Size 12" which should start in about six weeks.

She will spend the next few days for a three-day COMPO tour in Pennsylvania.

Einstein Succeeds UPTON’s Anderson

BUFFALO, May 18.—Francis S. Anderson, owner of Paramont Theatres in Rochester, is resigning his post to enter the printing business. Mr. Anderson, according to a statement by Mr. Arthur Kudlick, UPT general manager in Buffalo and Rochester, "is an up-and-coming individual who is becoming familiar at May 18 at which time he will be succeeded by Ira Epstein, who, in 1951, joined the printing business and subsequently held various posts with Loew’s, Rugoff and Becker and Warner Theatres, and then operated a section of Motion Picture Herald; International Motion Picture Almanac; Fane, Entered as second-class matter, Sept. 31, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; simple copies, 10c."
“Kangaroo” (20th Century-Fox)

The excellent craftsmanship that went into “Kangaroo,” the first American picture to be filmed in Australia, makes it well worth the attention of film-goers. Although actually a drama of romance and thievery, it has documentary-style aspects that set it high above the average film in the category. Exhibitors should be happy with the cast, which is headed by Maureen O’Hara and Peter Lawford. Leo McCarey is the producer-director. Besides the authentic backgrounds and visual integrity of the drama there are spectacular scenes which make top exploitation angles. Among these are an on-location fight between a kangaroo and a jeep, a jeep and a lamb, lilies and gin in a dance ceremony designed to bring rain to the parched earth, and a grim battle with bull whips that climaxes the film.

In its narrative the story is on the conventional side. Two thieves and adventurers, Leon (Peter Lawford) and Richard Boone team up as partners in crime. After robbing a gambling house they concoct a scheme of embezzling an old Irish rancher, Finlay Currie. As part of the ruse, Lawford pretends to be a son of Currie’s who was abandoned in childhood. The idea is given a promising start but hits a snag when Lawford meets Currie’s daughter, Miss O’Hara, and falls in love. Conflict grows out of the subsequent differences between Lawford and Boone, and suspense develops from the presence of a police officer determined to arrest those guilty of the gambling house robbery in which a man was killed. The screenplay, by Harry Klermer, comes to a conclusion which will satisfy.

Direction has kept Lewis Milestone very busy; the results are rewarding and imaginative. Robert Bassler produced. Others in supporting roles are Chips Rafferty, Letty Craydon and Charles Tingwell.

Running time, 84 minutes. General audience classification. For June release.

MANDEL HERBSTMAN

“Glory Alley” (Metro-Goldwyn-Mayer)

LESLEI CARON, who charmed ‘em as Gene Kelly’s dancing light o’ love in “An American in Paris,” uses her graceful footwork and beguiling personality to make up for much of what is wanting in entertainment in “Glory Alley,” a rambling and disconnected story about a petulant, self-centered prize fighter and the hostility born by him to the erstwhile sponsor, Miss Caron’s blind father, Ralph Meeker, who will be remembered for his role in “Four in a Jeep,” and Kurt Kaszner, who had an important part in “Anything Can Happen,” play the fighter and the blind man, respectively. Others in the sturdy cast include trumpeter Louis Armstrong, Gilbert Roland, John McIntire and Lotte Lenya.

The slim plot in Art Cohn’s screenplay has for its setting that section of New Orleans that harbors boxing gyms and jazz joints. When, for some unexplainable reason, Meeker walks out on an important bout and renounces the ring for good, Kaszner turns his hate on the young man, and brands him a weakling and quitter. Meeker, in love with Miss Caron, takes to drink and becomes a veritable hum, only to be saved from degradation by a call by the Army to serve in Korea. He distinguishes himself in battle, returns a hero, and conducts war bond rallies. Soon, Meeker finds, people weary of hearing adoration on him. He becomes depressed. Then hoping to free Miss Caron, a nightclub dancer, from having to care for her father so that she may become Mrs. Meeker, the young man employs an eye specialist to cure the father’s blindness. The operation is successful, and Meeker returns to the ring to the pleasure of everyone. Miss Caron does some delightful dances from time to time as the story pans in its slow unfoldment, and Armstrong vocalizes and plays his trumpet in true Basin Street style when he is not serving as Kaszner’s faithful man-servant. McIntire, as a retired newspaperman, divides his time between narrating from off-screen and appealing personally to Kaszner to make up with Meeker. Nicholas Naydick produced and Raoul Walsh directed.


C. L. FRANKE

“Border Saddlemates” (Republic)

ALTHOUGH it is plotted along formula lines, “Border Saddlemates,” attempts from time to time to be different from the average ridin’-and-shootin’ Western, has a fox hunt replete with horses and hounds, a few side-light “fights” on the business of fox farming, and a hero having the prosaic job of government veterinarian are the departures from standard in this Rex Allen starrer, produced, directed by and written by Albert DeMond.

The story is about Allen’s uncovering and defeat of a ring of counterfeiters who smuggle their phony money into Canada by concealing it in the false bottom of a gun case. He assists with the action areitures are out to get the money, resulting in several outbursts of lawlessness.

Aided by his faithful companion, Richard Martin, Holt sets out to clear the mess as well as snare the perpetrator of a murder or two. Joan Dixon lends a helping hand as the heroine, and Arthur Easton appears as the chief of the hermit who discovered the hounds.

Running time, 67 minutes. General audience classification. April release.

M. HERBSTMAN

“Ivy Hunter” (Rank—Universal-International)

THE CURRENT CYCLE of films with African settings is perhaps about to find its closest counterpart in “Ivy Hunter.” No picture that is currently in the cycle is likely to surpass “Ivy Hunter” in entertainment quality or at an illuminating examination of nature’s handicraft in wilderness areas of the dark continent. Handicapped however by a lack of familiar cast names and possibly by a theme in which it is impossible to supply the inevitable “realistic” concepts, this J. Arthur Rank offering will require a harder-than-average selling effort in the American market if it is to achieve the bookings and patronage it justly deserves.

“Ivy Hunter” was filmed in East Africa in radiantly beautiful color by Technicolor. It is the story of one man’s devotion to the endangered species, the spotted hyena, and the red foxes and other predators of which the ranks of which white hunters were bent on reducing to almost nothing.

Pursued with warmth, vigor and insight under the knowing direction of Harry Watt are the ordeals and struggles of the man (Anthony Steel), his wife (Dinah Sheridan) and their young son (William Simons) in their African veldt encampment. Watt wrote the story on which the screenplay by W. P. Lipscomb, Ralph Martin and Leslie Norman was based.

The camera provides scenic thrills galore, and the tale is not without suspenseful incidents. In the latter connection, there are vivid picturizations of a charging elephant, a rhino in combat with a racing jeep, near deaths from the fangs of a prowling lioness, and treacherous practices by some of the native blackmen. It all adds up to a fine time at the theatre for the whole family.

It was by the principal and supporting players, both black and white, is in no way wanting. Additional members of the cast are Harold Warrender, Meredith Edwards, Orlando Martins, Phillip Birkinshaw, Jack Arundel Malliet, Kenneth Augustus Jeremy, Paul N’Gel, David Osei, Jaleh Ananda and Baso Shik. Michael Bacleon was the producer, and Leslie Norman the associate producer.

Running time, 97 minutes. General audience classification. For June release.

CHARLES L. FRANKE

“Paula” (Columbia)

LORETTA YOUNG goes through a valley of fear and anxiety before coming out into the bright sunlight in “Paula.” The picture might best be characterized as a woman’s story, with supporting casts quickly filled out by a series of sequences in which we learn that Miss Young, the wife of Kent Smith, cannot give birth. The acting is good and the production is resourceful, but it suffers from time to time from the picture leaks heavily on commercialism. All told, however, it has sufficient entertainment value to keep the customers reasonably satisfied.

Miss Young is understandably distressed upon the loss of her second child at birth, and it becomes the painful duty of doctor Alexander Knox to inform her that she can never have a child. Her depression deepens when driving along in her car one day she runs down a little boy. A rather stupid rancher, this boy is the orphan of a gambler, and his death is the death of an improvidence. As a result Miss Young winds up being sought by the police as a mysterious hit-and-run driver.

Miss Young by the principal role played by Tommy Rettig, survives the accident but becomes a mute. In order to be close to him Miss Young gets a job at the hospital. Finally, with the aid of Knox, she adopts the boy and begins teaching him the fundamental elements of speech in a long and tedious process of labor and effort.

The question that booms is whether the boy, upon regaining his speech, will reveal Miss Young as the driver of the car. The police are just about ready to close the case on Miss Young when, in a happy turn of events, the boy recognizes Miss Young’s sacrifices and chooses her to be his mother. All other hitches are then happily resolved.

Buddy Adler produced and Rudolph Mate directed, from the screenplay by James R. Webb and William Saroyan.

Running time, 80 minutes. General audience classification. For June release.

M. HERBSTMAN

“Desert Passage” (RKO Radio)

TIM HOLT cores with the usual shudderingly in “Desert Passage” and provides an hour of good, conventional Western entertainment. A bit of novelty is provided by the fact that there is not one fist fight in the picture. This, however, does not mean there is any shortage of action. There is plenty of it.

The story revolves around a paroled bank robber’s return to town to retrieve his horse, which is being held by the sheriff for evidence. The criminals are out to get the money, resulting in several outbursts of lawlessness.

Aided by his faithful companion, Richard Martin, Holt sets out to clear the mess as well as snare the perpetrator of a murder or two. Joan Dixon lends a helping hand as the heroine, and Arthur Easton appears as the chief of the hermit who discovered the hounds.

Running time, 60 minutes. General audience classification. May release.

M. HERBSTMAN
LOST in a love she was helpless to resist
JENNIFER JONES

in a performance as memorable as those she gave in...“The Song Of Bernadette” and “Duel In The Sun”...

in

The Wild Heart

Color by TECHNICOLOR

A POWELL-PRESSBURGER PRODUCTION

A SELZNICK PICTURE

Written, Produced and Directed by

MICHAEL POWELL and EMERIC PRESSBURGER

Opening May 28th at the New York PARAMOUNT Theatre
Cleveland, May 18.—A closed-session film clinic to be featured tomorrow evening is part of the program scheduled for the opening of the annual convention of the Independent Theatre Owners of Ohio will take up the results of a statewide survey. Appeals made at this year's conventions, it is expected, will be the non-existence of any iron-clad national policy.

On Tuesday morning, separate meetings will be held for drive-in operators and for club men in small towns, for subsequent-runs in big cities, first-runs in medium-size towns, and for first-runs in big cities. An open session will be held in the early afternoon and another on Wednesday afternoon.

At the closing banquet Wednesday evening, honor guests will be Janis Carter, W. Ward Marsh, film critic of the Cleveland Plain Dealer; Abram Felts, president, Anorak Allied; Wilbur Snapper, president, and Maurice Bergman, Universal Pictures' director of public relations.

Seeks to Promote TV Filming Here

The formation of a motion picture and television committee was announced here by the New York Board of Trade. J. and E. executive vice-president of the board, was elected temporary chairman and David PinCUS, head of Carrol Films and an officer of the Film Producers' Association of New York, was named vice-chairman.

The committee was set up at a special meeting called by the board for the purpose of enlarging and strengthening the scope of TV and film activities in New York City, and, in particular, the filming of TV shows.

Fine Arts Negotiates Mayer-Kingsley Deal

Fine Arts Films has concluded a deal to become the exclusive national distribution agency for a number of pictures handled for the first time by Mayan, Edward Kingsley, Inc. Three French films which will have American premieres under the deal within the next three months are: "The Strange Ones," "Life Begins Tomorrow" and "Les Casses Pieds." (yet to be titled for the American market).

The following films, also included in the deal, recently were released in the form of 100 prints: "J.T." (Mexican), "The Big Day" (French), "Penny Whistle Blues" (South African), and "David." (English).

Special UFA Luncheon

A special luncheon to discuss industry campaigns for the United Air Force will be held at the 22 Club here tomorrow with Robert Ben-jamin, campaign chairman, and Barney Levy, CAA president, presiding.

Realart Branch in Tampa

Atlanta, May 18.—Realart Pictures has announced plans for a branch here in the Tampa area of Florida. Up to now Realart has had only a shipping depot there. J. R. Edwards, former Atlanta sales representative, will have charge of the new branch.

Review

"Brave Warrior" (Columbia)

THE MACHINATIONS of British spies to foment trouble with the Indians as a prelude to the war of 1812 form the motif of this Western in color by Technicolor. There is sufficient action to please most Western fans. One of the highpoints is a Tomahawk duel between the young chief of the Shawnee tribe and his brother, a knock-down, drag-out fight between an Indian sanitary and members of a frontier household.

While the film contains many entertainment qualities, it may be somewhat uneven for the more sophisticated audience. The plot runs along well-established lines and is set on the side.

Jon Hall, who stars in the film, faces the tough task of keeping peace with Shawnee and other Indian tribes. Despite Hall's life-long friendship with the Shawnee chief, Jay Silverheels, maintaining peace is made difficult by the unpredictable internecine fights. Hall supplies the motive for such action. The evil Indian brother is subdued and the British routed following many scenes of riding and shooting among the Indians.

Others in the cast include Christine Larson, Michael Ansara, Harry Cording, James Seay and George Eldredge. Sam Katzman produced, and Spencer G. Bennet directed, from a screenplay by Robert E. Kent.

Running time, 73 minutes. General audience classification. For June release.

MURRAY HORNUTZ

Arbitration Unit (Continued from page 1)

Crescent Case (Continued from page 1)

The-Motion-Picture-Daily, Monday, May 19, 1952

Ohio Meeting in Cleveland Today

Mich. Allied Calls Industrywide Meet

Detroit, May 18.—The Allied Theatres of Michigan annual convention will be held Oct. 20-22, and will be keyed here today. Reports John Vlachos, organization president. The date was set at a board of directors meeting here today.

Vlachos has appointed E. J. Pen-nell, Allied vice-president, general chairman of the convention.

Vlachos said all distributors, branch managers and anyone else connected with the industry will be invited to attend the meeting, which will be held in the Tucker Hotel. Several spe-

Honor John Schnack, Exhibitor 50 Years

Kansas City, May 18.—A delegation going by special pullman from Kansas City and exhibitors and distributor representatives from other points paid tribute Thursday at Lar-

Name James Orgill To Charity Post

James Orgill has been appointed di-

Three Managers Shifted

Denver, May 18.—Ralph Batsche-

Thomason in New Post

L. S. Thomason, who has been ac-

Jacobs to Promote SPG

Hollywood, May 18.—The Screen

Sigman Is Souvaine Foreign Sales Head

The appointment of Sam Sigman to the new post of foreign sales head for Souvaine Selective Pictures was an- nounced here by Charles M. Amory, president. Sigman who has returned from 10 days of product negotiations in Britain.

Dean W. Fortune has been named to the position of advertising and promotion chief for Souvaine Selective Pictures.

Sigman has been with the company for five years and has been in charge of all domestic and foreign distribution.

R. E. Quick Deputy of Army Film Service

Alan McCarroll, deputy chief of the Army and Air Force Motion Picture Service, has resigned his post to fill a federal position with the European Command Post Exchange Service in Nurnberg, Germany.

He will be replaced by Robert E. Christian, who was appointed to the position of European Command Motion Picture Service.

The position of deputy chief will be filled by R. E. Quick, assistant chief of the Exchange Bureau.
NSS Is Handling Palsy Trailer

National Screen Service again has Bracken, its newsreel distribution of the United Cerebral Palsy's annual fundraising campaign trailers. Prints are now in key National Screen branches. The campaign will run under "Healing the Handicapped." The trailer was produced by the Red Cross and stars John Wayne. Title: "Motion." Running time is two minutes and 50 seconds.

Made in Color (Continued from page 1)

SPRINGFIELD, Mass.—Gary Cooper, produced by Louis P. Edelman, directed by Andre De Toth; Kiss Me Again, produced by Sam Bischoff; BROADWAY DISAPPROVES, directed by James Whale; BURY MY BODY, COMIN' ON TEXAS, produced by Edward Dmytryk, produced by Edelman; THE END OF THE RAINBOW, produced by Robert Siodmak, produced by Roy Del Ruth; YOU'RE KILLING ME, based on a concept by Damon Runyon, directed by Roy Del Ruth, directed by Roy Del Ruth. Forthcoming Warner productions in Technicolor will include:

MacRae in 'About Face'

Scott in 'Behind the Gun'

Hurry ... Hurry You Still Have Time to Enter

FILM INDUSTRY GOLF TOURNAMENT
Sponsored by Cinema Lodge
At The Vernon Hills Country Club
at Tuckahoe, New York
Thursday, May 22nd

Open to members of the motion picture and allied industries and their friends.

Harold Rinzler, Co-Chairman of Golf Committee
Cinema Lodge, B'nai B'rith
214 West 44th Street, N. Y. 36

Please enter me in the Film Industry Golf Tournament to be held on Thursday, May 22, 1952 at the Vernon Hills Country Club at Tuckahoe, New York. Enclosed is my check for $50 and $50.00 for lunch and dinner. [Please make check payable to Lodge.]

Name:

Address:

Last Three Scores: [ ] [ ] [ ]

Club Handicap: [ ]

Club: [ ]

If you are part of a foursome, please list the other names.
20th CENTURY-FOX OFFERS
FREE TV TRAILERS
"KANGAROO!"
ON
THE FIRST AMERICAN PICTURE MADE IN
AUSTRALIA...WITH THESE GREAT STARS-
MAUREEN O'HARA, PETER LAWFORD,
FINLAY CURRIE, RICHARD BOONE.

HERE'S HOW TO GET THEM:

Special TV trailers are available free of charge on
"Kangaroo!"—directed in Australia by Lewis Mile-
stone, who gave you "Halls of Montezuma."
They have been produced specifically to help you sell
all the action and adventure of this exciting attrac-
tion. One runs one minute; the other, 20 seconds. Both
are 16mm. with open-end for local theatre credits.
We'll send them to you promptly if, along with your
request, you include detailed information as to your
time-buys and the stations you are using.
Get them from 20th Century-Fox Exploitation
Dep't., 444 West 56th Street, New York 19, N.Y.

THERE'S NO BUSINESS LIKE 20TH CENTURY-FOX BUSINESS!
French Offers For New Pact Top Old Deal  

**Talks Recess While MPA Weighs Johnston Report**

The Franco-American film talks in Paris have receded for about two weeks while the French government and the Motion Picture Association of America board review independently a number of French alternate counter-proposals, one of which promises a remittance and import arrangement more favorable to the American distributors than the expiring pact.

This was the essence of a report by Eric A. Johnston, MPA president, following his return from Paris by plane at the weekend. The MPA board will assemble tomorrow to receive the full story of the negotiations from Johnston who expects to return to Paris in two or three weeks to continue the talks. The existing

(Continued on page 5)

**UA Weighing Entry Into Film Financing**

Arthur Krim, United Artists president, will make another of his "progress reports" on the company at a press conference at the home office on Friday.

Krim introduced the practice of making periodic reports shortly after his group took over administration of U.A. early last year. In addition to providing details of several new product deals recently concluded by U.A., Krim's report may touch upon plans for the company to enter the field of production financing and partnerships on an increasing scale in the near future.

The plan has been under consideration.

(Continued on page 4)

**Lifts Newark Police Ban on 'Latuko'**

The African documentary, "Latuko," returned to the screen of the Embassy Newsreel Theatre in Newark yesterday following a decision by Judge Freund which lifted the ban imposed by the Newark Police Department.

Judge Freund in Newark Chancery Court, after listening to arguments and viewing the controversial film, said it

(Continued on page 5)

**Arbitration Meet Put Off To June 16th**

Rules Group Needs More Time For Drafting Work

The second Industry Arbitration Conference, previously scheduled to start May 26 at the Hotel Astor here, now is set to get underway on June 16. The postponement was made yesterday in compliance with a request by the Conference's Committee on Rules, which indicated it would require additional time to prepare the written record of the arbitration proceedings by the first conference last month.

Herman M. Levy, chairman of the Rules Committee, which is composed of distribution and exhibition attorneys, yesterday sent telegrams to all conference delegates informing them of the postponement. The committee yesterday held its fourth day-long meeting since last Tuesday and will convene again this afternoon.

Actual drafting of the document, which will be phrased to meet with the approval of the forthcoming conference.

(Continued on page 4)

**Crawford May Form Own Producing Unit**

Joan Crawford, here for conferences with RKO Radio executives, on the marketing of "Sudden Fear," which she coproduced with Joseph Kaufman, reports that she hopes to form her own producing unit in the near future.

Miss Crawford also stars in "Sudden Fear." RKO Radio will release it in late summer and the star plans to tour 25 cities in advance of key openings. The picture, which was made on the Republic lot, was brought in for under $600,000, said Miss Crawford.

**News of the Day Staff Wins $4 Pay Increase**

"White collar" workers at the News of the Day home office here will receive a $4 per week across-the-board increase under a new agreement between management and IATSE Motion Picture Home Office Employees Local No. 66, Russell M. Moss, the local's executive vice-president, reported yesterday. The local meanwhile is pursuing negotiations with Paramount for an across-the-board pay hike for similar workers at Paramount News.
Motion Picture Daily
Tuesday, May 20, 1952

Personal Mention

Rube Jackter, Columbus’s assistant general sales manager, will leave here for Jacksonville, Fla., today.

Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, left here last night for Cleveland where he will remain until he returns here at the end of the week.

Joseph Inger, film buyer for Braud Theatres, and Mrs. Inger became parents on Sunday for a second time when a daughter, Carole, was born at Lebanon Hospital here.

Edward L. Hyman, vice-president of United Paramount Theatres and his assistant, Bernard Levy, are in Phoenix, and will leave there for Chicago on Saturday.

Lou J. Kaufman, Warner Theatres executive, will be in New Haven today, and will return to New York at the end of the week.

Shvey Shields, M-G-M producer-director-writer, will arrive here from the Coast today with his wife and will sail for England on Saturday.

Lee Koren, executive in charge of vending machine operations for RKO Theatres, will leave New York today on a business trip to the Midwest.

Jerry Pickman, Paramount’s vice-president in charge of advertising, publicity, returned here yesterday from Hollywood.

George D. Burrows, executive vice-president and treasurer of Monogram-Allied Artists, is in New York from the Coast.

Wilbur Snapper, president of national Allied, will return to New York on Thursday from Cleveland.

Archie Holt, Universal salesman in Portland, Ore., is recuperating at home from an operation.

Beat Klick, president of Bell Picture, is ill at Mt. Sinai Hospital here.

Files $1,800,000 Trust Suit Here

A $1,800,000 anti-trust suit against the eight majors and others was filed here in Federal Court yesterday by Colonna & Company, of Philadelphia. Horace Brown, operators of the Colonial Theatre at Albany, N. Y.

Colonna charged that it was unable to obtain product due to an alleged “conspiracy” among the defendants. Other plaintiffs listed were Copcal Realty Corp., Fast Theatres, Fabian Theatres, Stanley Mark Strand, Warner Brothers Circuit Management Corp., and the RadioKeith-Orpheum Corp.

Government to Take Ad Film Attack to Supreme Court

WASHINGTON, May 19.—The government has decided to appeal to the U. S. Supreme Court from a lower court order that the Federal Trade Commission cannot ban long-term exclusive screen contracts for advertising films. The appeal will be filed with the high court tomorrow, Justice Department officials said.

The FTC ordered four ad film companies to discontinue their exclusive screen grants after a year. Three of the companies, the Reliable Film Co., and R. H. Ray Film Industries, Inc.—later dropped their protests. A third company, United Artists Pictures, Inc., had consented to a settlement reached by the government and the companies, which was filed in the Circuit Court of Appeals on February fifth of this year, ruling that the FTC was wrong and that the long-term screen-grant contracts were “not unfair or unreasonable, but rendered desirable and necessary by good business acumen and ordinary prudence in management.” The government is now asking the Supreme Court to rule that the lower court was wrong and the FTC order was right.

Profit Prospects Brighten: Disney

Walt Disney Productions and domestic subsidiaries report a net profit for the first quarter of $2,490,253 compared with $1,947,503 during the same period last year. Gross income was $7,388,986, against $6,077,075 during last year. Charged against this net income were allowances to amortize over 16 years the film “Snow White” and the Seven Dwarfs. The profit will go to the shareholders.

Disney grossed $1,238,792 from the rights to publications, comic strips, licensing cartoon characters, music, etc., and $961,388 in the 1951 six-month period.

Deferrals in the amount of $382,500 were received during the half-year, leaving $277,910 outstanding at March 29, 1952.

Conserving foreign income, Disney said: “Production of pictures abroad which can be marketed in dollar-producing areas is one answer to the problem of converting foreign to dollars. Accordingly, arrangements have been made to produce our third feature picture on location this summer, entitled ‘When Knighthood Was in Flower.’

Andrew Buchanan, 55

LONDON, May 19.—Andrew Buchan- nan, documentary film producer and originator of “Ideal Cinemagazine” for its production of the film of the coronary thrombosis at the age of 55.

FCC Brings History of SCA Up to 1945

WASHINGTON, May 19.—Federal Communications Commission attorneys today brought up to 1945 their history of Scoponyco Corp. of America’s struggle to get its patented invention manufactured.

To the accompaniment of several dozen memos and letters taken from his file, former SCA president Arthur Levey described negotiations with Bell and Howell, General Electric and the Navy Department looking towards development and manufacture of SCA patents.

Both Bell and Howell and GE described their offer and proposed negotiations because they were unable to see a demonstration of the Scoponyco television device, the prototype of which was to be used in the war to transmit messages from the sea to the air.

The history of this information was developed previously in questioning of Paramount Pictures director Paul J. Burger who took the stand today and offered as exhibits the original one-third of SCA’s initial B stock, with General Precision Equipment Laboratories owning two-thirds. The plaintiff agreed to surrender one-third of the SCA stock and Kulp and GPE president Earl Levey’s letters and memo of 1945.

Levey’s letters and memo of that period, with which Commission attorneys have been flooding the record in the case, detail the history of the stand, have often expressed dissatisfaction with the attitude shown by Fox, and the film companies as well as the film companies in the past, as they have made their complaints.

Murray Greenwald, 50

Murray Greenwald, 50 years old, president of Bradpress, specialists in printing for the motion picture industry, was killed suddenly from a heart attack Sunday night at his home. He is survived by his widow, Jean and two sons, Howard and Ronald. Funeral services will be held, by order of the written proposal.

MPA, TOA to Fill Compo Posts Soon

Both the Motion Picture Association of America and the Theatre Owners of America are expected to name this week the individuals who will represent those organizations on the Theatre Owners Association, which will run the Council of Motion Picture Organizations until an election is held.

Allied States, the other organization designated to name a representative to the committee, appointed Theodore R. Rembach to the post on May 5.

The MPA representative is due to be announced later in the week. Johnston, MPA president, in Washington.

If the announcement does not take place today, it will be made tomorrow following the scheduled meeting of the Association’s board of directors, it was said. Joyce O’Hara, MPA vice-president, was mentioned as likely to be named to the Compo post.

TOA’s appointment will probably be announced later in the week.

Saranowski of Boston, former TOA president, is understood to be under consideration for the appointment.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

“SCARAMOUCHE”

Stewart Ethere, Janet Mel Granger, Parker, Leigh, Ferrer

Color by Technicolor • As M-G-M Picture

Spectacular Stage Presentation

MARLENE DIETRICH

ARTHUR KENNEDY

MEL FERRER

NAT "KING" COLE

RUSS CASELLA

JOHNNY COLEMAN

“GOBBLE Gobble Gobble”

NEW YORK THEATRES

Motion Picture Daily

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramagge, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1206 Sixth Avenue, Rockefeller Center, New York, N. Y. Telephone Circle 7-3100. Cable address: Quigpol, New York.” Martin Quigley, President; Red Kane, Vice-President; Martin Quigley Jr., Secretary-Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Peck, Advertising Manager; Gus H. Faustl, Production Manager, Hollywood Bureau, Yeas-Vine Building, William R. Weaver, Editor. Chicago Bureau, 200 South LaSalle Street, Urban Perley, Advertising Representative, Ft. 6-6894; Bronx TVs, Robert N. Long, Advertising Representative, 11 North Clark Street, FR 2-1843. Washington, J. A. Otten, National Press Club, Washington, D. C. National Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address: Quigpol, London. Other Quigley Publishing companies include the following: Quigley Theatre Sales, published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 15, 1916, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
National Pre-Selling

DAVID A. LIPTON, vice-president in charge of advertising and publicity for Universal-International, announced last Friday at his Chicago meeting that the company’s film, “The World in His Arms,” which is scheduled for August release as the company’s first venture into the color medium, will be backed by the greatest promotional effort in U-T’s history. The Alaska production, which will open July 21, will be covered by a delegation of newspaper, magazine and syndicate people who will fly from New York and Burbank to Anchorage for the opening. It will receive a record national newspaper and magazine campaign, keyed, as is Universal’s policy, with local playdates to deliver the greatest possible impact at the point of sale.

Hitting a fast pace in Sunday magazines for the 28th Century, Fox snare four major layouts in June issues of This Week, American Weekly, Saturday Evening Post and Others on Ava Norring, Ann Francis and Marilyn Monroe, with credits to six upcoming pictures. Smokey David, technical adviser on Kangaroo, 20th Century-Fox’s color in Technicolor spectacle produced in Australia, has been detailing first-hand information about the film’s location filming on eight leading television and radio shows.

The June 3 issue of Look, on newsstands today, is a real movie issue, with three feature articles and the review. In planning show-tells of Janet Leigh and her husband, Tony Curtis, with credits to M-G-M, RKO radio and Universal-International, illustrated with every personal photo. Gloria Drew, discovered in “The Greatest Story on Earth” in Chicago, “How to laugh for three pages of pictures. And “Laughing Lucy” is an amusing by-line piece about the one most often quoted by her or saying “At heart, I’m a frustrated hairdresser. The “Movie Review” is devoted to RKO Radio’s “Night at the Museum,” which is described as “sex and violence in a scorching film.”

McCall’s, for June, out tomorrow, gives top billing in its front-of-the-book movie guide, “McCall’s Goes to the Movies” with M-G-M’s Scaramouche, with Maurice Ravelo; Paramount: “Has Anybody Seen My Gal,” Universal, and Paula, from Columbia, as runners-up. Teen-age boys and girls from America and abroad have written and illustrated the five fiction themes featured. The first of the articles in Seventeen for June, sixth annual “It’s Yours” issue of the magazine, an attractive idea, attractively produced, was released on Friday, has M-G-M’s “Scaramouche” leading Loella O. Parson’s “Teen-Age Tale of the Month.” Twentieth Century-Fox’s “Kangaroo” has been tabbed “Movie of the Month” in American magazine for June.

WALTER BROOKS

$65,000 for ‘Kangaroo’; ‘Scaramouche’ Steady

A fairly nice $65,000 is expected to be registered by “Kangaroo” in its first week at the Roxy. With the opening of Radio City Music Hall, most other first-run theatres here reported grosses sagging this week.

The second week of the “Scaramouche” is due to hit a sturdy $118,000, while a pretty good $57,000 is seen for the initial week of “Kangaroo Notations” at the Paramount.

“Outcast of the Islands” in its dual playing of Avery and Biltmore Theatres is doing satisfactorily. At the Astor, $22,000 is forecast.

The opening of “Outcasts of Poker Flat” was a bit disappointing, with $12,000 seen for its initial week at the Mayfair. At the Globe, $10,000 is due for the first inning of “Denver & Rio Grande,” a figure which is on the sluggish side.

Dipping after fair openings were “The San Francisco Story” at the Warner and “Wild North” at Loew’s State. The second week of “The San Francisco Story” is expected to hit $22,000, while $10,000 is seen for the second week of “Wild North.”

“The Sniper” is doing moderately well at the Criterion, with $14,000 estimated for the second stanza. An average $7,500 is forecast for the second round of “The Pride of St. Louis” at the Rivoli. “Caroline Williams” at the Capitol fell to $21,000 in its second week following an opening figure of $39,000. Holding up fairly well is “The Marrying Kind” at the Victoria, with $12,000 indicated for its 10th week.

Would Bar Films of Senate Hearings

WASHINGTON, May 19, — Senate Judiciary Committee chairman Myron C. Taylor (D., Nebraska) today introduced legislation to ban still-photographs, newsreels, radio or television record-ings of testimony before Senate committees.

Up until now, it has been up to individual committee chairmen to permit or deny photographs and recordings. McCarran said his proposal was in line with recommendations of the American Bar Association and with House procedure.

4 Houses Closed in Chicago Last Week

CHICAGO, May 19.—With the closing of the Renia Theatre here yesterday the closings this past week in Chicago rose to a total of four. Also shuttered during the past seven days were the Savoy, New Strand and Queen.

Leonard Grossman, who had been operating the Renia for the landlord, now is managing the Vision for the Summer, Maurice Alschuler, who died here recently.

Allied Gulf Asks Sales Tax Removal

NEW ORLEANS, May 19.—Allied Gulf has asked all theatre owners in the state to contact their legislators, now in session, in an effort to have the two per cent state sales tax eliminated. All theatre owners, whether Allied members or not, have been asked to help cover expenses of the Allied legislative committee, which is in the state capital at Baton Rouge. Heading the committee is Don George, circuit owner.

Wirthwein Testifies

CHICAGO, May 19.—Master-in-chancery William Saltiel, acting for Federal Judge Barnes, heard the testimony of Hal Wirthwein, Western sales manager for Monogram-Allied Artists, in Federal District Court here today in the Towne Theatre vs. United Artists case. Wirthwein was with Paramount Pictures in Milwaukee at the time of the actions which have led to the present litigation. Further testimony will be heard tomorrow.

TRADE SHOW!

MONDAY

MAY 26th

2:30 P.M.

M.-G.-M

SCREEN ROOM

630 9th Avenue

New York City

KATHRYN

GRAYSON

RED

SKELTON

HOWARD

KEEL

Margie and Gower Champion

Ann Miller

and many more
Arbitration

(Continued from page 1)

ference, the Department of Justice and the Federal Court, will commence at today's session, Levy said. The "discussion" stage of the committee's meetings ended yesterday.

Levy said the committee applied to William F. Rodgers, who was chairman of the final session of the first industry conference, for the postponement. Rodgers, who is also chairman of the distributors arbitration negotiation committee, agreed to the request. Before resorting to Rodgers, the committee members were at a loss to know to whom they should apply. Realization that Rodgers was chairman of the session at which the May 20 starting date was set gave them their answer.

Copies of the completed committee document are expected to be placed in the hands of conference delegates, at least six days before the June 16 conference session, Levy said. This, he pointed out, will give the delegates time in which to study the draft and prepare suggestions for amending or revising it. Such procedure, Levy held, will prevent loss of time at the second conference in discussion and review.

The committee has made a practice of convening at 10:30 A.M. on its meeting days. The members will not open their meeting today until this afternoon because they planned to attend the annual convention in New York this morning for Maurice D. (Red) Kam, Quigley Publications vice-president, who died in Hollywood last Thursday.

Rodgers visited the committee meeting yesterday. Committee members present were: Robert W. Perkins and Howard Levinson, Warner Brothers; Adolph Schimel, Universal; Austin Kevagh, Paramount; Ben Melnick, Loew's, and Levy, TOA. A subcommittee which will do the actual drafting of the document will be named today, Levy said.

UA Weighing

(Continued from page 1)

tion for some time and represents a departure from the company's traditional role as a distributor exclusively. Stock certificates, representing a one-half interest in the company recently were issued to the new management group. The latter's policy, however, is to focus on "picking itself back into the company for working capital and reserve strength, from which funds for the financing of production will be provided."

Sees Technicolor Rise

(Continued from page 1)

might increase to nearly 800,000,000 feet per year during 1953.

Dr. Kalman reported Technicolor's "producer-customers" in Hollywood had indicated they would utilize considerably more Technicolor in 1953, and predicted that Technicolor's 1953 capacity of 600,000,000 feet would be allocated "long before the end of this year."


The advent of WarnerColor and Anscocolor, now being employed to a degree by M-G-M, was touched upon by Dr. Kalman in his report. While restating his belief that Technicolor is the superior process, Dr. Kalman said in order to meet demand, Technicolor is installing equipment to operate either under the Anseco or the Kodak process, WarnerColor, both of them and in combination with the Technicolor printing.

Senate Group

(Continued from page 1)

continuing or whether their place has been taken by other malpractices."

This official emphasized that no hearing for formal Committee action is planned in the "foreseeable future"—for the next two or three months.

Moreover, he admitted that after the next two or three months, Congress would be tied up with election troubles, making any action over the summer unlikely. However, he pointed out that should his investigation show a need for hearings or other type of action, the committee might do something either after the November elections or next year.

The investigator said he had already placed a call with Giel Sullivan, who is on leave as executive director of the Theatre Owners of America, and that he planned to talk to New York exhibitors while in New York on other Committee business this week. Other calls on his list, he indicated, would be to Abram F. Myers, general counsel of Allied States Association, and former Justice Department attorney Robert L. Wright.

"Walk East" Dated

"Walk East on Beacon," the new Louis deRochefort production which dramatizes the F.B.I.'s widespread offensive against espionage and underworld activities, will have its New York premiere at the Victoria Theatre on May 28.

Dr. Kalman hailed the advent of the new processes as a "boom" to Technicolor.

"First," he said, "because we cannot possibly handle the demand if the industry is heading for an all-color program; second, because if Technicolor prints may be employed in the new type of photography, which goes through any camera, it saves the capital expense of building additional" cameras.

Dr. Kalman reported that Technicolor, Ltd., British affiliate, was enjoying record-breaking volumes.

Regarding the German television tube, Dr. Kalman repeated his announcement in the 1951 annual report to stockholders—that it was likely Technicolor would elect to discontinue further work on the tube.

Dr. Kalman said that Technicolor was watching developments in the television field closely and had projects relating to these developments underway in Technicolor's research department.

New Artists Bureau

Entertainment Management Corp., a new artists bureau, has been formed by Leonard Stillman, producer of "New Faces of 1952," and Walter P. Chrysler, Jr., it was announced here. The new company will function as personal representative and manager for artists in all fields of entertainment.

Officers of the corporation are Stillman, president; Chrysler, executive vice-president, and H. I. Bacher, secretary.

Robinson Bout

(Continued from page 1)

Theatre television network since the advent of the medium. Halpern added that more theatres may be added to the network if necessary facilities are cleared by the telephone companies.

The Robinson-Maxim bout will be the first exclusive theatre television bout since last September, when the "Sadle-Pop Fight was telecast.

Probably to Home TV

Negotiations for the June 5 heavyweight title bout between Jersey Joe Walcott and Ezzard Charles are continuing, it is understood. However, an IBC spokesman indicated that this bout, to be held in Philadelphia, would probably go to home television.

He added that the IBC would make its decision public shortly on the Walcott-Charles bout. As to fight film rights, the IBC expects to negotiate a deal for the Robinson-Maxim bout shortly, it was disclosed. Neither the IBC nor TNT would comment on how much was paid for exclusive theatre TV rights, nor would TV comment on how much each theatre would be charged for the bout.

However, from other sources it was learned that TNT worked out a cost formula to theatres for the two bouts. Under the formula, theatres would be charged 75 cents or $1.05 per seat, guaranteeing $1,200 for the event. This formula was based upon two bouts, it was pointed out, and the cost structure would probably change for the one bout.

HELP THE CEREBRAL PALSY CAMPAIGN.

Hurry...Hurry

You Still Have

Time to Enter the

FILM INDUSTRY GOLF TOURNAMENT

Sponsored by Cinema Lodge

At The Vernon Hills Country Club

tuckahoe, New York

Thursday, May 22nd

Open to all members of the motion picture and allied industries and their friends.

Harold Rinzler, Co-Chairman of Golf Committee

Cinema Lodge, B'nai B'reith

214 West 44th Street, N. Y. 36

Please enter me in the Film Industry Golf Tournament to be held on Thursday, May 22, 1952 at the Vernon Hills Country Club at Tuckahoe, New York. Enclosed is my check for $15.00 to cover green fees, lunch and dinner. [Please make check payable to Lodge.]

Name

Address

Last Three Scores: [] [] [] Club Handicap: []

Club:

If you are part of a foursome, please list the other names.
French Offers for Pact

(Continued from page 1)

Franco-American pact expires

The Americans opened the negotiations in Paris a week ago by asking for a substantial increase of the 121,000 francs now being admitted by the French, maintenance of an unrestricted remittance flow, and a slash in the stiff dubbing tax now prevailing. In addition to Johnston, U. S. negotiators included American Ambas- sador Dunn and John G. McCarthy, MPP, vice-chairman in charge of the international division.

The alternate counter-proposals, which the French government negotiators considered, are subject to the approval of top-level French officials. It is understood that where one or more proposals make concessions in terms of remittances, others stress imports and the dubbing tax. The previous remittance provision for was $8,825,000 annually.

Johnston, who was in France about two weeks starting with the Cannes Film Festival, reported also that the screens of the world now are showing a larger number of great films ever produced. Moviemakers expect and demand only the finest in motion picture entertainment. That what's getting. That's why motion pictures were never more popular.

Continuing on the subject of film quality, Johnston declared that "Holly- wood pictures still rank first in quality and popular appeal but many fine films are also being made in other countries —in the reborn industries of West Germany and Japan, and in France, Great Britain, Sweden, Italy, and other countries.

"This competition is stimulating and healthy," he said. "That ought to be good news for all moviemakers. It means that Hollywood producers — and producers everywhere— have to be constantly on their toes to provide the fine entertain- ment that audiences demand."

Johnston told reporters following his arrival at Idlewild International Airport here that "Europe has serious ap- prehensions over the efforts in the United States to raise tariffs."

He emphasized that the U. S. has no restrictions on the importation of films. "Instead of raising tariffs which would cause the trade to wither, we should— all of us, at home and abroad—be lev- ing down the restrictions so that world trade can start to flourish once more on its own. Certainly this should be one of the first concerns of American taxpayers, unless they prefer to continue high taxes by holding out more and more billions in foreign aid to keep the free world in its teet— and free."

Jack Warner Assays Studio Fire Damage

Hollywood, May 19.— "Although the largest of our 22 stages and two standing outdoor sets were destroyed in Friday's fire at our studio, we are grateful that no one was seriously injured and there wasn't any interrup- tion in the production schedule," Jack L. Warner, executive producer, said today.

"Due to the magnificent spirit and cooperation of our studio personnel, one of the scenes of 'The Iron Mistresses,' which was scheduled to be shot on stage 21, was quickly replaced with an outdoor location so that this company was at work in mid-afternoon with two other units, 'April in Paris' and 'The Desert Song.' They were on stage unmanned by the fire."

While the inventory for fire damage is not complete, Warner stated that all structures and equipment destroyed or damaged by the blaze are fully covered by insurance and will be replaced. An original estimate of the loss reached $1,500,000.

Exhibitor Meets

(Continued from page 1)

Owners will be held on May 28 and 29 at the Brown Hotel in Louisville, Wisconsin Allied will hold a reg- ional meeting at Rice Lake on June 3-4. The board of directors will hold its regular meeting at the same time.

June 22-24 has been set for the annual convention of the Mississippi Theatre Owners at Biloxi, at the Buena Vista Hotel.

GREAT MOTION PICTURES ARE PROCESSED BY PATHE

Pioneer TV Film Producer

FRANK WISBAR says:

"Our TV film specifications are the most exacting in the field. Pathe Labs always give us what we want."

Frank Wisbar's famous pioneering TV venture is Procter & Gamble's "Fireside Theatre" which is processed by Pathe. Can we be of service to your TV department?

Owen Is Conducting Meetings in Atlanta

ATLANTA, May 19.— Follow-up meetings to previous successful conferences included studio sales and merchandising conferences got under way here today, with branch managers of the M-G-M studio in Charlotte, New Orleans and Jackson- ville exchanges gathered to hear a re- port by Hugh Owen, Eastern and Southern division manager.

Owen outlined to his field force the decisions made and the future plans formulated by the American distribution execu- tives at the Hollywod meeting. He will conduct sessions here for a balance of the week and will then go to Boston.

Present, in addition to Owen, were: E. A. Fitter, his assistant, and branch managers W. Gordon Bradley, At- lanta; A. H. Duren, Charlotte; Wil- liam Hollday, New Orleans; and E. G. Chumley, Jacksonville.

Rank Group

(Continued from page 1)

reduced its bank indebtedness at June last year from $16,300,000 to $9,300,- 000. He added that this year's ac- counts "will show further substantial improvement. We are in a position today where we have financial stability."

Rank companies, he said are making some 22 films a year, more than any of their British competitors. Davis claimed that the theatres interest at home and abroad and have been consolidated, providing surplus outlets for British filmmaking.

He said the organization has gone a long way to achieve what Rank originally contemplated. To see a sound, well-balanced British produc- tion industry which will be able to supply to this and other countries films which have integrity and something of the "feel" of the people of this country, but which at the same time are box- office and entertainment.

‘Latuko’ Ban

(Continued from page 1)

was neither "obscene" nor "indecent." The documentary is sponsored by the American Museum of Natural His- tory.

The New York Police Department was handed a restraining order denying it the right to ban the film on grounds of "immorality." The Police Depart- ment objected to scenes depicting naked savages.

Meanwhile, a hearing will be held tomorrow in Newark Magistrate's Court on the arrests of the theatre manager and the two Embassy pro- jectionists, who were charged with showing an "indecent" film.

Weinberg Hits Duals

HAMPTON, May 19.— Urging a re- education of the public to the return to programs of one feature film and shorts, Max Weinberg, Eastern shorts representative for M-G-M, told the Motion Picture Council of Spring- field, Mass., that "double features are the greatest evil of the motion picture industry."

Weinberg was speaking at a meeting of the Motion Picture Council of Spring- field, Mass., that "double features are the greatest evil of the motion picture industry."
"I'll come up if it's a COMPANION-approved movie!"

The right movie is a deep subject with the COMPANION's millions and millions of readers. And the movie-makers know it—that's why they have invested more money in the COMPANION during the past six years than in any other monthly magazine*.

*Except of course the fan magazines!

currently advertised in the COMPANION

Clash By Night .............. RKO
Carbine Williams ............. MGM
Skirts Ahoy .................. MGM
Scaramouche ................ MGM
Lovely To Look At ............ MGM
Holds Short
Runs Harmful
To Industry
Goldenson Cites Loss Of 'Word-of-Mouth' Ads

The "rapid release system" now prevalent was termed "harmful" to the industry in an address yesterday by Leonard H. Goldenson, president of United Paramount Theatres, to the annual meeting of stockholders held at UPT's home office.

Goldenson said this system of rapid picture runs and clearances, brought on by anti-trust litigation, minimize to a great extent the valuable contribution of "word of mouth" advertising. The whole release period in major communities is currently being compressed to six weeks or two months of playing time, Goldenson stated. "This has adversely affected practically all theatres in the industry, as well as the business of producers," the UPT president declared.

He forecast that substitute practices
(Continued on page 4)

Bids Ohio Unit Urge
Compo Tax Action

CLEVELAND, May 20.—Calling the Council of Motion Picture Organizations the finest concept ever developed in the industry, Abram F. Myeys, Alienated States general counsel, in his talk entitled "What's Wrong With The Industry" before the general Independent Theatre Owners of Ohio meeting here today, asked why it is today's industry stepchild with nobody willing to accept presidency and called for a resolution bidding COMPO to start all-out action campaign immediately.

(Continued on page 4)

Pinanski Appointed
A Compo Governor

Samuel Pinanski, president of American Theatres Corp., of Boston, and former president of the Theatre Owners of America, yesterday was appointed as TOA's representative on the three-man interim committee which will run the Council of Motion Picture Organizations until an election of new officers can be held, it
(Continued on page 6)

Industry Pledges to UJA
At $390,000 in Mid-Drive

Upwards of $390,000 was pledged by industry leaders at a special gifts luncheon of the amusement division of United Jewish Appeal at 21 Club here yesterday.

The contributions represent only part of the goal, Robert Benamum, amusement division chairman, reminded the gathering. "The industry," Benamum added, "is 22 per cent ahead of last year's drive at the halfway mark. I am confident that by the time the drive ends we will have established a new high."

Highlights of the luncheon were a vivid and moving description of Israel's problems and current conditions by Lou Novins of Paramount Pictures, who returned recently from a visit to the new nation, and a sincere expression of gratitude for American help to Israel and an appeal for its continuance by Michael Harrel (Miss Israel of 1952).

Barney Balaban, co-chairman of the industry division, was presented with a desk set by UJA co-workers; appreciation of his aid in the conduct of this and earlier drives. Sam Rosen, who made the presentation to Balaban, in turn was presented with a silver bowl for his work as chairman of the two previous industry campaigns.

(Continued on page 4)

Over 350 from Industry
At Kann Funeral Services

More than 350 industry members attended funeral services at Riverdale Chapel here yesterday for Maurice D. (Red) Kann, vice-president of Quigley Publications.

The impressive gathering included the industry—company presidents, heads of distribution, top theatre executives, corporation representatives, key department heads, attorneys, trade press colleagues, publicity and advertising men—both a symbol of and a testimonial to the respect in which Kann was held throughout the industry and the wide circle of his friendships.

Dr. Nathan Perlman of Temple Emanu-El delivered the eulogy, enumerating many of the outstanding personal traits for which Kann was so well liked and widely known.

"Red was a perfectionist," Dr. Perlman said. "He was not satisfied merely to get the day's work done. He wanted it also to be the best of which he was capable."

"Steady and solid, he was not a meteoric person. He lived with a world of make-believe, but there was no make-believe about him. Critic and commentator, he was ever friendly, constructive and loyal. He had a universality of person that made him one of the persons from every strata of the industry—company presidents, heads of distribution, top theatre executives, corporation representatives, key department heads, attorneys, trade press colleagues, publicity and advertising men—both a symbol of and a testimonial to the respect in which Kann was held throughout the industry and the wide circle of his friendships.

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Goldwyn Is Closing
Two Offices Abroad

HOLLYWOOD, May 20.—Samuel Goldwyn Productions is closing several of its branch offices in foreign territories in what is regarded as both an economy move and the start of a period of increased reliance on RKO Radio Pictures' foreign services.

Goldwyn signed a new five-year distribution deal with RKO Radio last month, which, however, has the usual provisions for cancellation at the end of each year of the term.

Goldwyn's New York office, with James A. Mulvey, president, in charge, is not affected but under the new plan it is to occupy smaller quarters. Principal office affected by the closing is in London, where Emmet Dalton has been in charge for the past several

Skouras Sees
Merger of
TV and Films

Forecasts No Alteration
On Theatrical Emphasis

The merging of the film and television industries to "their mutual benefit" was forecast here yesterday by Spyros P. Skouras, 20th Century-Fox president, at the annual meeting of stockholders held at the company's home office.

The predicted merger would in no way affect 20th-Fox's emphasis on the production of the artificial films as the main source of the company's revenues, Skouras declared.

Plans are currently underway, Skouras disclosed, for 20th-Fox to produce special films for home TV. Another source of revenue from the TV medium will be the Eidophor color theatre TV system, the 20th-Fox president said, adding the prediction that it will be a boon to theatres.

Eidophor was unveiled to the stockholders during the meeting. Skouras
(Continued on page 6)

Name Hargrave E-K
Board Chairman

ROCHESTER, N. Y., May 20.—Thom-
as J. Hargrave, Eastman Kodak presi-
dent since 1941, has succeeded Percive S. Wilcox as chairman of the board, the company disclosed today following elections at the annual meeting of the board of directors. Wilcox had expressed his desire to retire.

Albert K. Chapman, vice-president since 1941 and general manager since 1943, becomes president.

Sees Participation
Deals for 20th-Fox

Twentieth Century-Fox may shortly inaugurate a policy of profit participation deals with top stars and directors on big films, Spy-

Wors P. Skouras, 20th-Fox president, disclosed here yes-
terdag.

Skouras advised stockholders it may seem wise to do so in the future in order to reduce the company's risk in film production.
Impossible to ‘Red’ Slant Films, Says Rep. Walter

U’ Fieldmen Coming Here for ‘Arms’ Meet

Personal Mention

Edward Small, producer; Herbert Wilcox, British producer, and his wife, actress Anna Neagle, and Gregory Peck, with his wife, are about to leave for the S. S. Queen Elizabeth leaving here for Europe today.

John Carson Foster, serving in Korea for the National Film Board of Canada, was accidentally shot by a soldier, and is recovering from his wounds in a U. S. hospital.

George Fairley, identified with Famous Players Canadian Corp. for 19 years, has resigned as manager of the Palace Theatre, Guelph, Ontario, to open his own business.

Edmund Grainger, RKO Radio producer, is attending confabs of Robb and Roweley circuit managers in Dallas on June 12.


James F. McCarthy, manager of the movie industry, has returned to Hartford, Conn., after being away from a Miami Beach vacation.

Jim Ulmer, head booker of the Paramount Atlantic exchange, and his wife announce the birth of a girl.

F. J. A. McCarthy, Universal Southern and Canadian sales manager, will leave here for Atlanta today.


John Farrow, M-G-M director, left here for the Coast yesterday.

Reagan Speaker at Hartford Film Meet

Hartford, May 20—Screen Actors Guild president Ronald Reagan has been added to the speakers’ program for the second Hartford Times motion picture industry symposium, scheduled for June 4 at Times Tower, with guests representing Connecticut and New York. The Hartford and New York film executives slated to attend the day-long session. The main objective is a discussion of common ailments of the film industry as a related to the newspaper field.

Keynote speaker, as previously announced, will be A. C. Johnston, president of the Motion Picture Association of America.

George Denton, Pioneer

Knoxville, May 20—George L. Denton aged 71, who operated the Booth Theatre back here in 1920 and later in Goy, Bijou, Bijou State, and Broadway theatres, retiring four years ago, died recently at a local hospital. He had operated two theatres in Lenoir City and managed a theatre in Florida.

WILLIAMSBURG, May 20—Rep. Walter of Pennsylvania, ranking Democratic member of the House Committee, today indicated that he feels Hollywood producers check films so they are improbable for ‘Red’ writers cannot possibly slant pictures. Playwright and one-time screen writer Charles Otets was testifying before the Un-American Activities Committee.

Walter made his statement while Otets was testifying before the Un-American Activities Committee. June 13. He said: “I have never had any intention of making a propaganda picture. Anyhow, he said, it was impossible to get propaganda into pictures even if the writer wanted to because all scripts ‘are gone over with a fine tooth comb.”

“Today I can’t say for sure that there isn’t some screening is so thorough that it is impossible to shunt a picture. Otets added that this is ‘not impossible to do.” Hasn’t it always been that way.” Walter asked. “They have always been very careful about that.” Otets answered. “Nothing ever gets by. It is something that just can’t happen.”

Among the key witnesses, this hearing on Hollywood tomorrow.

Report First Quarter E-K Earnings Down

Rochester, N. Y., May 20—Eastman Kodak Co. announced first quarter (12 weeks ended March 24, 1952) earnings of $8,697,477 (21c per share), down from $9,579,099 in the first quarter of 1951. The earnings are equal to 52 cents a share on 16,327,083 common shares outstanding. Title under 150,033,852 shares due to scheduled retirement of $40,000,000 in 1951, in the 150,033,852 shares due to the reduction of $40,000,000 in 1951, 150,033,852 shares due to the reduction of stock dividends and other matters.

Consolidated sales (reported earlier on a preliminary basis) were $120,345,000 for the quarter. This compared with $120,505,000 for the corresponding period in 1951.

HELP THE CEREBRAL PALSY CAMPAIGN

Washington, May 20—U. S. distribution of movies in Egypt had profits of about $430,000 in 1951, in the Commerce Department estimates. It said they returned $430,000 in Egypt, one of the largest returns required for their exchange for remittances, and to convert another 35 per cent into pounds sterling.

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"SEEING IS BELIEVING!"

THE TRADE SHOW JUNE 2\textsuperscript{nd} (New York and Los Angeles May 26th)
will convince you!

Now you can see the picture that was unanimously acclaimed by the exhibitors at our California gathering as one of the greatest musicals in M-G-M history!

M-G-M presents

"LOVELY TO LOOK AT"

Starring

KATHRYN RED HOWARD GRAYSON • SKELTON • KEEL
MARGE and GOWER CHAMPION • ANN MILLER

with

ZSA ZSA GABOR • KURT KASZNAR

Color by TECHNICOLOR

Screen Play by GEORGE WELLS and HARRY RUBY
Additional Dialogue by ANDREW SOLT
Based on the Musical Comedy "Roberta" from the Novel by Alice Duer Miller

Book and Lyrics by OTTO A. HARBACH • Music by JEROME KERN
Directed by MERVYN LEROY • Produced by JACK CUMMINGS
‘Public’ Witnesses Before FCC Today

WASHINGTON, May 20.—Ten “public” witnesses called by the Federal Communications Commission attorneys will start their testimony tomorrow morning in the Paramount building.

All are theatre exhibitors, coming from many parts of the country. Their testimony is expected to cover Paramount theatre situations which brought them into contact with Paramount theatres.

At today’s session, witness Arthur Levey completed over eight days of direct testimony on the six-year relationship between Scoponyo, Corp., a sub leasing firm, and Paramount Pictures. 

Volumes of Documents

Building their case on volumes of documents taken from Levey’s files of the period, Commission attorneys have shown that all attempts to develop and manufacture SCA’s electronic antenna were made and approved. The testimony today brought out that since Skatron was established two years ago, the company has been able to do considerable development work, in both commercial and defense fields. He told hearing before the FCC attorneys that “Levey is running a New York City test of its subscriber vision system similar to that tried in Chicago by Phonevision, and using 300 test sets.

Charged Suspension

FCB attorneys have previously charged that the development of SCA’s patents was suppressed by Paul Raibourn, Paramount Pictures director, during the period when Raibourn represented TPI on the SCA board. Raibourn has testified in the hearing on two separate occasions, will return to the stand for further direct testimony on the SCA situation. And, since Levey’s questioning so far has been done only by FCC lawyers, he will be recalled for cross examination by Paramount and other attorneys.

The hearing has already run on for more than four months, and most observers expect that the length of Levey’s and Raibourn’s future testimony, which is under public protection, is uncertain, from several public protection, is uncertain, from several witnesses, Dr. Allen B. DuMont and a few other witnesses who are scheduled, will keep it going until July.

Goldenson Says (Continued from page 1)

Taxes Action (Continued from page 1)

tures, $10,000 last November, average weekly earnings of studio craft workers reached $114.40 in March, according to the California Department of Industrial Relations. The rise, which appears to be reaching its summit, is due to readjustments in basic contracts last fall and winter.

HELP THE CEREBRAL PALSY CAMPAIGN.

Industry UJA Drive

PRESIDE AT UJA LUNCHEON

Barney Balaban Robert Benjamin Sam Rosen

representing increases in contributions over those made last year. Cabled pledges were received from William Goldenson, R.J. Ruben, Al. Schwab, Arthur Israel, Walter Reade Jr., Herman Robbins, Adolph Schmel, Max Youngstein, Jules Levy, Sam Sheider, Walsh, Sherman Kane, Arthur Krim, Seward Benjamin, Jack Levin, Fred Mohrhardt, Monroe Greenhalsh, Isador Luhn, William Brandt, Arthur Schasdon, Al Cohn, Roy Hodes, Saul Strausbrand, William Brenner, Max Selgman, Lou Pellegire, Floyd Stone, Frank Levy, endecker, and others.

200 Attend UJA-Sponsored Luncheon for Ed Sullivan

Over 200 stars and personalities of the radio, television, stage and band world yesterday attended a luncheon in honor of Ed Sullivan, television history, which was given by the Radio-TV Stage-Band-leader division of the United Jewish Appeal at the Hotel Astor here. Guest speaker was Edward M. M. Warburg, general chairman of the nationwide UJA campaign.

Show Folk to See New Hecht Film

Show business folks, to whom Ben Hecht’s “Actors and Sin” is dedicated, will turn out in force for a special after-theater midnight preview of the author’s new film at the Park Avenue Theatre here on May 29. It was announced by Francis M. Winkus, United Artists’ national director of advertising, publicity and exploitation.

Study Payrolls Rise

Hollywood, May 28.—Continuing the rise which started at $101.94 last November, average weekly earnings of studio craft workers reached $114.40 in March, according to the California Department of Industrial Relations. The rise, which appears to be reaching its summit, is due to readjustments in basic contracts last fall and winter.

HELP THE CEREBRAL PALSY CAMPAIGN.

Bergman Sees COMPO an Answer to Propaganda

Cleveland, May 20.—The answer to counteracting false and inaccurate propaganda coming from Hollywood—Cleveland industries can only be found through a forceful and vigorous COMPO and the exhibitors at the grass roots level, Maurice Bergman, Universal Pictures director of public relations, told the Independent Theatre Owners of Ohio at their convention today. In reporting on the 14-day speaking tour through Ohio which concluded last Friday.

To win the battle of propaganda we must use our own best machine to consistently get the truth story of the industry before the public.

“The industry still has tremendous news value as evidenced by the groups that addressed throughout Ohio. There is no more room for error in the statements we make about our business, particularly for the facts pertaining to our financial business structure and the services we render to the community at the local level and to the government on the national level.”

(Continued from page 1)

those of 1950 and 1951. In making the presentation to Balaban, Rosen described him as “a modern-day, a type of man, of stewart, a great industrialist and devoted servant to the people of his faith.” In responding, Balaban, a native Chicagoan, recounted how, in coming here to head Paramount 16 years ago, he had been warned not to make a major deal for the size of this peril. He went on to tell of the frontline he had encountered and the crippled associates he had made in many walks of life since.

Benjamin made the presentation to Rosen, which, like Balaban’s, was in the nature of a surprise. Acknowledging the gift, Rosen mentioned that he had but recently observed his 25th anniversary in the industry, and the outstanding impression the years had left with him was the wealth of leadership he had found in his association with it.

Benjamin introduced Miss Harrel, who is on leave from duties as a kindergarten teacher in Israel to make a series of fund-raising speeches for UJA. Referring to the lady’s charms, he humorously quipped, “When a film company heads here no doubt are pondering how they might arrange to hold their next sales convention in Israel.”

At the conclusion of the speeches, campaign pledges were called for by Balaban with virtually all responses aimed at catering to the large masses. Goldenson expressed confidence in the future of exhibition, despite the recent lag at the box-office.

In this respect, he mentioned the policy of “diversification” of investment which UPT was engaged in, listing the proposed merger with the American Broadcasting Co., interests in electronic firms, and television television.

Sees Bright Future

Goldenson saw a bright future for television, repeating UPT’s opinion that closed-circuit television should be developed for closed circuit non-entertainment events.


(Continued from page 1)
Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night... go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with exchange and theater in helping solve problems of projection—help check film and equipment... make light measurements, determine proper levels... all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers... invites inquiry from all members of the industry. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
Kann Services

Sees Merger of TV, Films

(Continued from page 1)

with all. In whatever presence he found himself, he was the center of love, interest and friendship. He had a deep sense of obligation to family, friends and his work.”

Burial was in New Mt. Carmel Cemetery,今后, for Balaban, who was 53 years old, died suddenly last Thursday of a heart attack while on a business visit to Hollywood. He had spent virtually his entire business career in motion picture trade journalism, having been reporter, editor and executive in that field.

Partial List


Scores of executives and employees from Quigley Publications and other film industry publishing firms also attended the services.

HELP THE CEREBRAL PALSY CAMPAIGN.

11 HRS. ONETO STOP TO LOS ANGELES' ON UNITED AIR LINES! De luxe service aloft, including delicious Mainliner meals at an extra cost, available on many flights. Also free of charge from leaving at 9 am, noon, and 12:45 am (GST). You fly big DC-6 Mainliners all the way.

Urging French Pact
Compensation Deals

Taking cognizance of the poor dollar situation in France, film export managers are said to believe that they would be looking for a new Franco-American film agreement that would duplicate the old one and provide additionally for compensation deals designed to increase the chances of greater remittances.

Last week the negotiations in Paris will be discussed by Eric A. Johnston at a meeting here today of the MPAA board. Johnstone, who heads the alternate counter-proposals which the French have made, any one of these counter-proposals is said, represents an improvement over the existing Franco-American pact, which will expire in June.

Distributors Divided

The American distributors were said to be more or less divided on the question whether unrestricted admittance of U.S. films into France should be insisted upon. The companies which are against a free flow give as their reason the assertion that profits would diminish in France, should the borders be opened beyond the present limit of 12½, since France's economic setup is so precarious.

The French government's source of income is rated considerably below the Italian by most U.S. distributors.

Theoretically, there is no restriction on remittances in the existing Franco-American pact. However, the French economic condition has been so bad since the beginning of the year that nothing has been remitted since last December.

The solution to this may lie in coming to the same deals, some foreign managers believe.

French Unit Urges
U.S. Quota Removal

WASHINGTON, May 20.—A special French government film inquiry commission has urged the abandonment of the screen quota on U.S. film imports, but a sharply higher tax rate, according to the U.S. Commerce Department.

Film chief Nathan D. Golden said this was the substance of French press reports. The commission's subcommittee, appointed in February, and its report has been filed with the French Governmental Cinema Commission of the French government, but not made public.

Golden said that from accounts in French newspapers, the commission's recommendations include: abandonment of the screen quota; government financial aid to exhibitors in proportion to the number of French films they show; an increase in the tax on original version foreign films; a tax on foreign films about seven cents a meter to more than ninety cents; and adoption of measures to prevent the importation of foreign films in dubbed versions, to eliminate them from competing with French films in French-speaking countries.

It is reported that Parliament reconvenes a bill embodying these and other recommendations will be introduced.

Churchill's Gift Reels

LONDON, May 20.—The Motion Picture Association of America has presented Sir Winston Churchill with a composite film of the newsreels covering his recent trip to the United States, which were assembled and edited by Warner Brothers. Churchill is reportedly delighted with the present.

Television—Radio

Comment and Opinion

A S IF to confuse the crystal-gazers who like to predict that television's exodus to the Coast is imminent, CBS last week announced that it had completed arrangements for the purchase of the huge Sheldrake Farms Co. depot and office building in New York. Two days earlier, the network had provided details of the CBS Television City in Hollywood which is due to start Coast-to-Coast operations October 1.

The Coast setup will have four huge studios to start, with a production capacity of 28 hours per week. J. L. Van Volkenburg, CBS-TV president, under a new unit, an all-electronically operated affair which the network is sending on tour. CBS's new New York space covers nine acres and will serve to consolidate and integrate many of the network's pre-production and production activities.

In the midst of its heated controversy with the 13 major league baseball clubs, and after cutting service by one half, the Liberty Broadcasting System last week suspended operations altogether. In a sign-off broadcast, Gene McLendon, president, blamed the curtailment of national telephone line charges, the Justice Department, and the "baseball monopoly." There is a possibility McLendon may revive the network on a different basis and with new backing.

Convincing proof that showmanship and education can be fused into an entertainment package of unusual appeal comes in a new TV series, "Through the Enchanted Gate," currently presented by WNBT together with the lately TV-conscious Museum of Modern Art. It may well be that Carl Cott, WNBT's dynamic general manager, the programs are produced by Victor D'Amico, veteran educator and director of the Museum's Department of Education. The series aims to stimulate and develop children's interest in creative art. Using younger from three to 10, the studio, the show has both fascination and charm and makes for a half-hour of absorbing TV viewing for child and parent alike. "Through the Enchanted Gate" tackles a difficult job and comes through with flying colors. Congratulations to the Museum and to WNBT on the success of this valuable pioneering effort.

It isn't often in this highly competitive TV business that someone comes along with a brand-new idea and gets a big sponsor to take a gamble with him. Yet that is one of the definite accomplishments of Warren Wade, genial producer of WOR-TV's highly successful "Broadway TV Theatre" which presents the same play every weeknight under the double sponsorship of General Tire & Rubber Co. and Cigarettes. Wade brings 15 years of radio experience to the intricate problems of television programming. He started as an actor in 1912 and later joined John F. Royal in producing radio. He became an NBC producer and in 1932 produced Fred Allen's first radio show. He put the World's Fair on television and pioneered in the development of video techniques for many types of events. In the Signal Corps during the war, Wade returned to NBC and eventually formed his own Warren Wade Productions which produces "Broadway TV Theatre." The 90-minute full-length versions of legitimate plays are done in impeccable style, a marked high rating. Last week's "Angel Street," with Victor Jory, was a polished, well-paced job and came across with full force on the TV screen.

Chalk up an important victory for theatre as Theatre Network Television obtains exclusive rights to the Sugar Ray Robinson—Joey Maxim world light heavyweight championship bout on June 23. It should be another big boost for theatre TV. . . . Eleanor Powell did her self-pride in her comeback with Danny Thomas on the "All-Star Revue" on NBC. It seems that one of the network's routines may point the way back to the movie screen. . . . Ziv Television Programs expanding its sales operations. . . . With Congress taking an active interest in the FCC personnel bottleneck, processing of station applications may be speeded up. . . . Frederic March excellent as usual on "My Favorite Husband" on NBC. . . . 'Pruden' is a difficult format, the show regularly comes through with a fine dramatic punch and that's saying plenty. . . . "American Inventory" casting a commercial program Sunday for potential sponsors.

Wolpin to Coast on Music Promotions

Edward A. Wolpin, general production manager of Famous Music, will head a music promotion group that will mount shows in Hollywood on Friday to discuss promotional plans for the music and songs of five of Paramount's new productions.

The five films are: "Just for You," with color by Technicolor, starring Bing Crosby, June Wyman and Ethel Merman; "A Song to Remember," starring June Allyson and Van Johnson; "Seven Brides for Seven Brothers," starring Donald O'Connor and Maria Montez; "The Robe," starring Richard Basehart, Anne Baxter, and Bob Hope; Jane Russell and Roy Rogers, with seven songs by Jay Livingston and Jack Mandeville; and "Somebody Loves Me," (Technicolor), a William Perlberg-George Seaton production, starring Betty Hutton and Ralph Meeker, with 20 songs, including four new numbers by Livingston and Evans; Hal Wallis' "Jumping Jacks," with Dean Martin-Jerry Lewis, with five songs by Mack David and Livingston; and the new Bing Crosby-Bob Hope-Dorothy Lamour comedy, "Road to Bali," (Technicolor), in production, with six new songs by Johnny Burke and Jimmy Van Heusen.

'American Weekly' Cites Lucille Ball

Lucille Ball captured two honors in the first annual American Weekly television awards last week, being voted the best comedienne, and her "I Love Lucy" show captured the award as the best network program. The awards, which will be made to the best program or personality in 12 categories of television, will be announced in the May 25 issue. Engraved plaques will be presented to the winners.

List Other Winners


The poll was conducted among the television editors of metropolitan newspapers which distribute the weekly.

4 from Industry on
Music Rights Board

TORONTO, May 20.—Four representatives of the Canadian film industry are on the new board of the Musical Protective Society, the organization of all branches of amusement industry which deals with copyright and performing rights questions.

The three directors include An- dus MacLeod, of the Famous Players; William J. Singleton, Associated Screen News, Montreal; Arch H. Jolley, executive secretary of the Motion Picture Association of Ontario, and J. Depe of Odeon, producers made vice-president of the society, the president of which is Lar- tim Maxwell of Toronto, representing broadcasters.

Fred Hiff
A wild and wonderful story of Flaming Youth...when Sheiks in racoon coats...and Shebas in knee-length skirts shocked even THE ROARING TWENTIES!

And how you'll cheer the Dozen SONGS you'll hear
"FIVE FOOT TWO, EYES OF BLUE"
"WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG"
"GIMME A LITTLE KISS, WILL YA, HUH?"
"IT AIN'T GONNA RAIN NO MORE"
"TIGER RAG"

Starring
Piper LAURIE • Rock HUDSON
Charles COBURN • Gigi PERREAU

with LYNN BARI • WILLIAM REYNOLDS • DIRECTED BY DOUGLAS SIRH
WRITTEN FOR THE SCREEN BY JOSEPH HOFFMAN • PRODUCED BY TED RICHMOND • A UNIVERSAL-INTERNATIONAL PICTURE

from U-I...The Best Friend your Box-Office ever had!
Service Fee On Passes Is Taxable: U.S.

1951 Tax Law Changed By New Bureau Ruling

By J. A. OTEN

WASHINGTON, May 21.—The Bureau of Internal Revenue has ruled that the 20 per cent Federal admission tax must be collected on service charges collected on passes. The 1951 tax law said that the tax did not have to be paid on passes. However, there was some question on the service charge where such a charge was made on passes. The Bureau has now issued a series of questions and answers on this point.

At the same time the Bureau ruled that tickets need not be issued by theatre owners to persons admitted free. It is required, however, the Bureau said, that theatre operators granting free admissions keep accurate daily records of the number of such admissions.

Here are some of the rulings made:

(Continued on page 4)

Theatres Guarantee 75¢ for Title Bout

Theatres taking the exclusive telecast of the Sugar Ray Robinson-Joey Maxim bout will be charged 75 cents per seat or $1.05 per seat sold, whichever sum is the highest, it was learned here yesterday.

The formula, under which Theatre Network Television is currently lining up theatre TV-equipped houses, works this way: If a 3,000-seat house sells 2,000 tickets for the June 21 event, it would pay $2,250 for the bout; that, is, its number of seats multiplied by 75 cents would be $150 greater than (Continued on page 4)

DeMille Holds Films ‘Biggest Bargain’

The purchase of a ticket at a motion picture theatre box-office was held to be today’s biggest bargain, by Cecil B. DeMille.

"Where else can children buy a $1,000,000 product such as the 'Great Show on Earth' for 50 cents," DeMille queried.

Scores of industry golfers and gooters will gather this morning at Vernon Hills Country Club in Tuckahoe, New York, for the first annual film golf tournament to be sponsored by the New York Cinema Lodge of Elml Pool.

Martin Levine, president of Cinema Lodge, stressed here yesterday that the tournament is being undertaken as a means of bringing all branches of the film and allied industries together for a day of good fellowship and fun. Levine pointed to the non-sectarian character of the tournament.

Prizes totaling more than $1,500 in merchandise will be awarded for the best low and gross scores and for the (Continued on page 5)

Eastern Golfers To Play in Film Tourney Today

Unlimited Number of Films to Be Made in UK

Herbert Wilcox and his wife, Anna Neagle, have concluded a deal with Republic Pictures for the production and distribution of a series of pictures to be made in England with British and American stars. They made the announcement yesterday jointly with Herbert J. Yates, president of Republic, at a press lunch given at the "21" Club.

No specific number of pictures called for in the agreement, according to Yates, and it will be continued for an undetermined number of years. Yates did declare that a minimum of six pictures would be made, "but most likely many more, and the deal will continue for as many years as it is profitable."

Among those who will star together in the production venture are John (Continued on page 5)

Quantity of Italian Films Head for US

An unprecedented number of Italian-made pictures of "high quality" will be made available to American exhibitors during the coming season, Jonas Rosenfeld, Jr., Italian Films Export's public relations director, reported here yesterday following a six-week on-the-spot survey of the Italian industry.

Three factors, Rosenfeld said, will be responsible for the increase: (1) an Italian box-office boom coupled with a steady rise in the income of Italian (Continued on page 5)

ITO Names Pfister To Succeed Smith

CLEVELAND, May 21—Independent Theatre Owners of Ohio today unanimously elected Christian F. Pfister, of Troy, owner of the Jewel and Mayflower Theatres, to succeed Martin G. Smith as president. Smith, who headed the organization for 21 years. Other officers elected are: first vice-president, F. W. Huss, Jr., Cincinnati; second vice-president, Leo T. Jones, Upper Sandusky; treasurer, Lee (Continued on page 4)

L. Hellman Hedges On ‘Red’ Question

WASHINGTON, May 21.—Playwright Lillian Hellman told the House Un-American Activities Committee she is not now a Communist Party member and has not been one for the past two years.

However, she refused to answer questions as to whether she was a member more than two years ago. She said she had no objections to answering any questions about herself (Continued on page 4)

DeMille Sees Vast Market In Near East and India

Vast new markets for American films in the Near East and India were envisioned here yesterday by Cecil B. DeMille, who cited the grosses of his "Samson and Delilah" in those areas in support of his prediction.

DeMille also disclosed that his next film would "most probably be" "The Ten Commandments," saying reports that his next would be "Helen of Troy." The same producer said that he has not entered into any new agreement with Paramount Pictures as yet. He added, however, that his long relationship with Paramount has been very amiable. DeMille declared his latest film, "The Greatest Show on Earth" has not been "hurt one iota" by TV. He also listed such films as "Sailor Beware," "Quo Vadis," and "Showboat" as being virtually immune from TV competition. Quality product in theatres and showmanship are the answers, DeMille held.

With the opening up of the Mohammedan and Indian markets, DeMille pointed out, there is a potential audience of 600,000,000 people. In Cairo, the first round of "Samson and Delilah" in four theatres one year ago (Continued on page 4)

Files $3,000,000 Anti-Trust Suit

A $3,000,000 anti-trust suit against the eight major distributors, and exhibitors operating in the Pearl River. N. Y., area was filed here yesterday in Federal Court by Frib Theatres Corp., operator of the Central Theatre at Pearl River. The complaint alleges that a conspiracy existed among the defendants in violation of U. S. anti-trust laws. (Continued on page 4)

Says McCabey Film A Service to U. S.

Washington, May 21.—Representative Hillings, California Republican, today put in the Congressional Record a statement praising Paramount's "My Son John." He said the film "dramatically points up the great danger facing our country during these critical days," and declared that producer-director Leo McCabey "has rendered an outstanding service to our country."
Personal Mention

GABRIEL PASCAL, British pro-
ducer, is in New York from
Hollywood for conferences with
Ned E. Definett, RKO Pictures’ president, and
Robert Mochrie, sales vice-
president.

JOHN BYRNE, Paramount play-
editor, and his wife will leave here for
Europe over the weekend. They will
be joined in Paris by Richard
Ward, the critic of the New York Evening Post.

ROBERT W. COPE, special coun-
ell to the council, Motion Picture Or-
ganizations, will return to New York
tomorrow from Little Rock, where he
addressed the Independent Theatre
 Owners of Arkansas convention.

ANTHONY MANNA, manager of
Loew’s Poli Palace, Meriden, Conn.,
has been appointed general chairman of
the Meriden 1927 Cerebral Palsy
campaign.

STEVE BRODY, president of Mono-
gram, announced yesterday that he
at the Texas Council of Motion Picture
Organizations’ conference in Dal-
las, June 9 to 11.

ROBERT PORTLE, manager of Loew’s
Poli Elm Street Theatre, Worcester,
Mass., is marking his thirtieth anniver-
sary in show business.

BARNEY GURNETT, owner of the
Clavis Theatre, Clovis, Cal., has sold the
theatre to N. Braker Fish, and
has retired because of ill health.

STEWART KLEIN is now a booker
in the Columbia San Francisco branch.
He is in charge of the sales manager
there, M. ELLIOT.

JESTY BLUESTONE, United Artists
booker in Cleveland, and her daughter
and sister are in Miami Beach on va-
cation.

GEORGE LOURAT, president of Film-
sonor, French producing-distributing
company, will arrive here from Paris
Wednesday.

OSCAR HOWELL, president of Capital
City Supply Co., Atlanta, has returned
there from Tennessee.

10 Radio Stations
To ‘Plug’ ‘Jeanie’

PITTSBURGH, May 21.—Ten radio
stations are already set to cover the
opening here June 4 at the Fulton
Theatre of “I Dream of Jeanie.” Bill
Sall, executive assistant to Republic
producer Herbert J. Yates, and stu-
dio publicist head Mickey Gross
indicate that the others two of this dis-
tinct’s stations may join the premiere
activities.

The picture will open on the follow-
ing day at the Circle in Indianapolis
and at the Rialto in Louisville.

Decision On French Offers
Postponed by Distributors

Distribution company presidents and
foreign managers who attended yes-
terday’s meeting here with Eric A.
O'Connor, president of the Motion
Picture Distributors of America, presi-
dent, decided to give
g several days’ thought to the French
film pact proposals he brought back
from Europe.

The group will hold another Motion
Picture Export Association board
meeting here in about a week, with
a view to agreeing on one of the four
alternative proposals made by the
French negotiators.

Arrangement in Common

The four alternate proposals have
proposed an international agreement
of Motion pictures in the U. S.
and are jettisoned somewhat after
the Italian-American deal, it was
indicated.

One proposal would permit free con-
vertibility of blocked balances accru-
ed by U. S. or French exhibitors
by the French of as much as $5 for
cent of gross earnings, or $200,000,
as necessary for use in domestic pro-
duction.

Another alternative provides for a
limitation to 100 imports, with remit-
tances of $1,300,000 to $1,500,000
for convertibility of the current fiscal
year’s accruals. A third plan would permit
restricted imports, but pro-
duced a restrictive production subsidy
of 50 per cent of earnings of the first 200
films and 15 per cent of the remaining
three hundred, plus $1,000,000. Addition-
ally, it could withdraw 12½ per cent of the
yearly’s accruals now blocked.

Production Is Off
29 Films in Work

HOLLYWOOD, May 21.—A drop in
production has brought the total num-
ber of pictures in work down to 29.
Four new pictures were started and
five finished.

Started were: “Decameron Nights”
(20th-Fox, with Mitchell Leisen
in charge, Atlantic Pictures, Ltd. release),
Independent; “I Love Melvin,” Metro-
Goldwyn-Mayer; “The Valet for Walla Walla,”
Re-
gle; “The Man’s Sterling,” Century
Fox. Completed were: “Jack Mc-
Call, Desperado,” Columbia; “Lady in Blue
(MGM),” completed; “Rent Collector,” Li-
pper, release; Independent; “Sky Full of Moon”
and “Rogue’s March,” Metro-Goldwyn-Mayer;
“Bonzie Goes to College,” Universal-International.

FCC Heurs Walder
On Para. Practices

WASHINGTON, May 21—It was
nightly John Walder to the Fed-
eral Communications Commission Par-
amount hearing today that between
1928 and 1936 he was able to get
Paramount films no earlier than
three to nine months after they had
played first-run.

In addition, Walder said, Paramount
pictures played at all Paramount the-
atre in Miami before he was able to
book them into a local theatre. He
added that there were minimum price
agreements in all his contracts with Paramount.

He declared that he got RKO Ra-
dio films six months after they had
played the Sparks Theatres, a chain
in which Paramount was interested.

Most of today’s hearing was taken
up with discussion of the procedure
which Commission attorneys will
em-
ploy in presenting their ten exhibitor
witnesses and the exhibits relating to
their testimony.

A new attorney was added to the
staff the day when veteran industry
lawyer Louis Philipps took over ques-
tioning Walder.

Walder will return to the stand to-
morrow.

Teens’ Outnumber
Adults at Films

Twice as many teen-agers as adults
go to motion pictures, according to
the latest Starch Consumer Sur-
vey report, which ranks the readers of
Sweezen as “the greatest film audi-
cence,” in rate of attendance, the latter
reports.

“The Starch survey, which analyzes
free outdoor mass-circulation periodic,dis-
disclosed that “91.7 per cent of Seven-
teen’s teen-readers attended the movies
every week, more twice the av-
average,” the Starch survey re-
ported on.”

40 More Films
To Yugoslavia

The Motion Picture Export Associa-
tion continues to send films to Yu-
goslavia for the importation by that
country of 40 features for the
12-month period beginning next Oct. 1, as
required of the Motion Picture Association of
America, reported yesterday at a
meeting here of the MPEA.

The present MPEA deal with
Yugoslavia, which will expire on July
31, 1955, provides for the importation
of 35 feature films.

Johnston told the board that Louis
Kanturk, MPEA’s supervisor in Eu-
rope, has been dealing with the
Yugoslavs, as well as with representatives of Yugoslif, the
state film monopoly organization, to
screen the pictures which will be
covered by the new deal.

Wait for Hearing in
‘Latuko’ N. J. Case

A Newark Magistrate’s Court hear-
ing on the charges growing out of the
Embassy Newsreel Theatre’s
runaway shows of the “Latuko” will
have to wait until Monday. The show
there yesterday by John Hart, the
theatre manager, and projectionists
Paul Kearney and George Stone.
The case is continuing.

The three are charged with show-
ing an “indecent” film, a charge which
if upheld by the Chancery Court
issued an order prohibiting the
Newark Police Department
from interfering with the exhibi-
tion of the Arthur documentary.

Another repurcussion has been the
announcement by the Director of Pub-
lic Welfare that he will seek state legislation to enable
the police to bar such films as “La-
tuko” from public exhibition.

DuMont Profit in
Sharp Decline

Not profit of $111,000 on gross sales
of $15,900,000 for the quarter ended
on March 23, 1952 were reported here
yesterday by Allen B. DuMont Labo-atories, Inc., which has a net of
$1,022,000 on gross sales of $18,851,000 for the same quarter in 1951.

Profit in the 1952 quarter was equal to
35 cents per share on 2,361,054
shares of common stock, compared
with 42 cents per share on the same
number of shares outstanding at the
end of the 1951 quarter.

The new figures are 52 cents a share
on preferred stock, payable on July 1.

Actor John Garfield
Dies in N. Y. at 39

Actor John Garfield, 39, died in New
York yesterday, announced victim of a heart condition. He has
been visiting here from Hollywood.

Garfield, who went to Hollywood several years ago, and
several successes on the stage, started most recently in “Nobody Lives Forever,” “Death of a Sales-
man” and “He Ran All the Way,”
**Reviews**

*“The Winning Team”*  
*(Warner Brothers)*

A HISTORICAL album of baseball memories is opened in “The Winning Team.” The picture is a warm and popular one that recounts the life story of one of baseball’s pitching greats, Grover Cleveland Alexander. Ronald Reagan and Doris Day are neatly cast as the baseball star and his leading lady who work as plunkers for the San Francisco Giants. As an added appeal to sports fans and a good merchandising device, some notable big leaguers of the present day appear in the film. Among them are Ray Leemon, Jerry Priddy, “Peanuts” Lowrey, George Merkovich, Irving Noren, Hank Sauer, Al Zarilla and Gene Mauch.

When the story begins, Reagan is a young telephone lineman in a Nebraska farming town whose love of baseball is equalled only by his love of Miss Day or “She’s a Grand Old Name.”


**“Wild Stallion”**  
*(Monogram)*

THE STORY OF an orphan boy’s consuming attachment to a horse, a tale of love and friendship spanning 32 years, is told in “Wild Stallion.” Ben Johnson, a smooth rodeo performer turned actor, and Edgar Buchanan, a smooth actor afoot or on horseback, contribute portrayals that supply a ring of authenticity. The period is 1851-82, the principal scene is a Cavalry outpost in or near the Dakotas. Buchanan treasures a beautiful, ill-starred Indian woman; the horse, a patient, gentle and loving creature.

Buchanan portrays a wild horse hunter who comes upon a teen-age boy who has roamed the plains hunting buffalo. The boy’s horse is killed in a fight with a wolf and Buchanan is forced to rescue the boy and the helpless animal. Buchanan and the boy strike up a friendship and Buchanan is misguided when he sells the boy’s horse and thus involves the boy in a drama of love and sacrifice.

Running time, 70 minutes. General audience classification.

**Service Fee on Passes**

(Continued from page 1)

by Deputy Commissioner Charles J.

**Q:** Would such a charge be subject to the $1,050 charged per admission, or to the 50 per cent on a five-month-old, or to the $500 fee for the privilege of using a charred ticket?

**A:** The Board of Appeals takes the position that the amount of such charge is an additional tax and is subject to the 50 per cent. The $500 fee and the total shall be shown separately on the receipt.

**Q:** Would such a service charge be subject to tax if the exhibitor devotes all of the proceeds to a fund for the benefit of employees rendering such service and the fact is stated on the receipt?

**A:** The service charge would still represent a fixed charge to be paid by the pass-holders, and therefore would be taxable.

**DeMille Sees**

(Continued from page 1)

break every record of the house, the producer stated. Currently, with the film now dubbed in Arabic instead of the original English, 16 of the four New York City theatres now playing the film are doing 125 per cent of the original business, he added.

In India, “Sampson and Delilah” is thriving and bringing in revenues in excess of $1,000,000 when the film is dubbed in the two principal Indian languages, DeMille stated. With superimposed titles, “Sampson and Delilah” has realized more than $800,000 in India, DeMille added.

The producer emphasized that these markets are not only valuable as sources of revenue, but a wealth of understanding between peoples can be nourished by American films.

“Sampson and Delilah,” he said, is the sequel to “The Sign of the Cross,” a film experience in which the foreign market has outstripped the domestic market, which was very surprising indeed. DeMille stated, was “The Sign of the Cross.”

On “Helen of Troy,” DeMille said that he had no plans of releasing the film to the Indian market, and that the idea for three years, another company would make the film. The other company, he added, has a priority on registration. The idea is produced by “The Ten Commandments,” which DeMille did many years ago as a silent film, and it was inspired not only by his own interest in the theme, but by requests received from all over the globe.

On television, DeMille in response to questions said that perhaps the movie picture industry or a branch of it will produce films for TV. He said he had no plans to make TV films, nor to release his old films to that medium.

Before returning to the Coast, DeMille is scheduled to address the 106th General Assembly of the Presbyterian Church at Carnegie Hall tomorrow. His theme will be “The Motion Picture, a Reconstructive Way of Sharing Our Faith.” He plans to leave New York on Sunday.

**Robinson Bunt**

(Continued from page 1)

the $1,050 charged per admission, or the 50 per cent on a five-month-old, or the $500 fee for the privilege of using a charred ticket. Meanwhile, the theatre would be able to publicly announce that it would televise the world light-heavyweight championship bout from the Yankee Stadium on Tuesday, June 25.

The theatre, located in Boston, an American Theatres Corp. house.

**4 B & K Houses, 1 Essaness, Taking Theatre TV of Robinson Bout**

**Chicago, May 21—The tentative agreement between Chicago and Chicago scheduled to participate in the large-screen-television of the Robinson-Miracle fight includes the Balaban and Katz houses, the Marbro, Tivoli, and Uptown in Chicago and the Paramount in Hammond, Ind., plus the American Theatre TV event to be shown in the 1295-seat Crown.

The $1,050 admission price has been set as yet, chances are that it will be over $2 in view of the $1,050 charge per admission, and the $500 fee for the privilege of showing it, plus line charges to A.T.T., for bringing the fight in over their wires.

**RUN THE CEREBRAL PALSY TRUST**
Golf Tourney
(Continued from page 1)

Boston’s finest golfers and careerism will all be gathered at the annual Don Mountain Tourney to be held at the Boston Country Club on Saturday, May 27. The event, now in its fifth year, is sponsored by the Boston Country Club and benefits the Massachusetts Institute of Technology. The tournament will feature play in four divisions: men’s team, women’s team, junior team, and club teams. Prizes will be awarded to the top three teams in each division, as well as to the individual winners in each category. The event is open to all golfers, with registration费用 per team of four. Proceeds from the tournament will be donated to the MIT’s Athletic Program Fund, which supports the university’s athletic teams. The tournament begins at 8:00 am and will conclude with an awards ceremony at 3:00 pm. For more information, please contact the Boston Country Club at 617-323-2300.
DATE
THE
LADY
WITH
THE
GOLDEN
TOUCH!

for JUNE...
Released
through
20th
CENTURY-FOX

ALEXANDRE DUMAS’
Lady in
the Iron
Mask

LOUIS
HAYWARD

PATRICIA
MEDINA

NATURAL COLOR

JOHN SUTTON - STEVE BRODIE
JIM HALE, JR. - JUDD HOLIDEN

WALTER WANGER and EUGENE FRENE

DIRECTED by RALPH MURPHY
TV Probe By Congress May Include Films

Name Harris Head of House Investigating Unit

WASHINGTON, May 22.—Representative Orren Harris (D. Ark.) was named today to head the House Commerce Committee's investigation of radio and television programs, and immediately said he felt the study would be "very likely have to be broadened to include motion pictures."

Harris was named chairman of a special seven-man sub-committee to carry out the investigation ordered by the House early this month. The sub-committee is to determine whether present radio and TV programs are immoral or tend to over-emphasize crime and violence.

"So many television programs feature motion pictures that I think we will have to cover films as well," Harris said. He stated that his sub-committee will meet shortly to map a specific program. The main question, he indicated, would be to find out whether these industries have any standards of moral responsibility or just let anything go.

Other members of the sub-committee:

(Continued on page 6)

SWG Pushes Fight For Jarrico Credit

Hollywood, May 22.—The Screen Writers Guild membership last night voted 176 to 132 to appeal to the State Supreme Court for a reversal of a lower court decision refusing to appoint an arbiter to represent RKO Pictures in arbitrations of the claim of Paul Jarrico for screen credit for "The Las Vegas Story." RKO Pictures Howard Hughes cancelled screen credit for Jarrico on the production after the writer became an "uncooperative" witness, before the

(Continued on page 6)

Guild Presidents At COMPO Meet

Hollywood, May 22.—Presidents of five production guilds will be among the guests attending the Texas Council of Motion Picture Organizations' conference in Dallas on June 9-11. Attending will be William Perlberg, president of the Screen Producers Guild; George Sidney, Screen Directors; Ronald Reagan, Screen Actors;

(Continued on page 2)

Move on to Organize TV Producers For Defense During Proposed Probe

Max Gilford, special counsel for the National Society of Television Producers, arrived in New York to ask East Coast television producers to set up a defense during the proposed congressional investigation of television, and for joint action in all future industry efforts.

Gilford has conferred with Melvin L. Gold, president of the National Television Film Council, East Coast TV film producers organization, and has requested that Gold arrange to place the full weight of his organization behind the effort to create a national organization of TV film producers. Producers of "live" shows are also being contacted by Gilford.

The NTFP will hold a luncheon-meeting at the Hotel Warwick here on Wednesday.

'Movietime' Troupe Makes a Hit in Pa.

Reading, Pa., May 22.—Enthusiastic crowds greeted a Movietime U.S.A. troupe here today in a program arranged by exhibitors under the direction of Lester Stallman of the Pittsburgh Theatres. A part of the tour, is to the home of the Angelus High School, a public reception in the City Square and a luncheon for press and radio reporters highlighted a tour of the city in which the visiting troupers were met by throngs of people.

In the troupe were writer Agnes Christine Johnston, actors Carleton Carpenter and William Campbell, and director Bert Granet. On Wednesday they toured Wilkes-Barre, Scranton, Pottsville and Hazleton.

At Scranton the Hollywood personalities were guests at a dinner at the Masonic Temple and held a reception in the Public Square. In Wilkes-Barre, they visited newspaper offices, attended a reception of High School students, spoke at a meeting in the Public Square and visited the wards and had lunch at a veterans' hospital. Ben Rosenfeld of the Paramount Theatre of Wilkes-Barre reported that the tour was hugely suc-

(Continued on page 6)

Shea's Fulton Theatre Plans To Telecast Fight

Shea's Fulton Theatre in Pittsburgh has joined other theatres in Chicago, Boston and Hammond, Ind. in disclosing that it plans to telecast the Sugar Ray Robinson-Joey Maxim fight.

Meanwhile, the 75 cents to $1.05 per seat formula which theatres will pay for the bout was further clarified.

The amount paid to Theatre Network Television, which booked the event, would be handled by charges of the American Telephone and Telegraph Co. Theatres, however, will pay local phone company charges for the hook-up.

TNT would not comment on how many theatres so far are lined up for the fight, explaining that it would make the announcement when tickets for the event go on sale.

To date, four Balaban and Katz houses in Chicago, the Paramount at Hammond, Ind. and the Filgrim in Boston, have announced plans to telecast the bout. TNT in its original announcement expressed the hope of lining up 40 to 50 theatres.

In reference to the Jersey Joe Walcott-Ezzard Charles heavyweight bout, the

(Continued on page 6)

Put 'Loyalty' Probe on Coast in Perspective, Frank Freeman Urges

Hollywood, May 22.—Acknowledgement that studios are currently carrying out an investigation of Hollywood personnel regarding communist charges came from Y. Frank Freeman, vice-president and head of studio operations for Paramount Pictures, here today. The current probe was sparked by American Legion allegations, it is reported.

Freeman said that since the investigation had become a matter of public knowledge it should be presented in its proper perspective. He added that the underlying purpose of the probe was to give those who had been subjected to vague reports "an opportunity to go on record and refute the charges by clarifying their positions."

(Continued on page 6)

Will Decide Advisability Of Distribution Changes

The decision whether distribution will "streamline" its facilities for handling film in line with Eric A. Johnston's recent recommendation or will continue to employ the methods and procedures that have prevailed for more than a quarter of a century will be determined by the results of a cost analysis which the Motion Picture Association of America is making, it was learned here yesterday.

The MPAA president in his annual report, issued earlier this month, mentioned the relationship between the industry's distribution facilities to get product to theatres with maximum efficiency.

If the cost analysis should prove that fewer exchanges, each serving broader territories, and other operational alterations would be economically desirable as well as more effective from the standpoint of service, the changes will be adopted by the distribution companies. However, if, on the other hand, either costs or service would tend to suffer by such changes, the possibility of new methods being

(Continued on page 2)

Max A. Cohen Wins Film Golf Tourney

Max A. Cohen won the low net trophy yesterday at the first annual film golf tournament, sponsored by the New York Cinema Lodge of B'nai B'rith, held at Vernon Hills Country Club, Truekalo, N. Y.

Other winners and their categories follow:

A. R. Hamer, slag, low gross; Jesse Goldberg, low net runner up; Norman Bender, low gross runner up; Robert Scherman, putting contest; Mort Weis, putting contest runner

London Variety in Tribute to Red Kann

London, May 22.—Following a moving tribute by Chief Barker David Griffiths, members of the London Variety Tent today stood in silence as a mark of respect to the memory of Red Kann, vice-president of Quigley Publications, who died in Hollywood last week.
**Personal Mention**

ARTHUR KRM, United Artists president, is scheduled to leave here for the Coast tonight.

JOE FLANAGAN, booker and buyer for New England Theatres in San Francisco, has resigned to join Mutual Pictures. His duties will be taken over by John Dostal, former manager of the Tower Theatre.

CLAIRE Root, of the Council of Motion Picture Organizations headquarters office, here will leave Monday aboard the Oceana Monarch for a cruise to Nassau, Hawaii.

EDWARD E. Hinche, head of Warner Brothers home office playdate department, is due back here from New Haven today from New York.

ALFRED Katz, United Artists supervisor for the Caribbean area, will leave here by plane today on a tour of his territory.

P. T. Dana, Universal Pictures Eastern sales manager, is due back here from Buffalo this weekend.

HERMAN M. Levy, Theatre Owners of America territorial manager, is due here today from New Haven.

Robert Sterckland, president of Strickland Film Co., Atlanta, has returned here from Chicago.

Billy Wilde, producer-director, will leave here for Europe tomorrow on the S.S. Liberte.

**Services Tomorrow For William Farley**

ALBANY, N. Y., May 25—Funeral services will be held Saturday at the Church of St. Pius V, Loudonville, for William W. Farley, 78, co-developer of Fillan Row and owner of local exchanges as well as of theatres in Schenectady, Catskill and Yonkers, who died Wednesday in Albany Hospital after an illness of several months.

**Abraham Nasser, 94, Dies in California**

SACRAMENTO, Calif., May 25—Abraham Nasser, 94, founder of Nasser Brothers Theatres of California back in the nickelodeon days, died here after a long illness. Survivors include his widow, a daughter, and his sons, William, Elias, Richard, George, Henry, James and Theodore Nasser.

**Max Bloom, 75**

CHICAGO, May 25—Max Bloom, 75, assistant general manager of the Chicago Theatre here for the past six years, passed away today leaving a wife and daughter.

**Garfield Services**

Funeral services for John Garfield, who died of a heart attack here on Wednesday, will be held today at the Riverside Memorial Chapel.

**Maurice D. Kann**

The family of Maurice "Red" Kann wish to thank all their many friends for their kind expressions of sympathy.

**Para. Sales Meets In Boston Monday**

Hugh Owen, Paramount's Eastern Southern division manager, will leave Atlanta over the weekend and will arrive in Boston on Monday to con- tact his week-long sales meeting with branch managers of the company's New York, Boston, Buffalo, New Haven and Albany exchanges.

A follow-up to Paramount's recently-concluded studio sales conference, which was attended by distribution and production executives.

**Steve Ken and Mary Sullivan**

In addition to Owen, will be E. A. Fitter, his assistant, and branch managers Myron Sattler, New York; John G. Moore, Boston; Ed- mund C. DeBurry, Buffalo; Henry Germaine, New Haven, and Daniel R. Houlihan, Albany.

**Stevenson, Anderson, Merry Promoted**

LOS ANGELES, May 25—The promotion of Jack Stevenson from salesman to sales manager of Paramount's San Francisco office was announced here by George A. Smith, Western division manager.

Andy Anderson, office manager of the San Francisco office, has been promoted to salesman to replace Stevenson, while James Merry, Los Angeles booker, has been transferred to San Francisco as general and advanced to office manager.

Stevenson succeeds Robert Clark at the San Francisco branch.

**GUILD PRESIDENTS**

Mary McCall, Jr., Screen Writers, and Adrian McCalman, head of the Artists' Managers Guild. One reason for their attendance is to give the guild heads the opportunity to absorb some of the COMPO "know-how."

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

Rockefeller Center

*SCARAMOUCHE*

Stewart Eunice Janet Mel
GRANGER • PARKER • LEIGH • FERRER
Color by TECHNICOLOR • An N-G • Picture

**SPECTACULAR STAGE PRESENTATION**

**RAMARIE DIERICH**

ARThUR KENNEDY

MEL FERRER

**NAT KING COLE**

JOHN GAYE

**KING CASE**

**PARTRAMeut**
Something New Has Been Added—
Pressbooks Are Better Than Ever

M-G-M announces, in its pressbooks for "Young Man With Ideas," and succeeding issues, a new, complete campaign mat, similar to the one illustrated at right, for theatres with minimum advertising budgets. It's a bargain, and we invite you to check, item for item, and see how much you get for your money.

All of the ad and publicity mats shown are on one mat, which sells for 35c and even includes enough borders to makeup your newspaper advertising with new designs each time. If all of the mats illustrated were bought separately, at the prevailing cost of 15c per column, it would add up to $1.80, so you save the difference above 35c when you buy this big economy size.

And it's more than an economy; it's encouragement to buy and use mats, which have always been a bargain in showmanship—and are now proof of the fact that "pressbooks are better than ever." Included in a couple of publicity mats which managers should buy more often. Show them to your newspaper man, and we'll gamble that he'll use them in free space, to illustrate a reader or a review. Newspapers have to buy filler material for their pages.

M-G-M says "Exhibitors asked for it, and M-G-M provided a new advertising mat service, designed especially for small theatres." M-G-M wants exhibitors to write and tell them what they think of this innovation in Metro pressbooks. We'll say right here, it's the best step forward since Barnum invented showmanship. Be sure you take advantage of it.

Look in your new Metro pressbooks, study this new feature, comply with M-G-M's request and tell them what you think. They want to know; and we want to see evidence that smart managers in small situations are using good materials when offered and available. This beats anything in the line of "utility" mats or small-situation layouts, that has been seen, anywhere, and should have a good response from theatre managers, who are asked to express their approval, and offer suggestions for further improvement.

A WHOLE NEW WORLD OF SWEEPS THE SCREEN!

UNIVERSAL-INTERNATIONAL'S 40TH ANNIVERSARY MOTION PICTURE
ADVENTURE

GREGORY PECK • ANN BLYTH

in REX BEACH'S

THE WORLD IN HIS ARMS

COLOR BY TECHNICOLOR

with ANTHONY QUINN
JOHN McINTIRE • ANDREA KING

Directed by RAOUl WALSH • Screenplay by BORDEn CHASE
Produced by AARON ROSENBERG • A UNIVERSAL-INTERNATIONAL PICTURE

SCHEDULED FOR AUGUST RELEASE 1912 1952
**House Probe**

**Review**

*"Actors and Sin"* (Sid Krell-United Artists)

TWO stories, one of the Broadway stage and the other of Hollywood, are presented in this Ben Hecht vehicle. The dual format is not a bargain package, though, with both elements being inferior. There is no assurance that the screen version which figures a hilarious punch—is a burlesque of the celluloid world-of-make-believe.

Sensitive Hollywoodians may wince at Ben Hecht's portrayal of Hollywood, but he pulls off the absurdity of the plot, situations and characters. For in the sequence of "Wives, Sin" the public's ridiculous idea of Hollywood is taken at face value and thrown on the screen, with amusing results.

The story of "Sin" concerns a nine-year-old child, Jenny Hecht, who has written a trashy, infantile script bearing the same title. The script is seized upon by the top executive of a leading studio and billed as "the most sophisticated, amusing and dramatic production schedule on the film gets underway, without anyone at the studio being aware that the script was fashioned by a nine-year-old girl."

Everyone plays his role to the hilt, Eddie Albert, as the writer's agent, Alan Reed, as the head of Empire Studios, Tracey Roberts, as the agent's secretary, and Jody Gilbert as the child's mother.

The hoax is discovered, to be sure, but the Empire Studio film has its premiere at the Chinese Theatre, with the winking inference that the secret can be kept from the public.

Hecht's burlesque of Hollywood, however, takes an odd turn in its dual package. For his "Woman of Sin," placed side by side with the first story, Bob Gillette points out; "it can be interpreted as kidding the first story. The film peaks with age, and the actors posture and characters are lifeless symbols. It could well be a nine-year-old's conception, some may say. Talents of such caliber as Edward G. Robinson and Marsha Hunt are wasted to a large extent."

Others in the cast of "Actors Blood" include Dan O'Herlihy, Rudolph Anders, Alice Key and Rick Roman. Others in the cast of "Woman of Sin" include Paul Guilford, Jeanne Carson and Malcolm Smith.

The executive producer was Sid Krell, while Ben Hecht, besides writing the script, produced and directed. General running time, 85 minutes. General audience classification. Release date, not set.

Murray Horowitz

**SWG Fights**

*House Un-American Activities Committee*

TheSWG's action is a test case,SWG counsel asserting that failure to agree would be the effect of reducing all union contracts to the status of mere agreements un-protected without legal action by individuals.

The guild also reaffirmed its determination to proceed with the Arnold case against the majors, in a resolution reading "resolved that the SWG reiterates its historic stand against Communists and Communists within and without the guild. We are pressing the Thurman Arnold suit to establish protection for those members of our organization innocent of Communist belief or affiliation, who may be carelessly or inaccurately identified as being in the Communist camp."

"We are not conducting this suit to aid, defend or in any way protect those who have been falsely and positively identified in testimony given under oath before the House Un-American Affairs Committee or among any other national governmental body as having Communist affiliations."

Ferrer Film Picketed At Baltimore Stanley

**Golf Tourney**

*Continued from page 1*

up; Sid Straussberg, longest drive; Irving Moross, longest drive runner up; Abe Dickstein, booby prize.

Dax Dash, booby prize runner up; Sam Kranz, a reversing runner up; Joe Malcolm, a hole in one; Tom Gerety, hole in one runner up; Murphey, birdie; Al Steecker, birdie runner up; and Arthur Bernhardt, early bird.

The winners of the Cinema-Friers competition was the Cinema Lodge team consisting of Monroe Greenthal, Ed Fabian, Len Grengien and Robert Sherman.


**New Howard Policy**

Boston, May 22—The old Howard Theatre in the city was purchased by Frank Ingalls and Frank Bryant from Al Somerly, will reopen in the late summer. Business was suspended by Ingalls. The policy will be barbeque and motion pictures.

**Exhibitor Tells FCC Of '37 Para. Deal**

WASHINGTON, D.C., May 22—Miami exhibitor Charles Walder told the Federal Communications Commission Paramount hearing today that in 1937, the latter turned over the management of his Tivoli Theatre to Paramount in exchange for fresh pictures. Walder declared that because of his inability to get products less than three to nine months after they played first run, he was in a profitless position. When the agreement expired in 1942, Walder continued, Paramount Enterprises asked for 75 per cent of the profits. He said he did not want to agree to this but that he felt he could only get fresh product by tying in with Paramount.

He declared that the profit figure for Paramount was finally cut to 50 per cent of the contract buy, and that he was ousted as manager. He told FCC hearing manager Leo Resnick that he regained control of the Tivoli in 1948, six months before the company's consent decree and has operated it profitably ever since.

Paramount Pictures attorney Louis Phillips asked him about an admission price raise at the Tivoli, which had been rescheduled. Walder said that he had completely remodeled the house and felt because of that he could raise the admission price. He asked Walder about the 50 cents, and said that Paramount had left the house in a deplorable condition.

Walder filed a still pending anti-trust suit against Paramount in 1950, which was settled in damages. He will return to the stand tomorrow.

**Miller Heads KC 'Movietime' Drive**

KANSAS CITY, MO., May 22—The Allied unit of Kansas and Missouri has designated Rev. Miller to represent this group in plans for "Movietime, U.S.A." activities in the Kansas City area this year.

Meanwhile, Arthur Cole, president of the Motion Picture Association of Greater Kansas City, conferred with representatives of the Motion Picture Department of Kansas City, MO., and adherents of various points of view on censorship.
Tradewise...  
By SHERWIN KANE

STRAWS - IN - THE - WIND which may or may not indicate Allied States' eventual position with respect to its participation in the proposed new system of industry arbitration are being tried by Allied's regional units.

The regions, without exception, are reasserting Allied's call for "all-inclusive" arbitration - meaning film prices as approved by the national convention last fall. Membership bulletins are firmer on the subject even than was Allied's board in its spring meeting last month. The board again called for "all-inclusive" arbitration but in effect, left an "out" by adding that it would consider a circumscribed plan, if that is the best obtainable.

In the current drafting of the proposed industry arbitration plan, no consideration can be given to the type of all-inclusive arbitration sought by Allied, because the industry conference last month gave no authorization for it.

It is reported now that Allied recently, and privately, re-stated its position to distribution on the minimum scope of industry arbitration its April board meeting believed to be necessary for approval.

The minimum, of course, still is "all-inclusive."

Last week the annual convention of the I.T.O. of Ohio adopted a resolution calling for the all-inclusive system approved by the national convention. Other such resolutions, as more Allied units convene, need surprise no one.

T HEATRES are urged to show the United Cerebral Palsy campaign trailer available now and throughout June at National Screen Service exchanges, territorially.

Produced by Republic Pictures and starring John Wayne, the trailer is the principal appeal to be made to the public through the industry for assistance in making treatment possible for the thousands of Americans handicapped by cerebral palsy. Many in your audience will be happy for the opportunity to give. To the others, the trailer will be no embarrassment. Its explanation of cerebral palsy and its appeal for campaign contributions are such that public or private donors will be interested and encouraged.

Do your part. Run the trailer.

$1,768,000 Extra Goes to 'U' Under Deal With Realart

Universal's Realart reissue deal yielded "U" an additional $1,768,000 in income between June 1, 1947 and the end of the last fiscal year, Universal reported at the weekend. This figure applies to the minimum consideration provided for under the terms of the agreement, namely $3,250,000.

In addition to the latter figure the company is entitled to receive from Reaart 35 per cent of all gross receipts in excess of $9,714,285 received by the latter from the reissue of Universal pictures, except that in the case of certain of such pictures, Universal is entitled to receive from 25 to 30 per cent of the gross.

Reaart, under the deal, is entitled to receive in the U.S.A., Alaska and Hawaii substantially all of the pictures produced and distributed by Universal for the seasons 1933-34 through 1963-46. All of the pictures covered by the pact already have become available for reissue.

Universal made the disclosure of the Reaart deal profit and terms in a new prospectus, issued primarily for the purpose of noting that 234,500 shares of common stock are covered by warrants and that 89,600 such warrants have been exercised.

Telenews Planning Political Coverage

Telenews Productions, Inc., is in the process of completing plans with the Republican and Democratic national convention committees for film coverage of the July nominations in Chicago.

Ted Genock, Telenews editor-in-chief, reports that a staff of more than 25 will cover the sessions. Camera crews will operate on the convention floors and at the headquarters of both parties.

MPEA to Meet Wed. On French Plans

The Motion Picture Export Association board will meet here on Wednesday for further discussion of the four alternate counter-proposals made by the French during the initial negotiations for a new film agreement.

Eric A. Johnston, MPEA president, company presidents, and foreign managers will attend.

U. A. HAS 42 SET TO END OF 1953

U.A. Helped Finance Nearly Half of New Product; Plans More

That United Artists has embarked upon a program of extensive participation in financing projects for its release was disclosed by Arthur Krim, president, at a news conference here on Friday.

In the company's release schedule, already set for the next 18 months there are, as of now, 42 features, in at least 30 of which, or approximately half, U.A. has a financial interest, Krim revealed. The financing, he said, is being provided largely by the Walter Heller (Continued on page 2)

Marcus Shifted from D. of J. Film Cases

WASHINGTON, May 25. - Philip Marcus, who has been the Justice Department attorney handling motion picture cases since the resignation of Robert L. Wright, has been transferred to other work in the anti-trust division, effective June 1.

His film work is being split up among several other attorneys. Maurice Silverman will handle questions arising out of the Paramount case judgments, while new litigation work will be under yet undesignated attorneys in the litigation division.

This will be the first time since the (Continued on page 6)

Leonard Goldstein Leaving Universal

Hollywood, May 25. - At his request, producer Leonard Goldstein has been released from his association with Universal-International. It is understood he will join 20th Century-Fox after the expiration of his current Universal contract on May 26.

Termination of the association was described by the studio as being due (Continued on page 6)

Arbitration 'Gains' Hailed by Wolfson

In a Theatre Owners of America "progress report" issued to members at the weekend, Mitchell Wolfson, TOA president, declared himself "extremely pleased with the progress made at the initial meetings" of the Industry Arbitration Conference.

It is hoped, he added, that before a plan is finally adopted the area of agreement and the scope of arbitrability will be "even wider" than has thus far been agreed on by the conference. The conference met for the first time last month and will reconvene here on June 16.

Today's Business: Peaks and Abysses

Asked for his observations on the state of current business and probable future prospects, Arthur Krim, United Artists president, told newsmen at a press conference here on Friday:

"It is heartening to see how high business can go and startling to see how low it can be. The former boundaries at which business leveled off seem to have disappeared."
20th Century-Fox engines will meet here to set up timetable for Eidophor shows

Twentieth-Century Fox engines are scheduled to meet at the home office today to lay the groundwork for a demonstration timetable for the public exhibition of 20th-Fox's Swiss Eidophor CBS color process on film, it was unveiled the first time in this country at last week's stockholders' meeting.

Earl Spontale, 20th-Fox research director, said the engineers would set up a timetable for technical improvements which still have to be made to the process, and for marketing findings. Spontale estimated that the engineers could work out all technical problems in two weeks, leaving the actual dating of the first demonstration to Skouras.

UA Sets 42 for 18 Months

(Continued from page 1)

for which releasing deals have not yet been completed, will be added to the 18 months' release schedule in the usual number, bringing the schedule to 44 features. The additions will make it possible for U.A. to maintain the average of three releases per month which it has maintained over the past year.

May Add Limelight!

Charles Chaplin's "Limelight," now completed, may be among the pictures to be added to the schedule. The film, which was on the shooting schedule for several weeks in Hollywood.

Kirk said the schedule is probably the largest and covers the longest release period for definite product in United Artists' history. Robert Peterman, U.A. partner, pointed out that with 16 of the 42 pictures in color, the proportion of tint negatives is four to five times greater than in any previous U. A. line-up.

Max E. Youngstein, U.A. vice-president, called attention to the precautionary steps taken by the company in connection with the exploitation campaigns for the pictures which the long-range release schedule makes possible. Another innovation in recent U.A. experience, he said complete campaigns on individual pictures now can be efficiently executed to obtain maximum results.

The product definitely set as now follows includes 13 pictures for the last half of this year; they are:


Thus solving a minor problem for the company in that market. Four of the five pictures to be made in England are scheduled for Technicolor, and the remaining film, "Triumph," is scheduled to be made by a British producer.


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Regularly, millions of families turn to Monthly Magazines for friendly guidance, service and above all—entertainment!
They’re in the mood to be entertained...they’re pre-sold on entertainment. That’s why Monthly Magazines offer Motion Picture advertisers the most responsive audience ever.

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written by ALAN LeMAY · directed by ALLAN DJA
Id Premieres boxoffice picture!

Ray Middleton
Star of "SOUTH PACIFIC"

Bill Shirley
Muriel Lawrence

introducing Eileen Christy
as Jeanie

and Presenting the Immortal Songs of Showboat Days

Rex Allen
As Guest Star
and Lynn Bari

A Republic Picture Republic Pictures Corporation
Final MGM Sales Meet Opens Today

M-G-M’s fifth and final sales conference will get under way today at the Astor Hotel here when 38 men from the six branches under the supervision of John P. Byrne, eastern sales manager, meet for the first of a three-day session.


Also, Jack B. Mundstuk, Edward Susse, Abe Harris, Gerald McGowan, Grover Fuller, Robert Lynch, Louis Formato, Ed Gallner, Clarence C. Pip- pan, Frank Solomon, Ray Scalli, Wil- liam Hopkins and Harry W. Bache.

Leonard Goldstein

(Continued from page 1)

to the inability of Goldstein and the company to reach an agreement on terms of a new contract.

N. J. Blumberg, U-P president, stated that "our association with Leonard Goldstein these past years has been most congenial and productive. Our studio heads, Leo Spitz and William Goetz, agreed that we could not ask Mr. Goldstein to remain under ar- rangements which he felt were not conducive to his best interests. It is with sincere regret that we end our splendid association. We hold Mr. Goldstein’s ability in highest regard and wish him continued success in the future."

THEATRES FOR SALE

In compliance with the Order of the U. S. District Court we offer the following properties for sale.

LEASED PROPERTIES

Auburn, N. Y.; Geneva, N. Y.; Herkimer, N. Y.; Salamanca, N. Y.; Ashland, Ohio; Bueyrus, Ohio; Kent, Ohio; Piqua, Ohio; Corbin, Ky.; Lexington, Ky. (2); Maysville, Ky.; Paris. Ky.

OWNED PROPERTIES

Corning, N. Y.; Cortland, N. Y.; Lockport, N. Y.; Onconota, N. Y.; Rochester, N. Y. (2); Perry, N. Y. (vacant lot); Ravenna, Ohio; Van Wert, Ohio (non- theatrical use); Cambridge, Md.; Easton, Md.; Cumberland, Md.

Brokers must disclose principals. No reasonable offer will be refused.

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NATIONAL Screen SERVICE PIONEER BABY OF THE INDUSTRY
Kenneth Roberts' Best-Seller

Lydia Bailey

Technicolor

is

adventure—

voodoo love—

jungle telegraph—

passionate Haiti—

and

Boxoffice!

There's no business like 20th Century-Fox business!
High Court Holds Films Have ‘Free Press’ Status

Highlights of U.S. Supreme Court ‘Miracle’ Ruling

Following are highlights of the U.S. Supreme Court’s decision, handed down yesterday, in “The Miracle” case:

The court held that motion pictures are entitled to the protection of the First and Fourteenth Amendments to the Constitution, the free speech and press freedom amendments, thus reversing the court’s 1916 decision.

Seeks to Sell Met. Playhouses Stock

RKO Theatres is currently turning to public advertisements in its efforts to dispose of its stock interests in Metropolitan Playhouses as required by the RKO Theatres consent decree.

Variety Sets ‘P.R.’ Drive Nationally

Philadelphia, May 26.—Plans for launching a nationwide public relations program in behalf of Variety Clubs International were discussed at the Bellevue Stratford Hotel here over the weekend by Jack Beresin, international chief harlequin, and other newly elected officers.

Seeks ‘Miracle’ Ruling Not Settling Censor Issue

Industry attorneys and Motion Picture Association of America officials, while reluctant to interpret the Supreme Court decision in “The Miracle” case yesterday too broadly to cover the many cases hereafter, were left with the feeling that the decision may be used in settling other cases.

NCA Board Votes to Establish ‘Caravan’

Minneapolis, May 26.—The North Central Allied board today unanimously ratified the action of National Allied at Colorado Springs condemning Paramount.

Films Not Alone In Business Dispute: Wolf

Louisville, May 26.—In his address Wednesday evening before the annual convention in the Brown Hotel of the Kentucky Association of Theatre Owners, guest speaker Marc J. Wolf, president and general manager of Y. & W. Theatres, will point out that television is not “our great foe,” but rather is only one of the reasons that business is below par. The principal reason, he declared, is “general economic conditions of the moment.”

Court May Rule On ‘Pinky’ Case Monday

Washington, May 26.—The Supreme Court did not act today on the “Pinky” case, the industry-hacked test of the constitutionality of film censorship, which industry attorneys regard as basically broader than “The Miracle” case, decided today.

Court hopes here expect the “Pinky” decision to be announced next Monday, the final decision day before the court adjourns until October. Industry attorneys are hopeful that the decision will go more to the heart of the constitutionality of censorship itself, than did “The Miracle” decision.
High Court Curbs Censors

(Continued from page 1)

gave full indication that the justices would be very strict in determining what types of censors were valid or valid under the Constitution of freedom of speech guarantee.

All nine justices agreed that the New York State ban on "The Miracle," the prophet's appeal, was void because they found the play a direct espousal of a political or social doctrine to the subtle shades of which the court felt that a state should be free to order to be eliminated. 

Justice Clark's chief goal was to have the motion picture, "The Miracle," as an organ of public opinion, for he felt that the same constitutional right that they are to be expressed in other ways, which are set forth in the Constitution, are not diminished by the fact that they are designed to entertain as well as to inform.

Another Concurring Opinion

Justice Frankfurter wrote still another concurring opinion, in which he finds the court court handled on the broad issue of the degree of protection to which films are entitled in the First, Ninth, and Fourteenth Amendments, because the New York court's interpretation of "sacrilegious" was so vague as to make it impossible to determine whether the film should be considered, and if so, the court should feel the state has some censorship power.

The separate opinions by Justice Frankfurter and Justice Reed are somewhat a matter of the! The decision is that the film is a challenge, but all hands admitted that it was much more than that. The "Miracle" came to the high court on an appeal from Joseph Burstyn, Inc., distributor of the film. The company championed the right of the film to go to the Appeal division in the New York court, which rejected his challenge, whereupon he went to the Supreme Court.

In his official court opinion, Justice Clark said the key issue was Burstyn's contention that, "The New York statute is an unconstitutional abridgement of free speech and a free press." He recalled that the high court in the Mutual Film Corp. case had upheld the Ohio state film censorship law, ruling that film exhibition was a "business pure and simple" and not to be regarded as part of the press of that state or as organs of public opinion.

However, Justice Clark said, at that time it was not clear whether the Fourteenth Amendment gave the Supreme Court the right to outlaw state laws that violated the First Amendment. Starting in 1925, he declared, the high court in a series of decisions, ruled that it could not override state laws as violating the free speech and press guaranties. "Since this sequel of the course of events and the decisions thereon vary from the ambit of protection which the First Amendment, through the Fourteenth, secures to any form of speech or the press." Justice Clark went on to say, that it cannot be doubted that motion pictures are a significant medium for the communication of ideas. They may affect public attitudes and behavior in a variety of ways, ranging from a direct espousal of a political or social doctrine to the subtle shades of meaning. It is thought that this art form affects the public in such a way to warrant protection and control.

The importance of motion pictures as an organ of public opinion, for Clark felt that the same constitutional right that they are to be expressed in other ways, which are set forth in the Constitution, are not diminished by the fact that they are designed to entertain as well as to inform.

Citing the argument that motion pictures do not come within the First Amendment because they are the product of a nation, production and distribution and exhibition is a large-scale business. These films come to states for sale. We cannot agree that state protection of expression whose liberty is safeguarded by the First Amendment. We fail to see why operation for profit would have any different effect in the case of motion pictures.

Calls Censorship 'Unbridled'

Clark also pointed out the argument that films possess a greater capacity for evil, particularly young people, than other media. "Even if one were to accept this hypothesis, that movies are more dangerous to the innocent and the young, it does not follow that motion pictures should be disqualified from First Amendment protection. It is not the movie's capacity for evil, it may be relevant in determining the permissible scope of community control, but it does not authorize substantial censorship such as we have here.

For all these reasons, the opinion said, "We conclude that the argument that the film is a challenge, such as the pictures are included with the free speech and press guaranty of the First and Fourteenth Amendments, is not supported by facts that language in the opinion in the Mutual case is out of harmony with the views here set forth, we no longer adhere to it."

This decision, however, does not end the court's opinion, Clark went on. "It does not follow that the Constitution requires absolute freedom to exhibit every motion picture of every kind at all times and places. That much is evident from the series of decisions of this court with respect to other media of communication of ideas. It follows that existing methods of exhibiting pictures are necessarily subject to the precise rules governing any other method of expression, and the method tends to present its own particular problems."

But the basic principles of freedom of speech and press described by Justice Clark were:

 announce that the New York law does not seek to "punish, as a past offense, speech or writing falling within the permissible scope of punishment." On the contrary, he said, the New York law was aimed at "first-time offenders." And this court recognized many years ago that such a previous restraint is a form of "infringement upon freedom of expression enough to be condoned." Clark cited a 1931 court ruling in a case entitled "New York vs. Bird" which said the "government's interest in preventing such rests not absolutely unlimited, but that the limitation is important in "First Amendment cases.

"In the light of the First Amendment's history and of the New York case, it is evident that the State has a heavy burden to demonstrate that the restraint it is seeking to impose is 'utterly unrelated to legitimate ends.' The opinion emphasized the importance of freedom of speech and press in a democratic society. The opinion pointed out that the New York State Appeals Court decided the law as meaning "no protection whatever to any expression, however "sacred to religious or other beliefs."

Motion pictures, it was pointed out, are not merely a form of entertainment, but a form of art. The opinion stressed the importance of freedom of speech and press in a democratic society.

"New York City THEATRES"

Radio City Music Hall

"SCARAMOUCHE"

Stuart Erwin, Eleanor Julian, Mel Ferrer, and Shirley Booth, the stars of the new musical "Scaramouche," are seen in a scene from the show.


Stuart Erwin, Eleanor Julian, Mel Ferrer, and Shirley Booth, the stars of the new musical "Scaramouche," are seen in a scene from the show.


Stuart Erwin, Eleanor Julian, Mel Ferrer, and Shirley Booth, the stars of the new musical "Scaramouche," are seen in a scene from the show.

George Minter presents
Charles Dickens’ Great Comedy Classic

Pickwick Papers

With a brilliant all-star cast headed by:

James Hayter as Mr. Pickwick; Nigel Patrick as Mr. Jingle;
Kathleen Harrison as Rachel Wardle;
Hermione Baddeley as Mrs. Bardell; James Donald as Mr. Winkle;
Hermione Gingold as Miss Tomkins;
Harry Fowler as Sam Weller; George Robey as Tony Weller;
Alexander Gauge as Mr. Tupman; Joyce Grenfell as Mrs. Leo Hunter;
Diane Hart as Emily Wardle; etc. etc.

Screen Play & Adaptation by Noel Langley - Produced by George Minter - Directed by Noel Langley

George Minter’s presentation of

Two Great International Stars

in George du Maurier’s world-famous story

Trilby and Svengali

Thackeray’s Immortal Story of

Becky Sharp

Richard Brinsley Sheridan’s Brilliant Classic Comedy

The School for Scandal

Screen Play & Adaptation by Noel Langley

Renown Pictures of America Inc. 1775 Broadway, New York 19
Renown Pictures Corporation Ltd. Renown House, Wardour St., London, England
WASHINGTON, May 26.—Federal Communications Commission attorney Benjamin Timlin made the main objections to the operations by Paramount put three more exhibitor witnesses on the stand today in the anti-trust hearings.

Mrs. J. M. Anderson, of Boone, Iowa, told how she and her husband, now dead, started in the theatre business in Woonsocket, S. D., in 1912 and built the Princess Theatre there. In 1918, A. H. Blank remodeled the Boone Theatre into the Rialto Theatre as she said, and immediately the Andersons began to lose product and have to pay higher rentals.

She said that in 1936, Myron Blank, in the presence of a witness, offered her and her husband $8,000 for the Princess and gave them 15 minutes to make up their minds. The Andersons refused, the FCC was told, and Blank said he would build a competing theatre. Subsequently, Myron Blank built the Boone, Mrs. Anderson testified.

In 1959, the Andersons sold the Princess to Myron Blank for $30,000, and when he closed the Boone, she said, A. H. Blank, in earlier testimony at the hearings, admitted the making of any such ultimatum or threat by his son and had maintained that the Andersons were not forced to sell but had wanted to.

Another witness today, Carl Knadson, said he had a theatre in the early 30s in Watertown, Mass., and had been unable to get product and finally had to sell to a Paramount subsidiary, Minnesota Amusement Co., for one-third to one-fourth the volume of business.

By that time, he said, he was playing pictures for five to five years old and advertising them as "the world's worst pictures.

The final exhibitor witness today, Donald Leverette of Overton, Tex., said the Jefferson Amusement Co., another Paramount subsidiary, had had two theatres in Overton but that when contracts came up, the theatres were released to be rebuilt. Overton then got together and built and operated the Overton Theatre, but had great difficulty getting films. Leverette said he took over the theatre and had had the same trouble. He said, "Jefferson" remodeled a store into a theatre and operated it. He said he brought an anti-trust suit against the chain and he was settled out of court in 1951.

Seek to Sell
(Continued from page 1)

same company is quoted at the New York Stock Exchange at between $17 and $20.

Current efforts to dispose of Metropolitan Playhouses' stock highlight a lengthy attempt by the company to dispose of the interest. The stock of the May 18, 1950 court order requiring such a sale. The disposal of 100 shares of Gifts, Inc., stock, which was also required to be sold, is also sought in the current RKO Theatres advertisements. Gifts, Inc. is the operator under lease of the Times Theatre, Cincinnati.

Under terms of the court order, which appointed George W. Alger as trustee, RKO Theatres' holdings in Metropolitan Playhouses, the theatre company was given two-and-a-half years to dispose of its interests, bringing the deadline date to about December, 1952.

**Review**

"Lovely to Look At" (Metro-Goldwyn-Mayer)

A RE-MAKE OF THE MUSICAL COMEDY, "Robert," M-G-M's new and lavishous "Lovely to Look At" fulfills the promise of its title. Those who remember the important part the fashion show plays in the film, as a center of attention for the central character, and to it, will be intrigued to learn that the fashion sequence, in color by Technicolor, with gowns by Adrian, is liberally, almost too liberally, re-created for followers of today and tomorrow's fashions.

The style show, coming at the end, is the high spot of the production. It dominates even the lasting tunes of Jerome Kern and Otto Harbach, engagingly sung by Kathryn Grayson and Howard Keel. It is a luxuriant, but it is the fashion show that is the big hit of the picture. Subsequently, in fact, is the whole Jack Cummings' production. Theatres have a rich and tasteful offering in this and the returns from it should be "lovely to look at."

Mervyn Le Roy, in his latest, gets the most from this serviceable story about the American boy, in this instance Red Skelton, whose aunt, a famous Parisian modiste, bequeathed him her fashionable shop. With it went two charming Parisianesses, adopted daughters, played by Miss Grayson and Marge Champion. In search of money with which to produce a Broadway show, Skelton and his partners, Keel and Gower Champion, arrive in Paris bent upon converting Skelton's interest in the shop into cash. On meeting the French business is heavily in debt and in danger of closing, they develop the idea of rescuing it by producing their show in the shop as a fashion review. Keel devotes the project for a Broadway opportunity, offering to invest, but realizes in time to return to Paris, put on the fashion show and win Miss Grayson. Interpersed is some fine dancing by the Champions; in particular, the "Smoke Gets in Your Eyes," number, and a good song and dance turn by a French dancer of any such ultimatum or threat by his son and had maintained that the Andersons were not forced to sell but had wanted to.

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Not Settling Censor Issue

(Continued from page 1)

interests of society," Clark said. "In seeking to apply the broad and all-inclusive of 'sacrilegious' given by the New York courts, the censor is set adrift upon a boundless sea amid the uncharted waters of personal convictions and beliefs. The court in New York cannot vest such unlimited restraints on interpretation of motion pictures in a censor whose standard of fairness, good sense or knowledge of religious views with no charts but those provided by the most vocal and orthodox, if these exist."

"Under such a standard the most careful and tolerant censor would find it virtually impossible to avoid favoring one religion over another, and he would be subject to an inevitable tendency to ban the expression of unpopular sentiments sacred to a religious minority.

"Application of the 'sacriligious' test, in these or other respects, might raise substantial questions under the First Amendment's guaranty of separate church and state with freedom of worship for all. However, from the standpoint of freedom of speech and the press, it is enough to point out that the state has no legitimate interest in censoring religious reputation from views distasteful to them which is sufficient to justify prior restraints on publication under any view. It is not the business of government in our nation to suppress real or imagined attacks on a particular religious doctrine, whether they appear in publications, speeches or motion pictures."

What made Clark's ruling somewhat confusing was that after these sweeping statements as to the protection of films from censorship, his last paragraph backed off with the qualification about the opinion being "within some "sacriligious" censorship and not going into other types of censorship."

In a footnote amplifying on this point, Clark pointed out that in the Near case, the Supreme Court had said that "the primary requirements of decency may be enforced against obscenity publications," and that in another case, the court had unanimously ruled that "there are certain well-defined and narrow limits of speech, the prevention and punishment of which have never been thought to raise any Constitutional problem—these include the lewd and obscene, the profane, the libelous and insulting or 'fighting' words, those by which their very utterance inflict injury or tend to incite an immediate breach of the peace." On the other hand, the footnote said, the court also recently had ruled that "when ordinances undertake censorship of speech or religious practices before permitting and free guarantees of the Constitution," he declared, "that the court in a subsequent case will logically go the rest of the way and make it unmistakable and to the motion to which under the First Amendment, its sister medium, the press, cannot be subject to government by the Supreme Court in these cases.

"The industry, not having had an opportunity yet to read the complete decision, is uncertain of the broad and favorable standards in Justice Clark's opinion which will be interpreted and followed in future cases.

"They exercise, the Constitution forbids, their enforcement." in his opinion, Frankfurter summarized the plot of the film, then mentioned the many critical opinions in the press, the feeling of many Protestant and Catholic laymen that the film was not sacrilegious, and the fact that director Roberto Rossellini and other personnel explicitly engaged in the film were themselves all Catholics.

"Frankfurter said he did not feel that the court could decide the case either by ruling for unrestricted censorship of films or unrestricted showings of theatrical releases. He said that the New York Court of Appeals had given 'sacriligious' the meaning it has had in Texas since St. Thomas Aquinas formulated its scope, and had sustained a finding that 'The Miracle' came within that scope, this court would have had to meet some of the broader questions regarding the relation to the motion picture industry of the guarantees of the First Amendment as far as reflected in the Fourteenth. But the New York court did not confine 'sacriligious' to this technical, Thomist limits, nor within any specific, or even approximate, plaintiff-pleader or other specific facts."

The court, Frankfurter said, felt that the court must decide that in order to have such a case, the film must be indeed "sacriligious": a self-defining term, a word that carries a well-known, settled and in common use.

"Such an interpretation, Frankfurter said, is too broad to be sustained."

"Frankfurter then pointed out that there were no previous court or administrative rulings to indicate what "sacriligious" and that throughout history there has never been an interpretation of the words by which the New York Court of Appeals explained 'sacriligious' carries the proscription of religious subjects that makes the term unconstitutionally vague."

No Comment from Dr. Brind

No comment from Dr. Charles A. Brind, Jr., counsel for the Board of Regents, said tonight that there would be no comment on the U. S. Supreme Court ruling that New York State could not ban "The Miracle" as "sacriligious" until a copy of the decision was received here.

"It knocks out the Mutual Film case," one observed, "but doesn't really make clear what they're doing in its place."

"The court says motion pictures are entitled to the protection of the First and Fourteenth Amendments," commented one industry executive, "and then apparently proceeds to suggest circumstances under which that protection would not apply. That seems to mean continued censorship and end less court tests of what is censorable and what is not. I hope a far more basic and definitive decision comes out of the "Pinky" case."

"Others pointed to the court's finding that in "exceptional" cases censorship of films might be sustained, as a possible "out" for many forms of continuing censorship. All felt that the "Pinky" case, now before the court, is fully justified and still is needed to get what they hope will be a clear-cut decision from the court on the constitutionality of film censorship, per se."

Joseph Burstyn, distributor of "The Miracle," who appealed the case to the Supreme Court, called the decision a "victory of the first magnitude, breaking it clear that the motion picture is fully entitled to the same guarantees of freedom of expression as the press itself."

Dinner for Davis

Lynn Farnol and Philip Miles will be hosts at a dinner at Tootos Show's June 4 for Martin Davis, executive and publicity manager for Samuel Goldwyn Productions. Davis will be married June 7 to Dolores Farlitt.
Salute These New Song Hits!

"The Parachute Jump"
"What Have You Done For Me Lately"
"The Big Blue Sky Is The Place For Me"
"I Know A Dream When I See One"
"I Can't Resist A Boy In Uniform"
"Keep A Little Dream Handy"

In Hal Wallis' Production

Jumping Jacks

Paramount Sends Grosses Sky-High In July!!

The boys are coming in for a boxoffice landing with their hilarious new hit that's a cinch to outgross "Sailor Beware" and all the other sensational moneymakers they've ever made.
Republic Sets $1-Million for Color Step-up

Tricolor Decision Rises From Cost Survey: Yates

Republic Pictures will allocate over $1,000,000 for expansion of its sole-owned color process, Tricolor by Consolidated, in New York, Hollywood and London. Herbert J. Yates, president, disclosed yesterday following conferences with James R. Granger, distribution vice-president, and district managers.

Yates reported that the company’s analysis of the box-office reaction to color indicates that the over 30 per cent rise in production costs due to color is unquestionably

(Continued on page 2)

20th Divorce Awaits U.S. Tax Clearance

Virtually the only obstacle in effecting the divorce of 20th Century-Fox on the June 28 target date would be a delay in the clearance of the U. S. Treasury Department governing the free exchange of securities, a 20th-Fox official disclosed here yesterday.

The possible delay, which was described as “of no particular significance,” would be three months at the most, the 20th-Fox spokesman said. It would be a matter of splitting the

French Subsidy Is Opposed by SMPP

The Society of Independent Motion Picture Producers has taken a position in opposition to the French proposal which provides for payment of a subsidy to the French industry out of American film earnings in that country. The Society’s stand will be communicated to a Motion Picture Export Association meeting which will

(Continued on page 4)

ORDERLY SYSTEM OF ZONING, CLEARANCE DESTROYED: SCTOA

Hollywood, May 27.—Declaring that the decree emanating from the decision in the government’s Paramount case “have destroyed the orderly system of zoning and clearance which we maintain is vital to the successful and profitable exhibition of motion pictures, as well as their production and distribution,” the Motion Picture Owners Association today dispatched to the Small Business Committees of the Senate and the House of Representatives, Federal Trade Commission, Department of Commerce, and all other exhibitors organizations, copies of a set of rules

(Continued on page 4)

UPT Cuts Quarterly Dividend to 25¢

The usual 50-cent quarterly dividend of United Paramount Theatres, Inc., was cut in half yesterday when UPT’s board of directors declared a 25-cent per share dividend payable on July 18 to holders of record on June 27.

UPT’s president Leonard H. Goldenson, in disclosing the action of the board, also declared that it would be UPT’s policy to pay extra year-end

(Continued on page 4)

GiTS TO ROGERS FUND

In memory of Kann

Headquarters here of the Will Rogers Hospital Fund announced yesterday that it is in receipt of a number of contributions made in the memory of Red Kann. In acknowledging these Kann memorial contributions, Albert Montague, president of the fund, said: “Red was a good and sincere friend of our Hospital. Always close to our many problems, Red was an uniring worker on behalf of the needs of the Hospital. He believed that the Hospital reflected great credit on our industry and the people in it. We appreciate the thoughtfulness of Red’s many friends making these contributions in his memory.”

$1,355,000 for Para. In First Quarter

Earnings of Paramount Pictures and its consolidated domestic and Canadian subsidiaries for the first quarter, ended March 29, was $1,355,000, after provision for income taxes, it was disclosed here yesterday. This compares with earnings of $1,411,000 for the quarter ended March 31, 1951. At the same time, it was announced that the Paramount board voted a di

(Continued on page 4)

THE COURT RULES—YES AND NO!

By MARTIN QUIGLEY

THE United States Supreme Court this week handed down a decision of seemingly major importance. In making known its ruling in the case of the controversial Rossellini film, “The Miracle,” it struck down as unconstitutional that provision of the New York State statute which forbids the issuance of a permit to a film held to be “sacreligious.”

The decision also ruled, after a fashion, that motion pictures are entitled to the blanket of protection provided in the First Amendment against the abridgement of the freedom of speech and of the press. It further referred in this connection to the Fourteenth Amendment which forbids any state from making or enforcing any law that shall abridge the privileges and immunities of citizens of the United States.

These two specifications would seem a death-warrant for all politically constituted censor boards, state and municipal. But the court did not stop there. It proceeded to indulge itself in reasoning which leaves the whole question in an exceedingly confused and unclear condition.

It is clear, however, that the court placed the brand of unconstitutionality upon the statutory provision against

(Continued on page 6)

SEE DECISION INVITING MANY ‘TEST’ CASES

Lawyers View ‘Miracle’ Ruling As Inconclusive

The Supreme Court’s decision in “The Miracle” case has opened the door to a possible flood of actions challenging the traditional prerogatives of state censor boards, it is believed by attorneys and other industry observers here.

The consensus, however, is that distributors and exhibitors will not be seeking Supreme Court decision on the appeal in the “Pink Film” case before opening a general legal assault on the censor boards’ rights, since the “Pinkie” decision could be far more sweeping in its different-over of film censorship than was the “Miracle” ruling.

In the opinion of industry attorneys the decision in “The Miracle” case does not challenge the right of state censor boards to operate.

The high court apparently is the

(Continued on page 6)

United World TV Films Start Monday

United World Films, Universal affiliate, will launch the production of television films on Monday at the Universal Coast studio, whose film-producing facilities will be utilized for the first time for this purpose.

“All talent involved in the making of these films has been especially engaged by United World’s television producing unit,” the company stated.

LESER-POE FIRM

New Video Firm

Entry into the television film distributing field by Major Television Productions, Inc., a newly-incorporated subsidiary of Producers Representatives of New York, was disclosed yesterday by Irving Leser and Benjamin Poe, heads of Producers Representatives.

The new firm has a catalogue of 30 features and 52 half-hour TV films. The features were all made before 1945, while the TV films consist of a series of Burton Holmes pictures and the Cathedral Bible series.
Personal Mention

J. CHEEVER COWDIN has been elected chairman of the finance committee of Spyry Gyroscope Co. He is scheduled to return to the Coast this weekend upon completing a 40-day visit here.

JAMES A. FITZPATRICK, Traveltalk producer, will sail on the S.S. America from New York tomorrow for Germany. Later he will go to Denmark, and will be gone two months.

CHARLES C. MOSKOWITZ, vice-president and treasuer of Loew's, has returned here from a Miami vacation, according to翰M. WELTMAN of the legal department.

CHARLES BAERG, RKO Radio North-South division sales manager, will be in Memphis today from Nashville and will return to New York tomorrow.

BEN Y. CAMMACK, RKO Radio's Southwestern district manager, and his entourage from Hollywood, arrived in New York today with William WHITE, in Dallas on Friday.

WILLIAM GOETZ, in charge of production for Universal-International studios, will arrive here this weekend from Hollywood and on a route to Europe.

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, has returned from Hollywood on a two-week visit to Midwest exchanges.

JEROME M. EVANS, Universal home office representative, has left here for Pittsburgh.

BERTHA FRIED, secretary to S. C. BAUMGREN, M-G-M lawyer, was married to HY ROSEN.

AL ZIMBALIST, production executive, is visiting New York from Hollywood.

ELIA KAZAN is scheduled to leave here tomorrow for London by plane.

Mrs. Janet Hutton

ALBANY, N. Y., May 27.—Private under the wing of his father, William W. Farley. Mrs. Hutton's husband, Frank, who died last March 16, had been associated with Farley in the management of the Benedecty Theatres a few years ago.

Richard Rober, Actor

HOLLYWOOD, May 27.—Richard Rober, stage and screen actor, died in a Santa Monica hospital yesterday as a result of injuries received in an automobile accident. He was 42 years old. "The Well," "Thelma Jordan" and "Father's Little Divided" were some of the pictures in which he appeared.

RUN THE CEREBRAL PALSY TRAILER

One thousand new contracts for Warner Pathé News have been closed to date in the current Warner newreel drive.

Mr. Norman Murray, president of the company, has disclosed here yesterday, in a press conference, that the reorganization brochure stressing the growing importance of the newreel as a motion picture theatre draw, illustrates and points out that all the current world events have been so eagerly awaited by the public, as at present. "Public interest in news coverage in all forms of theatre entertainment, is very high, with the wider coverage and entertainment value of the newreel surpassing all other forms of entertainment, in terms of audience appeal," a statement from Murray's office.

Republic and Color (Continued from page 1)

warranted by the increase in theatre grosses. The analysis covered key cities throughout the United States.

The $1,000,000 appropriation was solicited by the company's decision to release Trucolor's "The Winning Team" as part of the Republic's deluxe program, a decision which Yates stated was stimulated by the box-office results of color pictures. Trucolor's second unit was committed to an exclusive re-release to Trucolor pictures for which were screened from shows for an all of the pictures had been in the company's Hollywood studio.

Screened were "I Dream of Jeannie" at Pixie, "Observe and Report" with Roddy Melton, "South Pacific" in Bremen, "Burma Victory" and "The Devil's Nuisance," the company's Hollywood studio.

In discussing the decision to utilize Trucolor, Yates stated that he is predicted on his optimism about industry prospects.

"We have many problems yet to cope with," Yates stated. "The box-office is bright and my feeling about the outlook for the motion picture industry is growing after several conversations with leading exhibitors from all sections of the country."


Republic Division Set

A dividend of 25 cents per share on preferred stock, payable July 1, to the holder of record on June 20, was declared yesterday by the board of directors of Republic Pictures.

Five-Country Pool for Olympic Reels

Eight newsreel crews representing countries of the world outside the Iron Curtain will operate on a pool basis for the Olympic Games to be held July 19 to August 3 in Helsinki, Finland. This was announced by Waldo C. Amst, vice-president of Warner Pathé News, and chairman of the Newsreel Committee of America's Newsreel Committee.

The eight crews, to be drawn from American, French, British, Italian and Canadian newsreel pools, will work under the supervision of John D. Le Vien, news editor of Warner Pathé News, and director of the newsreel department of coverage by the participating organizations.

The Pathé News has the cooperation of S. R. & its satellite countries will cover the Olympics with a newsreel pool of their own.

Newsreel Parade

THE German Peace Treaty and President Truman at Annapolis are current newreel highlights. Other news coverage is getting married. Complete contents follows:


"Not much meat on her... but what there is, is choice!"

"'Pat and Mike' Is a film you'll like—Spence and Kate Are simply great! Together again And it's no fib... Their funniest hit Since 'Adam's Rib'!"

M-G-M presents Spencer Tracy as Mike • Katharine Hepburn as Pat in "PAT AND MIKE" • co-starring Aldo Ray • with William Ching • and Sports Stars: Gussie Moran • Babe Didrikson Zaharias • Don Budge • Alice Marble • Frank Parker • Betty Hicks • Beverly Hanson • Helen Dettweiler • Written by Ruth Gordon and Garson Kanin • Directed by George Cukor • Produced by Lawrence Weingarten
French Pact

(Continued from page 1)

be held here today with Eric A. Johnson presiding.

The proposal in question would permit unrestricted imports, but provides that 25 per cent of earnings from the first 70 films and 15 per cent of the remain-
ering pictures produced by the car-
ppanies could withdraw 12½ per cent of the current year’s accruals now block-

Alternative proposals provide for
(1) limitation of imports to 100 pic-
tures, with remittances of $1,200,000
per year to the Motion Picture Com-
pany, and
(2) a share of the domestic industry’s
yearly fiscal current accruals, and
(3) a 10 per cent limitation of in-
vestments in inventories, dividen-
d payments that can be made that are
higher in proportion to earnings than
is the case in other enterprises.

Regardless of yesterday’s decision,
Goldenson said the board put
particular significance on the
stantial demands for cash that the
corporation will face in the event that
the new motion picture company
broadcasting Co. is approved” by the
Federal Communications Commission.

Goldenson, referring to his recent
message to stockholders expressing
his hope that the board would see
fit to declare the regular dividend, said
that yesterday’s board action is in the
best interests of the corporation and the
stockholders.

N. C. Baxley, of E. H. P. Para-
mount, UPT had paid a regular quar-
terly dividend of 50 cents. UPT be-
nounced on Jan. 1, 1950.

Besides voting the 25-cent dividend,
the board re-elected all officers of the
corporation. They include: Golden-
son, president; Walter Gross, vice-
president and general counsel; Rob-
ert H. O’Brien, secretary-treasurer;
Robert M. Weitem, vice-president;
Edward L. Hyma, vice-president;
Grace E. Hunter, comptroller; J. L.
Brown, assistant treasurer.

Para. Earns

(Continued from page 1)

vident for the second quarter of 50
cents per share on the common stock,
payable June 28, to holders of record on
June 9.

The $1,335,000 of consolidated earn-
ings for the first quarter represents
$3,750,000 of earnings outstanding on March 29, which
compares with 61 cents per share for the
quarter ending Dec. 31.

The above earnings do not include
Paramount’s net interest in the com-
bined undistributed earnings of para-
tially owned non-consolidated compa-
nies, which for the first quarter of 1952
were $160,000, and were $205,000 for
the first quarter of 1951.

Kentucky Meeting

Will Open Today

Louisville, May 27.—The an-
other annual convention of the
Kentucky Motion Picture Asso-
ciation will open to-morrow at the Hotel Brown here for the benefit of mem-
erers who will include Marc J.
Wolf, of Y. and W. Theatres;
Leon J. Bamberger, RKO Pic-
tures; George T. Wyman, Col-
ner, who will discuss “Cen-
sorship vs. Self-regulation”; Ed
Rogers, of Paramount, brief-
ning: Fred Matthews and
Frank Riffe, Motograph; Louis
Arnu, Twin Drive-In; Jerry
Colfman, City Theatre; Fred
Franklin, Strand; Department;
Truman T. Rembusch, Allied
States; Jack Jackson of Na-
tional Screen, and others.

SCTOA

(Continued from page 1)

SCTOA considers essential to the in-
dustry’s future the establishment of a

The SCTOA committee composed of
Cecil Vinnick, O. N. Sreer, Al
Hansford, George A. Martin, Jack
Silverstone, which drew up report, today
told the trade press, “We find it mandatory
to have specific rules which would regu-
late the adverse anti-trust litigation. The
decrees, instead, have removed all restraints
from distribution and have opened all the
previous existing business arrangements
and established relationships.”

Deprived of Buying Power

Reciting, in its 22-page report, con-
ditions which prevailed prior to the
depressed furiously to the Department of
Justice on May 1 last year, and
the number closed now is 200,000.

now predicting 20 more will close by July.

Embodies 8 Points

The report, embodying an eight-
point recommendation for rules, is go-
ging to all government agencies, with
the exception of the event such agencies are
are capable of the relief requested because of exis-
ting restrictive legislation and have ordered that appropriate
legislative bodies be requested to alter or amend such laws to
exclusively the business of motion
picture production and exhibition,
or that new laws be passed which will
permit the operation of regulations
herein set forth.

20th Divorce

(Continued from page 1)

company into production-distribution
and exhibition units at the next ac-
counting period.

The official pointed out that the
delay would not require the concurrence
of the Department of Justice because such
a contingency is being cared for in the
company’s consent decree. In ad-
dition, the deadline for effecting divi-
sion of the firm is July 1.

The Treasury Department’s ap-
proval is sought to avoid taxation of
stockholders on non-recognition new
securities in the two projected com-
panies in exchange for their old securi-
ties in 20th-Fox.

RUN THE CEREBRAL PALSY TRAILER

Wednesday, May 28, 1952

MOTION PICTURE DAILY
Ten Premiers This Week Along B'way

Ten new films are slated for Broadway openings this week, heralding the Memorial Day weekend when a business upswing is expected. In the meantime, the war of the pictures raged on at many first-run situations here.

At Radio City Music Hall, a steady $105,000 is expected for the opening on Friday for "Scaramouche." "Lovely To Look At" bows at the Hall tomorrow.

The premiere of "Lydia Bailey" will be held Friday at the Roxy, where the second and final week of "Kangaroo" was expected to net $50,000. The Roxy's new stage attraction will headline Allan Dale.

Johnny Ray opens at the Paramount today with "The Wild Heart" on the screen. The second and final inning of "Rancho Notorious" brought a moderate $15,000.

"About Face" at the Warners is doing satisfactorily, with $35,000 estimated for its initial week. The Warner plans to close June 5 for the summer. No reopening date has been set yet.

At the Mayfair, about $8,000 is indicated for "Outcasts of Poker Flat," a second week for the film considered somewhat on the sluggish side. A fair $17,000 is seen for the second week of "Outcast of the Islands" at the Astor, where $8,000 is estimated for the same film at the Fine Arts Theatre.

"The Girl in White" opens at Locco's State Friday, replacing "Wild North," which is expected to do an average $10,000 its second week at the Roxy. At the Criterion, the last six days of the third week of "The Sniper" is due to hit a moderate $10,000 and will be replaced tomorrow by "The Red Ball Express."

The third and final inning of "Carbine Williams!" at the Capitol was forecast for a slow $17,500 gross. "Shirts Ahoy!" bows there today. Another two "Shirts" grossed $12,500 in the last stanza. At the Criterion, the last six days of the third week of "The Sniper" is due to hit a moderate $10,000 and will be replaced tomorrow by "The Red Ball Express."

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Cities Improvement In RCA Color Tube

Basic improvements in the RCA tri-color television picture tube are claimed by Dr. Elmer W. Engstrom, vice-president in charge of RCA's laboratories division.

The improvements credited to RCA engineer Alfred C. Schroeder, are said to permit a single beam deflection system.

New York Rivoli Closes

The Rivoli Theatre here has closed for the summer. A spokesman for United Artists Theatres, operator of the house, said the closing was indefinite.

Television--Radio

Comment and Opinion

BECAUSE it is currently concerned over the problem of rising costs, television seems to have forgotten that, unlike the motion picture in its youth, it is not dealing with an unspoiled, unsophisticated audience.

At present there is a tendency to rush headlong into the production of cheap, quick films made especially for TV consumption. Some are made in Hollywood, others in Europe where the British, in particular, seem to be interested. For a while these half-hour features will undoubtedly serve their purpose but it would be wise to ask: How long?

People who watch TV to a large extent are also movie fans. They are used to standards which are much higher—production values much more elaborate—than those offered today on television. Inevitably there will come a point where the something-forever-nething mentality of the audience will no longer protect the quick fixes from the criticism they so richly deserve.

Things move fast in television. Recently a sponsor dropped a show before his name had even gotten on the air. Now the Associated Press says it is abandoning its newly inaugurated newswheel service to TV stations. The service started April 14 and terminates May 30. Said the AP: "Uncertainties of the future make it advisable to suspend operations until there can be a clear picture of the rapidity with which new television stations may be opened.

Congress had something to say about that last week. The Senate Interstate Commerce Committee voted $800,000 to permit the FCC to put on 20 additional teams to start procuring and hearing new applications for television stations starting July 1. The welfare of the people, not the happiness of the FCC, is at stake. TV belongs to the people," the Committee said.

Because the rules that govern television programming are sometimes obscure, it isn't easy to figure out who a Saturday night on TV, when outside competition is heaviest, is so much less attractive from the audience point-of-view than Monday night when people are home anyway. Two CBS-TV programs, one new and one revamped, deserve special mention for brightening up the Saturday lineup.

"All 'Round the Town," sponsored by Pepsi Cola and starring that very personable young husband-and-wife team. Mike and Buff, offers some of the best-arranged interview shows ever seen here for a long time. Last Saturday Mike and Buff took their cameras and microphones to Pennsylvania Station where they described the place and interviewed personnel. There's rarely a lag in their program as the team capably splits up the job of handling the various interview chores.

"Celebrity Time," also on CBS-TV, has been thoroughly revamped and now offers entertainment with a capital E in a pleasing format that still makes the best of Conrad Nagele's personality. Two weeks ago Joe E. Brown outdid himself in the guest spot. Last week Vivian Blaine and Boris Karloff brought some laughs to the show. B. F. Goodrich can be proud of the new "Celebrity Time."

It has become difficult now to think of the Sunday afternoon Hallmark "Hall of Fame" over NBC-TV without its charming hostess-actress, Sarah Churchill, the attractive daughter of Winston Churchill. Miss Churchill brings to the half-hour dramatic offering a note of distinction for not only is she bringing songs and appealing hostess and narrator, but when starred in one of the biographical sketches in which the Hallmark Theatre specializes, she has proven again and again that she is an actress of unusual ability. Born in Admiralty House, London, in 1916, she described her self at an early age that she was for the stage and she has pursued that ambition relentlessly, taking time out during the war to work in the Women's Auxiliary Works. She has been in the movies and on the American stage but considers television the most exciting and satisfying work of her career.

General Mills has renewed ABC-TV's "The Story of Ernie Shore" for another 32 weeks. , . . NBC-Radio inaugurating Stan Kenton Concerts starting June 3.

Fred Hiatt

FCC Hearing Date May Be Set Today

Washington, May 27—Barney Field, vice-president of the Federal Communications Commission will announce tomorrow or Thursday that the FCC's inquiry into the present state of television hearings will get underway sometime this fall, probably in October.

Protest Hollywood TV Production

Concord, N. H., May 27—Opposition to Hollywood producers making films for television was expressed here at the first of four regional meetings of the Independent Exhibitors of New England. Television was foremost on the agenda.

Exhibitors expressed the opinion that theatres should not be used by motion picture producers to carry the burden of its TV competitor and if producers continue such practices, they will inevitably have to abandon the closing of theatres, it was stated.

Television competition will be greatly minimized if television produces its own film programs, delegates at the meeting concluded.

Snaper to Address Showmen


Hold Brief FCC Para. Hearing

Washington, May 27—The Federal Communications Commission's Paramount hearing went on for only two hours today, and then recessed until tomorrow.

The witness was Sam C. Myers, brother-in-law of Paramount president Barnby Balaban and one of the exhibitor witnesses being called by FCC attorneys. It was decided that the ground to be covered by Myers had already been covered by previous FCC witnesses.

Ralph Rockafellow, Para. TV Ad Head

Ralph Rockafellow, director of advertising-publicity for Paramount Television, has been suddenly Monday night at the age of 54.

Rockafellow had been with Paramount for 25 years and was associated with a number of advertising agencies, including Young & Rubicam and Buchanon. Surviving are his widow, Debbie, a son, Ralph, Jr., and a daughter, Mrs. Richard Wayne.

Outdoor Business Up

Albany, N. Y., May 27—Outdoor theatre business in this area slumped during the first half of May, while outdoor patronage slightly exceeded that for a comparable period last year, Charles A. Smakowitsz, Warner Brothers zone manager, and Harry Lamont, head of Lamont Theatres, reports.
opinion, they held, that the boards are free to further censor an existing decision, providing that they do so within the framework of the Constitution.

This is significant in that the justices were more likely than not would be prone to reverse the old Mutual Film case decision. Thus, the new precedent appears to have taken the step it has with the "Miracle" decision could clearly be a step to two or three decisions overruling the Mutual decision in its ruling on the "Pink" appeal.

The attorneys felt certain that on the other side of the country the case has not been filed and that the court will be able to look at the case in detail. The fact that the justices heard the "Miracle" appeal takes this, their assent was

However, the high court could remand the "Pink" case back to the Texas court; it was decided with the Texas court in the "Pink" case a tone on its merits, or uphold the decision of the Texas courts in sanctioning the banning of showings of the film "Pink" in Texas. The Texas court has decided in prosecuting the case the case the state contended that the film, which has a race relationship, was not made because of the interests of the community.

Supplied Data to Burstyn

It was learned yesterday that the Motion Picture Association of America, which has taken an active role in the proceedings to motion picture cases under review in light of the "Miracle" decision. It was said that the appealing distributor, Burstyn, Inc., was supplied by the Association with considerable data that assisted the firm's case.

Industry attorneys appeared to agree that the "Miracle" decision does little in itself to alter the practical problems of censorship for the industry.

"It is clear," one said, "that censors cannot prohibit the exhibition of a film from being shown. What appears to be a change is that it may appear to have been changed and I can't recall any film other than the "Miracle" case itself where the Board of Censors has had a censorship ground under the "Pink" case. Under such circumstances the decision can be one of minor significance to the industry.

No Indication of the Scope

"As for the extension of the protection of the First and Fourteenth Amendments to the decision, there is no indication of the scope of that protection and there are just a few items to remind us that it is limited in the film. It appears that we will have to bring test cases indefinitely, or at least, it will take the Board of Censors to be more liberal in its censorship and is what is not, and thus discover to what extent the "Miracle" case is or isn't constitutional.

"That is just about the position in which we have been for years. The decision would appear to give added encouragement to the legal profession concerned, to the "Pink" case. It promises to give us a definition of the constitutionality of censorship on grounds of race relations, which is of far more importance to Hollywood producers than the subject of sacrilege, which is an extension of an exhibition permit to a film on the grounds of alleged sacrilegious character.

Mr. Justice Clark, who wrote the decision in which all the members concurred, some with separate opinions, starts out with a blanket inclusion of motion pictures under the protection of the First Amendment and then proceeds to double back to nearly where he started with exception of the First Amendment rule of constitutional ground for forbidding the exhibition of a film.

Although holding at the outset that motion pictures are entitled to the protection of the First Amendment Mr. Justice Clark goes on to say that, "It does not follow that the Constitution requires absolute freedom to exhibit every motion picture of every kind at all times and places. . . . Nor have we necessarily followed the precise rules governing any other particular method of expression. . . ." The Justice, referring to an earlier court ruling, observed, "that even protection against prior restraint was not absolutely unlimited.

A highlight of confusion in the whole matter is arrived at when Mr. Justice Reed, after concluding in the extension of the protection of the First Amendment to motion pictures, said, "Assuming that a state has established a system for the licensing of motion pictures, an issue not foreclosed by the Court's opinion, our duty requires us to examine the facts of the refusal of a license in each case to determine whether the principles of the First Amendment have been honored.

In this decision it is apparent that the Supreme Court has once again left an important public question in a status which inevitably will lead to interminable controversy and litigation. It did rule clearly on the constitutionality of legal restraint of a "sacred" film. Happily, however, for the purposes of a decent society, there are but few persons who wish to produce, exhibit or even patronize a film which is offensive to any man's religious sensibilities. On the major question of just where motion pictures stand with respect to the First Amendment guarantee of free press and free speech the court left it floating dizzyly about in space.

In face of the confusion precipitated by the court's decision the American industry finds itself in the role of rejudging the United States Production Code. With its new self-regulatory plan the industry has a well-charted course to follow in protection of the public interest and its own, irrespective of how the winds blow in the troubled area of political censorship and judicial pronouncement.

Many Will Attend Conn. Symposium

HARTFORD, May 27—Reservations to attend the second Hartford Times motion picture industry symposium on June 4 at Times Tower, atop Talcott Mountain, have been received so far from the following: Joseph R. Vogel, Jr., Harry A. Dodg, president of W.R. Brown, Lou Cohen, and Fred Greenway, Low's Theatres; Martin M. Mullin; Harry Browning and Ray McNamara, New England Theatres.

Harry Feinstein, Harry Goldberg, Jim Topman and J. F. McCarthy, Warner Theatres; Francis M. Winiski, United Artists; Ken Clark, Alfred Corwin and Arthur Debra MPAA; Charles McCarthy, COMPÖ; E. M. Loew and George E. Landers, E. M. Loew Circuit. A. H. Plankton, MPAA president, and Ronald Reagan, president of the Screen Actors' Guild, will speak with The Times also playing host to newspaper publishers, managing editors and motion picture editors from eastern, western, and southern states in a day-long discussion of common ailments of the film industry, as related to the press.

Corwin and Manning Claggert of the Motion Picture Association were here this week for talks with Frank Brind, Jr., counsel for the Board of Regents, pointed out that all of the grounds for refusing a seal of approval to films, such as obscenity or vulgarity, can be raised in the film licensing statute.

The other statutory grounds for refusing a seal without obscenity or vulgarity, the court has said, or would tend to corrupt morals.

Explaining that he had not had an opportunity to read the Supreme Court's opinion thoroughly, Brind said that if further study confirms the impression that the court's determination merely revalidated the action of the Board of Regents in barring the Italian film on the constitutional point that a motion picture cannot be denied a license because it is held to be sacrilegious, then the actual effect of the decision will not be great.

"What is pointed out, was the first case in which a motion picture was banned as "sacred" in 30 years of film licensing by New York State."

Dr. H. M. Flick, director of the Motion Picture Division of the State Education Department, said that the censorship body, that the personal experience of the members of the division convinced them that some form of standardization is required for films which do not have the Production Code seal of the division of the state education department.

More than 40 per cent of the pictures submitted to the division for license he said, have not been approved by the industry's Production Code Administration. It is among that group that the need for state regulation is most apparent.

"If the present state of legislation is inadequate, it would seem that immediate steps should be taken to improve legislation which would protect the public against unscrupulous exploitation," Dr. Flick said.

It was learned in the Motion Picture Division that the Supreme Court's decision leaves the state body with no alternative but to issue a license to "The Miracle." This will be done at once, according to Dr. Brind.

Italian Production Up, Says Salesman

Italian production is picking up considerably, according to Paul Salesman, advertising-publicity director for Riviera Films, and producers' representative, who declared yesterday that, "The Miracle of the East," a four-reel Italian production, and four American pictures and about 10 native productions.

Salesman disclosed that Riviera Pictures has finished shooting "Encounter," starring Paul Muni, in Italy and has started on its fifth production for United Artists to distribute it here.

Salesman, formerly with Stanley Kramer and Robert Siodmak, also announced formal opening of his new headquarters here in the Paramount Building.
Plan Eidophor Show Week of June 23

The initial public demonstration of 20th Century-Fox's Swiss Eidophor CBS color television system is planned during the week of June 23 at the company's home office here.

The disclosure came following a meeting between 20th-Fox president Spyros P. Skouras and Earl I. Sponable, research director.

Recruitment Clips Set for Newsreels

Details for the distribution of a new clip and a short subject, produced under the sponsorship of the Council of Motion Picture Organizations, to assist in the recruitment of women for the Armed Forces, were worked out yesterday at a conference in COMPO's offices here, attended by representatives of the Department of Defense, the sales managers committee and COMPO.

The newsreel clip, 190 feet, produced by Jay Bonafide of RKO-Pathe, will feature a song, "The Girls Are Marching," sung by Fran Warren. Jules Styne wrote the music and Adolph Green and Betty Comden the lyrics. The clip will be included in all newsreels released on June 10.

The short subject, which will have a running time of 10 minutes, is entitled "The Real Miss America" and

(Continued on page 4)

KATO Meet Warned On Censorship

LOUISVILLE, May 28—A warning to be delivered tomorrow "against the threat of either state or municipal censorship and be ready to combat it wherever it may be proposed," was issued by John Bamberger, assistant promotion manager of RKO Radio, at the opening day of the annual convention of the Brown Hotel here of the Kentucky Association of Theatre Owners.

Bamberger cited the costs and hazards involved with the電影的 filming.

(Continued on page 4)

TV, Radio Face Levees to Help Support the FCC

Radio-TV Code Is Called Inadequate

The recently adopted code of the National Association of Radio and Television Broadcasters was labelled "inadequate" by Max Gifford, special counsel of the National Television Producers of Hollywood, here yesterday.

In an address before the National Television Film Council at the War-\nwick Hotel, Gifford said the TV industry needs a self-regulatory code, such as the motion picture industry PCA document, in order to escape government regulation and control. He said that a code to be effective must

(Continued on page 5)

Most Circuits Plan to Carry Robinson Bout

Contracts Between TNT, Theatres Being Signed

Ninety per cent of theatre-TV equipped circuits have signified their intentions of carrying the June 23 Robinson-Maxim fight.

The circuits, it was disclosed, include United Paramount Theatres, Loew's, and Fabian. Negotiations are currently underway between the Whole Network Televising, the agency which booked the event, and RKO Theatres and the Warner circuit.

The TNT event, which will be tele-\ncast from New York's Yankee Stadium, was offered to every exhibitor whose theatre is equipped with large-screen television—about 75 in number.

Clearances from the American Telephone and Telegraph Co., which operates the long-lines facilities, would

(Continued on page 5)

8 Percentage Suits Filed in S. Carolina

COLUMBIA, S. C., May 28—Louis A. Linder was named defendant in eight percentage actions filed in Federal Court here, Paramount, Loew's, 20th Century-Fox, Warner, RKO Pictures, United Artists, Universal and Columbia each filed for damages based on alleged under-reporting of receipts at four of Linder's houses in the state.

C. T. Graydon and Augustus T. Graydon signed the complaints for the plaintiffs.

Sargoy & Stein of New York are of counsel.

Government Appeals Ad Film Decision

Washington, May 28.—The Government has appealed to the Supreme Court a lower court decision which denied the Federal Trade Commission the right to prohibit advertising film companies from making exclusive theatre screening contracts of more than one year.
INDEPENDENTS USE WRESTLING MATCHES TO PROMOTE B.O.

Cleveland, May 28.—The Community Theatre, only film house in the town of Cadiz—population, 3,000 —operated by independents John Gor- don and Ralph Wyckoff, ran a boxing-office take and establishing the theatre as a center of amusement by its "live," in-theatre wrestling matches whenever top wrestlers are available. No films are shown on those nights, when admiss- ion is scaled from $1.50 to $3.00, with all seats reserved.

Gorsuch and Wood build a ring over the editor. Hervey V. Ecke, well known columnist has been excellent with patrons coming from the entire surrounding area. Forthcoming shows are of particular interest as well advertised on these occasions in expectation of bringing some of the audience back for a motion picture.

Urge British Pact Talks B. Held Here

The suggestion that the coming negotiations on a new arrangement agreement with Britain be held in this country has been made to officials of the British trade. The meeting is being, industry officials said yesterday.

A no date or place for the meetings have been set yet. Hereto- fore, all negotiations on previous re- nounce agreements have been held at London, with the American industry contingent making the trip there and remaining for a period of weeks. The British London, Toiz and Treasury officials agree to meet here, the coming sessions probably will be held in Washington, D.C. and the industry's sterling conversion and increase American participation in production in Britain.

U. K. Box-Offices Pinched by Video

Ottawa, May 28.—Television is harming the British theatre business but it is also improving the quality of British films, said Dr. Roger Manvell, director of the British Film Academy, on a visit here. British pro- ductions now "forced to seek better quality films to meet this com- petition," he added.

However, the attendance at British film theatres has dropped off from a post- war peak of 31,000,000 to a present 8,000,000 but the British industry are showing a sharpening of taste as box- office figures reveal that quality is selling, Manvell said, whereas formula films are losing favor with the public.

Dr. Manvell, who has held his post since the opening of the Academy in 1947, is touring the world in behalf of British films.

OMAHA EXHIBITOR HITS UPT AT HEARING


At one point he told the hearing that Blank publicized a letter which he had written warning him not to sell his theatres and his inability to compete with the product. Goldberg returned for cross-examination tomorrow.

DISTRICTORS WIN BALTO TRUST SUIT

Baltimore, May 28.—A Federal Court jury here, after deliberating two hours today, entered a verdict for the districtors, finding a jury not guilty in favor of major distractors in the $315,000 treble damage suit brought by Theatre Enterprises. The trial was held before Judge William C. Coleman.

Theatre Enterprises had charged districtors conspired by recruiting first-run films to its Baltimore suburban theatre. In its petition, districtors argued that their own films were not "great enough," and that as a result, they had been forced to use the films of a local competitor, which, they maintained, had hurt their business, and had reduced the quality of their product.

TWO PICTURES IN PHILA. CLOSE JUNE 10

PHILADELPHIA, May 28.—The Tower, the Nixon and the Roose- velt, three of Philadelphia's key run theatres, are closing their doors per- manently on June 10. The three de- luxe houses, all owned by United Paramount Theatres, have succumbed to what was termed "excessive operating costs" and the multiple run situation, according to Jay Wren, managing director of the Tower.

Legion of Decency Puts 2 in Class B


Essences Quit Embassy

Chicago, May 28.—Embassy Thea- tre is going to give up the Embassy Theatre here Saturday. Probability is that the house will not be occupied by the Embassy, with the landlord planning to take over operation.

LOEW'S STOCK DIVIDEND CUT

A cut to 20 cents per share, from the usual 37 1/2 cents for the last Loew's quarterly common stock divid- end, payable June 30 to stockholders of record June 20, was voted by the directors of the company at a meeting here yesterday.

Last month, Loew's reported a net profit of $1,447,075 for the 16 weeks ended March 13, and a profit of $3,737,016 for the 28 weeks ended on that date. These figures compared with prior year figures of $2,290,011 and $4,225,865, respectively.

Monday, the United Paramount Theatres' directors voted a reduction of that company's quarterly dividend from 50 to 25 cents per share.

NAME RALPH BELLAMY ACTORS EQUITY HEAD

Ralph Bellamy is the new head of Actors Equity, having been elected to a three-year term, along with the following officers: Maurice Evans, first vice-president; Raymond Massey, sec- ond vice-president; Frederick O'Neal, third vice-president; Margalo Gill- ert, secretary; Peter Dullitzer, treasurer, and John Efrat, recording secretary.

Chosen for five-year terms as councilors on the board of directors were John Drew Devereaux, John Forsythe, Marjorie Gazeon, Richard Gordon, Juanita Hall, Katherine Mer- skill, Claudia Morgan, Elliott Nugent, Kent Smith and Frederick Tozer. Others on the board are George Britton and Rusty Lane; for two years; Dort Clark.

20TH DESEASON UPDATES

Hollywood, May 28—Twentieth Century-Fox today filed an appeal from the recent Federal District Court decision awarding RKO Lard- ner, Jr., $20,000 plus interest, which was sought by the latter as the amount he would have received under his unexpired contract terminated by the studio when he refused to answer questions put to him by the House.

NEW YORK THEATRES

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THE FLAGS WILL BE FLYING AT THE

World Premiere
June 6th Springfield, Mo!

The picture chosen for the Reunion of Missouri's famed 35th Division!
(President Truman's World War I outfit)
Simultaneously in 3 Springfield theatres and 150 houses in the surrounding area!
Watch for the big news coverage!

DORIS DAY * RONALD REAGAN
in... AND AS
"The Winning Team"

FRANK LOVEJOY

PREVIEW FLASH!
Here's a sample of Coast raves at sneak showing: "Ronald Reagan and Doris Day make it live and breathe -- you will sigh, cheer and cry over 'The Winning Team'!"

STARR. L.A. HERALD-EXPRESS

SCREEN PLAY BY
PREPARED BY
DIRECTED BY
SIMPP, MPA

(Continued from page 1)

for the French's subsidy proposals, but might be willing to accept one of them if other possible avenues to an agreement were blocked.

The 30-page statement appeared to be that having included such a provision in the latest Italian pact the Americans penning the French accords they would accord them similar benefits. The SIMPP position is diametrically opposed to this. One Society representative defined this way: "In time to call a halt to such arrangements, is now, otherwise we'll be maneuvering into making them with every country we do business with." Likewise, he added, American producers would find themselves filming pictures in all corners of the world with financing from blocked earnings.

Another MPEA meeting on the subject is tentatively scheduled for next week, with the day not yet set. Yesterday's parley was given over to discussion of the merits and demerits of the several alternative counter-proposals for an agreement made by the French. No attempt was made to take definite action on one of them because, it was pointed out, the French government has not yet given its approval to the counter-proposals, which emanated from the French delegates at the Paris negotiations. Although the proposals with the proviso that the government's approval would be necessary before any one could be accepted.

Eric A. Johnston, Motion Picture Association of America president, presided at the meeting. The Guild has been asked to do so. In attendance, in addition to the foreign managers, were Joyce O'Hara, MPA vice-president, and James Malvey and Alfred Cohn, representing the SIMPP.

Gray 'Photoplay' Editor

Tony Gray, who recently joined the staff of Photoplay magazine as managing editor, has been appointed editor, succeeding Adle Whiteby Fletcher, it was disclosed here by Fred R. Sumner, president of the Macfadden Publications. Gray formerly was editor of Movieplay.

Theatres for Sale

In compliance with the Order of the U. S. District Court We offer the following properties for sale

LEASED PROPERTIES

Auburn, N. Y.; Geneva, N. Y.; Herkimer, N. Y.; Salamanca, N. Y.; Ashland, Ohio; Bucyrus, Ohio; Kent, Ohio; Piqua, Ohio; Corbin, Ky.; Lexington, Ky. (2); Maysville, Ky.; Paris, Ky.

OWNED PROPERTIES

Corning, N. Y.; Cortland, N. Y.; Lockport, N. Y.; Oneonta, N. Y.; Rochester, N. Y. (2); Perry, N. Y. (vacant lot); Ravenna, Ohio; Van Wert, Ohio (theatrical building); Cambridge, Md.; Easton, Md.; Cumberland, Md.

BROKERS MUST DISCLOSE PRINCIPALS

NO REASONABLE OFFER WILL BE REFUSED

Address inquiries to HOWARD M. ANTEVL, ATTORNEY, SCHINE CIRCUIT INC., 40 MAIN STREET, GLOVERSVILLE, N. Y.

“THE Wild Heart”

(Selznick—RKO Radio)

A STRANGE LOVE TRIANGLE of brooding moods and dark symbols is offered in “The Wild Heart,” a story written, directed and produced by the brilliant British team of Michael Powell and Emeric Pressburger. There are certain veiled depths to the motives that sometimes give the picture an impenetrable aura, yet it has a mark of quality throughout. The story unfolds against an excellent background of wild, outdoor beauty in which the eye revels, with color by Technicolor enhancing the effect.

Jennifer Jones heads the cast as an exuberant, untamed country girl who lives frugally with her weird, coin-making father. For friends she has an assortment of pets, foremost of which is a fox cub. Her first emotional involvement with a man comes in an unexpected way. Returning home one night, Miss Jones is petted by what she considers an approaching ghost. To the rescue comes a dashing pro- spective suitor, and he invites her to his for the evening. Farrar's manners with ladies are not quite as impressive as his manor, and so Miss Jones takes refuge for the night in a servant's quarters. When Miss Jones leaves the next morning a strange chemistry seems to have worked, leaving each fascinated by the other.

Taunted by her grizzled father, Miss Jones vows to marry the first man who comes to her aid, and this turns out to be the local minister, Cyril Connah. Soon the tranquility of married life takes uneasy hold of Miss Jones and when the square reappears, an old longing seizes her, culminating in her running off to live with him. Since the square is quite cruel, it becomes an easy decision for Miss Jones to return to her husband who comes seeking her. At this point however community disapproval mounts to an uncomfortable pitch. The situation is resolved by an ill-fated end for Miss Jones. She saves the father from a deep well while attempting to rescue her pet fox from hunting hounds.

Miss Jones turns in a sterling performance that is bound to move patrons. Supporting roles are filled by A. D. Godfrey, O. Selznick picture, it was based on Mary Webb's novel, “Gone to Earth.”

Running time, 82 minutes. Adult audience classification. For July release.

MANDEL HERBSTMAN

Sinclair Re-elected President of SDG

HOLLYWOOD, May 28.—The Screen Directors Guild has re-elected S. Sinclair president, and elected Les- ley Selander and George Seaton vice-presidents; Fred Zimmermann, secretary, and George Marshall, treasurer.

KATO Meet

(Continued from page 1)

ards of censorship and added that "as a result of the meeting, it is expected to renew its efforts in avoiding further restrictions rises from the fact that the industry has accepted its responsibilities in the matter." The vociferous comments also attributed their own self-regulatory machinery consisting of the Production Code and the Advertising code.

The directors meeting opening the convention was devoted largely to a discussion of the case of the Fourth Avenue Amusement Co. vs. Commonwealth Theatres of Kentucky to hold admission taxes unconstitutional on the grounds they are confiscatory and discriminatory.

About 100 exhibitors attended the first afternoon session, of which president Guthrie F. Grove was chairman, and heard, aside from Bamberger, Fred Matthews, vice-president and general manager of Photomontage, Inc., and Frank H. Niles, chief sound engi- neer, on theatre television; Earl Peck of Associated Distributors, Indianapolis, on contests and give-aways; Jack Keller, Columbus Amusement Co., on practical showmanship ideas; H. Clyde, Reeves, Commissioner of the Kentucky Department of Revenue, on state tax problems, and Lou Arm, drive-in owner, on drive-in operations.

Allied Staff of Bijou Amusement Co. was the speaker at tonight's dinner.

RUN THE CEREBRAL PALSY TRAILER

Schwartz

(Continued from page 1)

Schwartz is comprised of theatre owners and managers of the Motion Picture Protective Association and the Independent Theatre Owners of Chicago. An expanded and enlarged organization committee was formed two or three months ago and indicated its willingness to travel to Hollywood for conferences with studio executives to consider the proposed exhibition. Previously, the Council of Motion Picture Producers, president of which is MPA Motion Picture Association of America member companies indicated their support of improving relations with the exhibitors having pledged financial backing contingent on the attitude of the Coast executives toward the holding of an exhibition.

Members of the Schwartz group met at luncheon yesterday with the MPAA advertising-publicity-directors committee to report on general progress made by the organization, which is designed to improve studio-public relations in the area, during the past year. Now the MPAA has helped the organization's efforts with financial contributions.

In addition to Schwartz, the following were present at the luncheon, held at the Chamber of Commerce: Oscar Doob, Harry Goldberg, Harry Mandel, Morton Sunshine, President, Dick Gillette, Jerry Pickman, Steve Edwards, S. Barret McCormack, Rodney Rush, Abe Goodman, Jeff Livingston, Roger Gilbert, Golden, Alfred Corwin and John Phillips.

Recruitment Clips

(Continued from page 1)

was also produced by Bonafide. Written by Robert E. Sherman and Jerome Bronfield of RKO Radio, the subject will have Henry Ford as narrator. It will be offered to exhibitors and is expected to be released July 1.

Bookings of the short will be made available by film exchanges to recruitment offices of all four Armed Services, which will supply exhibitors with printed material aimed to interest veterans in enlistment.

Those attending the conference were Mrs. John Hay Whitney, member of the Defense Advisory Committee on Women in the Services; Capt. Evelyn J. Blewett, assistant to Assistant Secre- tary of Defense, Army, C. Rosenberg; Lt. Col. William Berkeley, Army-Air Force Recruiting Service; Commander John Miller, Navy Recruiting Service; Major Thomas Field, Marine Recruiting Service; Bonafide, Owen's, and Mon- tgomery Ward, Paramount, Robert W. Coyne and Charles E. McCarthy of COMPO.

New Pact for Foy

HOLLYWOOD, May 28.—Producer Bryan Foy has been given a new long term contract by the Warner, executive producer at the Warner studio.
Robinson Bout

(Continued from page 1)

open the exclusive theatre TV box to West Coast theatre-TV equipped houses.

TNT, which has refused to disclose the number of theatres lined-up for the event until theatres begin selling tickets to those who are interested, is currently engaged in negotiating contracts, it was further learned.

For the contracting circuits, TNT has been working with A.T. & T. for the necessary clearances, while the ordering of local loops is being done by individual exhibitors.

It was said that there have been many instances of multiple theatre rejections for the box in the same city, a more widespread condition in theatre TV this year than last.

According to a field report from Cleveland, three downtown theatres, the RKO Palace, Warner’s Allen and Loew’s State, have reportedly bid for the Robinson-Maxim box. The Hippodrome RCA TV installation in Cleveland is not entirely completed.

If the Robinson-Maxim box is completed in time to present the fight, four downtown Cleveland houses may be the first to go. Until now, the RKO Palace was the only one equipped with TV facilities.

A spokesman for TNT, queried on multiple theatre requests, said that TNT has authorized multiple theatres in several large markets to exhibit the telecast in view of what TNT claimed to be the “strong box-office attraction of the Robinson-Maxim fight.”

The following theatres have already announced plans to telecast the bout: Chicago, D. & K’s Marbro, Tivoli and Uptown; Hammond, Ind.; Paramount, Crown; Pittsburgh: Shea’s, Loew’s Penn Fulton; Boston: Pilgrim, Loew’s State.

RKO Theatres, it was learned, is negotiating to carry the bout in Washington, Cleveland, and Cincinnati.

Meanwhile, the Pilgrim Theatre in Boston announced that admissions for the fight will be $2.60 for reserved seats in the orchestra and mezzanine and $2.40 for unreserved seats in the balcony.

Called Inadequate

(Continued from page 1)

operate on the production level. Gilford added that his organization has a code of ethics for member producers.

Feeding for unity in the face of the project, Congressional probe of the content of TV programming, Gilford asked the West Coast and Eastern TV organizations to set up a liaison committee to meet the Congressional action. The suggestion was taken up by Philip Gold, general counsel of the NARTF, who said that the board of directors of his organization would meet next week to act on the proposal. Gold said it was likely that the NARTF board would be in favor of concerted action.

The NARTF code was also attacked by Pete Rodgers, sales manager of the Atlas Television Corp. The code, he said, is being interpreted differently by each individual code-subscribing station.

The NARTF code, which is further defined, is being used as an excuse by some television stations, to bar films, not because of indecency, but to free a station from commitments to TV distributors.

In his address, Gilford called the
top

“Lydia Bailey”

(20th Century-Fox)

A HEADLINE-MAKING world premiere was accorded “Lydia Bailey” late last month in Port-Au-Prince, Haiti, when about half-a-hundred newspapermen were flown down from New York by 20th Century-Fox as guests of the Haitian government. The opening marked the climax of an extensive promotion.

Based on Kenneth Roberts’ historical novel, the picture, in color by Technicolor, recaptures the country’s fight for freedom against the rule of Napoleon. This is one of the movies spectacular entertainment of the popular variety. Throughout are scenes of flight and flight and imminent dangers which are easily converted into imaginative exploitation angles. Acted primarily in Hollywood, the picture shows an amazing authenticity, from the ancient ruins and the exotic music.

Heading the cast are Anne Francis, Dale Robertson and William Marshall, with the former two providing the romantic thread that runs through the action. As a motion picture it makes demands on both the performer and the popular audience.

Robertson fits into the story as a young Boston lawyer who goes to Haiti to find Miss Francis whose estate he wants to settle. He eventually falls in love with her while both get caught up in the rebellion. In the course of the romance both manage to help the Haitians win their freedom.

Marshall, in the unusual role of King Dick, turns in a brilliant performance, and it is he who concerns the establishment of a black republic in Haiti by Toussaint L’Ouverture at the beginning of the 19th century with Napoleon sending his forces to re-establish French control of the island. In the course of the fast-moving, brief portraits of Haiti’s patriots emerge.

Running time, 89 minutes. General audience classification. For June release.

Give Notice of Appeal to Chi. Defendants

CHICAGO, May 28.—The government has served the defendants in the U. S. vs. Star-Lite Drive-in suit with notice of the appeal of the recent decision handed down here in favor of the defendants, who were accused by the anti-trust division of conspiracy to fix prices. Defendants in the suit include the Star-Lite Drive-in, A.B.C. Drive-in, Illinois Drive-in, Oaklawn Drive-in (twin), Double Drive-in, Esaness Theatres Corp., and Gaude and Fink.

In another case here, action continues in Trimsley vs. United Artists et al., in which the bone of contention is a stock transfer by which United Artists acquired an interest in the Towne Theatre, Milwaukee. The plaintiff alleges that the sale of stock was made under duress in order to obtain pictures for exhibition at the Towne. Hearings before master-in-shoulder William Saltiel are expected to continue into June, with no decision likely before early fall.

Industry Host to Police

Hollywood, May 28.—Police from cities across the country attending the “Delinquency Control Institute” at the University of Southern California were guests of the film industry on Monday.

Cinema Amusements

Files New Suit

DENVER, May 28.—Cinema Amusements, Inc., which won $300,000 in a recent anti-trust suit against good support are Charles Korvin, Luis Van Rooten and Adeline de Wait Reynolds. Jules Schermer produced, and Jean Negulesco directed, from the screenplay by Michael Blankfort and Samuel Hoff.

The suit, filed by the defendants, is in the U. S. District Court. 13, Ark., and the suit, according to the FTC, was filed to prevent the defendants from violating the law by selling pictures at prices below the Federal Trade Commission.

TV Hearings

(Continued from page 1)

will get very deeply into film standards.”

Headline news on Tuesday will be the FCC hearings (D., Ark.), sworn by the probe. For the rest of the week, the sub-committee will hear from other members of Congress and from representatives of civic groups.

“At the proper time,” individual broadcasters and spokesmen for the broadcasting industry will be heard.

Said the sub-committee plans to study programming techniques, Harris indicated, “including the question of responsibility for and control over programming contained in the act.” He said the FCC is being asked to make available to the committee any complaints which the Commission might have in its files with regard to radio and TV programs.

Face Levies

(Continued from page 1)

that the cost of regulating the radio and television industries should “to some extent” be reimbursed by local TV and radio licensees, and it told the FCC to study and report to the proper Congressional legislative committees a proposed fair and equitable fee schedule to make this work as nearly self-sustaining as possible. Presumably, these fees would be set up for license applications, construction, permits, and licenses and renewals.

RUN THE CEREBRAL PALSY TRAILER

The Altec Service Man and the organization behind him
"RED BALL EXPRESS" Starring JEFF CHANDLER • ALEX NICOL • JUDITH BRAUN • CHARLES DRAKE with Jacqueline Duval • Sidney Poitier • Hugh O'Brian • Directed by Budd Boetticher • Screenplay by John Michael Hayes • Produced by AARON ROSENBERG • A UNIVERSAL-INTERNATIONAL PICTURE
Tradewise...
By SHERWIN KANE

Major distributors won an important Federal Court in Baltimore last week when a jury exonerated them of conspiracy charges in the treble damage anti-trust suit brought by Theatre Enterprises, Inc. The latter contended that its neighborhood Crest Theatre had been illegally deprived of first-run product. It took the jury less than an hour to decide otherwise.

In the neighboring state of Pennsylvania just a short time before, the Allentown Drive-In Theatre had won a similar case—carried all the way to the U.S. Supreme Court by distributor defendants. The major difference in this case, it might be assumed, was the distributors' liability for an asterisk that suit that a Baltimore first-run is a showcase for the hundred or more theaters in the city and vicinity and that licensing of first-run to a neighborhood theater, regardless of the terms offered by that theater, could be disastrous to a picture's revenue in the area.

But the blue ribbon jury in the Crest case was quick to realize that sound business judgment, independently, though unanimously, exercised, must necessarily lead to refusal of first-run licensing to the neighborhood theatre. Otherwise, as in all the trade are aware, the pictures concerned would suffer irreparable injury both in public estimation and in treatment by the scores of other theaters in the area.

In that respect, the distributors' victory, should it stand, is of equal importance to exhibitors. They, no more than distributors, can be unaffected if courts continue to rule that any theatre, under the law, is entitled to a picture by virtue of making the highest offer. That simple rule, when restricted to immediate competitors, may be justified. It cannot be when the award of the picture affects every theatre, and the public's appraisal in a major exhibition territory.

The jury's finding offers hope that despite the chaos of pending and threatened litigation and the confusion of conflicting court decisions on the subject, the motion picture still may be permitted the free exercise of business discretion in the selection of its most productive markets.

Plan 75 Per cent of 'U' Films in Technicolor

Three-fourths or more of all Universal pictures for 1952-53 will be in color by Technicolor, representing a 50 per cent increase in the use of Technicolor, the company reports.

The large color increase was said to be one of the foremost projects discussed at a series of meetings just completed at the Coast studio, attended by president N. J. Bluemberg; studio heads Leo Spitz and William Goetz; Alfred E. Duff, vice-president and director of world sales; Edward Mahl, vice-president and studio general manager; Charles J. Feldman, domestic sales manager, and David A. Lipton, vice-president in charge of advertising and publicity.

Plans were also made to continue the present level of production of 36 films a year, with three releases per month. The emphasis on color was said to be in response to exhibitor requests and to reports that "Technicolor is one of the most effective means of deflecting the competition of other entertainment media."

"U's" home office stated the company hopes to maintain highly optimistic future box-office prospects in view of the progress made during the first months of the year.

Release dates for the remainder of 1952 were set as follows:
July: Haven Anybody Seen My $5,800,000
(Continued on page 3)

Arbitration Rules Meeting Tomorrow

The rules committee of the Industry Arbitration Conference will reconvene here tomorrow afternoon following more than a week of independent drafting of sections of the forthcoming Industry arbitration plan by committee members.

Herman M. Levy, committee chairman, will come to New Haven to preside at the meeting. He will meet with representatives of the trade press following the meeting to report on progress. The document is due to be turned over to arbitration conference delegates about a week before the second industry conference, which convenes here on June 16.

$3,194,000 Film Company Dividends

WASHINGTON, June 1—Publicly-reported cash dividends of motion picture companies in April amounted to $334,627, against $357,000 last April, the Commerce Department reports. Commerce officials said the entire drop was accounted for by the fact that fewer Warner Brothers shares were outstanding this year and so the total Warner dividend payment was smaller.

Name Rackmil For Universal Board Post

Sole Decca Nominee; 'U' Presidency Later

In his first move to become a part of Universal Pictures Corp. since Decca Records, the be in president, acquired 26 per cent of Universal's common stock some months ago, Milton R. Rackmil apparently became a candidate for election to the Universal board of directors at the annual meeting of stockholders in Wilmington, Del., on July 8. Rackmil's election to the board is regarded as automatic. It is also viewed in the trade as an immediate prelude

Seek a Closer Tie With Distributors

COLUMBUS, O., June 1—The new officers and board of directors of the Independent Theatre Owners of Ohio aim to establish and maintain a liaison between distributors and members of the organization so that any differences may be discussed on a personal rather than on a publicity basis, ac—

(Continued on page 3)

RKO Pictures Loses In First Quarter

WASHINGTON, June 1—Publicly-reported cash dividends of motion picture companies in April amounted to $334,627, against $357,000 last April, the Commerce Department reports. Commerce officials said the entire drop was accounted for by the fact that fewer Warner Brothers shares were outstanding this year and so the total Warner dividend payment was smaller.
Tax Take Shows March Business Tops in 1952

WASHINGTON, June 1.—General admission tax collection reports in April, reflecting March box-office business, were the highest for any 1952 month so far, but were still almost $1,000,000 below those for April, 1951, the Bureau of Internal Revenue reports.

April collections were put at $25,787,461, against $26,782,746 in April, 1951. However, the current April take compares with $19,863,944 in March, $23,891,495 in February and $22,883,932 in January.

General admission collections include taxes on admissions to concerts, sports events and other entertainment as well as motion picture shows. They also include taxes on seat rentals and various broker charges nor on roof gardens and cabaret, theater marquees. Total admission tax collections in April, including all of these, amounted to $29,757,416, against $30,155,270 in April, 1951.

See Another Month Of Para. Hearing

WASHINGTON, June 1.—The Federal Communications Commission's Paramount hearings entered their 20th day today, but the end finally seems in sight.

It may be a month or more before the hearings do finally conclude, but it will be a period of only interminable hearings, perhaps only a day or two a week.

Last Thursday, the 75th day of hearings, Omaha exhibitor Ralph D. Goldberg, one of the 10 exhibitor witnesses called by FCC attorneys to give testimony of alleged unfair practices by Paramount, was under cross-examination of United Paramount executives.

The last of the 10 will probably testify tomorrow, and two others who will testify Wednesday were given a two-week cross-examination later. High point of this week's hearings will probably be Tuesday when Dr. Allen E. Dumont returns to give the Commission the official Dumont stand on the proposed UFT-American Broadcasting merger.

The Commission has been given conflicting views on this from the various witnesses. Dumont himself will be questioned and Dumont himself is to provide the last word on the subject.

Thursday of this week will be the middle of June. Skiatron president Arthur Levy will return for further testimony; Dr. Adolph Rosenthal, inventor of Skiatron, will testify. Paramount vice-president Paul Kalbourn will make his third appearance for cross-examination. Paramount attorney Paul Porter has also announced that he will present testimony of various Scopophony officials, either through personal appearance or deposition.

Tribute to Italian Films Is Planned

A committee of leading cultural, social and educational personalities in New York is now holding hearings for the purpose of organizing “Italian Film Week,” during which seven of the outstanding Italian films produced during the year will be previewed, one each night, Italian Films Export Corporation.

The Italian film agency said that this will be the “first tribute of its kind to Italian films ever to be held in the United States.” It will be held in New York in October.

Leading Italian film personalities will be present from Rome to participate in the event.

St. Paul Paramont To Telecast Bout

ST. PAUL, June 1.—The Minneapolis Amusement Treaty Owners here will televise the Robinson-Maxim bout on June 23, it was disclosed.

The committee decided not to book the fight in its Radio City Theatre here due to the higher cost of installing a local loop. Another reason for not carrying the fight at Radio City, a circuit spokesman said, is that the company “is willing to take a chance” at the smaller Paramount building which seats only 2,385 against the 4,000 seats at Radio City. An extension of the St. Paul showing of the bout is expected to be $2.

Walcott Bouts Slated for a Coast-to-Coast Telecast

The Jersey Joe Walcott-Ezzard Charles heavyweight championship bout, to be held in Philadelphia on September 29, will be telecast for home sets from Coast-to-Coast.

The Gillette Safety Razor Co. will sponsor the $25,000眶 prize fights to be held on NBC interconnected stations.

Minneapolis Union, Owners in New Pact

MINNEAPOLIS, June 1.—The Minneapolis operators union and the city’s theatre owners have signed a new three-year contract after five months of sporadic deliberations. The pact calls for a three per cent increase in each of the first two years and four per cent for the third. The scale is retroactive to last December 1, the operators may now be spread out over a period of time.

Newsrelle

Parade

THE GERMAN TREATY and film of the A-Bomb test are currently highlighted in the newsreels, with the U.S. also in the news with sports and fashions. Complete contents follow:


UNIVERSAL NEWS, No. 554—NATO defense treaty. Truce in Korea. Buildings hit by bomb test. Latest fawn’s from Italy.


St. Paul Paramount

To Telecast Bout

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Name Rackmil

Review

“Scarlet Angel”

(Continued from page 1)

rescued by the latter part of the racket. It is believed likely that all other management contracts will be renewed, and may be regarded as a matter of fact, due to Rackmil’s reported satisfaction with present operations.

The only present Universal board member not proposed for reelection is Rackmil. His proxy statement just issued to stockholders is stockholder, and his resignation effective July 2, 1962, and in return, is believed to have been given assurances concerning the continuity of his contractual relations with Universal here and abroad. The contracts have about four more years to run and are not expected to be terminated.

It is also reported that Rackmil has agreed not to press a consolidation of Universal and Decca for the immediate future. Rackmil’s resignation was unexpected. The success of the company management and other directors at the time.

A Repeat Doubtful

It is doubtful that Eedell could repeat the performance, should he decide to try again, under the present distribution of the vote. The voting is not expected to be close as the two votes are expected to be equal. Under the rules of the Rank-Rackmil understanding, it is reliably reported, that there will be no major executive changes in Universal, other than in the president, at least until a decision has been reached on the fate of the company.

Nate J. Blumberg, Universal president since the company was formed in 1921, is expected to be elected chairman of the board, a post which has been vacant since the resignation of J. Cheever Cowdin in 1930.

All management contracts at Universal, as approved by top executives, will expire at the end of this year. Daft reportedly will be voting for the re-election of top executives, or extension of his present one, in the late summer or early fall. The Rank-Rackmil purchase and Universal-Decca consolidation plan have not been

‘U’ Films

(Continued from page 1)

Gal.” Technicolor, starring Piper Laurie, Joanne Dru, Janis Paige, and Peter Lawford. Additional cast members are Donald O’Connor; Sally and Saint Anne,” Ann Blyth and Edmund Gwenn.


 Builders Ask

(Continued from page 1)

ently announced relaxation of the construction control order is just the beginning, and that by the fall, television network executives will be more liberally than the recent changes contemplate.

NAPA officials claim that defense contractors are looking for the fourth quarter to will still exceed available supplies, and therefore no further relaxation can be announced at this time. However, the door is open for an announcement sometime this summer for a further relaxation in control starting with the fourth quarter.

Another industry meeting with a broadcast transmitting equipment industry and television broadcast network members agreeing that the first heavy orders for new television station equipment are more than a year away.

Seek Closer Tie

(Continued from page 1)

according to Robert A. Wile, executive secretary of the organization.

With this in mind, C. F. Paster, president of the unit, accompanied by Wile, will be in New York for a few days beginning tomorrow to offer suggestions for the implementation of their plan. The unit, says Wile, feels the need for the consolidation of all phases of television with a view toward helping the box-office.

‘Place in Sun’ Wins International Award

Hollywood, June 1—Paramount’s “A Place in the Sun” has won the International Federation of Film Critics of France and Belgium as the best film of the past year.

The last-mentioned is a motion picture company has won this award in two successive years. Producer-director George Stevens accepted the award at a luncheon at the Hollywood Foreign Correspondents Association.

Maine Group Urges Rental Arbitration

Boston, June 1.—The second and third meetings of the Independent Exhibitors of New England were held in Portland, Maine, and in Montpelier, Vermont, respectively. Maine opera-

Texas Compo Meet

(Continued from page 1)

close for the summer, depending upon the type of theatre and size of the territory in which it is located. Therefore, according to Short, not enough concrete and organized effort has been put forth in preparation for this particular business situation.

The Texas COMPO Conference, which will be held here June 9-11, will be addressed by Nol E. Depinet, RKO Pictures president and former president of national COMPO. Not only will he be one of the major speakers at a testimonial banquet honoring Robert J. O’Donnell and the industry, but he will also be the state representative at the state Republican luncheon-meeting at the Baker Hotel in honor of Texas COMPO.

A day of 150 production, distribution and exhibition executives, state officials, and others, is planned for the testimonial banquet. Speeches will be made by members of the American Broadcasting network.

Phil Pike Leaves WB

Phil Pike of the Warner home office, theatre buying and booking department has resigned. He had been connected with the department for 16 years.

‘Place in Sun’ Wins International Award
I LIKE
WAY OF
A GAUCHO
Technicolor Photographed in the Argentine Pampas!

I LIKE
"LES MISERABLES"
Victor Hugo's Immortal Story!

I LIKE
"LURE OF THE WILDERNESS"
Technicolor Primitive Love In A Land Of Danger!

I LIKE
DIPLOMATIC COURIER
Tyrann Power in Dynamic Action!

I LIKE
BELLES ON THEIR TOES
Technicolor Happiness Hit of '52!

I LIKE
KANGAROO!
Technicolor Savage Romance... Mighty Adventure!

I LIKE
WHY OF A GAUCHO
O. Henry’s "BAGDAD ON THE SUBWAY"
9 Great Stars! America’s Greatest Story-Teller!

I LIKE
MM OF THE WINTER
Technicolor Primitive Love In A Land Of Danger!

I LIKE
WHAT PRICE GLORY
James Cagney! Corinne Calvet! Dan Dailey! Songs!

I LIKE
SNOWS OF KILIMANJARO
Ernst Hemingway’s Technicolor Gregory Peck! Susan Hayward! Ava Gardner!

I LIKE
BELLES ON THEIR TOES
Technicolor Happiness Hit of '52!

THERE’S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!
Hutchinson, Kan., in Tribute to Industry ForBigFilmBuildup

unique and important tribute to the industry’s “grass roots” program of building community goodwill comes from the Chamber of Commerce of Hutchinson. A tribute was prepared by Walter Fraese, Chamber presi-
tdent, captivated: “Hutchinson Is
Grateful to Hollywood.”

The occasion was the recent pre-
mier of 20th Century-Fox’s “Wait
Till the Sun Shines, Nellie,” which
is the story of the efforts of 20th-Fox’s home office and field promotion forces, and of Lynn Farrow to get the money for something like 100,000 persons in- 
volved in the town—population, $5,000—
and spent $500,000 during the three
years of festivities for the premiere.

“When happened in Hutchinson
proved again what an important part
the movie theatre plays in the social
and business life of every American
community,” wrote Fraese in his statement, which was handed out to his city’s representatives on the oc-
casion. The promotion also had the active support of the local Hermi- 
nesota, the liberal, Liberal Club, sta-
tions KBWB and KWHK, local
merchants, and numerous other
factors.

Describing the festivities, for which practically the entire town displayed items and relics of Hutchinson of 65 years ago (starting date of the story of “Nellie”), Fraese concluded his
statement with this observation: “Theatre-goers will agree this was a movie
that’s got something good to get everybody together.”

New Ascap Reference Book Is Published

A revised edition of “The ASCAP
Biographical Dictionary of Composers, Authors & Publishers” has just been
published by Crowell. Edited by Dan-
el L. Nelson, an ASCAP publici-
ty manager, the bulky volume, bring-
ing up to date an earlier edition, sells for $5.

The reference work includes biog-
raphies and writing credits of 2,171
ASCAP members, living and dead, and a directory of publisher members.
Writer members are listed in the work
according to residence and date and place of birth, as well as alphabeti-
cally.

Chi. Theatre Janitors Win Pay Increase

CHICAGO, June 1—Film theatre
janitors here have won a ten-cent per hour raise, retroactive to April 1, plus three cents per hour to be paid into a pension fund which will be devo-
cipated directly to the building of a
hospital to provide sick benefits for
member’s families.

The contract, replacing one which expired last September 1, has been
approved by the Amalgamated Asso-
ciations Relations Board for approval. It raises the janitors’ pay scale to $1.43 per hour.

Lamont Leases Rockhill

ALBANY, N. Y., June 1—Harry
Lamont, head of Lamont Theatres, has leased the Manhattan Drive-In
Monticello, from LeFkowitz and Mil-
ler and opened it last Thursday. Ac-
commodating 25 cars, it was built in
1950. Howard Cammer, who has been
managing Lamont’s Midtowne Theatre in the Rockhill gives Lamont seven open air theatres. He also reopened the
Drive-In, at Leeds in the Cats-

Reviews

“Kansas Territory” (Monograph) Holmesville, June 1

A REAL fighting Western is presented in this Wild Bill Elliott vehicle as
25 towns from a talking and singing Western. There is an abundance
of flying bullets and fists and more miles covered by horses and horsemen
than usual. Elliott plays a vengeful brother of a fast drawin’ desperado whose
kidnapped sister has been taken out of town and the new hero. He is met by an
almost good and defeated killer, but he refuses to be convinced and finally
dares the man he suspects to meet him in the town street for one of those drawin’ contests. The surprise finish prevents the slaughter,
however, and builds a happy ending.

Vincent M. Fennelly produced, and Lewis D. Collins directed. Story and
script were written by Dan Ullman.

Running time, 65 minutes. General audience classification

“Stolen Face” (Lippert) Hollywood, June 1

A PROVOCATIVE TITLE, the marquee names of Lizabeth Scott and
Humphrey Bogart and an interest-holding story here afford enterprising
producers an opportunity to show that there’s more to the relatively
new Western than meets the eye. In addition, there are frequent intervals of
singing which supply additional interest.

But when it is over, the reader is left wondering if it is all worth the time
spent on it. There is too much of a story and not enough of a plot. The
result is a book which is enjoyable but not exciting.

The plot concerns a young man who is forced to take on the job of a
private detective to clear his name. Despite the fact that he is not a
professional, he manages to solve the case and bring the criminals to
justice.

The book is well written and the characters are well developed. The
language is easy to read and the story is well told. Overall, it is a
pleasing read and would be enjoyed by fans of the Western genre.

“Apache Country” (Columbia) Hollywood, June 1

A HIGHLY satisfying, though standard, Gene Autry picture is presented
in “Apache Country.” The picture benefits largely from the easy-going
personality of the star, which is framed happily in an uncomplicated
scenario. In addition, there are frequent intervals of songs supplied by
Gene and Carolin Cotton, some comedy by Pat Buttram and several
Indian dances—which the latter accompanied by brief, informative comments
which children should enjoy.

Gene Autry’s Production produced by Armand Schaefer, shows
Gene as chief of scouts for the Southwestern Cavalry, assigned by the Presi-
dent to crack a bandit ring using Indian raids as a cover-up for its nefarious
activities. This is accomplished, despite the usual obstructions and numerous
close calls in not-so-well planned ambushes, with nonchalance and the aid of
Buttram and Miss Cotton, manager of a medicine show. There are numerous
gun fights and a couple of Indian raids, exciting but not particularly violent
action.

The pace throughout is good. So are all of the production values, Old-
timers will enjoy seeing Francis C. Buxman in the genial role of Indian
Counselor. The leading ladies are Harry Lauter, Mary Scott and Sidney Mus-
sohn, all of whom get their due rewards. George Archainbaud directed Norman
S. Hall’s screenplay.


N.Y. Exhibitors to Appear at Wage Hearing June 17

ALBANY, N. Y., June 1—Representatives of motion picture theatres
will be among those appearing at a public hearing on June 17 in the
State Labor Department’s Legislative Committee on Industrial and
Labor Conditions, which is studying the possibility of an over-all
minimum wage for industries and businesses in New York State.

The committee, whose chairman is As-
ssemblyman James J. Maillar, has scheduled other hearings, at the State Office Building in Buffalo
tomorrow, at City Hall, Rochester, Tuesday, and in New York City on
November 10.

Desirability of a minimum wage, similar to that of the federal minimum hourly rate, is to be con-
sidered at the hearings. Only five in-
dustries are covered by the state minimum wage orders in this state.

Motion picture spokesmen generally oppose legislation for a uniform
minimum wage for the amusement and recreation industry. They were,
nevertheless, made effective on April 22, 1952. The minimum prevailing for
cashiers, porters and matrons in theatres is 75 cents an hour, $600 a year,
and 70 cents in cities of 10,000 to
50,000, and 65 cents in cities of less
than 10,000.

Waller Working with U. A. on “Park Row”

Tom Waller, former Motion Pic-
ture Association of America pres-
ident, has returned to his former position at Twentieth Century-Fox now
here, has been retained by United Artists and independent pro-
ducer-director Robert Aldrich to help
with the release of “Park Row,” soon
to be released.

Waller reported at the weekend that Fuller is now communicating with
every daily newspaper in the country to obtain permission to refer to the
picture, which is concerned with historic aspects of newspaper publishing.

Elect Bomar Head of ITO of Arkansas

LITTLE ROCK, June 1—Jack Bomar
of this city has been elected president
of the Independent Theatre Owners
of Arkansas to succeed Sam H. Kir-
by, who has become chairman of the
board.

Also elected were E. W. Savage, executive
vice-president, and Bill
Sockwell, secretary-treasurer.

Cleveland Critics in Tie

CLEVELAND, June 1—The Cle-
vilean Daily, in its choice of the
best pictures shown first-run in Cleve-
land during April, were tied in two
categories. “Tonight We Sing,” starring
Craig clinched “The Rain” tied with “With a Song in My Heart” and “with a Song in My Heart.” In fourth place went “The Battle of Apache Pass.” “Jack and the Bean-
stalk” went second place, “Deadline U.S.A.” was third, and “Pride of St. Louis” was fifth.

Dick Dowdell Switches

CLEVELAND, June 1—Dick Dowdell
has resigned from Universal to suc-
ceed Margaret Macay as head booker
for the 20th Century-Fox.

Dick Dowdell is well known to
Western fans, for he has been
prominent on Film Row for 11
years on the three-and-a-half with Universal and seven-and-a-half with Republic.
He has become a housewife.

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He has become a housewife.
Sees Big Field For Theatre TV In NCAA Plan

New Program Limits TV, But Bars 'Blackouts'

Theatre television medium will have a wide open field this winter to telecast college football games of top regional interest, under the new plan adopted by the tele-

vision committee of the National Collegiate Athletic Association, Robert A. Hall of Yale, chairman of the committee, disclosed here yesterday.

In making the new controlled TV plan public, Hall said it offered a real chance for theatre television to obtain areas of wide appeal, games which would not be seen on home television.

Unlike last year's experimen-
tal program, there will be no "blackouts" this year in certain areas each Saturday.

There will be at least one game televi-
sion on Saturday dates of the sea-

son, running from Sept. 30 to Nov. 20.

(Continued on page 5)

Sees Need to Limit TV Football Games

The need to limit college football games in the future on "pay-as-you-

see" home television was underlined in a memorandum sent to colleges by the TV committee of the National Collegiate Athletic Association.

The dangers of keeping college foot-

ball from getting out of bounds as "big business" and the need to main-
tain its amateur status were cited as the reasons for limiting the projected subscription-TV medium.

WASHINGTON, June 2.—Hailing

the Supreme Court's upholding of the "Pinky" case appeal, Eric A. John-

ston, Motion Picture Association of America president, declared today that the MPAA is "starting immediately to examine and prepare a number of actions to require censor boards to carry out the mandate of the court."

The decision, Johnston held, "drives another nail into the coffin of motion picture censorship by government." One of the MPAA's first moves now

(Continued on page 4)

Sees UK Film Slump

Without Eady Plan

LONDON, June 2.—John Davis, man-
ger of the J. Arthur Rank Organization, told the British Film Academy that unless arrangements are made not later than next spring to extend the Eady Plan, production of British films inevitably will slump.

The Davis address, clearly designed as a policy pronouncement from the Rank organization, covered other contro-

versial subjects such as the quota, the effect of government aid through

(Continued on page 5)

MPA Sees No Need to Limit TV Football Games

High Court Hits 'Pinky' Censors

Reverses Texas Courts; Seen as Curb on Broad Censorship Statutes

By J. A. OTTEN

WASHINGTON, June 2.—The Supreme Court today struck another major blow at governmental film censorship, unanimously reversing the conviction of Texas exhibitor W. L. Gelling for showing the film, "Pinky."

But, as in last Monday's "Miracle" decision, the court still left up in the air just how far it is prepared to go in striking down censorship statutes.

It did not give any detailed reasons for its action today, merely noting that Gelling's conviction was reversed on the basis of the high court's stand in the "Miracle" case and another 1948 decision striking down a New York State attempt to punish a vendor of level magazines. In that case, Win-

ters versus New York, the majority said the New York statute under which Winters was punished was too vague, and that statutes which bore criminal penalties had to be fairly ex-

plicit as to what they were to ban.

The statute under which Gelling was convicted was a very broad one, which gave the censor power to ban any film which they thought "of such character as to be prejudicial to the best interests of the people of said city."

On this basis, the high court's action

(Continued on page 4)

Two B'way Houses Smash Records; Others Gain

Two New York first-run theatres smashed box-office records over the Memorial Day holiday weekend, which broke the spring business lull in most Broadway houses. Many theatre men felt that grosses would have been still higher this week had it not been for the downpour Sunday, which punctuated a cloudy, drizzly weekend.

The Paramount, which featured Johnny Ray on stage and "The Wild Heart" on screen, reported that Sat-

urday was the biggest single day in the 35-year history of the theatre, with $18,000 raked up at the box-office.

"Lovely To Look At," the current feature at the Radio City Music Hall, earned $12,000 on Friday, the best Memorial Day business in the history of the Hall.

At the Roxy, "Lydia Bailey" hit a big $23,000 on Friday, the best Mem-

orial Day business since Jack Benny was featured on stage in 1947. The

(Continued on page 5)

Mid-Central Allied Presses Tax Fight

Des Moines, June 2.—Pressing its drive to obtain commitments from Congressional candidates in Iowa and Neb-

braska on their views concerning repeal or modification of the Fed-

eral amusement tax, Mid-Central Al-

lied has received favorable replies from Senators Hickenlooper and Gil-

lette.

The admission tax campaign will be discussed further at a luncheon-meet-

ing of the organization at the Hotel Fort Des Moines here tomorrow.

"Pinky" Decision Hailed by Skouras

In a statement yesterday, Spyros P. Skouras expressed elation over the Court's de-

cision in again upholding freedom of expression as evi-

denced in the 20th Century-Fox production of "Pinky."

"We were certain that the industry's right to examine in the form of entertainment social customs and the rela-

tions between groups would be upheld," he said.

"This opinion is shared by the majority of American audiences who have thus far attended showings of 'Pinky' throughout the U. S. in num-

bers far exceeding 25,000,000."

(Continued on page 5)
Academy Reelects Charles Brackett

Hollywood, June 2. The Academy of Motion Picture Arts and Sciences has re-elected Charles Brackett to his fourth term as president. Other officers are George Murphy and Samuel G. Engel, vice-presidents; Fred L. Mace, treasurer; John Hornbeck, assistant treasurer; Johnny Green, secretary; Anne Baxter, assistant secretary.

Tells FCC of Threats

By United Paramount

WASHINGTON, June 2—David R. Edwards, manager of the Paramount Theatre in Salt Lake City, today gave the Federal Communications Commission's Paramount hearings testimony concerning alleged threats by United Paramount Theatres president Leonard Goldenson to exhibitors.

Goldenson, in earlier testimony, had denied he had ever made threats to Edwards in an effort to acquire the theatre for Paramount. FCC attorney Edward M. Edwards yesterday predicted the earlier testimony by Goldenson, and he declared that the hearing lasted only this morning.

Tomorrow, the witness will be former Salt Lake City Judge George W. M. Armstrong, who will testify on the same situation. Following his testimony, the hearing will recess until Thursday, when Dr. Allen B. Dumont will return to the stand.

UPT Theatre in L.A.

Reopens in Top Style

LOS ANGELES, June 2.—A weekend gross in excess of $17,000 marked the reopening of the Downtown Paramount Theatre. The first order of business was to give the public notice that the Loew's new downtown distribution is in the U. K., and the next day, the theatre was back in full swing.

Sidney Myers Here

En Route to Coast

Sidney A. Myers, assistant managing director of British Lion, arrived here by plane from London over the weekend. He will leave with his staff on Monday morning for New York, where he will leave with his staff on Monday morning for New York, where he will arrive here Tuesday.

Goetz of Universal Willing to Confer On Exposition Plan

William Goetz, Universal studio head, is one production executive who is willing to discuss with representatives of the Motion Picture Exposition Association of New York proposals for a general public exposition featuring equipment and production personnel used in the production, distribution and exhibition of films.

Goetz, who is stepping up New York from the Coast en route to Europe, indicated he had not discussed the possibility of an exhibition with any exhibitor who had devoted time and expense to get to Hollywood for the purpose.

Last week Fred J. Schwartz, head of New York organization, described what he termed the ignoring by Coast executives of the exhibitors' expressed desire to confer on the possibilities of setting up an exposition at the Grand Central Palace here, and going to other U. S. cities. Goetz, whose statement was in reply to a reporter's question at a home office press interview, is the first executive to indicate some public willingness to confer on the proposals with a group of exhibitor representatives. The National Association of America members comprises 11,000 exhibitors, the Council of Motion Picture Organizations signified tentative acceptance of the plans.

Goetz, whose European trip will be primarily a vacation, reported that he had no plans to attend any of the London Film Festival. He pointed out, however, that Goetz has not thrown a computer, many of whom have emerged as full-fledged producers in due course.

Shelly Winters, the only Universal star included on the list of the Legion's Hollywood list of all American and other Mexican and foreign films of film prints were lost, among them many other notables of Universal and Columbia.

PHILADELPHIA, June 2—David Ros-ken, who was with Clark Film Deliveries for over 15 years, has opened a new independent film exchange on Film Row.

DALLAS, June 2—Additional speakers slated for the June 9-11 Texas Council of Motion Pictures' Organization conference here will be Mitchell Woloson, Theatre Owners of America president, Samuel Fradkin and True Man R. Remus, members of the national COPO governing committee, and Robert W. Coyle, COPO secretary.

RALPH D. HETZEL, JR., Motion Picture Association of America vice-president, has indicated he will attend the conference and actively engage in all sessions.
National Release Date July 15th!

No adventurer ever hit with the power of—

"CAPTAIN Black Jack"

A Walter Gould Presentation • Released by Classic Pictures • Produced and Directed by JULIEN DUVIVIER

Racing across the danger-ridden waters of Majorca—
to the treacherous waterfront dives of Tangiers...he fought
for a hidden fortune
—and a girl with a hidden past!

GEORGE SANDERS
HERBERT MARSHALL
PATRICIA ROC
AGNES MOOREHEAD

Released Through CLASSIC PICTURES, INC. 1560 Broadway New York 19, N.Y. Plaza 7-1727
Court Hits ‘Pinky’ Censors

(Continued from page 1)

today could be interpreted as a ruling that the justices will not sustain any censorship under a vaguely worded statute. Thus, those behind the “Miracle” and “Pinky” cases add up to this as a very minimum: Films that are censored by a majority (the “Miracle” opinion), and they cannot be censored if the basic statute that provided for the first time brought films under the free press guarantees of the First and Fourteenth Amendments, it finally defined the effect of its decision to the sacrifice’ question.

Under these circumstances, the “Pinky” case became more and more dependent on “The Big Screen” ruling, and did not provide the clear-cut, overall statement of the high court’s position on state censorship for which MPAA and the industry had hoped.

In the Winters case, cited by the justices as a vague statute,’ Reed said, ‘court action in the “Pinky” case and taking on new significance for the film industry as a possible guarantor of its future, the high court reversed a lower court decision which said New York state could ban the distribution of magazines made up of a collection of criminal deeds of bloodshed or lust so massed as to become vehicles for jeopardizing and depraved crimes against the person.

Reed Delivers Opinion

Justice Reed, delivering the majority opinion in that case, said the court recognized the right of the state to use its police power to minimize incentives to crime, particularly in the field of pornography.

Entertainment magazines, Reed said, were as much entitled to "free speech" protection as the best of literature, and were absolutely subject to control if lewd, indecent, obscene, or profane.

However, he continued, when punishment is involved, "the standards of certainty in the statute is higher than those concerning primarily on civil sanctions. There must be ascertainable standards of guilt. Men of common intelligence cannot be required to interpret the law at the meaning of the enactment.'"

Too Indefinite

On this basis, Reed declared, the statute was "clearly vague and indefinite" to justify Winters’ conviction.

Reed’s concluding sentence read much like the final statement of Justice Clark’s in the “Miracle” case.

To say the state may not punish as a criminal statute is vague and indefinite no implication it may punish the circulation of objectionable printed matter in the state is simply imposed by the privilege of the First Amendment, by the use of apt words to describe the prohibited publication.’"

...will be to demand that Ohio’s censorship of newsreels be stopped, he said.

"It is obvious from the court’s decision (in the “Miracle” and “Pinky” cases) that the continued censorship of newreels in Ohio or wherever they are ordered by the state, is a violation of the Constitution," Johnston declared.

He added that there now is no more justification for censoring newreels than there would be to censor "what goes into a newspaper or what is carried in the news reports of the present day.

The Association feels, he added, that “in accordance with the court’s mandate, a decision to continue newsreel censorship, but if it does not we intend to intercede legal proceedings to force the state to abandon censorship of the newreels.”

Six States Censor

These six states, plus a number of localities, now censor motion pictures: New York, Pennsylvania, Maryland, Virginia, Massachusetts and Connecticut.

Suits Rejected

He rejected the “Pinky” decision as a “clear reaffirmation of the court’s opinion, expressed in the “Miracle” case last week, that the specter of newsreel censorship stands as a free speech and free press guarantees of the Constitution.

He continued: “The decision is all the more encouraging and gratifying for it supports the position 1 have taken ever since I joined the motion picture industry in 1945. It is our position that the screen as a medium of communications is entitled to equal treatment with the press, including freedom from censorship and freedom from discriminatory taxation and legislation.

Sees Ohio Censorship

Remaining Unaltered

Dr. Hissong says 2—No immediate effect on Ohio film censorship was seen by Dr. Claude Hissong, state director of education and civil film movement, as a result of the Supreme Court’s decision in the “Miracle” case. He gave this opinion prior to Monday’s ruling, which came today in the “Pinky” case.

Dr. Hissong said he did not think the Ohio censorship could be overcome by constitutional guarantees of free speech and free press. "The ‘Miracle’ has not yet been submitted to the Ohio censor boards. Dr. Hissong refused to say what the Ohio board may do when the picture is submitted.

Dr. Hissong added that the films never are cut or banned in Ohio because of treatment of any religious or other point of view. He added, however, that “anything derogatory to the church as a whole” or “desecrating the ministry” would be cut.

Grand in Gay Closes

CICAGO, June 2—Great States’ Grand Theatre, Gary, Ind., closed.

Dual Premiers for ‘Quiet Man’ Abroad

LONDON, June 2—Republic’s "The Quiet Man" has two dual world premieres Friday at Paramount’s Plaza house here and at the Adelphi in Dublin. The film, directed by John Ford, and starring John Wayne, Margaret O’Brien, Maureen O’Hara and Victor McLaglen, has been a long run at the little Paris theatre here and now enters release in the Metropolitan area, with national bookings to follow. It combines well with the Sindri Harkwine adventure drama. Selling the two pictures as a package is something new in pre-selling and general exploitation. It is to be expected that other circuits will follow Skoars in New York in providing incentive to merchandise the double bill on a preferred promotion basis.

In order to meet growing competition for promotion opportunity at the local level, Universal is establishing an advance planning unit with its field exploitation staff to work in co-operation with managers. This innovation in New York, presented over by Charles Sabinelli, manager of the Eastern advertising and publicity department, will bring national promotion drive to the grass roots to meet local conditions under a policy laid down by David A. Lipton, vice-president of Universal, in charge of advertising publicity. The advance unit will screen and recommend times and promotional possibilities that may be applied by each of the local staff in its respective territories, with emphasis on theatre play dates and local advertising benefits.

Paramount’s mammoth presub for Cecil B. DeMille’s “The Greatest Show on Earth” has won a unique award from the New York Press Mills, in a national contest set up for fine examples of promotional printing. The company says, "The Paramount Presub for "The Greatest Show on Earth" at his own game—shownmanship." And Paramount’s full-color film strip on the film’s tour is an added accent in the nation’s schools as the choice of 11,000 school organizations and 500 visual education dealers.

WALTER BROOKS

Enters Judgment Vs. UA on ‘Outlaw’

A judgment against United Artists distributors for $100,000 in the Supreme Court of the District of Columbia gives the Hughes Tool Co. from the distribution of "The Outlaw" was entered by Justice Thomas Brace. New Supreme Court, it was disclosed here yesterday.

The long-standing dispute grew out of a distribution agreement made in 1944, which ran until 1950, when distribution rights of the film were turned to the Hughes Tool Co.

(Continued from page 1)

natural_text
Disappoints
(Continued from page 1)

might serve as a practical guide to producers. The fact that the court decided "The Miracle" case last week made it possible for the justices to cite their decision in that case without amplying it for writing a new opinion while disposing of the "Pinkie" case yesterday.

Supports View

Industry attorneys who had predicted last week that the high court's disposition of "The Miracle" case meant that the "Pinkie" case will have to be brought before constitutional limits are well defined, regarded the disposition of the "Pinkie" case yesterday as supporting that view. They interpreted yesterday's ruling as further indication that loosely drawn and inadequately defined state and local censorship statute cannot stand up in court. Whether it means that some rules might become irrevocable cannot be considered when treated in motion pictures, providing it was made as a wholesome, well-drawn statute, still is conjectural, some attorneys feel. However, most film attorneys who commented on the Supreme Court's action of yesterday felt that the decision is of more practical import to Hollywood than "The Miracle" decision because studios have treated and will wish to continue to treat race relations as a dramatic film subject, free of the restraints of censorship, whereas the subject of sacrilege is rarely regarded by producers anywhere as a motion picture theme, whether protected from censorship or not.

Crockett Dies
(Continued from page 1)

morning at Cox's Funeral Home in Norfolk. A veteran of World War I, Crockett first entered the lumber business in 1915 where he became an exhibitor in 1925, building the Roland Theatre at Virginia Beach. He built the Bayview Theatre in the same place in and formed a partnership with D. Pender. During World War II the Maryland Motion Picture Production Board Committee on Motion Pictures and of the United Motion Picture Industry Conference. He was also chairman of the USO Advisory Board during the second World War, was national vice-chairman of the War Activities Committee's Sixth War Loan and participated in many state war committee activities. He had been president of the Virginia MPTA since 1937. Headquarters of Crockett-Pender Theatres are in Virginia Beach.
FACT NO. 7 about magazines and Motion Pictures

A FIRM FOUNDATION
A SOLID BOX OFFICE

With production emphasis on fewer and finer pictures, advertising emphasis will have to rest on a foundation of sounder and more competitive selling

THAT MEANS MONTHLY MAGAZINES BECAUSE:

1 - Monthly magazines reach the public well in advance of picture release dates, start selling sooner, remain in the home 30 to 60 days longer and are referred to again and again.

2 - Monthly magazines provide color, ideal in selling color pictures.

3 - Monthly magazines offer non-competitive position with other movie advertisers — often provide editorial backing in the form of movie reviews.

4 - Monthly magazines (selectively used) offer a 100% "entertainment-conscious audience" because they themselves give full entertainment value.

The place to see the best movies is in the local theater, the place to pre-sell them is in monthly magazines. The record shows that movies which have been pre-sold through monthly magazines will always outsell their competition at the box office.
Midwest Fairs Set for Film Expositions

Ohio and Indiana Units Will Lead Off Program

In conjunction with its declared objective "to restore public enthusiasm" for motion pictures, the Independent Theatre Owners of Ohio has made plans to set up an industry exposition in space allotted to it at the Ohio State Fair, scheduled for Columbus August 22-30. C. F. Pfister, president of the exhibitor organization, disclosed this here yesterday.

Pfister who, with Robert Wile, organization secretary, is in New York to solicit the cooperation of distributors in carrying out the project (Continued on page 4)

Major Meet on French Deal Friday

Presidents and foreign managers of Motion Picture Association of America member companies will meet in New York again on Friday to deliberate further on the counter-proposals made by the French in the recent Paris negotiations looking to the setting up of a new Franco-American film agreement.

The meeting on Friday, which officially will be a Motion Picture Export Association board conclave, is expected to weight also new possibilities for unfreezing currencies blocked in Japan.

Steel Strike May Continue Controls

Washington, June 3.—National Production Authority officials said today there is a "very definite possibility" that an extended steel strike might force the agency to cancel its projected relaxation of theatre construction controls.

Balaban Says Television Offers 'Starvation' Prices for Films

The present television market is offering only "starvation" prices for old films, Barney Balaban, president of Paramount Pictures, informed stockholders at yesterday's annual meeting here.

Balaban reiterated Paramount's stand, expressed before the Federal Communications Commission, that the company would release old films to TV at the proper time, that is, when it is profitable to do so. The Paramount president stated that he "would be a relic" in his duty to take such a step.

In judging possible film sales to TV, Balaban continued, the value of remaining a picture or releasing aAudium for theatrical distribution must be considered. He said the reissue value of films is currently in excess of what TV has to offer. As to remaining a film, Balaban pointed to the latest remake, based on Taeodre Dreiser's "An American Tragedy." The remake, under the title of "A Place in the Sun," has brought in revenue of about $550,000, Balaban said.

Chicago, Atlanta, Memphis Censors are MPA Targets

High on the list of censor boards which the Motion Picture Association of America will seek to have abolished in the immediate future is the Supreme Court's decision in the "Pinky" case are those in Chicago, Atlanta and Memphis, it was learned here yesterday.

MPAA attorneys have been working hard to have completed already the necessary research into the possibilities for compelling these boards to divest themselves of their power. Additionally, at the urging of Eric A. Johnson, MPAA president, attorneys have been seeking the most desirable approach to attacking on legal grounds the frictional censoring of newsworthy pictures.

What is said to make the Chicago, Atlanta and Memphis boards particularly vulnerable following the "Pinky" decision is that each of the three claims the right to censor pictures that are deemed to be "prejudicial to the best interests of the community," the crux of the "Pinky" case prosecution. The high court, in upholding the "Pinky" case defendants' appeal, in effect indicated that films cannot be censored on the basis expressed in such vague and all-embracing terms. Industry observers of the Chicago, Atlanta and Memphis boards have long anticipated that the high court would throw the old censorship practices in the past. Many have now learned they will never have to change.

Para. Hopes To Maintain Dividends

Balaban Tells of Rising April, May Earnings

Hope of continuing Paramount Pictures' policy of declaring regular 50-cent quarterly dividends was expressed yesterday by Barney Balaban, president of the company, at the annual meeting of stockholders held at the company's home office.

In answer to a shareholders' question of the company's future dividend policy in the light of lower earnings this past year, Balaban said he hoped that the company will never have to change.

Estimate 3,835 Drive-ins; Texas Total Is Largest

Total drive-ins in the U.S. is estimated to be 3,835 by Jack H. Levin Associates, which recently completed a field check of drive-ins.

The Levin research and checking firm admits that "no overall official or industry statistics are available" on drive-ins. "None of the accepted directories agree," it was said, "and interviews with editors and government officers have confirmed the fact that the national total is at extremely wide variance.

"Spokesmen by the Associates who contacted film exchanges, trade associations, and key individuals in the film industry, have informed us that the total is 3,835," it was said.

The Texas picture market is anticipated to have the largest total of drive-ins in any state.

Eidophor Showing Set for June 25

The first public demonstration of the new Eidophor large-screen color television system will be held in the home office of 20th Century-Fox on June 25. It was announced yesterday by Supers P. Slovaros, president of the company.

The showing, which will introduce the system to the press, follows 12 years of research and experimentation by scientists of the Swiss Institute of Technology, who invented and per-
Personal Mention

HERC C. McINTYRE, managing director for Universal-International in Australia, has arrived here from that country. S. Ace Jacobs, managing director for Universal-International in Australia, will attend forthcoming conferences with home office executives.

Hugh Owen, Paramount's Eastern-Southern division manager, will be in New Haven today from New York, and later in the week will be in Albany and Buffalo.

Jules Lapides, Warner Brothers Eastern-Southern division manager, will return here from Washington and Philadelphia at the weekend.

Joseph McConville, vice-president of Columbia Pictures, and his wife will sail from here today for Europe aboard the S.S. Olympic Britannia.

Eric Johnston, in his capacity as chairman of the International Development Advisory Board, began today a long trip to the Far East.

Douglas Rothenberg is recovering from an operation at Harkness Pavilion here.


Arbitration Drafting Work In Final Stage

The Rules Committee of the Industry Arbitration Conference yesterday began the drafting of the legal record of arbitration principles which will be submitted to delegates at the second industry conference here before it gets underway on June 16.

Herman M. Levy, committee chairman, boards a写作 of MPAA Advisory Board who, during the group here yesterday that drafting work would require several more days.

Present at the committee meeting were Austin Korn, Paramount; Robert Perkins and Howard Levinson, Warner Brothers; Ben Menhiner, Loew's and Loew, of the Theatre Owners of America.

Police Expect 200,000 At 'Jeanie' Premiere

Pittsburgh, June 3.—Over 200,000 are expected in downtown Pittsburgh when premiere festivities for "I Dream of Jeanie" (With the Light Brown Hair)" start at the Fulton Theatre here tomorrow evening, according to the police department.

MPAA Targets

(Continued from page 1)

completed the assembling of data and other work necessary to the preparation of possible court actions against certifiable firms. If a list of MPAA member companies, it would be held to be built upon the groundwork laid by the attorneys, it was said.

SEC Reports on Film Executives Stock Deals

WASHINGTON, June 3—Albert Warner sold 75,000 common shares to Warner Brothers Pictures in April, and Jack L. Warner sold 30,000 shares, the Securities and Exchange Commission reported.

These sales left Albert Warner with 323,500 shares in his own name and 21,000 in trust as well. Jack Warner with 373,748 shares in his own name and 21,500 in trust ac-
sion was made on his death. Mary S. Warner, sister, held a gift of 1,000 shares, leaving him with 247,300 shares in his own name and 25,000 shares in trust.

The sales were reported in the last SEC summary of trading in film company stocks by officers and directors.

W. Ray Johnston reported three sales, totaling 6,300 shares, of Mon- gola stock, with 1,000 shares, bringing his total holdings to 6,317 shares.

The R. I. Blank Trust sold 1,000 shares of United Paramount Theatres common, dropping its total to 4,100 shares. A. H. Blank, who controls the trust, owns another 2,595 shares in his name, and would 3,000 shares through the A. H. Blank Trust.

John G. Eidel sold away 200 shares of United Paramount Theatres, with 45,000 shares, while Ludovic Lawrence made a gift of 1,700 shares of the firm's 45% per cent cumulative preferred, giving him with his wife a total of 21,000 shares.

Brandt Foundation made four purchases of Trans Lux Corp. common stock, and now owns, 5,100 shares. Harry Brandt, who controls the Foundation, owns 101,315 shares in his own name and 6,500 shares, while his wife owns 17,700 shares.

Jay Emanuel bought 500 shares, bringing his total to 11,000 shares. Jacob Starr reported four purchases in 1950 and 1951 totaling 2,300 shares and bringing his holdings to 8,400 shares.

MPAC Would Aid

(Continued from page 1)

nations in clarifying their position. FSC would extend to free lancees the opportunity now being given contrato. It was agreed that the next session of the conference be held so that their names appear in listings supplied by the American Legion or other organizations.

Such a committee was first discussed by MPAC in December, 1951, but no action was taken at that time.

Two-way Function

PSC would perform a two-way function for the individuals concerned. It would supply the listed individuals with available information regarding their activities and receive relevant facts from them for transmission to the sources making the listing. PSC would not involve any unwilling individuals, but would aid individuals, to such extent as handling information can aid, in clearing themselves if innocently involved.

Proponents of PSC voice the belief that about 90 per cent of the persons listed would be included, but that the others would not have been listed if PSC had been formed when first proposed.

Iowa Allied Regional

Rents Admission Tax

Des Moines, June 3.—Twenty-five Iowa members of the Allied Independent Theatre Owners of Iowa-Nebraska met at Hotel Fort Des Moines here today to discuss the future of their la-

Kington, Chief target was the 20 per cent admission tax. Those present agreed to carry on a campaign which would get their views to all Federal political of-

fice holders from the Midwest. It was the consensus, however, that little action in the way of repeal of the law could be expected before 1955.

Countries back the theatre, the theatremen laid plans for a Sep-

tember meeting in Des Moines at which the state's newspaper editors and cinema critics, and A.F.L. union leaders, were expected to show the newspapers the im-

portance of the theatre to the com-

munity. Kington urged tying the tax to the AITO-sponsored meeting.

Al Lowe Named to 'U' Foreign Post

Al Lowe, for many years a foreign department executive with Universal, was yesterday appointed Uni-

versal-International home office repre-

sentative for Europe. Lowe replaces long-time vice-president, foreign vice-president and general sales manager.

At the same time, Aboaf announced the transfer of Marion Jordan from the home office to the post of district sales representative in Europe. Jordan will operate out of L.T.'s Paris office.

NY Tent in New Quarters

Variety Club of New York, Tent No. 35, has vacated its quarters at 226 West 42nd Street and moved to temporary offices at 132 W. 43rd Street, according to property master Edward Lachman. The building's southern half was

leased for various purposes and Jordan was able to take possession.

Lesser to Britain

LONDON, June 3.—S. Lesser is scheduled to arrive here by air from Holly-

wood June 25 for a four week visit. While he will begin preparation for British production of "Black Chi-

nese" and may continue plans for the Anglo-American production of "Civilian Clothes," in which a British actress will star.

Mochile to Show 'Zero' to Army

Robert Moehle, RKO Radio vice-president and producer Edmund Grainer will be in Washington to-morrow to screen "One Minute to Zero" for top Army and Air Force personnel. Moehle and Grainer will follow at the Carlton Hotel.

The story concerns the early stages of the Korean War.
LEO TO THE RESCUE!

TRADE FACES SUMMER DILEMMA

HOW TO AVOID PIC DROUGHT?

Belief is growing among distributors and exhibitors that some action should be taken to ensure a flow of new pictures during the summer film period. The problem is whether to distribute a normal May-June slate of new product, or to rely heavily on the output in the fall and spring and in the business at the studio.

Now!

"SCARAMOUCHE"
(Technicolor)
Stewart Granger
Eleanor Parker
Janet Leigh
Mel Ferrer
Henry Wilcoxon
Nina Foch
Lewis Stone
Richard Anderson

June!

"SKIRTS AH OY!"
(Technicolor)
Esther Williams
Joan Evans
Vivian Blaine
Barry Sullivan
Keefe Brasselle
Billy Eckstine

"THE DEVIL MAKES THREE"
Gene Kelly
Pier Angeli

"THE MERRY WIDOW"
(Technicolor)
Lana Turner
Fernando Lamas

"THE GIRL IN WHITE"
June Allyson
Arthur Kennedy
Gary Merrill

"CARBINE WILLIAMS"
James Stewart
Jean Hagen
Wendell Corey

"IVANHOE"
(Technicolor)
Robert Taylor
Elizabeth Taylor
Joan Fontaine
George Sanders
Emlyn Williams

"LOSING TO LOOK AT"
(Technicolor)
Kathryn Grayson
Red Skelton
Howard Keel
Marge and Gower Champion
Ann Miller
Zsa Zsa Gabor
Kurt Kasznar

July!

"PAT AND MIKE"
Spencer Tracy
Katharine Hepburn
Aldo Ray
William Ching

August!
Cite Code Effects at TV Hearing

WASHINGTON, June 3—Rep. Gathings (D., Ark.), sponsor of the Congressional investigation of radio and television program content, told the House Commerce sub-committee today that TV programs have improved since the radio-TV industry code went into effect on March 1, but that the code would not be the final answer to the problem of obscene programs or programs overemphasizing sex, crime and violence. He was the lead-off witness as the sub-committee began hearings on the members did not have a very clear subject. The hearings got off to a idea of where the investigation is slow start, and observers felt that the going.

Review

**“Jumping Jacks”**
(Paramount)

**“Jumping Jacks”** is one of the fastest and most fun frolics to race across the motion picture screen in a long time. Dean Martin and Jerry Lewis have entertained many millions on stage, on the air and on the screen. We have witnessed many of their performances on all three. And enjoyed them immensely. But never have we enjoyed them so much as on this occasion. The dialogue is faster and funnier than in any previous Martin and Lewis opus and the plot has more substance. The cast is uniformly good, principal characters including Mona Freeman, Don DeFore, Robert Strauss, Dick Erdman, Ray Tele, Marcy Macaire and Danny Arnold. And as for the hundreds of soldiers in support, we have the word of Brigadier General Frank Dorn that "they portrayed their roles as though they were actually members of the Army Parachute School" at Fort Benning, Georgia, where most of the production was filmed.

This compact entertainment package, which was wrapped up neatly by director Norman Taurog, and tied together securely by producer Hal Wallis, was staged against a background of Army life, with Martin and Lewis creating plenty of havoc for the Paras and, as they previously did for the Army and Navy. And all and sundry are riddled to a frazzle, from top brass to back private Jerry Lewis, while they try to fashion a bunch of G.I. Joe's into entertainers for a series of camp shows. Some of the merriest moments come from the tears and frailties of Lewis during his training to be a sky-jumping soldier. Interrupting the comedy at one spot is a thrilling miss jump by hundreds from dozen of transport planes. Songwise, Martin quite stńskiejtorily delivers four numbers: "Do the Parachute Jump," "I Know a Dream When I See One," "The Big Blue Sky" and "Keep a Little Dream Handy." Showmen have much to work with, and much to promise in merchandising this one, and they certainly can count on help aplenty from word-of-mouth recommendations. That point was proven by the acclamations of a widely representivces audience at a sneak preview at Loew's Lexington Theatre, New York.

The screenplay was written by Robert Lees, Fred Rinaldo and Herbert Baker, from a story by Brian Morley, with additional dialogue coming from James Allardice and Richard Weil.

Running time, 86 minutes. General audience classification. For July release. James P. Cunningham

Expositions

(Continued from page 1)

ent, said Indiana Allied is planning to set up the same exposition the following week at the Indiana State Fair in Indianapolis. "If we do it in Ohio then we would take turns in using the industry display," he said.

The plan of the Ohio ITO, also an Allied unit, is not as grandiose as the one conceived by the Organization of the Motion Picture Industry of New York. That organization is to present an exposition of the New York organization failed to get the complete backlog of other segments of the industry.

Pledged Cooperation

Universal and M-G-M executives already have pledged their companies' cooperation to Pfister, who during the remainder of this week will confer with executives of other distribution firms. Al Daft, director of world sales, and William Goetz, studio chief, made the commitment in behalf of Universal.

Pfister said the allotted 40-by-130-foot industry fair ground space will be used to exhibit the industry's numerous short subjects and other institutional films, and to display studio sets, costumes, miniature ships, lighting equipment, etc., used in the making of specific pictures. Transportation of the equipment from the Coast studios to the fair will be paid for by the Ohio organization, he explained.
Motion Picture Daily

Mochrie Honored in RKO Radio Drive

Robert Mochrie, sales vice-president, is being honored by all competing, during the last three weeks of the current RKO Radio-Ned DeHart Memorial ‘Saw Drive,’ which will end on June 26.

Leading the drive is Portland, with Sioux Falls, New London and Wausau among. In the Canadian division, Montreal is first, with Winnipeg second place.

Parad Hopes to Maintain

(Continued from page 1)

its dividend policy. The best answer to the question, he added, was the recent action of the board in declaring a 50-cent dividend for the second quarter.

Balaban, in his address, said that Balaban and Katz have estimated a 30-cent loss for April and May are running a little ahead of the comparable period in 1951. Despite higher taxes and a smaller attendance, figures show a normal seasonal decline in the domestic box office. At this time, he continued, it is difficult to tell in comparison with June last year, which was an abnormally good month due to the mufreezing of blocked currencies.

Three-fold Problem

Balaban’s address highlighted a three-fold problem faced by the company in what he described as the current “period of transition in the industry. The problems are, according to Balaban, the effect of TV on the box office, the change in distribution practices resulting from anti-trust litigation, and the rising costs of production.

The Paramount Pictures president also spotlighted the diversified investment activities of his company in television station ownership, in the “pay-as-you-see” TV subscription system, international Telemeter Corp., and Chromatic Television Laboratories, Inc. He also touched upon the long-range plans, if any, of the Commission hearings on Paramount’s interest in DuMont Laboratories, Inc.

Dalton public demonstration satellite was held following the stockholders meeting.

Regarding the impact of TV on theatre attendance, Balaban declared it was significant that “a really outstanding picture does as well today as it did in 1951 when the television picture was in its ‘unprecedented prosperity.’"

Due to the higher degree of selectivity, however, weaker pictures do not do as well as before, Balaban continued. Each director of the company, he added, is applying to television when the novelty of a new TV set wears off. While in the past the picture makers were doing big business, Balaban pointed to Cecil B. DeMille “The Greatest Show on Earth” which he declared would be the greatest box-office attraction in the history of Paramount.

Will Support Good Pictures

“Since it is a fact that the public will support good pictures, it is our job to put together those individuals which make good pictures—the kind of pictures they will want to see,” he declared.

Regarding the effect arising from the lifting of the “freeze” on new television broadcasting stations, Balaban pointed out that many of the country’s important income producing markets are already well saturated with TV sets. The effect, he explained, will not be as “wide-spread” as was expected by the addition of hundreds of new stations.

In answer to a stockholder’s question, Balaban said he had not changed his mind about the possibility of reducing the capital structure of the company over a long period of time. However, there are no immediate plans in that direction, he added. The Paramount president, in response to another question, said the company plans to reduce inventories.

With the resignation of director and vice-president, informed stockholders on the progress of Telemeter and Chromatic Television Laboratories, Inc., Paramount owns a 50 per cent interest. Chromatic, which has developed the tri-color TV tube, has not been standing up to the current color TV ban is in force, Raibourn said.

The Paramount vice-president in charge of planning said that new developments regarding compatibility and convertibility have been made, underscoring Balaban’s statement that announcements in this regard are expected to be made before many weeks. Raibourn also expressed hope that the government color TV ban would be modified shortly.

As to the FCC Paramount hearings, Raibourn said Balaban had instilled in the company confidence that the FCC would rule that Paramount can operate stations. In response to a stockholder’s query regarding Paramount’s interest in DuMont, Balaban said his company would again entertain a bid for the company. If long stock if the deal was considered advantageous.

Regarding the cost of anti-trust suits, Balaban informed that the company paid out from $300,000 to $400,000 in settlement of cases last year.

Defends Profit-Participation

Balaban defended the policy of profit-participation deals with directors, saying, “It is not wisely done.” He said that Paramount is contemplating a deal with Irving Berlin for a picture, titled “White Christmas” under which Berlin would receive $250,000 per picture plus double that sum if the deal was considered advantageous.

He also acknowledged that DeMille shares 50 per cent in the profit in “The Greatest Show on Earth.” A 50 per cent profit participation deal is also provided in the Hal Wallis’ contract, under which Wallis finances the film, Balaban continued.

Balaban refused to give a picture by picture breakdown of profit and loss regarding last year’s product. The question was posed by stockholder Mrs. R. M. Coping.

The 14-man board of directors nominated by management was reelected.

H. T. B. Allen, Balaban, Raub, Kopke, Frank Freeman, A. Cooper Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hert, Austin C. Keeler, Earl I. McClintock, Fred Mohrhardt, Maurice Newton, Edwin L. Weisl, George Wetmore and Adolph Zukor, the meeting of the reelected board will be held Thursday to reelect officers.

Malcolm St. Clair, 54

Los Angeles, June 3.—Retired film director Malcolm St. Clair, 54, died in Los Angeles of a two-year illness. St. Clair began directing films at 19 for Mack Sennett. Among his best known productions were “The Grand Duchess and the Waifer” and “The Flet’s In.”

Eidophor Showing

(Continued from page 3)

ected the process.

Eidophor is a projection method for color television which can be installed in theatres for “live” showings of specialized entertainment, supplementing the regular motion picture fare.

It was acquired two years ago by the North-East Century-Fox and a pilot model was imported from Switzerland for installation earlier this year under the supervision of Earl I. Spaulding, research director of the company, and scientists from the Swiss Institute and research representatives from Columbia Broadcasting. Eidophor adapts the CBS color method.

Warners Are Cited By 35th Division

SPRINGFIELD, Mo., June 3.—Harry M., Jack L, Albert Warner, Warner Brothers distribution chief Ben Kat-

menson and advertising-publicity head Mort Blumenstock, have been awarded citations by the 35th Division Association and Warner executives in their capacity as honorary colonels on the staff of Missouri Governor Forrest Smith in recognition of their world praised service on Thursday, the “Band of Brothers.” The picture will have its first showings as part of the two-day celebration of the 32nd annual reunion of the division.

150 Lined Up For Hartford Forum

Hartford, June 3.—Some 150 persons, representing Connecticut and Western Massachusetts newspapers, New York and Coast executives of film companies, and theatre circuits throughout the Northeast are expected to attend the June 17 “Hartford Times Motion Picture Industry Symposium” tomorrow at Times Tower, atop Talcott Mountain.

As previously noted, the principal speakers, Jerry A. Johnston, president of the Motion Picture Association of America, and Romaine Reagan, president of the Screen Actors Guild.

Chart 10-Day Round Trip

United Air Lines

only $624* for a

10-DAY HAWAIIAN VACATION!

includes Mainliner transportation, hotel accommodations and sightseeing.

There are seven tours in all, ranging to 23 days in length. Leave New York at 10 p.m., arrive in Honolulu at 7 p.m.

the next evening!

* From New York
OPERATION: BOX OFFICE

"Let's take the children—catch an early show..."

Going to the movies is part of our way of life—as American as apple pie. It is a custom observed by the family whenever and wherever good movies can be seen. For good movies are the best family entertainment investment every week of the year.

Eastman Technical Service for Motion Picture Film is available at strategic points. For further details, address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.; East Coast Division, 342 Madison Avenue, New York 17, N. Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
Allied Head in Bid for Top Releases Now

Capitalize on Summer TV 'Ebb,' Companies Urged

An appeal to the distributors' general sales managers for a flow of top product to theatres during the summer months when "the quality of TV entertainment drops to a very low point" has been issued by Wilbur Snaper as president of Allied States Association.

"If we can present the best of our entertainment to the public when other attractions are at their ebb," Snaper stated in a letter to the sales managers, "there is a great possibility of our recovering the lost audience."

He asserted that it has been the custom of "certain companies" to withhold their better product during the summer months. However, he reminded, "with air conditioning, many theatres experience good business during this period, so I suggest that our best foot be put forward immediately."

(Continued on page 3)

RKO Pictures Board Recalled in Dover

The re-election of the present board of directors of RKO Pictures Corp. at the company's annual meeting of stockholders, held in Dover, Del., yesterday was announced here by Ned E. Depinet, president.

Recalled were: Depinet, Noah Dietrich, Howard R. Hughes, Francis J. O'Hara, Jr., and J. Miller Walker.

Approximately 75 per cent of the shares entitled to vote were represented at the meeting, it was said.

WSB Okays Increase For Hall Performers

The Wage Stabilization Board has approved wage increases of $10 to $15 a week for 133 stage performers at Radio City Music Hall here, as well as a number of fringe benefits, including a week's vacation and increased payment for extra shows, rehearsals and last-parcels.

The wage approval is retroactive to last December 6 when the Music Hall and the American Guild of Variety Artists, AFL, signed an agreement. The other benefits go back to February 29.

17 Theatres Line Up for Robinson Bout Telecast

The Warner and Fabian circuits joined other TV-equipped theatres in disclosing plans yesterday to telecast the June 23 Robinson-Maxim bout, bringing the total number of theatres which already have declared their intentions of carrying the exclusive theatre TV telecast to at least 17.

A Fabian spokesman here said the telecast has been booked for the Grand Theatre, Albany, and possibly the Colonial at Richmond, Va. In Cleveland, it was announced that Warner's Allen and Hippodrome will carry the event, to be broadcast from New York's Yankee Stadium.

RKO Theatres, which has booked the event in three of its houses, disclosed that the telecast may also be shown in the RKO theatres at Dayton, if the TV installation there is completed in time. Other RKO houses which will pick up the light heavyweight championship bout on their large-screen TV systems are the Keith in Washington, Palace in Cleveland, and the Albee in Cincinnati, Theatre Network Television, which is handling the event, has declined to

(Continued on page 7)

Mulvey Sees Mutual FrenchArrangement

Confidence that the Motion Picture Association of America and the Society of Independent Motion Picture Producers will find a basis for agreement on the acceptance of French proposals for a Franco-American film pact was voiced here yesterday by James Mulvey, representing the SIMPP.

Mulvey declined to accept as "support" for SIMPP the State Department's recent action in notifying the MPAA member companies that it would not become a signatory to a compact calling for subsidies by the U.S.

(Continued on page 3)

Johnston Presages All-Out Censor 'War'

Hartford, Conn., June 4—The Supreme Court having cut away "some of the shackles of motion picture censorship" with its decisions in "The Miracle" and "Pinky" cases, the industry will "keep on fighting until the last nail is slashed and the screen, as a matter of constitutional right, becomes free from the shackles of censorship," said Howard Johnston, Motion Picture Association of America, president, declared here today.

20th Slates 10 Summer Releases

Ten releases between June and August are slated by 20th Century-Fox, Al Lichtman, distribution director, disclosed here yesterday. Three productions will be in color by Technicolor and one will be in Natural Color.


July releases are: "Wait 'til the

(Continued on page 3)

Johnston Hits Premium Rates For Film Ads

Tells Publishers System Is 'Archaic and Unfair'

Hartford, Conn., June 4—Some 150 newspaper publishers, editors and advertising managers, and representatives of the industry today heard Eric A. Johnston, president of the Motion Picture Association of America, describe as "archaic, discriminatory and just plain unfair," the premium rates which most newspapers charge for motion picture advertising.

In an address before the Hartford Times Press—film industry symposium conducted by publisher Francis Murphy at Times Tower atop Connecticut's Taft Tower, Johnston leveled a broadside of argument at the ad rates he said the industry has been "stuck with forever."

The MPAA president declared that the Hartford Times last January recognized that the motion picture the

(Continued on page 3)

NY Theatres Oppose Wage Law Proposal

Albany, N. Y., June 4—Representatives of theatres opposed the proposed state minimum wage law fixing a 75-cent-an-hour floor on wages, at a hearing held here in the State Office Building.

Arthur Krockick, United Paramount Theatre general manager in Buffalo, argued that one board could not be sufficiently conversant with all businesses to administer fixed salary standards.

Senate Approvals FCC Licensing Fees

Washington, June 4—The Senate has voted to direct the Federal Communications Commission to make recommendations for fees and service charges to television and broadcasting licensees.

The Senate Appropriations Committee had included such a provision in pending appropriation bill, and the measure was passed late last night by the Senate, without change. The bill now goes to a conference with the House version, which did not include any such provision.
**Personal Mention**

**John G. McCarthy,** Motion Picture Association of America international division chief, will arrive here from France aboard the S.S. Libertic.

**Jack L. Warner,** Warner Brothers vice-president, now in New York from the Coast, is scheduled to leave here by plane for Europe tomorrow.

**Sir Henry Lawrence and the Caribbean division, will arrive here over the weekend from Rio de Janeiro, Mexico City and Havana, respectively.

**Irwin Ullman,** manager of Fabian's Ahoy Drive-in in Albany, and son of Saul J. Ullman, Upstate division manager for Fabian theatres, was married to Miss Marion Pearson Sunday at the Ten Eyck Hotel in Albany.

**Eric A. Johnston,** Motion Picture Association of America president, returned to Washington last night from Hartford and will be in New York tomorrow.

**Raymond Levy,** vice-president of Quigley Service Company, will leave here for Hollywood by plane today. He will return to New York in about two weeks.

**Mike Simon,** M-G-M home office assistant to H. M. Ricthe, on Wednesday night, will speak before the Theatre Owners of Georgia at the Variety Club in Atlanta.

**Charles Boasberg,** RKO Radio North-South division sales manager, is in Toronto, and will return here tomorrow.

**Harriet Parsons,** RKO Radio publicity, who has been in the East for the past two weeks, returned to Hollywood last night.

**Uda B. Ross,** Westrex Corp. regional manager for Latin America, has left here on a tour of that area. He will return in August.

**William T. Valos,** buyer and booker for Valos Theatre Chains, will leave Chicago, where the Valos circuit in Illinois, is in Hollywood on his honeymoon.

**Edward Mulles,** of the United Artists exchange here is at home convalescing from an illness.

**Louis M. Allade,** film importer, was married to Zoria Lepek, French film producer, here last weekend.

**Dr. Henry Brown,** Atlas Television Corp. president, and his wife have returned here from Europe.

**No Room to the Palace**

Universal-International's "No Room for the Groom" has been booked into the IKO Palace here starting June 1.

**Box-Office Business in Detroit Area Picking Up**

Detroit, June 4.—Business is picking up somewhat for Detroit-area theatres after a slump during most of the spring season which resulted in the closing of a number of theatres.

Those who have survived the difficult time are less inclined than ever to change their competition in the home downtown and abnormally warm weather for the box-office decline.

"We just got to be showbusiness to stay in business," one veteran exhibitor declared. "We had no worse trouble than other retail enterprises we have had all kinds of casualties.

"I think it may turn out in the end to be a good season as the American papers were entirely to many amateurs in the field around here, people who had bought inexperienced enterprises and then sat back to count the receipts."

United Detroit Theatres, a circuit that keeps plugging and promoting in lean times as well as fat, has turned the Palms into the first all-night first-run house in the city.

There was not much response at first but Alice Gorham, UDT's publicity head, kept beating the drums of excitement and the new greater name in the trade and the Palms is beginning to click.

When Saul Korman took over the Broadway and Capitol two years ago he got off to a slow start. But show-wise Korman poured out the advertising budget, put out全国 drumfire and drummed up trade that has the house humming now.

Albert Dezel, whose Dezel Production-Art house covers the Studio, the Al and Center art houses, is doing good business with the aids of newspaper, radio and all-out-of-town advertising.

Drive-ins are doing well in the entire Detroit area. They are making an all-out effort to sell their wares and stop not with getting people into their theatres but give them the best of service and entertainment so they would be sure to come back.

**Zanuck Due Back Here on Tuesday**

Darryl F. Zanuck, 20th Century-Fox executive, who is out of the country on vacation, is scheduled to return here from Europe on Tuesday, following completion of a three-week business trip to the Continent.


Broder Sets Bonuses For Schlafke Director

Franchise holders, bookers and salesmen will receive bonuses in the Jack Broder Productions-Jack Schlafke sales drive which will conclude with the week ending September 6. The drive will be conducted for Jack Schlafke, producer, as well as the distributors through Free Lance Artists. It is a tribute to Jack Schlafke's 40th anniversary in the industry.

**Warner Plans 95 Shorts**

Following a series of Coast conferences between Jack L. Warner, Warner Brothers vice-president in charge of production in Hollywood at the moment, Max Moray, short subjects sales manager, and Gordon Hollinghouse and Edward Selzer, short subject and cartoon production executives, the company has embarked upon the most extensive short subjects production program in its history, with more than 95 one-reel and two-reel shorts scheduled for 1952-53. The release schedule for the period will be the same as that usually followed for the production slate.

On the production slate are eight two-reel color in Technicolor specials, 10 one-reel Technicolor "Sports Parades," seven one-reel novelties, six two-reel "Classics of the Screen," six one-reel "Melody Masters," and six one-reel "Joe McDoakes" comedies.

In the Warner cartoon field there are 30 films scheduled, eight of "Bugs Bunny," nine of "Merrie Superdog" and Sylvester," four "Foghorn Leghorn," and a variety of "Pepe LePew," "Porky Pig" and "Daffy Duck" cartoons. Several new characters will be introduced later in the year.

In addition, there are 13 shorts, made for Embassy, in the Warner cutting rooms. A number of topical and patriotic shorts are also penciled in for production.

**Cal-West Theatres On Coast Dissolve**

Hollywood, June 4.—Cal-West Theatres, a group of the United Artists exchange here, has been dissolved by agreement of a group of independent exhibitors last March to handle certain Republic Pictures, an agreement of 1944. The Cal-West group has announced its dissolution. Changing conditions in local area operations was given as the principal reason.

**Arbitration Meet Set**

The Rules Committee of the Industry Arbitration Conference will meet in New York City at the America headquarters here tomorrow to continue with its drafting of the legal agreements previously agreed upon by exhibition and distribution. Herman M. Levy, committee chairman, of New Haven, will preside at the meeting.

**U, UA Hearing June 10**

A hearing will be held June 10 in New York Statutory Court on the motion of the Universal and United Artis
tists to dismiss the Department of Justice suit seeking an amendment to the "Little Thee" decree. The suit would also be among the directorship sales and forces UA to sell assets acquired from Eagle Lion Classics.

**Atwood to Anne Bauchens**

Hollywood, June 4.—The first quarterly award ever made by the American Cinema Editors Guild was presented at a special meeting held Sunday at the "Showcase on Earth," award committee chairman William Hornblower, has announced.
40 TOA Convention Booths Assigned

Forty of the 145 booths which the Theatre Owners of America will set up in conjunction with its 1952 convention and trade show already have been acquired by firms in the concession, lighting, equipment and service fields. TOA headquarters reported here. The convention and trade show are scheduled for April 14-18 at the Shoreham Hotel in Washington. TOA officials anticipate that the 105 available booths will be sold out within the next six weeks. Efforts are being made to increase the number of booths if the demand makes it necessary.

A convention-coordinating meeting will be held in Washington today in the office of A. Julian Erylawski, convention chairman. Representing the New York office of TOA will be Dick Pits, acting executive director, and Howard L. Bryant, executive coordinator. Chuck Lewis, assistant general chairman of the 1951 convention, will participate at the conference in an advisory capacity.

Italian Film Rise Cited by Monaco

"The Italian film industry in the seven years following the conclusion of World War II has increased from fourth to first place in Europe and is second in the world market only to the United States," it was reported by Dr. Eitel Monaco, president of Italian Films Export and the National Association of the Italian Film Industry, in Rome, according to a statement released here by Italian Films Export of the U.S.

"Dr. Monaco stated that the importation of films from abroad by Italy decreased from 1960 to 1947 to 1,921 in 1951, while exportation of Italian films increased from 121 to 166 countries in 1940 to 948 to 62 countries in 1951," said the IFE statement.

Canadian Showmen Set Pioneer Award

Toronto, June 4—The award of "Pioneer of the Year" was created at the 12th annual convention of the Canadian Picture Pioneers, held in the King Edward Hotel here. Arrangements for bestowing the award were referred to incoming executives. The award is given to any individual from one of the year to the Canadian film industry and to the country as a whole.

The new Pioneer Award was given to Harold Rodner, who has previously served in office, these being O. R. Hanson, A. J. Laurie, Clifford Dentel, Ross Ray Lewis, W. J. Kennedy, C. J. Appel and Harold Pfaff. Newly-elected were: Nat Taylor, Harrison Patte, Curly Posen and Don Gould.

Top Releases

(Continued from page 1)

"Don't you believe," he asked the managers, "it would be a most advantageous situation for us both, so why not really come out with our best product during these months?"

The national Allied president indicated he had heard the summer product question with other exhibitors "and they believe much to be gained.

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20th Releases

(Continued from page 1)

Sun Shines, Nelson," Technicolor, starring Jean Peters, David Wayne, and Donald O'Connor, is one of twenty-five 20th's releases during August, including starring Tyrone Power, and Patricia Neal, and "We're Not Married," starring Ginger Rogers, Dick Powell, and Spring Byington.


Updating the new productions are four of the previously announced "Big Six" re-releases, three of which are in Technicolor.


Four Percentage Suits Are Settled

PITTSBURGH, June 4—Upon the filing of a stipulation stating "the defendant having accounted to the plaintiff, and having paid in full to the plaintiff, four percentage actions brought by distributors against James Alexas, Alex Alexas and J. E. Williams, the actions were by RKO, Pictures, 20th Century-Fox, Paramount and Loew's, and involved the Ligonier Theatre in Ligonier, Pa.

Reed, Smith, Shaw & McClay of Pittsburgh, represented the distributors, with Sargoy & Stein of New York of counsel.

Utah ITO Changes Name to '5 States'

SALT LAKE CITY, June 4—The Independent Theatres Owners of Utah has changed its name to Five States Theatre Owners Association. Membership includes exhibitors from Utah, Southern Idaho, Montana, Western Wyoming and Eastern Nevada.

Montana, which has its own state exhibitors association, will join the new group for certain services.

Mulvey Sees industry to the French film-makers. The State Department's action is based on the information, motivated by estab- lished governmental policy.

SIMPP, Mulvey said, has not altered its "Freedom of the Press" report on subsidies in the pact which is being negotiated to replace the expired one.

Two of the five independent for an agreement stipulated subsidies. The Motion Picture Export Association chairman, with Eric A. Johnston, SIMPP, has con- cerning the negotiations the Motion Picture Export Association chairman, with Eric A. Johnston, SIMPP, has con- cerning the negotiations.
WARNER BROS.
PRESENT
DORIS DAY
and
RONALD REAGAN
in... AND AS
"The Winning"

ALSO STARRING FRANK LOVEJOY
It'll be a long time before the folks who saw "I'll See You In My Dreams" forget Doris Day as Grace Kahn. Now she's in a love story sure to leave even fonder memories.

Here's a sample of the preview raves: "Doris Day and Ronald Reagan make it live and breathe—you will sigh, cheer and cry over 'The Winning Team'!"

"As winning a picture as the title indicates! Should mean boxoffice any season of the year!"

WORLD PREMIERE
SPRINGFIELD MISSOURI
JUNE 6

The flags will be flying for the picture chosen for the Reunion of Missouri's famed 35th Division (President Truman's World War I outfit)! Simultaneously in 3 Springfield theatres and 150 houses in the surrounding area! Watch the news coverage!

DOES IT AGAIN!

WITH
EVE MILLER - JAMES MILICAN
RUSTY TAMBLYN - HUGH SANDERS - GORDON JONES
FRANK FERGUSON - WALTER BALDWIN - DOROTHY ADAMS

SCREEN PLAY BY
TED SHERDÉMAN and SEELEG LESTER & MERWIN GERARD

PRODUCED BY DIRECTION BY
BRYAN FOY - LEWIS SEILER
**Motion Picture Daily Feature Reviews**

**"I Dream of Jeanie"**

(Republic)

T HE MELODIC, POPULAR SONGS of Stephen Foster will have audiences humming in their seats while they see "I Dream of Jeanie." The musical, done in croon, should do fairly well at the box-office.

Entertainment values are enhanced by Ray Middleton as the singing minstrel, Bill Shirley as America's famous composer, and Edith Christy, who gives a sensitive performance, as the girl Shirley finally loves.

Spotlighting the light-weight story are such old-time favorites as "Oh! Susanna," "My Old Kentucky Home" and "Old Folks at Home." Some of the numbers are featured in the form of a minstrel show, lending pace to the plot.

The opening scene finds Shirley working as a clerk for a river steamship company in Cincinnati. His first song, "Oh! Susanna," has caught the fancy of the country, but has failed to win over his fiancée, Miss Lawrence, who abhors anything but classical music. In financial straits because of his lack of business acumen, Shirley is in an impossible situation insofar as his love for Miss Lawrence goes. Shirley's brother, Richard Simmons, aided by the minstrel man Ray Middleton, take over the business side successfully, while Miss Christy aptly fills the romantic void.

Others in the cast include Lynn Bari, Richard Simmons, Robert Neil, Andrew Tombes and next star Maude Alperson. The director was Allen Dwan, while Alan LeMay wrote the screenplay and Robert Armbruster did the musical adaptation.


**"Three for Bedroom C"**

(Bronco-Warner Brothers)

A ROMANTIC COMEDY that takes place almost entirely on a transcontinental train as the left-handed complications. The production conforms perfectly to the picture since its successful "Sunset Boulevard." On the picture's asset side is the natural interest engendered in Miss Swanson's return. Also, it is in Natural Color. The story, however, is a farce of routine proportions and transparent development.

Miss Swanson plays a popular screen star hurrying to California with her adopted eight-year-old daughter, Janine Ferreau. Since there are no Pullman reservations available, she appropriates those belonging to James Warren, a chemistry professor, and then turns her charm on him to prevent eviction.

The story, written and directed by Milton H. Biren, strives doggedly to be funny and succeeds only fitfully. As one might surmise, a romance develops between the actress and the professor-teacher. Trouble ensues, however, when Miss Swanson's beleaguered manager arrives on the scene with the idea of getting her to star with a fast rising stage star, Steve Brodie. The two actors meet on the train for dinner, and as the professor misconstrues the situation, an estrangement results.

There is an ob and flow of mix-ups and schemes until the train reaches its destination, whereupon Miss Swanson and Warren are happily reunited. Edward L. Alerson, Jr., was associate producer of this Bronco Production.


**May Picket 'Miracle'**

WASHINGTON, June 4.—Delegates from 22 Holy Name Societies in Northern Virginia have adopted a resolution to resort to picketing, if necessary, if "The Miracle" is shown in Northern Virginia.

**Chi's Palace in Change**

CHICAGO, June 4.—Taking a page out of Radio City Music Half's book, Eitel's Palace Theatre is putting some sections of the mezzanine on a reserved-seat basis for matinees (between 11:30 A.M. and 4 P.M.) and evening (between 7 and 9).

Chi's Collections Off

CHICAGO, June 4.—Coming on the heels of the closing of the Essaness Embassy Theatre, the closing of the Bug and curtailment of the Schoen- stadt Haffield's schedule for weekends, only highlight the depressed state of exhibition here. City amusement tax collections for May (on April receipts) from theatres fell to a new low, $72,264, against $90,602 for the corresponding period last year. Total collections for the first five months this year are $426,855, roughly 10 percent under the $465,186 collected in the same period of 1951.

The Warner Club expresses deep sorrow at the passing of its beloved and esteemed member

HAROLD RODNER

**"She's Working Her Way Through College"**

(Warner Brothers)

C AMPUS LIFE is given a melodic lift in "She's Working Her Way Through College." The film is a lavish musical comedy that abounds in some of the wildest, brightest and most popular songs of this year. The production is good box-office return.

The cast is an impressive one. Virginia Mayo plays an attractive young lady who works in a burlesque show in order to earn enough money to go to college. While Ronald Reagan plays Miss Mayo's former high school sweetheart, Don DeFore, as a college professor teaching dramatics, Miss Mayo eventually succeeds in winning Regan's heart. When she and Regan decide to put on a school musical in order to steal some of the enthusiasm away from football, a multitude of complications ensue. For one thing, Regan becomes jealous when his wife, Phyllis Thaxter, becomes the object of attention of football coach Don DeFore. And since Miss Mayo is also attracted to the able-dancer Gene Nelson, the latter's girl friend, Patrice Wymore, also develops a touch of jealousy.

Between these cross currents of emotion and confusion there spring up over a dozen songs, some of them are "Baby Face," "As Time Goes By," "With Plenty of Room," "You," "I Love You," and "Love Is Still For Free."

A merry whirl goes on, culminating in the threatened ouster of Miss Mayo from the college by the chairman of the board who learns about her burlesque days. In a breezy ending Miss Mayo uncovers the fact that the high and mighty board chairman had sown a few wild oats in his day, all of which leads to a happy conclusion.

Peter Milne provided the screenplay. Bruce Humberstone directed and William Jacobs produced.


**"The Brigand"**

(Columbia)

COLUMBIA'S "The Brigand" sets out to conjure up a mood of relaxing escape and make-believe and succeeds. Based on an Alexander Dumas story, this morocco-set film in color by Technicolor has such items as flashing swords on desert sands, beautiful women in abundance, treachery, intrigue, and heroism. Exhibitors can be assured that it was done in strict accordance with formula.

Don DeFore plays two roles, that of a dashing officer in the army of the Sultan and that of an easy-living king. It seems that all is not peace and harmony in the kingdom, especially since the villainous Anthony Quinn is determined to seize the throne. When the king is seriously wounded in an assassination attempt, DeFore, the guest officer, who is the very image of the king, is called upon to impersonate him. The masquerade has its shortcomings and its benefits. Among the former are the daring sallies with Pianta and his henchmen, and among the latter are the attention of Jody Lawrence, a princess.

The screenplay, by Jesse Lasky, Jr., provides all sorts of close calls and feats of derring-do. By the time the story runs its course the king becomes a victim of Quinn's sword, while the latter feels the blade of another DeFore's reticuous sword. Since none but one or two friendly statesmen know that the surviving Dextor is not the real king, he happily assumes the throne and names Miss Lawrence along as his bride. Phil Karlson directed.

Running time, 94 minutes. General audience classification. For July release.

**"Montana Territory"**

(Columbia)

SUFFICIENT GUN-FAT, fists and riding are included in this Western to please the action fans. More sophisticated audiences may find it wanting, however.

Under the leadership of Preston Foster, who poses as a sheriff, a gang of ruthless killers prey upon the Montana territory, robbing miners of their pay dirt and stage coaches of their valuable freight. Lon McCallister, a young man entering the territory to seek his fortune, witnesses one of the nefarious deeds of Foster's men.

Not knowing of Foster's true identity, McCallister offers his services as a deputy. Foster, in order to get rid of McCallister, assigns him to the task of protecting a stagecoach, which Foster already has plotted to rob. Instead of the journey being McCallister's undoing, the young deputy is tipped off on the scene and comes through with flying colors. The plot weaves through many situations before Foster is finally unmasked. The love interest is supplied by Wanda Herdrick.

Some of the weakness in the film is attributable to unconvincing dialogue about the pros and cons of vigilantes and philosophizing on good and evil. Some of the acting in the cast includes Hugh Sanders, Jack Flan, Robert Hoff and Robert Griffin. Colbert Clark produced, while Ray Nazarro directed, from a screenplay by Barry Shipman. Color is in Technicolor.

Running time, 64 minutes. General audience classification. June release.

M. HOROWITZ

**Francis Kendall, 51**

HOLLYWOOD, June 4.—Funeral services will be held Friday at Pierce Brothers Funeral Home, Beverly Hills, for Francis Read Kendall, 51, 20th-Fox publicist who died Tuesday.
WASHINGTON, June 4.—The motion picture industry today was attacked by a representative of the Christian Temperance Union, during testimony before the House Commerce sub-committee investigating radio and television programs. Today’s hearings were devoted to spokesmen for four temperance organizations, all of whom warned the sub-committee to concern itself with liquor advertising and liquor incidents on radio and television. Sen. William Taylor, witness, Elizabeth A. Smart of the WCTU, prefaced her remarks on radio and television with a broadside against films.

For many years, she told the lawmakers, women’s organizations protested to Congress as to the effect films were having on children and immature adults, but Congress ignored these protests. “Finally,” she said, “the policy of letting Hollywood alone blossomed into a whole rash of subversives actually financing the enemies of the U. S. in their effort to destroy us from within by violence.”

The WCTU spokeswomen admitted, however, that it was easier for parents to keep children from theaters than from radio and television, and so radio and TV might be even more of a problem. Then she launched into her attacks on radio and TV.

Members of the sub-committee, in their questioning, ignored the remarks about films and concentrated on the radio-Television aspects.

Sinatra, Burke Win Reade Competition

Winners of the “Manager of the Month” February, March and April competition sponsored by Walter Reade Theatres, follow: First place in February, Frank Sinatra, manager of the Strand, Perth Amboy, N. J; second place, the Ashby Park St. James Theatre and John Balmer of the Plainfield Strand tied for third; Regular competition winners were not given in March, but a special prize was presented to A. J. Benya of the Savoy, Asbury Park.

In March Harry Burke of the Community, Saratoga, won first place. Four managers tied for second; Balmer and Morgan and Morgan and Faraghan, and Ralph Lanterman of the Morristown Community and Fred Barfield, manager of Long Branch theaters, joining them.

Reelect Mrs. Lawrence

Cleveland, June 4.—Mrs. Marjork Lawrence was reelected to a second term as president of the Cleveland Civic League, which organized 25 years ago. It nothing very new, but it was a special prize, and Ralph Lanterman of the Morristown Community and Fred Barfield, manager of Long Branch theatres, joining them.

New Autry TV Series

Negotiations are underway with an advertising agency for the sponsorship of a new Gene Autry TV series, titled “Annie Oakley.” A pilot film was screened for the agency, and plans call for the production of 13 films for the series, which stars Gail Davis.

Urges Industry to Advertise on TV

San Francisco, June 4.—Bidding the industry to “take stock of what the radio networks and TV networks are doing, and what we should be doing,” Hannah K. Opgie, executive secretary of Western Theatre Owners, has suggested that the industry learn from the recent resurgence of wrestling.

Citing the popularity of wrestling nationwide as a contrast to two years ago, and attributing it to heavy promotion work and the use of television, she urged theatre managers to follow the example of the wrestling promoters if they would give a boost to their box office.

“TV does reach millions of Americans who are not regular patrons of films,” she said. “What better place to tell those possible customers about our coming attractions?”

In line with her proposal for more exploitation, she makes the point that “distributors should make it possible for exhibitors to spend an extra few dollars on exploitation without fear of being penalized with even greater film rentals.”

2 Features Started, 6 Are Completed

Hollywood, June 4.—Production dropped off four points this week for a total of 30 pictures in work. Two new pictures were started and six completed.


Robinson Bout (Continued from page 1)

Robinson Bout (Continued from page 1)

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Robinson Bout (Continued from page 1)

disclose the total number of theatres until ticket sales for the event get underway. Forty or 50 theatres are anticipated to participate by TNT, however, forming the largest theatre TV network in the history of the medium.

Other theatres which have disclosed plans to participate include: Balaban and Katz’s Marboro, Tivoli and Uptown, Chicago; Locco’s Penn, Pittsburgh; Loew’s State, Boston; the Paramount and Crown at Hammond, Ind.; Shen’s on Broadway; the Pilgrim in Boston; Paramount, St. Paul, and the Palace Theatre in Detroit.

Averaged $110 Weekly

Hollywood, June 4.—Studio crafts workers’ earnings averaged $102.40 weekly during April, according to the survey conducted by the Department of Industrial Relations. The figure compares with $113.40 during March, $104.66 during April of a year ago.

Charlotte House Closed

Charlotte, June 4.—The Broadway Theatre has been closed to foot traffic in the state, has closed its doors, joining the Charlotte and Astor theatres. The house was built in 1923.
TOP BUSINESS
AT THE
VICTORIA, NEW YORK!
METROPOLITAN, BOSTON!
GOLDMAN, PHILADELPHIA!
SPRECKLES, SAN DIEGO!

"High excitement... eminently satisfactory!"
Philadelphia Inquirer

"Movie of the week!"
Look Magazine

"Suspenseful! Exciting! Should do top business!"
Boston Daily Globe

COLUMBIA PICTURES
presents
LOUIS de ROCHERON'TIME'S
Production of

WALK EAST ON BEACON

starring GEORGE MURPHY, Finlay Currie, Virginia Gilmore
Story and Screenplay by LEOMOSTER, Suggested by THE CRIME OF THE CENTURY by J. EDGAR HOOVER from THE READER'S DIGEST. Produced by LOUIS de ROCHERON'TIME with the cooperation of the FEDERAL BUREAU OF INVESTIGATION. Directed by ALFRED WERNER

"One of the year's best!"
New York Mirror

... BOOK IT NOW from Columbia!
Robinson Bout
Draws Largest
Theatre Net

23 Houses Already Plan
To Carry June 23 Event

Another milestone for theatre television was reached yesterday with the disclosure that the largest theatre TV net for any event is already assured for the Robinsoncircus exclusive telecast, June 23 from New York's Yankee Stadium.

Seven Warner theatres plan to carry the telecast, it was learned, bringing the total number of houses already lined-up by Theatre Television to 23.

The largest previous television telecast net was 16 theatres at the Saddle-Pep fight in March, and 14 TV-equipped houses were lined up by TNT for the sell-out Robinson-Turnbull bout.

The seven WB theatres which plan (Continued on page 6)

Arbitration Rules
Unit Draft All Set

Today's scheduled meeting of the Rules Committee of the Industry Arboretum Owners of America headquarters here is expected to be the final one, it was indicated yesterday.

The committee was reported to have completed its draft of the legal record of arbitration principles agreed upon at the initial industry conference last April.

The members reportedly will decide today whether the draft will be made (Continued on page 6)

Goetz Is Honored
At Daff Luncheon

William Goetz, in charge of production for Universal-International, was the honor guest at a luncheon at the Laurent Restaurant here yesterday, given by Alfred E. Daff, vice-presi dent and director of world sales.


Probes of TV, Radio
Is Off Indefinitely

Washington, June 5.—After holding hearings only two-and-a-half days, the House Commerce sub-committee investigating radio and television program content has rescinded its hearings indefinitely. Today the committee listened to three more witnesses attack current programming. The three were ABC commentator Paul Harvey, Lloyd Halvorsen of the National Grange and Methodist Bishop Wilbur.

MPAA Compo Post
May Be Filled Today

Motion Picture Association of America directors are expected to select today from among their membership an Association representative to serve on the three-man governing committee which will run the Council of Motion Picture Organizations until an election of officers can be held.

Selection of the representative is the principal business on the agenda of what is due to be a brief MPAA board meeting which will be followed by a scheduled meeting of the Motion Pic- (Continued on page 6)

DuMont Silent on
ABC-UPT Merger

WASHINGTON, June 5.—The reappearance of Dr. Allen B. DuMont on the FCC-Paramount hearing stand today fizzled down to zero when the DuMont company head refused to give his opinion of the proposed merger between American Broadcasting and United Paramount Theatres.

He was recalled to the Federal Communications Commission hearing by UPT attorney Duke Patrick for the specific purpose of finding out (Continued on page 6)

Brylawski Holds TOA,
Meet on Convention

WASHINGTON, June 5.—A Julian Brylawski, chairman of the committee for the September convention and trade show of the Theatre Owners of America, met here today with members of his committee and staff members of the national TOA office in New York to work on convention plans.

After an all-day session, Brylawski said the meeting had "parceled out" (Continued on page 6)

Johnston, Mulvey
Confer on French Pact at Capital

WASHINGTON, June 5.—The Motion Picture Association of America and the Société des Producteurs de Films have agreed to cooperate in the fight against the efforts of independent film producers still trying to work out a compromise acceptable to both on the French film pact counter-proposals, but as yet "nothing has jelled," an MPAA spokesman reported here today.

Eric A. Johnston, MPAA president, and James A. Mulvey, representing the STMPF, discussed the French proposals at luncheon today. The former will be in New York tomorrow for a Motion Picture Export Association meeting at which the proposals will be considered.

Meanwhile, it was learned that M. Jouenne, Secretary, head of the government's Centre National de la (Continued on page 6)

Playhouses Stock
Bid Draws Queries

A number of inquiries have been received by RKO Theatres in response to its public bid to sell the company's holdings in Metropolitan Playhouses, Inc., it was learned here yesterday.

Answers by RKO Theatres to the inquiries are in the process of being made, it was further disclosed by a company official. He said that "any reasonable offer" would be considered by the company, which must divest itself of $6,488 shares of Class A stock of Metropolitan Playhouses, according to the terms of its consent decree.

RKO Theatres is of the opinion, according to a spokesman, that the over-counter quotation of $17 or more for Class B stock of Metropolitan Playhouses substantially represents the valuation of Class A stock also.

Lebovitz Heads New
Tennessee Circuit

CHATTANOOGA, June 5.—The merger of Grand Amusement Co. and Independent Theatres into Independent Theatres, Inc., was disclosed here.

Mose Lebovitz has been elected president of the new company and Abe Solomon chairman of the board.

Theaters involved in the merger are the Brainerd, Park, Riveria, Capitol, American and Rialto, formerly of Independent, and the Liberty, Grand, Harlem and Annex of Grand Amusement.

Other officers of the new organization are: J. J. Shade, vice-president; Jay Solomon, treasurer and general manager, and Robert Lebovitz, secretary.

Slight Drop from '51;
Gross Earnings Higher

Net profit of $3,750,000, after provision of $3,500,000 for Federal income taxes and after a provision of $200,000 for contingent liabilities, for the six months ended last March, was reported here yesterday by Warner Brothers Pictures and subsidiary companies.

The six months net is only $75,000 less than the $3,827,000 net reported for the same period a year ago.

Last year's profit was realized after making taxes of $4,200,000 for Federal taxes and $400,000 for contingent liabilities.

Film rentals, theatre admissions, sales, etc., after eliminating inter-company transactions, for the six months ending March 1, amounted to $37,522,- (Continued on page 6)

Paramount Board
Reelects Officers

Barney Balaban was reelected president of Paramount Pictures at yesterday's meeting of the board of directors, which also reelected all other officers.

The roster of officers includes: Adolph Zukor, chairman of the board; Stanton Griffis, chairman of the executive committee; Y. Frank Freeman, Austin C. Keough and Paul Rub- bourne, vice-presidents; Fred Mohrhardt, treasurer; Keough, secretary, and Russell Holman, Jacob H. Karp, Arthur Israel and Louis A. Novins, assistant secretaries.

Agree to Continue
Media Program

WASHINGTON, June 5.—House-Senate conference on the foreign aid bill have agreed to continue the information media guaranty program.

The program is now slated to expire on June 30. The conference bill is certain to become law, and hence continuation of the program is assured. It would be impractical to have whatever agency the President designates. Officials have said the President favors switching the program from the Mutual Security Agency to the State Department.
French Lawmaker Says 'Reds Hit Co-Production'

By HENRY KAHN

PARIS, June 2 (By Airmail)—The claim that Communist-dominated trade unions are sabotaging Franco-U. S. co-productions is made in a report by the French Assembly sub-committee on report on the status of the French film industry. The report was drawn up by J. F. Lanet.

Lanet mentions an important chapter in the 1948 film agreement which has been the subject of much discussion. He notes that receipts from U. S. films shown in France should be used for the production of Franco-American films. Lanet says the funds were blocked and then transferred to the U. S. and French film firms, but not back to France. He called the practice "extremely dangerous."

The shape of things to come, as far as Franco-U. S. relations are concerned, may be recognized in the report and also in a bill which is to be presented before the National Assembly after the current recess.

This bill provides for a new Aid Law which is required by the majorities of the French industry. This is the new all-French production. It now appears that under the new bill a film would come within the purview of the law if it is felt that the French may only be prepared to meet some American claims on condition that more Franco-U. S. productions are arranged. This might open up the U. S. market to more French films, even if an American star is used, authorities feel. There is also the possibility that legislation may be passed which provides that these new productions will be produced in France. The fact that the unions were attacked in the report is no doubt the subject the unions will be asked to consider the whole matter.

200-Theatre Opening For 'Lure' in South

A 200-theatre saturation opening will launch the "Lure of the Wilderness" throughout the South on July 20. George Lionel, director of distribution, disclosed here yesterday.

Focal points of the premieres will be Atlanta and the town of Waycross, Georgia, where the picture was filmed.

Zimbali Plan 3 Films

Three independent productions are planned by Al Zimbali who is here to discuss plans with local producers. The arrangements are known as "King Dinosaur," "Miss Atlantic Fleet," and "Stalin's Children."

Industry Firms Off in 1951 Quarter

WASHINGTON, June 5.—The number of film industry firms dropped after the third quarter of 1950, the Commerce Department reported today.

The film industry's business population increased steadily after the war but had dropped to 171 firms by the third quarter of 1950, Commerce figures have shown. In the fourth quarter of 1950, however, it took its largest drop in two years, falling to 153 firms.

The 15,000 level held during the first six months of 1951, but then, in the third quarter of last year, the number dropped another 100, to 14,900.

Commerce said 200 new firms started during the second quarter, but 300 went out of business.

The Commerce figures cover all businesses of the industry. Commerce officials said the two groups were typical of the experience of the business community generally.

Queen Honors Five In U. K. Industry

LONDON, June 5.—The Queen's Birthday Honor List included the following: Carol Reed, knighted; Michael Redgrave and Bruce Woodcock, special film producers, Lord Chamberlain of the Order of the British Empire; Kenilm, knight of Gaunt, British News, and Leslie Knapp, technical adviser to the Graph Exhibitors Association, both of the Order of the British Empire.

More Chi. Houses Close

CHICAGO, June 5.—Developments here continue on a downward trend, with the Essaness Willard and Fadim film, producers, with the RKO and the American film, will close within the next few days; the independently operated Piasance al natured, the downtown Orien
tal having closed today (giving all members of the staff two weeks' vaca
tion pay) and the RKO Grand, also the Alcazar, have been closed, and a new announcement (indicating a possibility that the house may close any time after the end of the two-week period.)

Golding Due Monday

David Golding, national director of advertising and publicity for Samuel Goldwyn Productions, will return to Hollywood today and will arrive here Monday. He will work with the RKO Radio and the Goldwyn ad-publicity staff on the "Hans Christian Andersen" campaign. Golding is expected to return to Hollywood in August. At this time the picture will be sneak-previewed.

Color Trailer for 'Gal'

Universal-International is releasing a specially-made color cartoon and live-action trailer for "Has Anybody Seen My Gal?"

US Is Mexico's Top Customer

WASHINGTON, June 5.—About 500 U. S. theatres, serving approximately 3,750,000 Spanish-speaking persons, now make Mexico their number one market. The U. S. Commerce Department estimates.

It said the U. S. represents the largest single market for Mexican films, accounting for 42 per cent of total exports in 1951 and 40 per cent in 1950.

The Department, quoting Mexican reports, said Mexican film production is "in a critical state." Mexican producers have been handicapped by such factors as inadequate credit to finance production, competition in other countries from television, competition in Mexico from imported pictures, and unfavorable local and foreign distribution arrangements.

It has been suggested that fewer but better films be produced—possibly as few as 80 per year, compared to 101 last year and 123 in 1950.

'Team' Premiere in Springfield Today

SPRINGFIELD, Mo., June 5.—The combined world premiere of "The Winning Team" and the 32nd annual reunion of the 5th Division, which began officially tonight when the film's stars, Ronald Reagan, Gene Nelson and Vir
die Gilmore, checked into the Grover Cleveland Alexander and were welcomed by Mayor Karchner and top civic officials at a reception given in their honor.

The first showings of "The Winning Team" will be presented tomorrow at Springfield's two largest theatres, the Gillioz and the Fox.

'Miracle' Reopens June 16

Showings of the controversial film, "The Miracle," will be resumed at the Paris Theatre here starting June 16, as a result of the decision of the Supreme Court. The picture was originally shown at the Paris before the banning. It will again be part of the program of the small theatre which consists of "The Miracle," "Jofrol," and "A Day in the Country."

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"LOVELY TO LOOK AT"

Kathryn Red

Howard GRAYSON - SKELTON - KEEL

Color by TECHNICOLOR - An M-G-M Picture

SPECTACULAR STAGE PRESENTATION

JENNIFER JONES

THE WILD HEART

"SUNKIST" Color Picture Herald - Better Theatres and Theatre Sales, each published 12 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Paree. Entered as second-class matter, Sept. 21, 1911, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $22 foreign; single copies, 10c.
LIGHT UP THE LAUGHS!

Brightening the program with Pete Smith Shorts is a happy habit with thousands of showmen who have voted his Specialties first in the field of live action shorts. Pete Smith has led them all in the M.P. Herald's annual FAME poll for 9 successive years—and for 8 successive years in the Showmen's Trade Review exhibitor vote.

Smart Booking Tips

Pete Smith's
"MEALTIME MAGIC"
Technicolor

Launching with double-barrelled national promotion tieup with American Gas Association and National Pressure Cooking Institute.

Pete Smith's
"GYMNASTIC RHYTHM"
Technicolor

Featuring the world-famous Swedish Sofia Girls who will perform at the forthcoming Olympic Games at Helsinki.

COMING IN JULY
Pete Smith's
"PEDESTRIAN SAFETY"

To be launched with national campaign for traffic safety in cooperation with police departments in major cities.
The greatest thriller of all
Area premiere in show biz...

BooKed into many top theatres in the Pittsburgh, Detroit, Cincinnati, Cleveland and Indianapolis Exchange territories beginning in Mid-June . . . A joining of more than 400 theatres . . . swept by a spectacular conflagration of explosive showmanship — including everything you've ever heard of and much you haven't — to launch anew the mightiest thriller of 'em all!

Here are some of the circuits participating:

<table>
<thead>
<tr>
<th>Warners</th>
<th>Affiliated</th>
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<tr>
<td>Schine</td>
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<td>Publix</td>
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<td>RKO</td>
<td>Fourth Ave. Amus.</td>
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<td>Chakeres</td>
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<th>Skirball</th>
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<tr>
<td>Butterfield</td>
<td>United Detroit</td>
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—And just a few of the theatres:

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<tr>
<th>Palm State, Detroit</th>
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<tr>
<td>Rivoli, Toledo</td>
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<td>State, Ann Arbor</td>
<td>Palace, Canton</td>
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<td>Regent, Battle Creek</td>
<td>State, E. Liverpool</td>
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<td>Regent, Bay City</td>
<td>Robbins, Warren</td>
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<td>Palace, Flint</td>
<td>State, Sandusky</td>
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<td>Michigan, Jackson</td>
<td>Palace, Lorain</td>
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<td>State, Kalamazoo</td>
<td>Morrison, Alliance</td>
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<td>Strand, Pontiac</td>
<td>Rialto, Louisville, O.</td>
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<td>Palace, Cleveland</td>
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<th>Indiana, Indianapolis</th>
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<td>Emboyd, Ft. Wayne</td>
<td>Rivoli, Muncie</td>
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<td>Paramount, Anderson</td>
<td>Tivoli, Richmond</td>
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<tr>
<td>State, Springfield, O.</td>
<td>Paramount, Hamilton</td>
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<td>Paramount, Middletown</td>
<td>Ben Ali, Lexington, Ky.</td>
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Motion Picture Daily

Friday, June 6, 1952

Warner Net

(Continued from page 1)

00, compared with $57,143,000 for the corresponding period last year.

In addition to the $495,000 of new stock issues to be tendered to stockholders on April 4 purchased 169,185 shares of its common stock at $600,000, or $100,000 more than the offering price of $766,000. After deducting the charges so acquired by the company, $4,138,000, the common stock is now outstanding.

Included in the operating profit for the six months is a profit of $978,000 from sales of capital assets, before provision for Federal taxes, which compares with a corresponding profit of $373,000 for the six months last year.

The net profit for the six months is equivalent to 66 cents per share on the 6,072,000 shares of common stock outstanding. The net profit for the corresponding period last year was equivalent to 50 cents per share on the $6,072,000 shares of common stock then outstanding.

During the six months ending last March 1, the company retired 1,152,218 shares of its common stock at $2, a price which it had agreed to purchase prior to Aug. 31, 1951.

Warner listed current assets of $893,000,000, including cash, of $136,346,337. Current and working assets include cash, $16,485,826; U. S. Government securities, $136,346,000; and inventories valued at $22,450,485, consisting of films completed or in production, rights and scenarios unproduced, raw materials and supplies, all figured at cost, less 25.

Fixed assets are valued at $86,092,910, with a book value of $162,610,797. The company listed net foreign assets of $12,629,000, of which $11,121,000, is held in the British Isles, $370,000, in Canada, and $1,348,000 in other countries.

As of March 1, 1952, Warner had earned surplus of $65,544,351.

Johnston, Mulvey

(Continued from page 1)

Cinematography, and a key figure in U. S.-French film negotiations, has resigned.

There was no indication as to the reason for his resignation, and State Department and MPAA officials said they had no further information on the matter. No change might have been on the coming negotiations. However, one official indicated that several meetings on the pact had been postponed because of the resignation.

Goetz Honored

(Continued from page 1)


MPAA Company Post

(Continued from page 1)

ture Export Association board. Eric A. Johnston, MPAA president, will attend both meetings.

COMPO administrators have been looking for quick, MPAA action in forming a government committee representative, since once the appointment is made the new COMPO dues collection system can be put into operation. The system calls for flat dues payments based on theatre seating capacities.

The other two COMPO governing committee representatives have been named: Samuel Finianski for the Theatre Owners of America, and Truman T. Rombusch for Allied States Association.

Two TV Trailers for ‘Lydia Bailey’

Early results from the new series of TV trailers being offered exhibitors on 20th Century-Fox pictures, has prompted the company to make available two trailers to be used for video advertising using the slogan “Lydia Bailey,” the home office stated here yesterday.

The trailers, of one-minute and 20-second duration, feature stars Dale Robertson and Anne Francis, marking the first time the popular westerns have been utilized by the company in the new medium. The TV trailers are available to exhibitors gratis, with the understanding that the single request is that 20th Century-Fox receive a schedule listing the actual time-bay for the spots.

Arbitration

(Continued from page 1)

available to the trade press for publication with the favor of doing so said they would welcome such additional information as possible in the industry details so that dele- gates and management would arrive at the equilibrium so desired.

The second industry arbitration conference is scheduled to begin on June 24 at the University of Hotel Aator here. Copies of the collective bargaining agreements due to be reached by the hands of delegates a week before that date.

DuMont Silent

(Continued from page 1)

whether DuMont thought the merger would be good or bad. Other DuMont witnesses have given testimony indicating that the merger would hurt DuMont. When asked the question by Patrick today, Du- Mont refused to answer, saying that he was in a position to do so. Patrick did not pursue the question further.

For attorneys, however, took advantage of DuMont’s reappearance to ask him several questions about negotiations his company had with Scopony, Ltd., in the early 1940’s. DuMont said he had either lazy or no recollections of any meetings or single requirement of Scopony officials. He declared that he had never been at any time any steps to restrain or prevent Scopony from de- veloping its electronic patents.

The hearing will be in recess until June 12, when Chicago exhibitor Ar- thur Saas will return for cross-ques- tioning.

Robinson Bount

(Continued from page 1)

to carry the June 23 event include the distributors: First National, EIP; RKO; 20th Century-Fox, Warner, Warn- ner, EIP; and, as previously announced, the Allied in Cleveland and TNT anticipates that from 40 to 50 theatres will participate in the Rob- inson-Maxim telecast. However, it is considered improbable that TNT will be able to gain clearances from the American Telephone and Telegraph Co. in its attempt to carry the tele- cast to the Coast.

All major circuits equipped with television are participating in the telecast. The circuits include RKO, Loew’s, Fabian, Balaban and Katz, Suea, and Warner.

Holds TOA Meet

(Continued from page 1)

work” and took care of “routine lit- tle details,” but that there was no ma- jor development. Attending the meet- ing, in addition to B lyrswzyk and al- lain, were Dick Sidels, acting executive director of TOA; Howard L. Bryant, service co- ordinator, and Chuck Lewis, who was assistant chairman of the 1951 con-
<table>
<thead>
<tr>
<th>WEEK</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
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<tr>
<td>Apr. 27</td>
<td>(May Releases) ( telegram )</td>
<td>Arthur Franz</td>
<td>Adele Mara</td>
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<tr>
<td>Sound Off</td>
<td>(Dates Graded)</td>
<td>Mickey Rooney</td>
<td>( Rev. )</td>
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<td>May 11</td>
<td>(June Releases)</td>
<td>Doris Day</td>
<td>( Rev. )</td>
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<td>June 8</td>
<td>(June Releases)</td>
<td>Edwina Marlowe</td>
<td>( Rev. )</td>
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<td>June 22</td>
<td>(July Releases)</td>
<td>James Cagney</td>
<td>( Rev. )</td>
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<tr>
<td>July 6</td>
<td>(July Releases)</td>
<td>Ronald Reagan</td>
<td>( Rev. )</td>
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**Dates Are Based On National Release Schedules and Are Subject To Change. Letters Denote the Following:**

- (A) Action.
- (C) Comedy.
- (D) Drama.
- (M) Musical.
- (O) Outdoor Action. Production Numbers Are In Parentheses. (Rev.) Motion Picture Daily Release Date.
The wild and wonderful years of "Flaming Youth"... when a Tin Lizzie was the "Cat's Pajamas"... the Charleston was the rage... and every sheik went petting with his sheba!

Starring
Piper LAURIE
Rock HUDSON
Charles COBURN
Gigi PERREAU

And how you'll cheer the Dozen SONGS you'll hear
"FIVE FOOT TWO, EYES OF BLUE" "TIGER RAG"
"WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG"
"GIMME A LITTLE KISS, WILL YA, HUH?"
"IT AIN'T GONNA RAIN NO MORE"

with LYNN BARI · WILLIAM REYNOLDS
DIRECTED BY DOUGLAS SIRK · WRITTEN FOR THE SCREEN BY JOSEPH HOFFMAN · PRODUCED BY TED RICHMOND · A UNIVERSAL-INTERNATIONAL PICTURE

from U-I... The Best Friend your Box-Office ever had!
Tradewise...
By SHERWIN KANE

CURRENT market conditions continue to make cost-reduction imperative in all branches of the industry.

A healthy symptom of the day is the serious examination being given by the organized industry on many fronts to expenditures which have tapped its financial streams without contributing to its economic welfare.

In periods of prosperity and even in times of recession which, however, were readily recognizable as part of the pattern of a disturbed national economy, rather than an ailment peculiar to motion pictures, unproductive financial drains could be tolerated or eased through mild economy measures.

Such no longer is the case.

Today's problems are far-reaching and still difficult of positive identification. They may be rooted in a changing social order, bringing with it a new attitude of the public toward the use it will make of its leisure.

Whatever the explanation, the industry's problems are not to be solved by traditional economies. Thus, it becomes more important day by day that every financial burden imposed upon the industry and not essential to its economy be eliminated.

Millions in industry litigation costs can be avoided by creating industry forums for resolving differences. Something is being done about that.

Millions in wonder taxations, reducing the market for motion pictures by discouraging patronage, need to be eliminated. Something is to be done about that.

More millions need to be and can be saved in production and related costs. Something is being done about that.

Several millions paid in tribute to state and local censorship organizations must be eliminated. Something is being done about that.

Costly, outmoded methods of doing business need to be modernized. Something is being done about that.

Millions may be saved, and applied to winning new customers, by ending discrimination in advertising rates. Something is being done about that.

The outlook is not bleak. It is, rather, promising—promising of a sounder economic base than motion pictures have yet had.

See Impact of Texas Parley As Widespread

DALLAS, June 8.—Delegates arriving for the Texas Council of Motion Picture Organizations' three-day public relations conference which will open here tomorrow foresee the possibility of a large number of similar conferences across the country, depending on the extent of achievements and enthusiasm engendered at this new venture in the sphere of industry goodwill.

From appearances thus far, there is no doubt in the minds of delegates or principles that important gains are in store for the Texas COMPO Showmen in terms of better business and improved public relations in consequence of this conference, for which

(Continued on page 4)

Einfeld to Europe On Merchandising

A series of merchandising meetings of 20th Century-Fox's international organization will be conducted by Charles Einfeld, vice-president in charge of advertising, exploitation and publicity, who will leave for Europe Thursday on the S.S. 'Vulcania'.

Chief among the topics to be discussed in Munich, Amsterdam and Paris will be the world premiere in November of Darryl F.

(Continued on page 4)

Lichtman Named to CompoTriumvirate To Complete Unit

Al Lichtman, in charge of distribution for 20th Century-Fox, was named on Friday as the Motion Picture Association of America representative to serve on the three-man administrative unit for the Council of Motion Picture Organizations until COMPO's board of directors can meet and elect new officers.

Lichtman's appointment completes the three-man COMPO group. Allied States having previously designated Trueman Renshaw to serve as its representative, and The

(Continued on page 4)

French Withdraw Pact Proposals

French negotiators of a new American film import and remittance agreement have withdrawn their four proposals, any one of which was designed to form the basis of a new pact to replace the current one expiring June 30.

A new proposal, understood to contain less favorable terms than any

(Continued on page 4)

Consolidation Of Newsreels Up For Study

MPAA Also Will Join Ticket Tax Campaign

A study of the possibility of consolidating newsreels is being undertaken by the Motion Picture Association of America as part of its broad program of examining the economic structure of the industry and include in cooperation with activities on a number of fronts. Eric Johnston, MPAA president, disclosed here on Friday.

Johnston said the study is in a very early stage and has taken no definite course as yet. Presumably it will weigh the advantages of either of them in consolidating some newsreel operations or entire organizations with others, and also in continuing the five newsreels as now constituted.

Results of the study would not be binding but merely would make information and conclusions available to the

(Continued on page 4)

House 'Red' Probe Off Until Fall

WASHINGTON, June 8—The House Un-American Activities Committee has indefinitely postponed, probably until September, hearings which were slated to get under way in Los Angeles around June 16.

The hearings were to cover many phases of Communist penetration in the Los Angeles area, including some additional witnesses on Communist activities in Hollywood.

Committee officials said the postponement in the hearings would probably also delay indefinitely a supplementary report which the committee was preparing on the subject of Communism in the film industry. They declared the plan all along was to cover in the report any additional material developed at the new hearings.

Allied Winter Board Meet in New Orleans

NEW ORLEANS, June 8—The winter board meeting of National Allied States will be held here next January. The annual convention of the regional Gulf States Allied will be held in conjunction with it.
**Personal Mention**

STEVE BRODY, Monogram-Al lied Artists president, and HECTOR DAVIES, manager of the Warner Brothers Theatre in Seattle, arrived here from Hollywood for the weekend.

JUDITH ANN TANNEY, daughter of Joseph A. Tanney, head of S.O.S. Cinema Supply Corp., was married on Saturday to Lloyd Edward Ham burg, manager of the Waldorf-Astoria Hotel here.

MAX E. YOUNGSTINE and W. C. Gomez, representatives of the Cinemas over the weekend for Dallas and the Texas COMPO conference. JERRY PICKMAN is scheduled to arrive in Dallas today from the Coats.

MAURICE (Merry) SEGAL, Paramount trade press contact, will arrive C.A.S. on Sunday in New Rochelle. They will then leave by plane for a Mexican honeymoon.

MARTIN DAVIS, Samuel Goldwyn Eastern publicity manager, left here over the weekend with his bride on a honeymoon trip to Sea Island, Ga.

HUGH OVEN, Paramount's Eastern-Southern division manager, is in Charlotte today and will go to Jacksonville from there.

HERB STEINBERG, Paramount publicity manager, will return to his desk after a week's vacation.

JACK ORON, director of NBC-TV film syndicate sales, left here over the weekend for the Coast.

LEW KOKEN, RKO Theatres venturing head, left here Friday by car for the Coast on a vacation.

RUDOLPH ALLEN, film industry attorney, is on route to Europe.

**Buffalo Legion to Fight 'Miracle'**

BUFFALO, June 8—The Buffalo Council of the Legion of Decency has served notice that it will vigorously oppose the exhibition of "The Miracle" at the Ranger Theatre regardless of the Supreme Court's ruling nullifying New York State's ban. Dr. Edward S. Schwegler, diocesan director of the Legion, in a notice stated that "Catholic organizations and groups are hereby alerted to a possible appearance of the condemned picture in our diocese."

**UK's First Postwar Theatre Opened**

LONDON, June 6—The first new theatre to be built in the United Kingdom in 13 years was opened by J. Arthur Rank, who was in London in Jersey, Channel Islands. Building re-strictions there are less severe than on the mainland, where construction is still prohibited.

**Put Attendance Drop Due to Walcott Bag Up to 30%**

The estimated drop in theatre attendance last Thursday night, the evening of the home televised Joe Walcott-Edward Charles heavyweight title bout varied from “not too serious” to inquired among circuit executives revealed.

A spokesman for one circuit which has theatres along the Eastern seaboard stressed that the play was not pronounced in larger cities. He listed Pittsburgh, Akron and Cleveland as those most affected. The company claimed that the 35 to 30 per cent estimated drop in theatre attendance on Thursday night was "conservative." Other circuit executives, while acknowledging that the home telecast had an adverse effect on the respective picture, said they expected a drop in business for that day. They maintained there were many other factors besides that of the fight which could affect Thursday night business and an estimate of the business decrease would be difficult to render with accuracy.

**N.J. Allied to Host Industry on July 2**

Allied Theatre Owners of New Jersey will hold its annual convention and meeting on July 2 at the Berkeley-Carteret Hotel, As-bury Park, N.J. Major Joseph Fecke, president of both the regional and national Allied, reported here.

All members of the industry in the metropolitan New York area will be invited to join in the social activities of the day, Snaper said.

**Quiet Man Opens in London, Dublin**

LONDON, June 8—Repulic Pictures' Irish-made "The Quiet Man," won a gala send-off at Para
time Theatre here Friday night, as part of a double feature program, the other opening having been at the Adelphi in Dublin the same night.

Notables at the premiere here in
cuded Chancelor of the Exchequer, Major General F. H. Grosnold, commanding General of the 3rd U.S. Air Force; Commander Michael Parker, the Duke of Edinburgh's, Equivalent Officer to the City of London and all 49 mayors of London's boroughs, and a distin
guished list of personalities headed by Herbert Wilcox and Anna Neagle, Republic's newest partners in produc
tion.

Rival distributors concede that the Republic handling of the opening marked a new level in motion picture promotion. But the overwhelming evidence of the circumstances was the hours long huge queues formed at payable sections of the theatre following ecstatic national press notices.

Showmen here hailed the fanfare of premieres as a much-needed stimu
lant to revitalize public interest and expressed the hope that with the so-called London "season" now at its height, more events of the kind will be staged. They are looking for
toward M-G-M's efforts this week in London to obtain a royal opening of "Ivanhoe" at the Empire.

**Arbitration Parley Will Open June 17**

Dublin, June 8—"The Quiet Man," produced in Ireland by John Ford and starring John Wayne and Maureen O'Hara, opened at the Adelphi Theatre here Friday night in the presence of President Sean T. O'Kelly and members of his Cabinet.

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OPEN ON LA. FILM RENTALS TAX

New Orleans, June 8—-Gulf States Allied Pictures, owners of the largest of the Gulf States companies, launched an attack on the state's sales tax imposed on film rentals. Louisiana exhibitors also have a state admission tax.

Don George, chairman of the Gulf States committee, is organizing a cam
daign of personal approaches to legis
lators in all of the state's districts to elici
t them on the discriminatory as
taas and outlaw and enlist their support for its repeal.

**Newsreel Parade**

**General Eisenhowers homecoming and Italy's anniver
sary are current newsreel highlights. Other items include West Point and Allied's musicale series and fashions. Complete contents follows:**

**300 at UK Tribute To Jack Warner**

LONDON, June 8—The British Film Producers Association, representing all the principal producers in Great Britain, has invited nearly 300 guests to a luncheon on Tuesday honoring Warner Bros. at the Berkeley Hotel. Warner is the first American producer to be so honored by the asso
ciation.

The invitation list includes Lt. Gen. Sir Frederick Browning, Comptroller of the Queen's Household; Peter Paul, British Secretary of State, the President of the Board of Trade, and other minis
ters in Prime Minister Churchill's cabinet; Vincent T. Price, American Ambassador to Great Britain, and Embassy repre
dentatives; newspaper publishers and newspaper representatives of the Armed Forces, and key figures in the film industry and other fields.

**To Install Eldophor In 73 NT Houses**

PORTLAND, Ore.—June 8—Charles P. Skouros, president of National Thea
tres, here Thursday on a periodic division session of Evergreen Theatres of Oregon and Washington, revealed he plans to install Eldophor ultra
tion systems in 73 theatres in Northern and Southern California and Ari
tex. The division expects during the next year to make its Eldophor in Portl
dant downtown houses to have the new Eldophor TV replace second features.

**Favorite Reissues Two**

"Winning the West" and "The Fighting Phantom" are the latest of the Zane Grey reissues to be released by contention Pictures and accessories are now in the exchanges.
THE RIVER

Color by TECHNICOLOR


In big and small cities—in the best theatres in the country—Loew’s, RKO, Paramount and every other important circuit!
Review

"Carrie"

(Paramount)

A NOETHER THEODERE DREIZER NOVEL has been fashioned into an effective, moving drama by producer-director William Wyler. In the main, this is a picture of stature, portraying an adult situation with much honesty.

Jennifer Jones turns in a superlative performance as Carrie, while Laurence Olivier and Eddie Albert portray their difficult roles excellently. These are marquee names meaningful to the public, and with proper exploitation, this film should be a sturdy box-office attraction.

The story overtones are heavily lined with tragedy, for the characters at the outset are thrown into an emotional situation which cannot be resolved successfully. Some customers may find the virtually unrelied undertone of sadness, which builds to various pitches, too much for their taste. Others may find "Carrie" a rewarding emotional experience.

The picture reaches proportions of greatness at times, when the tragedy of Carrie is put into the context of the society around her . . . a world and its people are illuminated on the screen. Unfortunately, over-sentimentality has been allowed to creep in, which, in this reviewer’s opinion, weakens the film.

Jennifer Jones as Carrie leaves her small town to seek her fortune in the big city of Chicago. Her naive conception of the way her married sister lives there is rudely jolted. Chicago soon loses its allure when she spends her days behind a sewing machine and her nights in the close-quartered slum flat of her brother-in-law’s, near the stockyards.

Eddie Albert, the free-wheeling, traveling salesman, enters her life and offers an escape. The price, however, is costly, for the small-town girl who lives out of wedlock with Albert. Then, Laurence Olivier, the owner of Chicago’s most fashionable restaurant, falls violently in love with her. This relationship too, while it has moments of glory, is compounded with tragedy for Carrie is already married, although unhappily.

The end finds Olivier reduced to a derelict and Carrie, successful on the stage, unhappy personally.

Lester Koenig was associate producer. The screenplay was written by Ruth and Augustgoe. Others in the cast include Miriam Hopkins, Basil Ruysdael, Ray Teal and Barry Kelley.

Running time, 118 minutes. Adult audience classification. For August 18.

Einfeld to Europe

(Continued from page 1)

Zanuck’s "The Snows of Kilimanjaro," Murray Silverstone, president of 20th Century-Fox International Corp., is expected to arrive in Europe and will join Einfeld when he arrives. Einfeld is due back in New York at the end of July.

Newsreels

(Continued from page 1)

companies operating reeels — Loew’s, Paramount, 20th Century-Fox, Universal and Warner.

Johnston also disclosed that another activity of the MPAA will be in the field of a new tax reduction or repeal, presumably in conjunction with any national program on the subject which may be developed by the Council of Motion Picture Associations.

Previously disclosed special activities of the Association include its participation in the current industry conferences on establishment of an arbitration system, legal attacks on state and local censorship, a study of the possibilities of "streamlining" distribution operations and efforts to eliminate "discrimination" in theatrical advertising.

Johnston said that arbitration must take precedence for the time being other activities, with the taxation campaign immediately forthcoming, and with the remainder being taken up as opportunity permits.

Press Associations

To View “Park Row”

The state press associations of New York, Texas, Oregon, Georgia, Virginia and Washington have scheduled special showings of Samuel Fuller’s “Park Row,” as a means of furthering motion picture press cooperation. The program, disclosed here by Francis M. Winkler, director of advertising-publicity for United Artists.

The Texas Press Association will launch the program with a showing of “Park Row” on Thursday and Friday, the Oregon Newspaper Publishers Association will see “Park Row” on June 18. The Georgia Press Association will view it on July 10, 11, and 12, and the Virginia Press has set August 8 and 9. Both the Washington State Newspaper Publishers Association and the New York State Press Association will see “Park Row” on September 11, 12 and 13.

Fleisher, Bryant in ‘Jimmy Fund’ Posts

Boston, June 8—Theodore Fleisher has been appointed treasurer and Frank Bryant assistant treasurer of the 1952 "Jimmy Fund" drive, by George Haberl, chairman of Massachusetts Lockwood and Louis R. Perini, co-chairmen.

Fleisher, who will replace the late F. Harvey Hahn, is president of Interstate Theatres and Bryant is retired assistant vice-president of the Slater branch of the Second National Bank.

Ohio Fairs

(Continued from page 1)

waiting on communication with Mort Blumenstock, vice-president, at the company’s studios in Studio City. All other major companies have presented the plan and pledged cooperation, as has the Motion Picture Association of America.

In addition to a motion picture exhibition at the state fair, the plan also contemplates repeat appearances at county fairs in Ohio and, possibly, at the Indiana State fair and elsewhere.

French Pact

(Continued from page 1)

of the earlier ones, now is being advanced by the French.

The American negotiators, including representatives of the Motion Picture Association of America and of the American Federation of Motion Picture Producers, are awaiting further information before deciding on their next step. Word of the change in the French stance has been given to board members of the Motion Picture Export Association at a meeting here on Friday.

Simpp opposed acceptance of the original French proposals, one of which provided for conversion of about $4,500,000 in blocked francs and authorized unlimited imports of American films, was ascribed by some to premature publicity which provided opposition fuel to Communist elements in Paris. It was also reported that the opposition to the proposals influenced the resignation last week of M. Fourre-Cornevay, head of the French government’s ‘Office of Independent Cinema’, which, was a key figure in the negotiations in Paris last month leading to the four alternate proposals for a new agreement.

However, it is known that details of the proposals were available to newspapermen in Paris at least as soon as they were here and that M. Fourre-Cornevay’s resignation was tendered in order to permit him to accept what is reported in Paris to be a more important assignment.

TV Hearings

(Continued from page 1)

request and that the industry might hear, one way or the other, by the end of this week or next.

The MPAA-NEITTC theory is that the Commission is now operating on the idea that the hearings must continue right through, even if the start and hence January is the earliest date when so much time would be available. MPAA and NEITTC would prefer getting the hearings going sooner, even if this means breaking them up and not running right through. They reason that once the Commission starts hearings, it will find it easy to fit a week in here and a week right to the conclusion under the un-interrupted hearing theory, postponement after postponement might be necessary.
The Vital Spark

Ever since the early days of the business of motion pictures, exhibitors have been accustomed to know that product worth the selling is worth the telling in unmistakable fashion in their trade paper.

That feeling has not changed. In these realistic times, it is more pronounced than ever.

His trade paper, through the many services it renders, has become an integral part of the daily business life of the exhibitor. Its advertising pages have come to reflect to him the product situation.

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—or lack of telling about it—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

The vital spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold."

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it soon enough; (2) Make it effectively proclaim the box-office values of the picture; (3) Publish a sufficient continuity of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling—to the exhibitor and consequently through the exhibitor. Its cost is dimes that bring dollars—for the producer, the distributor and the exhibitor. It is the vital spark for the power that produces greatest results!

Check List

of recent or forthcoming releases featured in advertising* in MOTION PICTURE DAILY

(alphabetically by title)

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<td>HANS CHRISTIAN ANDERSEN (2 Pages)</td>
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<tr>
<td>HAS ANYBODY SEEN MY GAL.</td>
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<tr>
<td>KANGAROO (2 Pages)</td>
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<td>LOVELY TO LOOK AT.</td>
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<td>RED MOUNTAIN (3 Pages)</td>
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<td>SINGIN' IN THE RAIN (3 Pages)</td>
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<td>SKIRTS AHoy! (2 Pages)</td>
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<td>THE WILD HEART (2 Pages)</td>
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<td>Warner</td>
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<tr>
<td>THE WORLD IN HIS ARMS (2 Pages)</td>
<td>Universal</td>
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*Pictures featured in M. P. Daily advertising during past 6 weeks.
Queues like this take their cues from LIFE
1000 On Hand
For Texas
Compo Meet
Screening of Product Is
Opening Day Highlight

DALLAS, June 9.—The eyes of
the nation’s film industry today
were upon the 3-day Texas Coun-
cil of Motion Picture Organiza-
tions conference here.
Attracting approximately 1,000 film
every from every strata of the industry
from theatre exhibitors and manag-
ers to top personnel from the Hollywood
studios, the conference shapes up as
one of the most all-encompassing
meetings of key folk in the business.
Opening day highlights were the
screening of clips of important forth-
coming product from every studio and
individual meetings of the various
theatre circuits.
With a rave review commentary by Eric
Johnston, the film production preview
at the Palace sparked the enthusiasm
of those attending the meet. It fore-
cast an invigorating and revitalizing
film season for fall and winter.
The COMPO people came, they
(Continued on page 4)

High Court to Hear
Film Carrier Case

WASHINGTON, June 9.—The Sup-
reme Court today agreed to rule
whether a film carrier which does all
of its business within one state is,
nevertheless, engaged in interstate
commerce.
Wycoff Co., a film carrier operating
out of Salt Lake City, refused to get
a license from the Utah Public Service
Commission. Even though the points
it served were all within the state, it
argued that film carrying was inter-
state commerce. The District Court
ruled against the company, but the
10th Circuit Court agreed with it, and
the State Commission appealed to the
high court.

Flood of Theatre
TV Bids Expected

WASHINGTON, June 9.—Many ex-
hibitor applications for new television
stations are expected to be filed with
the Federal Communications Commis-
sion in the next three weeks.
The Commission will start process-
ing applications for new stations on
July 1. Most applicants have been
waiting to file in the last two or three
weeks before the deadline.

Ohio Will Continue
To Censor Newsreels
Till Law Is Changed

COLUMBUS, June 9.—Censorship
of newsreels in Ohio will not be ended
until the state law providing for cen-
sorship of all films is changed, State
Education Director Clyde Hissong,
under whose department the State
Division of Film Censorship operates,
said here.
Hissong expressed his stand in re-
play to a statement by Eric Johnston,
Motion Picture Association of Amer-
ica president, that MPAA is prepar-
ing actions to require censor boards
to carry out the mandate of the U. S.
Supreme Court in the “Miracle” and
“Pinky” censorship cases.
Johnston refused specifically to Ohio in
saying MPAA’s first step would be to de-
(Continued on page 5)

British Attendance
Down, Gross Steady

LONDON, June 9.—The Board of
Trade Journal reports that British
theatre admissions for the last quar-
ter of 1951 aggregated 324,301,000,
bringing the total for the year to
1,365,036,000 admissions, compared
with 1,395,828,000 in 1950.
Despite the approximately 30,000,-
000 admissions decline, the gross for
1951 was aided by an average admis-
sions rate of £2.97.
(Continued on page 5)

Screen Gems to Make 39
TV Films for Ford Motors

Screen Gems, Inc., a completely-owned subsidiary of Columbia Pic-
tures, has concluded a deal to produce 39 half-hour television plays
for the Ford Motor Co., it was disclosed here yesterday.
The contract was claimed to be

Business Hits New
Peak in Australia

The gross intake of the Australian motion picture business in the current
fiscal year, ending this month, will
exceed the gross of 1947 by more
than $1,000,000, here McIntyre, Uni-
versal’s managing director in Austra-
lia, reported here yesterday at a press
lunchen for company foreign execu-
tives.
McIntyre and Ben Cohn, assistant
foreign sales manager; Bert Tonks,
Eastern Asia and Far East supervisor,
and Saul Jacobs, manager in Panama,
(Continued on page 5)

Court Hostile to
Prior Censorship

Reports Hollywood
Progress on ‘Reds’

Hollywood, June 9.—Answer-
ing a question from a television
luncheon panel, Representative Donald
L. Jackson, a member of the House
Committee on American Affairs, said he
was glad to report that Hollywood
had made substantial efforts to
eliminate Communists.

Douglas Indicates
High Bench Will Be
Serious On Such Film Restraint

By J. A. OTTEN
WASHINGTON, June 9.—Supreme
Court Justice William O. Douglas
indicated today that he is going to
be very tough on any prior cen-
sorship of film showings.
Douglas today issued a two-page
statement in which he de-
lated his reasons for agree-
ing with the Court last Mon-
day in reversing the conviction
of Texas exhibitor W. L. Gell-
ing for showing the film
“Pinky.” The Douglas opinion
not only indicated that he him-
self would be tough on film
censorship laws, but also indi-
cated that he felt that the Court,
in its earlier “Miracle” de-
cision, had promised to be
very tough on prior restraint.
The first paragraph of today’s
Douglas statement merely echoed the facts in the “Pinky” case. The sec-
ond said:
“The evil of prior restraint con-
demned by Near versus Minnesota
in the case of newspapers and in
Burrus versus New York in the case
of motion pictures is present here in
the ‘Pinky’ case in flagrant form. If a
board of censors can tell the Amer-
ican people what is in their best
interests to see or to read or to hear,
then thought is regimented, author-
ity
(Continued on page 5)

Loew’s, UA Circuit
Win 2-Week Delay

A twin week extension has been granted Loew’s by the Department of Justice for
ending its partnership inter-
ests with United Artists The-
atre Circuit in seven theatres.
The new alternative dead-
lines are now June 23 and
June 30. Under the time ex-
tension either Loew’s or UA
have begun action to end the
partnership byJune 23 or it
must submit a satisfactory
plan for terminating the
joint interest at the latter
date. The previous deadline
dates were yesterday and
June 16.

(Continued on page 5)
Barney Balaban, president of Paramount Pictures, and Mrs. Balaban will leave here for Europe and return aboard the S.S. Independence.

Phil Reisman, vice-president in charge of foreign operations for RKO Radio, and Ernest Emdling, director of publicity for Loew's Theatres, will leave today from Europe aboard the S.S. Libertie.

Archie Barish, Metropolitan New York booker for RKO Theatres, was treated for cuts yesterday when a plate glass window fell on him during the afternoon show.

Pandro S. Berman, M-G-M producer, who went abroad for reshoots today, and will leave tomorrow for Camp Pickett, Va.

Howard Dietz, Loew's vice-president in charge of advertising and publicity, has returned here from the coast.

While E. W. Axon, assistant general sales manager for M-G-M, returned here yesterday from Los Angeles.

Arthur Freed, M-G-M producer, will arrive here tomorrow from Europe and will leave at once for Hollywood.

Water Birds' Up to True-Life Standard

The high standard of interest, entertainment and production quality established in the Walt Disney True-Life Adventure series earlier, is maintained in his “Water Birds,” latest addition to the series, in color by Technicolor.

Contributions by 16 cameroners are included in the “Water Birds” subject. All are expert of their kind, varying from the simple to the most complicated.

“Water Birds” includes some very vital and diverting characteristics of a different water fowl or other bird that finds its home in the tropics. The birds are photographed in their natural habitat, ranging from southern China to the temperate to the tropical zones, the color in every instance underlining the beauty of bird and scene.


Variety Tent for N.Y.

New Orleans, June 9—Established in the Big Easy, a thespian tent has been under consideration by Louisiana showmen. Gulf States Allied already was announced itself in favor of the plan.

Obert Mochte, RKO Radio sales vice-president, left here for Dallas yesterday to attend the COMPO meeting. Naun DePiper, RKO president, will leave today.

Alfred E. Daft, Universal vice-president and director of world sales, will arrive here today from Europe.

Sidney Kramer, short subjects sales manager, has returned to New York following a tour of the company's branches.

Marion Jordan, former Latin American supervisor who has been transferred to Europe, will leave here Friday by plane for Paris.

Foster M. Blake, Universal Western sales manager, left here yesterday for the Midwest.

Morris Helprin of London Films will fly to London from here today.

Broyd Off for Pathé Meetings Tomorrow

Steve Broyd, president, and Norton V. Ritchey, vice-presidents of Monogram-Allied Artists, will sail from here for England tomorrow aboard the S.S. Queen Mary to confer in London with Ashton Smith's associate, the exhibition joint production-distribution plans involving three pictures.

Broyd reported yesterday following a visit in New York from Secretary of Defense Robert S. Lovett's Washington conference on civilian defense. It is likely that the conference will be discussed include one that is completed and two that are planned. They come under an existing plan of the American Pathé companies. The completed picture is "Twenty-Four Hours." Broyd reported.

The Monogram-AA executives will be abroad about one month. Broyd said it is likely that during that time Ritchey, foreign department chief, will visit the Continent.

Protest Towne Fee

Chicago, June 9—Defendants in the Towne case, which were ordered to pay $32,000 additional attorney fees to Towne attorney Charles Skouras, have all answered the award, handed down by Federal Judge Barnes for the period since the Towne appeal was filed, claiming that the award for fees of was outside his jurisdiction.

NT Has 30,000 Stockholders

Los Angeles, June 9—National Theatres, Inc., announced yesterday that NT will operate 40 theatres after divestiture from 20th Century-Fox June 28 and that its stock will be held by approximately 30,000 stockholders. Skouras outlined plans for the circuit's operation following the divestiture.

The former motion picture drive to start June 29 and run to October 11. Fox West Coast Southern California managers received $36,000 for their efforts in the spring swing.

Predicting a bright future for exhibition, Skouras praised current product, forecast benefits to come from Edizoph color theatre television and assured FWC employees that all insurance, retirement and other benefit plans will be continued.

Henry Sudekum, 96, A Crescent Founder

Nashville, June 9—Henry Sudekum, aged 96, father of the late Tony Sudekum of Crescent Amusement Co., died Saturday night at his home, his daughter, Mrs. J. M. Currey, Sudekum, who as a newspaper seller in the administration of Abraham Lincoln, in 1912, with Tony and Wiley J. Williams, formed Crescent Amusement Co. and opened its first house, the Dixie. Their first theatre outside of Nashville was located in Murfreesboro. The circuit now includes 77 houses.

Although he relinquished his active interest in Crescent to Tony in 1916, devoting full time to his bakery business, the elder Sudekum retained a financial interest and was a member of the board of directors until his death. A son, C. M. Sudekum, is associated with Crescent.
Here's GOOD News for EXHIBITORS

NATIONAL SCREEN SERVICE
Proudly Announces

"MISTER SHOWMAN" is Back!

SUMMER ISSUE 1952
Brings You
SPECIAL TRAILER EXPLOITATION IDEAS ON

- KIDDE SHOWS p2
- COOL TRAILERS p6-7
- WEDDINGS p10
- FATHER'S DAY p3
- SUMMER TIME p8-9
- INSTITUTIONALS p10
- FLAG DAY p4
- CONTESTS p8-9
- CONFECTIONS p11
- JULY FOURTH p5
- GRADUATIONS p10
- FEATURE LEADERS p12

Get your copy from your
NSS Salesman or your local NSS Exchange
ONE of the most unusual tieups ever set by a motion picture company is Paramount’s nationwide promotion of “42 Acres and a Girl” in conjunction with the performed American premiere of “Earth” by the Phoenix Mutual Life Insurance Co. The very fact of utilizing the motion picture feature and the insurance is novel, and Phoenix has prepared an elaborate sales manual in which all of the circus atmosphere of the premier is preserved. . . . Bing Crosby is planning to make his television debut late this month, and he will take the occasion to raise money to send the American Olympic team to Helsinki this summer. He would act co-"emcee" with Bob Hope over both NBC and CBS networks, depending on the time cleared. . . . Ronald Reagan, one of the best spokesmen for Hollywood, is a principal speaker at the Texas COMPO conference in Detroit, and will go from there to Portland, Ore., to address the annual convention of the N-A-E-O. The two-week week in Hartford at the Conference of Newspaper Publishers, and recently addressed the graduating class of William and Mary College at Fulton, Md.

The powerful American Medical Association got behind the RKO Pathe two-reeal special “Your Doctor” with its full promotion force for a preview of the film for the 10th national convention in Chicago yesterday after a three-day run in New York to get its good name to the N.A.E.O. doctors representing state and county medical societies throughout the country. The A.M.A. has prepared literature recommending every practicing physician and a two-page special bulletin is in the mail, preceding the release of the film on June 20.

The 200-theatre mass saturation premiere to launch 20th Century-Fox’s “Lure of the Wilderness” throughout the South will start July 17 at 12:01 a.m. at the Okefenokee National Swamps Park, where much of the picture was filmed. The Greely Theatre manager for Georgia Theatres at the Lyric Theatre, Waycross, and one of the Quietly, confident theatre operators of this year, is active showroom prepar- ing for the local premiere.

Universal - International’s “The World in His Arms” will open in August with the costliest and most extensive national advertising campaign in the company’s history, according to David A. Lipson, vice-president in charge of advertising and publicity. The Technicolor adventure romance will be presold in 16 national publications with budgets exceeding any previous U-I film. A wider use of national Sunday supplements is strengthened because it permits full color use. Following the world premiere of the film in Anchorage, Alaska, the Hollywood production heads of RKO-Pathe will tour Alaska military installations, and on June 29 will return to Seattle for a two-day round of civic events preceding the premiere of the picture, followed by the opening at the J. J. Parker Broadway in Portland, and the San Francisco premiere at the Orpheum on July 4.

Walter Brooks

say, and they were wholeheartedly encouraged by the product dangled before them. Each product lives up in every respect to the COMPO "Movietime" slogan, "Movies are better...."

A friendly and optimistic spirit pervaded the individual meetings of Allied Theatres throughout Texas, Rowley United Theatre Enterprises, Jefferson Amusements Co., Excel and Associates, and the Indep- endent Theatres, to name a few. Their noon meetings and luncheons were informal and filled with shop talk. Theatre Managers held an open forum for a discussion of circuit wide advertising methods presented over by L. E. (Eugene) Forester, industry-wise, Ronald Reagan and his wife Nancy Davis sparked pro- ceedings by being early arrivals here Sunday. Reagan, president of the Screen Actors Guild, will address the conference’s first general meeting Tuesday morning.

Conference headquarters and all meetings are in the Hotel Adolphus and Variety club rooms.

Reagan has a terrific schedule of appearances. Not only will the SAG president, who brought out the lobby- boys with his arrow's general, be on hand for the general meetings, but he is also booked for the Wednesday luncheon honoring John Rouse, celebrating 25 years as ams首席 editor of the Dallas Morning News, also a junior Chamber of Commerce meeting and still another for Ted E. Depinet, president of RKO Radio, who will be honored by the Rotary Club. Following this meeting an assembly, major events of the day will be a special luncheon for Billy Grah- am, the evangelist, who is keynote speaker for the conference.

Tomorrow’s assemblies speakers will be L. M. Rice, theatre attorney, Phil Isley, and J. R. O’Donnell, vice-president and general manager of the Inter- state Circuit.

From East and West Coast they continue to pour into Dallas for the conference sparkplugged by COMPO and the "Movietime" into exist- ence for Texas and the nation.

The list of personalities include Da- vis O. Selznick, Alice Faye and Phil Harris, Carey Wilson, William Perl- berg, president of the Screen Producers Guild and Robert Lippert, while June Alton, Robert Mitchum, George Murphy, and Robert Taylor are due in later.

**Texas COMPO Meet (Continued from page 1)**

**WB Theatres (Continued from page 1)**

Benjamin W. Steerann will assist in the theatre operation in addition to heading the real estate department. Sidney Jacobs will assume greater duties and Saul Bragin, chief theatre buyer, and head of the theatre de- partment, will buy and book for the Ohio theatres. He will be assisted by Marvin Samuelson and Bernie El- linoff of Pittsburgh and Joseph Wein- stein of Cleveland.

Advertising and publicity will be controlled by Ronald W. Islin, while Dick Wright, with headquarters in Cleveland, will be responsible for gen- eral operations in Ohio. For the forthcoming realignment, local district managers B. F. Moore, Henry Burger and Frank Hampt will take on addi- tional theatres based on the geo- graphical locations of their present districts.

**Gehring Is MPAA COMPO Alternate**

W. C. Gehring, 21st Century-Fox executive assistant general sales man- ager, has been named alternate to Al Lichtman as the Motion Picture As- sociation of America representative in Washington. Gehring will co-chair the MPAA committees three-man interim adminis- trative group.

**FOLLOW YOUR MAJOR LEAGUE TEAM**

**TEAM where it goes VIA TWAY**

Only TWA serves all major league cities. Fast, direct, convenient. For reservations use your travel agent or call Trans World Airlines.

**YOURS FOR $100**

Official U. S. Gov't. Oil Lease

**BUY NO STOCK! DO NOT DRILL! PAY NO TAXES!**

40 ACRE Oil & Gas

rights are yours for $100.

Perhaps never before in history has wildcatting for oil been more active in the U. S. than it is today, and 1932 promises to set oil even new drill records.

If you are an American citizen over the age of 21, you are eligible to sign for a combination Oil and Gas Lease on Public Land in Wyoming, Nevada, and Montana.

DESIRED AREAS: 40 ACRES AVAILABLE because few people outside the oil business know about Public Land Leasing.

$100 is your ENTIRE COST for a lease that we’ll sign, and our fee. Gov’t filing fee and Gov’t mineral charges for 3 years, 4th and 5th years, if you pay directly to U. S. Gov’t $5 per acre per 40-acre tract, $10 if you don’t. We receive the entire lease money.

We also send you a COMPLETED GEOLOGICAL SURVEY MAP show- ing your household in relation to oil wells.

Since filing fees are identical for all areas, you may be assured that all experts in our on-the-spot Wyoming, Nevada and Montana offices will file YOUR LEASE as close as possible to your property. Most oil companies own large holdings of large oil companies. If oil is discovered near your property and an oil company wants to drill on your holdings they must deal directly with you because you have EXCLUSIVE CONTROL OF THE OIL RIGHTS ON THE LAND.

 Naturally, best locations first; so don’t delay. (Please specify state desired.) As soon as we receive your check or M. O. for $100 we will rush Gov’t Lease forms for your sign- ature. We send a copy of signed lease to you. When lease is signed it is AT ONCE. We are prepared to XIX HIP your signed forms for 10- ME LLENT oil.

**OIL LEASE CORP. OF AMERICA**

Incorporated under the laws of Michigan.

DIVISION 14 WHITELAH 4-388-2
32 BROADWAY, NEW YORK 4, N. Y.
Australia (Continued from page 1)

were honored guests at the luncheon, which was given by Al Daff, world sales vice-president. Present also were Americo Abaoa, foreign department chief; Al Abaoa, general supervisor; Marion Jordan, European manager, and other foreign department officials.

The new record in Australia, McIntyre said, has resulted from prosperity in the wool industry and inflation.

In contrast, Tonks reported a drop-off in American business in India, and Jacobs reported the same for Central America. In both instances, the decline was attributed to the departure from those areas of millions of English-speaking troops. Jacobs said French-made pictures are beginning to "swamp" the Central American market.

Tonks said Japanese patrons of American films paid in admissions tax 1,000,000 since the end of the war. He reported also the construction of a million-dollar motion picture theatre in Karachi, Pakistan, by local businessmen.

Tonks said that Soviet productions are sold to theatres in the Far Eastern territory through Russian Embassies, rather than through sales organizations. He described the pictures as "all propaganda."

McIntyre cited the Australian circuits of Hoyts, Greater Union and Metro, for carrying on "magnificent public relations jobs" there for the industry.

Cohn, who returned last week from a four-week trip through South America, reported a theatre building boom there. In Caracas, Venezuela, he said, five new million dollar theatres have been opened in recent months and six new de luxe houses are scheduled to open within the next few months. He added that in the Sao Paulo, Brazil, where there are presently 130 theatres, it is expected that 50 new ones will open in the next two years.

U. K. Attendance (Continued from page 1)

sion price rise from 19.4 pence in 1950 to 28.1 pence. The rise reflected increases in the entertainment tax and the Eady tax becoming fully effective.

Gross box-office receipts for the final 1951 quarter amounted to £27,115,000, bringing the total gross for the entire year to £118,296,000, compared with £105,181,000 for 1950.

During the final 1951 quarter £9,409,000 was paid in Eady tax and £745,000 in Eady tax, representing 35 per cent and 27 per cent, respectively, of the gross. Net receipts amounted to £16,680,000 for the quarter, compared with £17,385,000 for the previous quarter. Distributors' percentage of net receipts amounted to 34.4 per cent, compared with 35.6 per cent in the previous quarter. Exhibition's share of net receipts was £211,078,000 compared with £113,315,000 in the previous quarter.

Review

“Diplomatic Courier” (20th Century-Fox)

A S A SPY MELODRAMA “Diplomatic Courier” rates high in entertainment value. Although done in a familiar framework, the story is sustained by an intriguing plot and the cast attractive. Showmen should have little difficulty pleasing the customers with this one. Many location scenes were shot in Europe giving the picture an added touch of authenticity.

Tyrone Power heads the cast as a U.S. diplomatic courier who is sent to Europe to pick up some vital information from a contact there. No sooner has Power reached his man when the latter is mysteriously killed. There ensues a desperate scramble to latch on to the vital information, punctuated by a series of flights and pursuits with assorted bits of skullhuggery thrown in.

In the course of Power’s exploits he meets twp women. First is Patricia Neal, an American girl with both glamorous and tough qualities; second is Hildegard Neff, a blond Nordic type who obviously is a spy. As the story takes many melodramatic turns and Power comes in for several beatings by Russian agents, he occasionally displays a sharp sense of dramatic qualities. He also distilled top-notch performances. Casey Robinson produced.

Running time, 97 minutes. General audience classification, For July release.

High Court (Continued from page 1)

is substituted for Liberty, and the great purpose of the First Amendment, to keep uncontrollable the freedom of expression, is defeated.

Others felt that promised that Douglas would oppose practically all pre-showing censorship of films. Even more important, however, was the apparently wide scope Douglas gave to the court’s “Miracle” decision.

Will Take More Cases

It will still take many more cases to determine the exact scope of the court’s action in the “Pinkys” and “Miracle” cases. But the Douglas opinion was taken as another sign that the effect of the “Miracle” case decision will actually be farther than the “sacrilege” question to which Justice Clark ultimately confined it, and that state censors face an increasingly rough road in Federal court.

The high court recessed for the summer after today’s meeting. It will convene again early in October. At that time, it will say whether it will hear the Justice Department’s appeal in the Crescent contempt case, the Federal Trade Commission’s appeal in the motion picture advertising film case, and a couple of cases which may be submitted during the summer.

UA Gets ‘Lady Vanishes’ (Continued from page 1)

United Artists has acquired the rights to Alfred Hitchcock’s “The Lady Vanishes.” The first return engagement will begin at the Trans Lux 60th St. Theatre here, following the next attraction after the current “Narrow Margin.”

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

U-I President Nate J. Blumberg says:

“We have an exclusive contract with Pathé Labs for the processing of all our black and white pictures. They give us what we want, when we want it.”

No processing job is too large for Pathé. None is too small. The only requirement is that each be of the highest quality. Perhaps you would like details on the benefits of an exclusive Pathé contract.
Held Over—A Solid Month!

Fact No. 8 about Magazines and Motion Pictures

Motion Picture advertisements in monthly magazines are assured a minimum holdover of 30 days.

In advertising and at the Box Office, long runs produce the greatest profits.
Defeat Rental Ceilings In Three Nations

McCarthy Reports Dutch, German, Italian Deals

Success in combating rental ceilings in Canada and Italy was reported yesterday by John G. McCarthy, Motion Picture Association of America international division chief, upon his arrival from Europe aboard the S.S. Libertas. McCarthy, who had been in Europe since early April, disclosed also that the West German government gave him its agreement to unrestricted importation of U.S. pictures for another year. Additionally, the Italian government (Continued on page 4)

Exhibitors Cited at Texas Compo Meet

DALLAS, June 10.—R. J. O'Donnell, vice-president and general manager of the Interstate Circuit, keynotef the opening session here today of the Texas Council of Motion Picture Organizations conference with a tribute to Col. H. A. Cole and exhibitor leaders for making the "Movietime, U.S.A." campaigns possible. O'Donnell also lambasted the Texas plan of a "speakers bureau" which has brought the industry message to 150 civic clubs, and he urged the extension of this plan and other plans to keep (Continued on page 4)

Reserve Decision On U, UA Motion

The New York Statutory Court reserved decision yesterday on the petitions of Universal Pictures and United Artists seeking a dismissal of the government suit which would amend the "Little Three" decree. The amendments sought by the government would bar interlocking directorships and force UA to sell the (Continued on page 4)

Television Competition Short Lived: Jack Warner

LONDON, June 10.—While television, like radio, has a place in entertainment, it has as well weaknesses that testify to the supremacy of the motion picture screen among entertainment media, Jack L. Warner, Warner Brothers production vice-president, declared today in an address before a luncheon-meeting of the British Film Producers Association.

"We saw television become as exciting for a while as was sound when we introduced it to the motion picture screen," Warner said, "At the same time, however, we were discovering again a factor which is unsurpassed in achieving box-office results. That is none other than a fine motion picture.

In a speech that ranged with confi (Continued on page 5)

Seeks to Prohibit Film Firms from Music Publishing

A petition seeking to bar motion picture companies from engaging in the music publishing field will be argued here in Federal District Court on Tuesday, it was learned yesterday. The petition which would amend the ASCAP decree was filed by the DuBonnet Music Publishing Co.

Perry Alexander, head of DuBonnet (Continued on page 4)

Hayworth Only Col. Star Not Available For Ford TV Films

Hollywood, June 10.—Columbia contract players, with a single exception, will be available for television films to be produced by Columbia's subsidiary, Screen Gems, for the Ford Motor Co., the studio confirmed today. Exception is Rita Hayworth. Although the Columbia contract list is down considerably from past peaks, (Continued on page 6)

Dietrich, Depinet Are Re-elected

The board of directors of RKO Pictures Corp., meeting here yesterday, re-elected Noah Dietrich chairman of the board, and NeI D. Depinet president.

All other officers were also re-elected, as follows: vice-president, general counsel and secretary, J. Miller Walker; treasurer, William H. Clark; comptroller, Garret Van Wagner; assistant secretary, Joseph J. Lamb; assistant treasurer, Edwin J. Smith, Jr. (Continued on page 6)

Rep. Lane Says Production Code Saved Industry from 'Iron-Fisted' Censorship

WASHINGTON, June 10.—Rep. Lane (D., Mass.) told the House today that the film industry adopted the Production Code "just in time to save itself from exile or an iron-fisted censorship."

Lane made the comments in a speech attacking the quality of television programs. He said a similar problem was faced in the early days of motion pictures, but "at least we had fair warning, to what type of programs were showing in the various theatres and could keep our children away from those that were objectionable.

Moreover, he said, public opinion went to work, and "the producers were scared into setting up a code of conduct of their own."

The Massachusetts lawmaker admitted that the high cost of good television entertainment was a major problem, and suggested there must be a combination of better taste and better financing.

He warned that "unless, in the course of hearings now underway, the (television) industry presents a code of decency and convinces us that it will be self-enforced, we shall have no choice but to impose controls."

Lane said he hoped the industry would come forward with "a house-cleaning program of its own."

House Commerce sub-committee hearings on radio and TV program content are now in recess. Chairman Harris (D., Ark.) said he expected they would resume next week.

20th to Cut Down on Low Budget Films

Zanuck States Emphasis To Be on Major Product

Twentieth Century-Fox will make a larger percentage of major pictures than ever attempted before and they will be slanted for an international market. Darryl F. Zanuck, production vice-president, declared here yesterday in a press interview following his return from the five weeks in Europe.

At the same time Zanuck revealed he would not personally produce any pictures for the next two years but that he would devote his time to su (Continued on page 6)

Sales Drive Will Honor Heineman

A United Artists sales drive honoring William J. Heineman, president in charge of distribution, will be launched over the weekend.

The "Bill Heineman Drive," which will run for a 25-week period, ending December 6, is set up on a new basis. All UA exchanges have been classified into three groups based on their grossing potential over the past several years. Under this plan, exchanges of equal sales strength are placed in competition with one another, rather than on a total sales organization basis.

See New Delay in Removing Controls

WASHINGTON, June 10.—The breakdown in the steel wage negotiations and the apparent impasse between Congress and the President with respect to future action to stop the steel strike apparently further darkened the outlook for relaxation of theatre construction controls on July 1, as originally scheduled by the government.

NPA officials said they were certain that if the stoppage persisted much longer, the date would be pushed back at least to October 1.
Personal Mention

SAMUEL GOLDSTONE, president of Western Massachusetts Theatres at Springfield, accompanied by his wife and son, will leave on July 3 for a three-months' European trip.

Mike Simon, home office assistant to John M. Richards of M-G-M exhibition relations department, will fly to Santa Fe from here over the weekend to assist George Murphy, who will address the New Mexico Theatre Owners convention there next week.

Sam Kent, Toronto branch manager for United Artists, and his wife announce the birth of their first child, Ralph John, in Montreal June 2.

David Lipton, Universal advertising manager of the Bowery office, is in Dallas from Hollywood attending the Texas COMPO meet.

Abbey Weitman, daughter of Bob Weitman, Paramount Theatre vice-president, this week graduated from Cornell University.

George A. Smith, Paramount's Western division manager, is in Denver for a meeting with branch manager Clarence Olson.

Arthur C. Canton of M-G-M's export staff is in Canada from here and will visit New England cities later.

Orton H. Hicks, director of Loew's 10mm. department, will address the Kiwanis Club of Waterbury, Conn. today.

Ross Doyle of M-G-M's home office publicity department returned to his desk yesterday after an operation.

Henry Leiser, television and film producer, has returned to Vienna, Austria, from New York.

Tony Fussell, formerly with Universal in San Francisco, has joined United Artists in Cleveland.

30 at TOA Regional Conference in Dallas

Dallas, June 10.—Thirty Texas exhibitors and circuit owners met here yesterday under the co-chairmanship of John Bailey and Henry Reeve in a Theatre Owners of America Southwestern regional conference and convention session, the second such regional to be conducted by TOA since the executive committee made provision for them last year. The first was held several months ago in Atlanta.

Discussions at the conference were devoted to general business conditions, taxation, television competition and other trade topics. Sitting in on the meeting was the TOA's new presi- dient Mitchell Wolfson, Robert Wilby of Atlanta, and A. H. Blank of Des Moines.

Motion Picture Daily

Wash. "Post Wonders on Films Will 'Live Up to' New 'Press-Freedom'

Washington, June 10.—The Washington Post today wondered whether motion pictures would "live up to the freedom conferred on them by the (Supreme) Court.

An editorial entitled "The House Freedom" said the industry in "The Miracle" and "Pinky" cases had won important rounds "in their growth to full freedom from censorship." It pointed out that just where the boundaries of freedom are to be drawn will have to be determined in future cases, but said the importance of the case was in putting the industry in the communications category, something more than a "business pure and simple." But, the editorial continued, "the important question is how the industry lives up to this new-found freedom.

The movies have been notoriously cautious in censoring themselves voluntarily through their Production Code Administration," the editorial said, "and they have been notoriously reluctant to take the prejudices of any group of potential spectators large enough to fill more than a row of theatre seats. Moreover, the producers have been so servile in their genuflections to governmental inqui- sition as to develop a House Activities Committee that one could not help wondering if they had any desire for independence. The court's recognition that they have come of age is cause for congratulation. We hope they will accept and measure up to the responsibility."

Reisman Confirms Deal with Welles

Following conferences with RKO Radio managers in France, Italy, Ger- many and Switzerland, Leo Reisman, the company's foreign department sales head, returned to New York yesterday.

Reisman confirmed that the company has made a verbal agreement with Orson Welles to distribute "Other Side of the Wind," the film produced, directed and starred in the picture, which was filmed in French Morocco.

Booth Space Set for Virginia Unit's Meet

Richmond, Va., June 10.—Twenty-three equipment suppliers and film distributors have contracted for booth space at the annual conference for the Virginia Motion Picture Theatre Association, which opens tomorrow at the Hotel John Marshall here Monday through Wednesday.

Charles Niles, national Allied treasurer, will be one of the main speakers.

K. C. Exhibitor Files $75,000 Trust Suit

Kansas City, June 10.—Frank T. Montjoy, lessor and operator of the Century Theatre here from 1930 to 1943, has filed a damage suit for $75,000 against eight majors, Fox Midwest Theatres, Associated Exhibitors, the Hotel John Marshall here Monday through Wednesday.

The suit alleged that their operators were favor of theatres affiliated with the two circuits to the detriment of his house.

Newsreel Parade

GENE EISENHOWER and Phillips, political leaders of both parties, are new current newsreel highlights. Other items include Truman meeting his war buddies and human interest stories, Combined Forces Foundation.

MOVIECENTRE NEWS, No. 88—Eisen- hower in the spotlight. President Truman meets with Mr. and Mrs. Henry Bailey at the Truman UN action on Korea. UN planes blast Ko- rean Reds.


Arbitration Group Races Against Time

While the Industry Arbitration Conference Rules Committee is confiding its report of arbitration principles, time is running down on the opening of the second industry conference at the Hotel Astor here on Monday, the plan to supply delegates with copies of the report in advance of the conference has had to be abandoned.

The reason for dropping the plan is that the committee is considerably behind schedule in its drafting work. A committee of which the arbitrator is under the chairmanship of Herman M. Levy, expected to be in a position to submit its report to the Industry Arbitration Conference at least a week in advance of the coming conference.

Present yesterday following a meeting of the committee at Theatre Owners of America headquarters here that met as a result of a College of the Whole Law. School faculty now are working with the group as consultants.

Meetings of the full committee or subcommittees will continue today, tomorrow and Friday, Levy said, adding that it is hoped the final draft will be ready at the end of this week. All committee members are attorneys.

Present at yesterday's committee meeting representing the TOA were C. Stanley Thompson and Ben Melnehmer, Loew's; Robert Perkins and Howard Levinson, Warners; William Barry; Austin C. Keough, Paramount.

Set RTMA Meeting

CHICAGO, June 10.—The annual meeting of the Radio-Television Manufac- turers Association will be held June 24 in Chicago.

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"SCARAMOUCHE"


"LOVELY TO LOOK AT"

Radio City Music Hall sets new all-time Memorial Day high with M-G-M's eye-filling Technicolor Musical, starring Kathryn Grayson, Red Skelton, Howard Keel, Marge and Gower Champion, Ann Miller, with Zsa Zsa Gabor, Kurt Kaszmar. (Pre-release engagement.)

"SKIRTS AHOY!"

Tops the National Box-office Survey in Variety for second successive week. A rollicking Technicolor M-G-Musical starring Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Brasselle, Billy Ecksteine.

"SEEING IS BELIEVING!"

Texas Meet

(Continued from page 1)

the public aware of motion pictures as an excellent source of entertainment.

Screen Actors Guild president Ronald Reagan, in his address to the first general session, doubly underscored the accuracy in advertising and the abandonment of double features. He suggested that the history of the industry could be written from department stores, who offer the ultimate in comfort and convenience.

Says Novely Wearing Off

Robert W. Coyne, special counsel to the Council of Motion Picture Organization, believes the novelty of television is beginning to wear off in the long-saturat ed TV areas and that, as result, exhibitors have a good opportunity to win new patrons.

Coyne said stepped-up promotion, with emphasis on old-fashioned showmanship, should be productive under current conditions. "We need more promotion in the same way one advertises wine or more of the down-to-earth brand of film publicity," he said.

His forecast foretold that as exhibitors prepared to compete against TV for the first time. The Screen Guild Council's promotion within the month, it is expected, by extension of the coaxial cable in time to bring telecasts of the national political conventions from Chicago in July.

Mike Rice, speaking for Texas COMPO, announced that annual awards would be given in the following four categories: 1. Studio, for greatest work in 1952 in the improvement of entertainment; 2. Producer, writer and director, for outstanding accomplishment; 3. Actor and actress, for the individual who has devoted his or her life to the industry are outstanding; 4. Distributor who does best job of publicity and advertising and whose policies are designed to relieve tensions between industry segments.

William J. Hobs, president of Coca Cola, spoke on public relations at the luncheon, at which O'Donnell was host. Evangelist Billy Graham urged presenters to take a "two-way" and religion in films, as well as the unmasking of communism and honesty.

Afternoon speakers included Carey Wilson, Mitchell Wollson, John Ben Shephard, Robert Lippert and Col. Cole.

Henderson M. Richey, M-G-M representative, said that cooperation and expanded showmanship efforts to increase business in addressing a meeting of Texas Allied here today, held in co-operation with the Texas COMPO Conference. Exhibitors, he said, are permitting people to lose the theater-going habit in a steep drop in attendance did not occur overnight, he said, but took place as exhibitors lost or ignored the art of showmanship.

A small informal meeting on admissions taxes was held last evening, attended by Mary Jane, Truman Rem bush, Abe Myers, William Alger (for Al Lichman), Col. Cole, Wilbur Snaper and Wollson. No conclusions were announced.

Israel Bond Film Shown

"Two Thousand and Three," a new 30-minute reel from Palestine Films by Maruch Dianar, who also wrote and directed it, was shown here yesterday at a special preview presentation at the Paris Theatre. The film is being released through the State of Israel bond drive.

Newsreelers Confer On Censor Fights

Executives of the five news ree subisidiaries of the Motion Picture Association of America member companies yesterday held their first meeting to discuss with MPAA attorneys the possibilities of a court action for censorship of newsreels where it exists, particularly in Ohio.

The meeting considered two avenues of approach: (1) exhibiting a newspaper in a theater on the opening day of a film just released to censorship authorities, and, (2) applying for a court injunction to eliminate the censorship.

Reserve Decision

(Continued from page 1)

assets acquired from Eagle Lion Class, among other things.

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Theatrical TV Looms
As Medium for
IBC Marciano Bout

The possibility that theatre television is in line for the next big international hit was discussed by the June 28 Rocky Marciano-Harry Matthews heavyweight bout—loomed here following a conference between Nate Halpern, owner of the ABC network president, and Jim Norris, IBC president. Halpern, seen outside the local office of Norris, was asked whether TNT was interested in booking the heavyweights' bout. He declined to comment.

However, Jack Hurley, Matthews' manager, said he favors a theatre television deal like the one IBC arranged for the Sugar Ray Robinson-Joey Maxim light on June 23. Hurley said he would prefer televising the bout on free home television.

Meanwhile, TNT has sent each theatre carrying the Maxim light heavyweight title bout on June 23 a basic promotion kit containing material for local publication and exploitation. The $3,000,000 package embraces biographies and ring records of the fighters. Also, TNT has included some guidelines for採用 an on the experience gained in last summer's TNT fight series.

Already Largest Network

The number of theatres carrying the event is expected to be announced by TNT tomorrow. Field reports, however, already indicate that the event will attract the largest theatre network in television history, with some 25 theatres already announcing plans to participate.

In Atlantic City, meanwhile, Fabian's Grand has begun advertising on the sports pages that it will carry the Robinson-Maxim fight. Tickets are on sale now. Field reports, however, already indicate that the event will attract the largest theatre network in television history, with some 25 theatres already announcing plans to participate.

Buys 8,000 Runyon Stories for TV

Hollywood, June 10—Independent producers interested in buying material and developing it for television rights, to 8,000 Damon Runyon stories. For 6 months, Welsch will make 39-half-hour pictures for the first year, starting the fall of 1953 August 1 and having a budget for these at $250,000. Deal was conducted by William Morris Agency and contemplates the use of free lance players assigned by the agency. Beginning in 1953, the series will go to full hour lengths.

Television—Radio

Comment and Opinion

T HE NETWORKS' DETERMINATION to fill that big film void and get into production themselves in one way or another is emphasized by the announcement of a three-way deal between the Ford Motor Co., NBC and Columbia Pictures. Columbia's television subsidiary, Screen Gems, is to turn out 39 half-hour plays which will be shown over NBC starting October 2. The series, to be produced by Jules Bricken, will be called "The Ford Theatre." The arrangement sets an important precedent and may well spell the entry of other networks and sponsors into the TV format, where a number of the major studios have already indicated lively interest. Universal, through United World, has TV production going on now, and 20th-Fox is discussing projects. It is to go into film production on a large and ambitious scale, it is only logical that it should look to Hollywood to do the job.

One of the many new shows making its summer bow over TV during the past week was NBC-TV's "Saturday Night Dance Party," which is opening tonight. Last Saturday, featured Ray Anthony's orchestra and the permanent "mc" Jerry Lester. Lester worked hard to get laughs and there were variety acts as a concession to those who stuck with the show for the full hour, but in the main TV was best served when Anthony's band went through its numbers in simple and effective fashion. "Dance Party" is a fine idea for a Saturday night. It would be even better were its mc to remember that the quick punch line is more effective than the long drawn-out routine. George McGarrity and Hal Janis produce and George Garrigan directs.

It must have taken a certain amount of courage to take over direction of CBS-TV's "Studio One" which Worthington Miner had built into the pace-maker of TV drama. And it must be a source of great satisfaction to Donald Davis, producer of "Studio One" since mid-April, to know that not only has he followed in Miner's footsteps, but the show has grown in stature and gained added value since he took over. Davis produces the series with his wife, Dorothy Mathews, which makes the talented couple the only husband-and-wife producing team in TV. Son of Pulitzer Prize-winning playwright Owen Davis and a successful writer-playwright himself, Davis first draws "Studio One" in 1939 when one of his father's plays was put on the air. He served in the Coast Guard during the war, returned to Hollywood writing and then headed for New York where the Davis' produced "The World" a Peabody Award winner. Always close to CBS, Davis was that network's executive producer of dramatic programs when he was assigned to the responsible "Studio One" job.

When it comes to staging songs, few shows can compare with NBC-TV's "Your Hit Parade" which week after week, brings the nation's top tunes to the audience, performed imaginatively and with the kind of skill that makes for real entertainment. All performers, including the charming Dorothy Collins who does equally well in songs, dance routines and selling Lucky Strikes, deserve applause, and so does Raymond Scott and his orchestra. Each song is a production number in itself and is given the kind of elaborate and yet tasteful treatment that makes it come alive on the TV screen.

Hollywood will be watching with interest the results of an experiment on the RCA Victor Show Friday. Starting Erzo Pinza in his final telecast of the season on NBC, the program was photographed on location at San Juan Capistrano, using TV instead of film cameras. Director Sid Smith and producer Ted Miles edited footage while the shooting was going on. The idea has been discussed by film studios but never put into actual practice.

Alphonse Berle's fourth annual NBC television marathon for the Damon Runyon Memorial had the punch of former years... The Herald Tribune's Monday TV column on NBC Friday... NBC's popular Chamber Music Society of Lower Basin Street shifted to TV June 15... Danny Thomas' farewell show made one look forward to fall and his return to TV.

FRED HITT

Color Newsreel of Coronation Stated

London, June 10—The forthcoming Coronation of Queen Elizabeth, which is believed to be the first coronation ceremony to be filmed in the new Warner-Color for Warner Pathé News. It is reported that the Warner Brothers production vice-president, disclosed here today in an address before the British Film Producers Association, "We see a day," he declared, "in which the screen will be entirely non-color, although without exception—features, short subjects and newsreels."

Jack Warner (Continued from page 1)


dence in the soundness of the film industry and assurance of its continued leadership, the Warner president pointed out that "the various competitions that rise and fall and plague us for a while are in reality but temporary. They make inroads for a short spell, but they never have the penetrating, piercing effect of television theatre screen. And they benefit us by stimulating greater effort to meet new competition."

Some 300 industry and governmental leaders of Britain heard the American production executive describe the 30-year history of motion picture images as only a curtain-raiser to the future. Tomorrow Warner will be guest speaker at the monthly meeting of the London Cinema Luncheon Club, with Carl Stack, W.B.'s London sales director, in the chair.

Warner's address was laden with expressions of international goodwill. He said his company is not affiliated with Associated British Pictures Corp. for commercial reasons alone. We believe we could be of some help to a country with ours, is still the hope of the world."

He paid tribute to the late John W. Rex, president of ABPC. "The affiliation of ABPC and Warner Brothers," he said, "has helped this country along its road of progress, bringing together as it does such men as Sir Philip, Mr. Welsch, Mr. Arthur Abers, C. J. Latta, Jack Goodlatt, Robert Clark, Edward Maclay, J. H. McDonald, Vaughan Dean, and many others. I know that both companies have gone forward since we joined forces for the good of all." Warner announced that he is in London to inaugurate preparations for several more productions, future filming in cooperation with ABPC. These will include Errol Flynn in 'The Master of Ballantrae' and Burt Lancaster in 'His Majesty O'Keeffe.'

He paid tribute also to Max Milder whom he described as "an old-timer, early Warner, who believes with us that the tomorrows of our business would be better than the yesterdays."

The predominance of color films in the future was forecast by Warner. He pointed out that Sir Philip has sent technicians to Warner's Burbank studio to study the new Warner-Color process.
Zanuck Prescribes European Visits

More producers should go to Europe occasionally, in the opinion of Darryl F. Zanuck, 20th-Fox production vice-president. "Sometimes a producer can learn more from a trip to Europe than from a weekend with Bob Hope," he said in pointing up the importance of the foreign market.

20th to Cut
(Continued from page 1)

"Lady in the Iron Mask"
(Wenger-Frenke—20th-Century-Fox)

A "LUCKY CALL" (DRAMA) based on Alexander Dumas' "The Three Musketeers" is a picture sure to bring in the youngsters and the family. Walter Wanger and Eugene Frenke have put into their production some sweeping outdoor action and adorned it in color by Natural Color. The story is turning up many of the facts of derring-do, swordplay and intrigue. Lest there be doubts, it is all done in the strictly formula pattern. 

A young ward plays the, courtly leader of the three musketeers while Patricia Medina is seen in the dual role of the twin princesses. As the story opens it is learned through flashback that at a time when all of France was awaiting a new heir, twin daughters were born to the King and Queen. That eventuality came about when the Queen's first child was stillborn and the twin girls were presented to the throne. One princess was ordered banished. It is now many years later and Hayward learns of the princess languishing in a dungeon behind an iron mask. The story is one of his efforts to rescue the princesses with the help of Broderick Crawford and Holden ride roariy to the rescue. 

Their freeing of the princesses and their subsequent clashes with the powers of evil round out 78 minutes of standard excitement. The dilemma of the twins is quite a job, and the championship is a fine one to the throne and the other goes off to a happy marriage with Mr. and Mrs. Al Zimbalist was executive assistant to the producers, and Ralph Murphy directed, from the screenplay by Jack Pollexin and Aubrey Wisberg.

Running time, 78 minutes. General audience classification, June release.

MANUEL HERBSTMAN

'Upheaval' Rumors
Scotched by Zanuck

Rumors of "upheaval or radical changes" in the company personnel were vigorously denied by Darryl F. Zanuck, 20th-Fox production vice-president here yesterday.

He said there was no change in the status of Lew Scott, production executive assistant. Joseph M. Moskovitz, vice-president and Eastern studio representative, will go to the Coast as one of Zanuck's executive assistants, but will continue to maintain his New York office. Zanuck also denied reports that producer Leonard Goldman, recently resigned from Universal-International, was going to 20th-Fox.

Zanuck clarified the status of Sol Siegel as "coordinator of musical films" for the company. He will either produce musicals or producers will work in association with him, Zanuck said.

George Waldman in Independent Field

George J. Waldman, former United Artists sales manager for the New Jersey and Albany territories, announcing plans for entering the independent distribution field, today disclosed that he has finalized arrangement with Producers Representatives, Inc., for the distribution of their film, "Lutulco," for the New Jersey-Delaware area.

Baltimore Tax Hearing

Baltimore, June 10.—The legislative committee of Allied of Maryland, is scheduled for a hearing before the Senate Finance Committee tomorrow to re-examine the one-half of one per cent amusement tax. Exhibitors are carrying the fight to the Capitol.

C. Elmer Noltier, Jr., of Durkee Enterprises, is chairman of the committee.

$5,650 Record for 'Team'

Springfield, Mo., June 10.—A five-day record gross of $5,650 for "War Between the States," at the capitol theatre, is set to claim the world premiere engagement at the Gillioz Theatre here is claimed, following a record opening day's gross of $2,349 at the Gillioz and $2,174 for a twin premiere at the Fox.

'Chico's Grand Asks for Decree Exemption'

Chicago, June 10.—The Winston Theatre Corp., a subsidiary of RKO Theatres, has asked the Federal District Court to issue a temporary restraining order forbidding the Grand Theatre, in downtown Chicago, from showing the "Hail the Conquering Hero," by George Zanuck, one of the engineeers of "Killimanjaro," which he produced.


Zanuck said he believes that great motion pictures can be made at intelligent prices, "the only market for quality of entertainment. We believe that the price factor today is as important as subject matter. We are in business to stay in business and we can only stay in business successfully if we can make a program of the type listed and make them at a sensible price."

The company will produce around 30 pictures a year. 1898 was in 1951, Zanuck declared. Of the group enumerated above, 13 will be in color.

At the interview, Charles Einfeld, advertising and publicity vice-president, pointed out that the production schedule has nothing to do with the release schedule, which may be more than the Zanuck-Fox exec will permit.

"Snows of Kilimanjaro" will have premieres in every principal capital in the world around Thanksgiving.

Zanuck said the company plans some pictures for the Christmas Festive units associated with the principals. He said the company has no plans for films for television. The domestic gross of "David and Bathsheba" will be between $6,000,000 and $7,000,000, he disclosed.

Ray and 'Heart' Top New York 1st-runs

The combination of Johnnie Ray and "The Wild Heart" on the screen at the Paramount here is rousing a considerable grass for the second week, with a big $128,000 forecast. Most other New York first-run theaters, however, felt the effect of the "Sleepy Valley" weekend in six weeks thousands traveled to the beaches and countryside to take in the "Heart." "Lovely To Look At," current at Radio City Music Hall, is expected to do a lower $125,000 for its second stanza. "Diplomatic Courier" bows in at the Roxy Friday, replacing "Lydia Bailey," which is due to be fairly nice for $59,000 for its second week.

Holding up well is "Walk East on West" at the Astor, where a sturdy $25,000 is seen for the second inning. "Red Ball Express" at the Criterion is expected to do a moderate $13,500 for its last nine days of a second week, a figure which is on the slow side for the Astor's previous week's $2,000. "Red Planet Mars" bows there on Saturday. A satisfactory $10,000 is due for the "World's Greatest Man Lost in the Islands" at the Astor, while a rather slow $9,000 is indicated for the opening week of "The Man With Ideas" at the Globe, where "Carson City" will have its premiere on Friday.

'Fighter' Unexciting

At the Mayfair an unexciting $9,500 is forecast for the second week of "The Fighter." A fair $16,000 is predicted for the second stanza of "Skirtter." "Sparky" at the Capitol, while a moderate $11,000 is seen for the second week of "The Girl in White" at Loew's State. Among contemporary, "Man in the White Suit" is doing top business at the Sutton, with $11,000 due. "The Tall T" at the Loew's is doing well, $8,000 is expected to be racked up by "Actors and Sin," which is just completing its opening week.

The trilogy, "Ways of Love," containing the controversial "The Miracle," story, returns to the Paris Theatre here for its second week, "The Parachute Sky," which is expected to bow out with a fairly nice $5,500 for its fifth week. "Never Take No For An Answer" is due to hit a fair $4,700 for its sixth week at the Beckman.

$280,000 39-Week Net for Columbia

Columbia Pictures yesterday reported net earnings of $280,000 for the 39 weeks ended last March 29, considerably better than for the same period a year ago. Estimated earnings were equal to $1.12 per common share, respectively.

Operating profit for the period ended March 29 was estimated at $360,000, against $1,657,000 in the 1951 period. Estimated provisions for Federal taxes were $84,000 and $590,000.

"Lady in the Iron Mask" review was also published on page 1.
Texas Compo Meet Affirms Need to Repeal 20% Tax

DALLAS, June 11.—One thousand key industry men were unified in their determination to see the repeal of the 20 percent Federal admission tax through in the final day of the Texas Council of Motion Picture Organizations conference here.

Producer William Perlberg, in his address to the meeting, stressed the pioneer, adventurous spirit in film production and urged exhibitors not to fear films which fail at the box office, because from such experimentation great pictures come.

He pointed out the need of pre-selling pictures and emphasized the fact that a year’s hiatus in publicity of particular films exists between pre-sale and release, and that the 400 features produced annually are handled as 400 separate products and perhaps an over-all campaign would help sell them.

The prestige of writers, producers and directors should be exploited by the industry, Perlberg added.

Both Abram Myers of Allied States

CBS Petitions for UPT-ABC Decision

WASHINGTON, June 11.—Columbia Broadcasting System told the Federal Communications Commission today that a speedy decision on the proposed merger of American Broadcasting Co. and United Paramount Theatres would help achieve nationwide combination of two television networks.

CBS filed a statement in support of an ABC-UP'T request, made earlier this week, that the merger issue be severed from other issues in the catchall Paramount hearings, and decided promptly.

A long delay would not only adversely affect ABC by depriving it of needed capital, CBS said, but would

Kuller Devises New Film Finance Method

Independent producer Sid Kuller reported here yesterday that he has devised and experimented with “a new fiscal formula for independent production” that has been favorably received by the California Bank of Los Angeles, an institution which, he added, had been “out of the picture business” for a decade.

Kuller applied the formula to the financing of “Actors and Sin,” which he co-produced with Ben Hecht for United Artists release. Crux of the prescription set up by Kuller is that actors and technical talent forego salaries in favor of receiving later a

NTFC Sets Up Unit To Combat Attacks

A three-man executive committee has been set up by the National Television Federation Committee to cooperate with West Coast TV producers in fighting government regulation of TV programming, it was disclosed here yesterday.

Those named to the committee include: Mel Gold, NTFC president; Archie Mayer, chairman of the board; and Sydney A. Meyers, newly-elected board member.

The group was formed in response

Monogram 39-Week Profit Up $100,000

Hollywood, June 11.—A profit of $865,058 for the 39-week period ending March 29, 1952 was earned by Monogram Pictures Corp. and its subsidiaries, president Steve Brody announced here today before sailing for Europe. The figure compares with $255,318 for the corresponding period the year before. Gross income, after eliminating inter-company transactions, amounted to $6,836,566 for the 39-week period, which compares with $6,321,082 for the same period last year.

MGA Hikes Shorts Schedule to 46

M-G-M’s shorts subject program for 1952-53 will total 46 subjects, an increase of four over this year. Sixty-eight per cent of the program will have color by Technicolor.

A new series, “Prophecies of Nostradamus,” will account for the additional four subjects.

Ford TV Films Will Be Owned by Col.

Hollywood, June 11.—Columbia Pictures will retain ownership of the television to be sponsored by the Ford Motor Co., with the latter taking first run television and option for subsequent use. Under the contract concluded Tuesday, the studio stated today, the producing company may lease

Depinet Calls Ticket Tax ‘Most Onerous’

Says Industry Has Been Penalized by 20% Levy

DALLAS, June 11.—The 20 percent Federal admission tax was characterized here today by Ned E. Depinet, RKO Pictures president, as “the most onerous sales tax ever imposed, on any American business.

Depinet, speaking at a Dallas Rotary Club luncheon given in his honor at the Hotel Baker, said the motion picture industry has been “penalized,” by the admission tax, instead of being rewarded for its role as an entertainment medium, a business stimulant,

FCC Radio and TV Hearings June 25

WASHINGTON, June 11.—A House Commerce sub-committee investigating radio and television program content has decided that the radio and television industry would have a chance to give its side of the story at public hearings on June 25 and 26.

Committee officials said testimony would come from the National Association of Radio and Television Broadcasters, the Television Code Review Board and from the major networks. Present plans are not to hear individual broadcasters.

Members of the FCC may give testimony between now and the 25th, it was stated.
Personal Mention

ARTHUR B. KRIM, president of United Artists, returned to New York yesterday from the Coast.

FREDERICK EISENBERG, secretary to CHARLES E. MCCARTHY, Council of Motion Picture Organizations director of information and research, spent Sunday with Emily Berrk of M-G-M’s Robbins Music Co., for Haiti, Caragua and Jamaica aboard the S.S. Ocean Monarch.

SALLI FISHER, secretary to WILBUR SNAPPER, national president of Allied, will sail from New York Saturday aboard the S.S. Queen of Bermuda for a week’s vacation in Bermuda.

JOSEPH VOGL, Loew’s vice-president, will fly to Europe from here on Sunday on a combination business and pleasure trip.

PINCUS SOROS of M-G-M’s legal staff will leave here today by plane for San Francisco and Los Angeles and will return on June 30.

MORTON MEYERSON of the 20th Century-Fox art department announced yesterday the birth of a daughter, SHELLEY RACHEL.

JOSEPH A. WALSH, head of branch operations for Paramount, is in Cincinnati today and will return here on Monday.

GEORGE WELTNER, president of Paramount International, will leave here next week for a tour of Europe.

WOLFE COHEN, Warner Brothers general foreign manager, will leave here for Europe on June 25.

WILLIAM GAMSON, M-G-M manager in Kansas City, is in New York from that city.

CHARLES LOWE, Hartford district sound and ad manager of Columbia Theatres for the past 17 years, has resigned.

HARRY COHN, president of Columbia Pictures, is expected here from the Coast today.

Kefauver at ‘City’ Premiere Tuesday

Sen. Estes Kefauver will headline the children’s Hospital benefit premiere of “The Captive City” at the Ontario Theatre in Washington on Tuesday evening, it was disclosed here by Francis M. Winkus, national director of advertising-publicity for United Artists.

“The Captive City” is the first feature film in which the Senator, the principal character, made an appearance was donated to the Cordell Hull Foundation for World Peace, it was said.

Drop Motion for Judgment Against National Screen

PHILADELPHIA, June 11—Motion for summary judgment brought by a group of independent producers in cases affiliated with Laval and Pantzer against National Screen Service and major distributors, was filed today by Joseph’s counsel after argument before Chief Judge Kirkpatrick of Federal District Court here. The action charges monopolies.

Judge Kirkpatrick, during the argument, said there was no doubt that his reluctance to entertain such a remedy as summary judgment, saying that the Appellate Courts had time and again disapproved such summary judgment whenever any material fact is disputed and reversed such drastic remedy in favor of a trial on the merits. Judge Kirkpatrick indicated that it appeared to him there were issues in the case which should be determined by a trial, and that the summary judgment which plaintiff sought could not be granted. The Court will consider the matter again.

In response to these observations, plaintiff’s counsel stated that he was prepared to apply for authorization from the National Screen and the distributors for summary judgment. With the approval of the judge, Kirkpatrick was fixed for a trial before a jury, to begin November 19. Earl Harrison appeared as counsel for the distributors, Louis Nizir and Walter S. Beck appeared for National Screen.

Martin Circuit to Seek TV Permit

WASHINGTON, June 11—Martin Theatres in the South will shortly ask Federal Communications Commission to grant it a license for a TV station at Columbia, Ga.

Another exhibitor application in the offing will be for a station at Chattanooga, Tenn. This application will be filed by Southern Television, Inc., of New York. The company includes Jay Solomon of Independent Theatres, leading stockholders.

Applications for new TV stations are expected to be filed in the next two or three weeks. The FCC has said it would start processing applications on July 1.

KATO Sets Directors Nominating Group

LOUISVILLE, June 11—Kentucky Association of Theatre Owners nominating committee has been named, consisting of E. H. McCullough, Morgenfeld; D. Irving Long, Louisville; A. N. Miles, Eminence; Bob Enoch, Elizabethown, and KATO president Guthrie F. C. Crowe. It will nominate director candidates for the ensuing year.

Ballooning will be by mail, with the ballots to be counted on July 11. At that time the directors will elect officers.

‘U’, Decca Answers Due by Sept. 15

The deadline for answers to the minority stockholder’s suit against Universal and Decca Records has been postponed from June 15 to Sept. 15.

The suit, filed by Universal stockholder Prentice Loew in the New York Supreme Court, attacks the proposed merger of the two companies, charging that Universal stockholders will be harmed by the projected merger.

The reasons for the new delay, according to A. L. Pomerantz, Mrs. Long’s attorney, is the expectation that by September stockholders will be informed of exact terms of any merger.

Legion Editor Pays MPA ‘Courteous Call’

Robert B. Pitkin, associate editor of The American Legion Magazine, yesterday paid what was described as a “courtesy” call on M-G-M’s National Theatre of America representatives here. Attorney Sidney Schreiber, in charge of the director Kenneth Fleck, M-G-M, and New York press relations official Manning (Tim) Coggin were Pitkin’s hosts.

Pitkin, who has been taking an active part in the American Legion’s observation of the studios’ probe into M-G-M洛阳 tripod was said to have thanked the MPA representatives for cooperation extended prior to his recent visit to the Coast.

Jack Bachmann, 61, Veteran Producer

HOLLYWOOD, June 11—Jack Bachmann, 61, industry veteran, died in his sleep at his home here Monday night. He was survived by his widow, a son and three daughters.

Bachmann for years was president of the old Preferred Pictures and subsidiaries. He joined Paramount in 1952. In recent years he had been a talent agent.

Lampe Again Seine General Manager

ALBANY, N.Y., June 11—Gus Lampe has resumed his duties as general manager of the Schine circuit in Gloversville, after spending four months in Albany as temporary manager of station WRTV, also a Schine enterprise. James Bellamy, former manager of a station in Springfield, Mass., is the new general manager of the station.

‘Greatest Show’ to Bklyn

Cecil B. DeMille’s “The Greatest Show on Earth” will begin its first Metropolitan run hereon at the Paramount Theatre in Brooklyn for an unlimited engagement beginning June 26.

Bill Seeks Okay of Wometco Suit vs. US

WASHINGTON, June 11—Senator Smathers of Florida has introduced a bill to permit the Wometco circuit to sue the government in the U.S. Court of Claims, as it has been unable to recover damages done during World War II to some of its theatres rented by the Army.

The Army Motion Picture Service rented several Wometco theatres during the war, according to Smathers’ office, and caused considerable damage. Wometco has a large claim against the Army, but needs Congressional authorization to sue in the Court of Claims.

Roxy Ice Shows to Resume on June 27

Ice revues will again be presented on the New York Roxy stage starting Friday, June 27 in a new triple program alternating the theatre’s summer policy.

The first program of the new series will include, besides the ice show, the first premiere of Charles Darwin’s films in a variety revue and the feature film, “Wait Till the Sun Shines, Nellie.”

‘Will Rogers’ Opens On Coast in July

HOLLYWOOD, June 11—The world premiere of “The Story of Will Rogers, Sr.”, starring Will Rogers, Jr. and Jane Wyman, will be held at the Beverly Hills Theatre, Beverly Hills, in July.

Beverly Hills has been chosen for the premiere because of its close association with Rogers, who made his home there for many years and was its first honorary mayor.

Five Warner Films Dated on Broadway

Warner Brothers has dated five productions into Broadway theatres during the week—‘Carson City’, at the Globe; “The Winning Team”, at the Mayfair; “Charley”, next attraction at Radio City Music Hall; “3 for Bedroom C”, at the Astor, and “She’s Working Her Way Through College”, at the Paramount.

‘Bedroom C’ Opens in Kansas City Today

KANSAS CITY, Mo., June 11—The world premiere of “3 for Bedroom C” starring Gloria Swanson, will take place here tomorrow evening, in the concurrent of a day-long series of events climaxing by the showing at the Paramount Theatre.

Miss Swanson will appear on several occasions and will be the honor guest at a buffet dinner to be given for the press at the Muehlebach Hotel.

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Published daily, except Saturdays, 24c. Cable address: "Quiglogob, New York."
Big winnings for “The Winning Team”!

WARNERS’ 150-THEATRE SEND-OFF STARTED

THE BIG DOUGH ROLLING! NOW WATCH IT

GO AND WATCH IT HOLD!
**CBS Petitions (Continued from page 1)**

also cause CBS financial loss. This would be true, the statement said, because CBS is earning the operating power of WBKB-TV, Balaban and Katz television station in Chicago which CBS would acquire if the merger goes through.

FCC attorneys said they had not yet decided whether to oppose the ABC-UPT request.

The hearings will resume tomorrow with cross-examination by Paramount, RCA and M-G-M. Louis B. Rosen, chairman of Skitarion's dark-trace tube, is slated to testify.

**Warner Advocates (Continued from page 1)**

multiplicity of stations. He urged his listeners to get on with their jobs asshown and not to be afraid of the future.

Earlier, Warner had addressed a meeting of Cinematographe Exhibitors Association's general council, during which he also adjured the delegates not to fear television or any other competition because, he said, motion pictures will continue to be the most potent and unassailable instrument of entertainment.

This afternoon Warner visited the Teleprompter Studio where he discussed plans for production of "The Master of Ballentree" and use of the new WarnerColor at the studio.

**Legion of Decency Puts 4 in Class B**

The Legion of Decency placed four films in Class B, seven in Class A-2, and 67 in Class A-1.


**Kuller Devises (Continued from page 1)**

percentage of the picture's profits, but without any guarantees. Edward G. Robinson and Marsha Hunt are two of the several persons who go by the moniker "Art and Sin" who agreed to this arrangement, Kuller said.

The picture was budgeted at $127,000, but Kuller said that Kuller's co-production, with a gross of $250,000 will defray the loan, second money, and print and advertising costs of $150,000, as he said, will bring satisfactory remuneration to the talent participants.

Kuller said he will apply the forum much more was salvaged, he has scheduled: "Seven Lively Artists," a musical in color to be budgeted at $400,000, starring possibly Lena Horne and budgeted at $150,000, and an Ernest Haymer production which he described as "The Great Big Bullfighting," which will be made in either Mexico or Spain.

The producer will return to the Cotillion production conference with U.A. executives looking to a distribution deal for his forthcoming picture.
**Review**

**“California Conquest”**  
(*Columbia*)

A PAGE OF AMERICAN HISTORY is told in the framework of an outdoor action drama with color by Technicolor in “California Conquest.” The story goes back to the days when California, tired of Mexican influence, was hoping for annexation to the United States, and fearing the expansionist aims of the Russians. Considerable liberties are taken with history in the story’s telling, but those who like brawling, briskly-paced outdoor drama will scarcely mind.

Cornel Wilde plays a Spanish Californian, who along with pretty Teresa Wright, plays havoc with a group of renegades who would see California in the hands of the Russians. Wilde, in his forays against the villains, proves himself an able horseman and swordsman. Miss Wright, who goes along with Wilde in his maneuvers against the enemy in order to avenge the murder of her father, shows herself to be an expert hand with the pistol.

There are the customary close calls for Wilde and Miss Wright, and their escapes, flights and pursuits add up to some 79 minutes of satisfactory screen adventure. Between their exploits against the enemy Wilde and Miss Wright find some time for personal pursuits which culminate in a romance.

Alfonso Bedoya rounds out the cast as a crude outlaw. Sam Katzman produced and Lew Landers directed, from a screenplay by Robert E. Kent. Running time, 79 minutes, General audience classification. For July release.

**Mandel Hershman**

Clark, Arthur DeBray, Taylor Mills, Manning (Tim) Clagett and Alfred F. Corwin. Johnston, it was reported, will be apprised of day-by-day developments in connection with his group’s investigations.

Maryland, Ohio and Virginia are reported by the MPAA to be the only states whose censor boards are empowered to exercise prior restraint on the showing of newreels. However, the Virginia censors, unlike those of Maryland and Ohio, may, if they choose, exempt newreels from their sphere of influence. The MPAA will seek shortly to persuade the Virginia censors to make such exemption or, failing that, will use one or more of the three avenues of attack laid out.

Although Pennsylvania, Kansas and New York, like Maryland, Ohio and Virginia, censor feature films prior to theatre showings, they do not include newreels in their censor boards’ work.

Johnston having ordered an “all-out” fight against film censorship, the MPAA staff presently is engaged in examining the censor setups where they exist in states and municipalities, with a view to applying one or more of the three methods of attack.

**American Boys Are Active Moviegoers**

Some 85 per cent of American boys in a representative group from among 2,000,000 attend motion picture theatres at least once a month, 70 per cent attend at least twice, and 50 per cent go three times or more.

The group, polled by *Boys’ Life*, official magazine of the Boy Scouts of America, and running from 10 to 17 years of age, selected the Martin and Lewis production, “Sailor Beware,” as the picture seen by most. John Wayne, Martin and Lewis and Randolph Scott were chosen the most popular male stars, in that order, while Doris Day, Jane Russell and June Allyson were named the most popular female players.

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**Ford TV Films**

(Continued from page 1)

the films for other sponsorship after Ford relinquishes its sponsorship of them, however.

**Offer Profit Participation**

In view of these possibilities, the company probably will offer profit participation deals to players, directors and writers. The studio regards the project as, in nature, a short subject matter, a spokesman said, and does not contemplate putting topnotch talent in telefilms.

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**ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!**

**“Everything was peaceful until the Quiet Man from Pittsburgh, U.S.A. met the fiery redhead from Inisfree.”**

**THE QUIET MAN**

*Color by TECHNICOLOR * • Directed by JOHN FORD

A REPUBLIC PICTURE

---

**starring JOHN WAYNE as Sean Thornton**

He’s the strong, silent type who wants only peace and quiet . . . but when he falls for Mary Kate, it’s a rugged riot!
CLASS OF '52 IS WHAT THEY'RE SAYING ABOUT 20TH CENTURY-FOX!

WITH A SONG IN MY HEART
THE PRIDE OF ST. LOUIS
DEADLINE—U.S.A.
BELLES ON THEIR TOES
KANGAROO!
LADY IN THE IRON MASK
WAIT 'TIL THE SUN SHINES, HELLIE
DIPLOMATIC COURIER
WE'RE NOT MARRIED
DREAM BOAT
LES MISERABLES
WHAT PRICE GLORY
LURE OF THE WILDERNESS
DON'T BOTHER TO KNOCK
WAY OF A GAUCHO
BAGDAD ON THE SUBWAY
MONKEY BUSINESS
THE SHOWS OF KILIMAHJARO

THERE'S NO BUSINESS LIKE 20TH CENTURY-FOX BUSINESS!
Md. Moves to Re-examine Its Censor Laws

First State to So Act Since Court Decisions

BALTIMORE, June 12.—Maryland has become the first of the six film censoring states to prepare for a re-examination of its censorship laws in light of the U. S. Supreme Court’s decisions in the “Pinkie” and “Miracle” cases.

The legislative council of the state has received from the Maryland attorney-general a ruling that shaves away some of the censor board’s powers. It now becomes incumbent on the council to draft new censorship legislation to conform to the attorney-general’s ruling.

The attorney-general’s ruling, based on the “Pinkie” and “Miracle” decisions, was that the Maryland Board of Censors’ only valid reason for cutting or banning films is if the films are found to be immoral or obscene. If this ruling had been handed down some months ago, the Maryland cen-

Settle Threatened Skouras Trust Suit

The threatened multi-million dollar anti-trust suit by Skouras Theatres against circuits operating in the New York area and all major companies with the exception of 20th Century-Fox has been settled out of court. It was learned here yesterday.

The long-threatened suit was reported to seek treble damages in the neighborhood of $100,000,000.

36 Theatres Lined Up for Robinson-Maxim Bout

Thirty-six theatres in 23 cities will carry the exclusive theatre telecast of the Robinson-Maxim bout on June 23 at New York’s Yankee Stadium, Nathan L. Halpern, Theatre Network Television president, disclosed here yesterday.

For the first time, the total number of TV theatre seats will almost match the seating capacity of a fight arena. The capacity of Yankee Stadium is about 88,000, while the total seating capacity of the 36 participating theatres is over 85,000.

Before June 23, TNT said it expected additional theatres to line up the event as new installations are completed, with the possibility that the number of theatres may be over 40. TNT also said that over 20 theatres expressing interest in carrying the telecast cannot be reached because

Youngstein Heads 'Heineman Drive'

Max E. Youngstein, vice-president of United Artists, has been named captain of the "Bill Heineman Drive" to spearhead the special 25-week UA sales effort which gets under way Sunday.

ART and BUSINESS

-A Plea for Economic Reality in Hollywood

By MARTIN QUIGLEY

THE time is here at which it becomes imperative that Hollywood should assume, realistically and faithfully, its true responsibility in the economic predicament that confronts the business of motion pictures. In no other way may the pressing economic problems immediately at hand be dealt with effectively.

No constructive purpose is to be served at this point with any extended examination into the question of why and how the process of making motion pictures has assumed its present cost levels. Obviously the responsibility in this connection is not that of Hollywood alone because at no time in the history of the industry has complete authority on production costs been lodged in Hollywood.

The only constructive purpose—and an imperative and immediate one—is that Hollywood forthwith set about the job of revising in a thorough-going fashion its whole scheme of values, irrespective of pleasant traditions or hurt feelings. This may be done with full realization that the only possible alternative may be found to be even considerably less acceptable.

Over a period of many years, engendered by the one-time profitableness of the motion picture business and the conse-

Compo to Plan Tax Fight at N. Y. Meeting

McGee New Co-Chairman Of Tax Unit With Cole

The new three-man Council of Motion Picture Organizations governing committee, made up of Al Lichtman, Sam Parnaski and True

McGee and Col. H. A. Cole of Dal-

Colleges Approve NCAA TV Plan

CHICAGO, June 12.—Walter Byers, National Collegiate Athletic Association executive director, announced here today that the members of the NCAA have approved by a mail referendum vote (185 to 15) the 1952 NCAA-TV plan, which will bring to each television area of the country a top football game each Saturday during the 1952 season. Games also will be telecast on Thanksgiving and other days.

The plan, which was released to the press on June 3, was presented by the

Rental, Admission Exemption Remains

Washington, June 12.—The final Control exempting for film rentals and admission prices would be continued under the Defense Production Act extension bill passed by the Senate today. A similar continuation of the exemption is certain in the House bill, observers believe.
WILBUR SNYDER, president of national Allied, returned to New York yesterday from the Texas COPMO, his return to Hollywood, H. M. Richey, M-G-M legal department, has been associated with a Manhattan buy and booking center.

JACQUELINE JEAN CURASI, secretary in the RKO Theatres public relations department, has become engaged to ABRAHAM PALEN. They will be married in September.

HENRY L. NELDES, managing director of the Art Theatre, Hartford, is marking his 10th year in the business.

ARTHUR BROZNEK, president of Monogram Southern exchanges, Atlanta, is visiting Charlotte from that city.

B. E. KRAEGN, L. S. Haman Thea- tres attorney, is in Portland and Seattle from San Francisco until June 25.

J. E. KIRBY, 20th Century-Fox Southern district manager, has relocated his office from Washington and New York.

L. G. GEEING of Famous Players Canadian Corp., has been elected a governor of the Institute of Internal Auditors, Inc., Toronto.

JOSEPH KAUFMAN, producer, has returned to Hollywood from New York, after a week's visit.

JACK DAVIS of Monosignet, Ltd., has arrived here from London.

Zukor on TV, to Tell Of Old-Time Films

Adolph Zukor, chairman of the board of Paramount Pictures, will lead off a discussion of old-time films on CBS' new series, "The Twentieth Century," Wednesday afternoon. Others on the program include former film stars Nils Asther and Libre Lee and Joseph Henchery, pioneer film director.

KANSAS CITY, June 12.—Managers of Fox Midwest Theatres at the 21st annual convention at the Muehlebach hotel here today heard National Theatres president Charles Skouras procliam a bright future for this group as an independent company and state that division organi- zation should continue intact with the present president.

Skouras pointed out that the motion picture business is entering a tremendous period. His forecasts were reinforced later when Ralph Adams of Fox Mid- west reported on contract which the managers declared, private- ly, gave wonderful possibilities for promotions. Frank Rambem, manager of Chicago, reported that the division had sold its first new products also, and new ele- ments which with suggestions on selling embodied in a new brochure should assure substantial gains in this phase of operation.

They also noted the possibilities of television theatre which are to provide a tremendous advance when, in the not too distant future, it is available.

Nate Halpern, president of the network, pointed to many extremely complicated problems that are being worked on, intimating that favorable results in theatre tele- vision so far show that when the basic problems are worked out, television is almost sure to make great advances. When he was in Kansas City two months ago, he was told there were only six television theatres in the country. There are 80. A year ago nine theatres in the U.S. provided television of some type; this summer there are 40. The admission price will be higher this year than last, he said, and noted that television is a major factor in capacity sales in a large proportion of situations.

Carl Poppe, maintenance chief for Fox Midwest, reported on observa- tions of an Eidophor production witnessed by him this week in New York, claiming enthusiastically of the quality of the picture.

Halpern answered dozens of ques- tions raised, ranging from legal and technical sides of television to television after the managers. Elmer C. Rhoden, manager of the New York office, was alert and answering questions and speaking also were John Ber- tero, legal counsel for National Thea- tres; Ed Zabel, head film buyer; John Berry, executive assistant to Skouras.

Widespread Trade Shows for 'Ivanhoe'

Exhibitor trade showings for "Ivanhoe" have been set in theatres in all exchange areas and additionally M-G-M will hold 59 "closer-to-home" screenings to get maximum exhibitor attendance, it was announced here yesterday. This is one of the six pictures originally screened at the M-G-M studio's "Seeing Is Believing" meet- ings.

Hayes in Realart Post

ATLANTA, June 12—Henry Hayes, Realart Sales Management Co., take over as special sales representa- tive for the company while Robert Fiddell, a former booking and office manager.

MOTION PICTURE DAILY, Monday, Quigley, Editor-in-Chief and Publisher; Sherry Kane, Editor; Terry Ramage, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpueblo, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Gerald Quigley, Treasurer; Leo L. Bracy, Secretary; James C. Cunningham, News Editor; Herbert V. Keefe, Advertising Manager; Gus H. Fassell, Production Manager; Hollywood Bureau, Yucca-Vite Building, William R. Weyer, Editor. Chicago Bureau, 120 South LaSalle Street, Urban Farley, Advertising Representative, Chicago, Bruce Trus, Editorial Representative, 1 North Clark Street, FR-3-2343. Washington, D. C. Robert Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W!; Hope, Manager; Peter Burnup, Editor; cable address: "Quigpueblo, London." Other Quigley branches: For Theatre and Theatre Sales, each published 12 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1913, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, 50 in the Americas and $2 foreign; single copies, 10¢.
These two M-G-M pictures have special audience appeal!

The producer and writer of “Battleground” have collaborated on a new and exciting story that takes you behind the scenes of the national capital. Timely! Unusual!

M-G-M presents “WASHINGTON STORY” starring Van Johnson • Patricia Neal • Louis Calhern • with Sidney Blackmer • Written and Directed by Robert Pirosh
Produced by Dore Schary

“WASHINGTON STORY” TRADE SHOW
JUNE 26th

An uproarious comedy based on the true story that got nationwide newspaper publicity and a section in LIFE magazine. It’s an exploitation natural.

M-G-M presents “FEARLESS FAGAN” • Janet Leigh • Carleton Carpenter • Keenan Wynn • and introducing Fearless Fagan (Himself) • Screen Play by Charles Lederer
Adaptation by Frederick Hazlitt Brennan • Based on A Story by Sidney Franklin, Jr. and Eileen W. Griffiths • Directed by Stanley Donen • Produced by Edwin H. Knopf

“FEARLESS FAGAN” TRADE SHOW
JUNE 27th

CITIES AND SCREEN ROOMS FOR BOTH TRADE SHOWS:

“Washington Story”—June 26th
“Fearless Fagan”—June 27th

* (Dallas Showing at 10:30 A.M. for “Washington Story” only)  •  *(Dallas showing at 2:30 P.M. for “Fearless Fagan” only)
More Details Given On B. & K. History

WASHINGTON, June 12.—The Federal Communications Commission, Paramount hearing today received more details on Balaban and Katz’s theatre activities during the 1920’s when Chicago exhibitor Arthur Sass disclosed his interest in a production of "Lillian Russell" at his Alamo Theatre to the chain during that period.

Under protest questioning by Paramount attorney Louis Phillips, Sass declared that his lawyer told him he had no intention of transferring management of the theatre and a 25 per cent interest to Lubliner and Trins, later incorporated into B. and K. in return for a substantial interest in the company. He pointed out that Sass made the deal with B. and K. at a time when competition in the area was very keen due to a rapid increase in the number of theatres. Any theatre built in the neighborhood of the Alamo would have affected its business, Phillips said. Sass agreed with him but added that B. and K. was the only outlet which threatened to be a boner.

Sass also declared that while L. and T. held the interests in his theatre they were also engaged in air conditioning. He thought the lack of air conditioning was detrimental to business. After showing a memo to the theatre back to him in 1933, he said, giving him $50,000 and then he installed air conditioning. This increased business greatly, he said.

Sass, who has three anti-trust suits pending against B. and K. involving about $15,000,000, will complete his testimony tomorrow.

Schwalberg Lists 7 Summer Releases

First public report by a distributor on the availability of top product for the summer is Fox’s appeal by Wilbur Snaper for strong summer releases, has been made by Paramount.

In a letter to distributors’ general sales managers, Snaper, as Allied president, reminded them that they can present a better and more professional entertainment to the public when other attractions at their theatres, particularly the quality of television and radio, are giving them a great opportunity of recovering the lost audience.

Paramount’s summer release schedule, reports A. W. Schwalberg, the company distribution head, “has been specifically designed to provide exhibitors with the biggest possible box-office attractions at a time when such strong pictures are most needed.”

Each production will be backed by a large-scale national and point-of-sale merchandising campaign, said Schwalberg.

The July-August-Sep tember program will include the following seven productions: the general release of Cecil B. DeMille’s “The Greatest Show on Earth”; Hal Wallis’ “Jumping Jacks,” starring Dean Martin and Jerry Lewis; the comedy film “Maugham’s “Encore,” in July; William Wyler’s “Carrie,” starring Laurence Olivier and Jennifer Jones, “Swan Song,” starring John Wayne and Ethel Barrymore, and June Russell and Roy Rogers, in Aug ust; “Just for You,” starring Bing Crosby and Alice Faye; and the Technicolor musical romance “Mark of Zorro,” starring Tyrone Power and Linda Darnell. The film was released June 12.

Gene Autry Launches Prize Contest

Gene Autry Productions will launch a contest tomorrow to run through December 31 with prizes going to exhibitors who show the greatest showmanship in staging a “Gene Autry Day” in connection with the playing of any Gene Autry film released through Columbia Pictures.

Schwalberg ASPC Meet

Hollywood, June 12.—In line with Hollywood industry’s efforts to give national attention to June Russell and Roy Rogers, in August; “Just for You,” starring Bing Crosby and Alice Faye; and the Technicolor musical romance “Mark of Zorro,” starring Tyrone Power and Linda Darnell. The film was released June 12.

Review

“Francis Goes to West Point” (Universal-International)

FRANCIS, THE ARTICULATE MULE, pays a visit to the U. S. military academy on the Hudson in the latest in his series. With the versatile Donald O’Connor sharing top billing with Francis, the picture turns up a satirical quota of laughs and surprises though the formula is pretty much as before it still serves as a reliable framework.

The story shifts to West Point after O’Connor uncovers an attempt to blow up an atomic energy plant. O’Connor gets the tip right from the mule and has his platoon taken to the campus. But the army arranges an appointment at West Point for the alert O’Connor.

O’Connor proves sorry material at the Point, but luckily for Francis and before long Praline and Art are latching for the incident father, O’Connor is close to be ousted from the service, But leave it to the talking mule to get busy and save the day. In the course of his efforts the mule’s advice also proves of immeasurable service in helping with the Board of Rivals, the Navy.

Holding up the feminine angles in the picture are Lori Nelson and Alice Kelley. Leonard Goldstein produced and Arthur Lubin directed from the screenplay by Oscar Brody.

Running time, 81 minutes. General audience classification. For July release.

Mandel Hers Bastman

RKO to Handle “Greenland” Abroad

“Greenland,” exploration picture made by the French government’s Arctic Expedition, has been acquired by the French government. A deal was arranged with the company for the world rights at the show. RKO, it was reported here yesterday by Phil Reisman, vice-president in charge of foreign exchanges, is releasing the film.

Reisman, who returned this week from a six-weeks business trip to Europe, said that the company in the United Kingdom is conducting a “Robert Wolff Bigger Box-Office Stakes Drive,” running out a bit late, in anticipation of the Continental, said that the company in the United Kingdom is conducting a “Robert Wolff Bigger Box-Office Stakes Drive,” running out a bit late, in anticipation of the release of the film, which was to be released here.

In the show, the week of September 4-12 has been designated as “Lapinere Week,” honoring Elias Lapinere who was captain of the 1952 “Reisman Drive” in the territory.

Postponement of Curbs Lift Seen

WASHINGTON, June 12.—A National Theatre Owners’ Association official said an opinion “in the offing” is definitely postponing the July 1 relaxation of theatre construction curbs, and a letter under which there is no issue, would be issued, but indicated the NPO might hold it up for a week or more on the chance that a settlement might be reached after the steel strike. In any event it is all set to go if the strike drags on much longer. The strike is the only factor for the postponement, it was emphasized.

French Industry (Continued from page 1)

prizes offer practically none of the felowship, one general finds in other enterprises, such as more or less extended financial foundations, important capital investments, or fixed material installations.

He demands that the financial situation of the industry be cleared up. He asks, for example, that profits from successful films be used to create a solid financial foundation.

A very serious argument that the industry was in difficulties was that production costs had increased far beyond the boost in the price of seats, the financial crisis was therefore worsened.

“It is true that the cost of films has increased to a far greater extent in the industry than in any other field, but it is less true that films pay themselves over periods as long as three to four years, thus facilitating the amortization of the film by the monetary decline. That to say costs involved three years ago are paid for by growing receipts from the increase in the price of seats.”

On the question of declining attend ance, he said this was a problem for the theatre public, but not for the credit establishments or the government, who could interfere in that matter.

The Basse reports comes at a time when Franco-American negotiations on a new film pact are nearing completion. He describes a plan which already has been discussed, that part of the picture industry of Europe and French films in France be used for the production of French films. He believes further that foreign producers could be encouraged to make pictures in France.

This attitude is opposed by French producers and also by the National Centre which believes production might suffer. Exhibitors, however, are giving the plan their warm support.

French Name Davis Top Foreign Actress

French, “Oscars,” awarded on the results of a poll conducted by the editors of films where was announced in Paris, according to dispatches from that city. Bette Davis was named the best foreign actress for her role in “All About Eve.”

The trade also chose Jean Gabin as best French actor and Gary Cooper as best foreign actor.

Pearce Forms TV Unit

MIAMI, June 12.—Miami National Pictures, the company that produces the television shows for the production of TV films, by Edgar Pearce (former Wometco Theaters executive), and William Van Noy. Initial plans include a series of sports shorts with a Miami locale.
Tax Fight

(Continued from page 1)

quent competition for a place in the sun, the whole range of production activities from the initial executive decisions to the final touches of craftsmanship on the finished negative, has become thickly coated with layer upon layer of exaggerated and distorted values—exaggerated and distorted in relation to any other type or kind of responsible commercial enterprise on the face of the earth.

For a long time the answer was—so what! It pays off, doesn’t it! Yes, strangely enough, it did. But that day is passed, unlikely ever to return.

The stark reality now is that the economic life of the great business of motion pictures as presently constituted is in jeopardy. Despite over-all revenue of great volume the profit margins—which mean the solvency and stability of the business—have narrowed critically and are continuing to narrow. Immediate, drastic and thorough-going action is imperative.

Fantastic as it appears on calm and objective reflection, many hundreds of persons associated with production are receiving incomes in various forms of payment which dwarf payments received by the chief individuals in the personnel of the greatest and most profitable businesses in this or any other country. A large book could be written in explanation of how all this came about. But it would be of no help in solving a problem that must be dealt with here and now if disaster is to be avoided.

I T is to be freely conceded that distinguished achievement in the varied arts, skills and administrations that comprise production requires particular ability, talent, a slavish devotion to the work and many other requirements, not the least of which is, incidentally, considerable good luck. These creative executives, writers, directors, actors and others should receive full recognition together with generous portions of the coin of the realm. But how absurd it is that large numbers of these persons are demanding and receiving—even though they can only keep tiny portions after taxes—payments to a total amount that in light of all discernible conditions is killing the goose whence the golden eggs have been coming.

Credit for what the ability, talent, skill and industry of Hollywood has accomplished can hardly be overstated. It has made the American motion picture an amusement in eminent favor with the public the whole world over. It would simply confuse the problem and defeat a solution if Hollywood should choose to view the thorough-going reenactment and readjustment that is required as mere criticism and complaint or a passing flurry in penny-pinchng.

The plain fact of the matter is that the motion picture business now finds itself confronted with a new and different status. Its cost structure in production, which absorbs the bulk of the revenues collected in film rental, is out of line with present and foreseeable possibilities. That cost structure must be re-visited and rearranged from top to bottom.

With a realistic appreciation of existing conditions and good faith this can be done in an orderly, constructive manner to the end of preserving and really bettering an industry whose product plays an important part in the lives of vast millions the world over. With the necessary revision and rearrangement accomplished there will be preserved great opportunities in rich rewards for the future but necessarily on lines which bear closer resemblance to the realities of the times.

Let this road be followed promptly; in any other direction lies disaster!

To Aid Red Cross

NEW ORLEANS, June 12.—The American Red Cross motion picture division has released a Saturday as the longed-for release of industry’s blood donor’s day, according to Henry G. Pitt, chairman of the division and vice-president and general manager of theatre operations for Paramount Gulf.

Spanish Unit Buys Lease

Berk and Krumgold, theatrical, reality specialists, have sold a long term lease of the 640-seat Edison Theatre at 40th Street here to Sanders and Goldman, operators of Spanish-speaking film theatres in New York City. The Edison is their seventh.

Colleges

(Continued from page 1)

TV committee to the NCAA members with the statement that “the Cincinnati resolution gave the TV committee three main tasks: 1) to minimize the adverse effects of television on football attendance; 2) To spread television among as many colleges as possible; and 3) To provide the public with as much telecast football as possible with the no other objectives. The report of the Cincinnati resolution continued, “have been included in the 1952 plan with these ends in view. One of the key provisions holding any one college to a single appearance on the TV program, will help to gain two of these principal objectives: (1) The one-appearance formula, in spreading television, will make it impossible for a handful of colleges to monopolize TV receipts and so to be subjected to irresistible incentives for all-winning teams; however developed, and (2) The one-appearance principle will also lessen the impact upon attendance; by arbitrary effect. If only a few colleges were having their games continually put on the air and if their games were not the result of booking into major TV attractions, a trend which was evident prior to the introduction of an NCAA plan in 1951. There will be no black-market for TV broadcasts as was the case during last fall’s experimental program.

Would Be Encouraged

Although the plan does not refer specifically to theatre TV or other closed-circuit TV, the statement of Byers said that the NCAA has taken the stand that such forms of telecasts would be encouraged, but that all proposals must be prior approval by the NCAA-TV committee.

Robinson Bout

(Continued from page 1)

of the unavailability of American Telephone and Telegraph facilities.

Plans to telecast the bout to West Coast theatres had to be dropped because of non-cooperative line facilities, it was understood.

Twenty-seven circuits will have theatre TV to the picture reaching as far West as Oakland, forming the largest theatre TV network ever set up.

The following theatres are already set to carry the bout: Pilgrim, State, Boston; Grand, Albany, N.Y.; St. James, Asbury Park, N.J.; Stanley, Camden; Stanley, Philadelphia; Stanley, Chester, Pa.; State, Stanley, Baltimore; Lincoln, N.C.; Capitol, Washington; Byrd, National, Richmond; Fulton, Harris, Penn., Pittsburg; West, Chicago; Hippodrome, Cleveland; Palms State, Eastown, Detroit; Rivoli, Toledo; Keith’s, Dayton; Albee, Cincinnati; Palace, Byrd, Ind.; Parkway, Philadelphia, Ind.; Marbro, Tivoli, Uptown, Crown, Chicago; Riverside, Warner, Milwaukee; Paramount, St. Paul; Radio City, Minneapolis; and Orpheum, Omaha.

Asher to Work in Ceylon

"Elephant Walk" has been purchased by Paramount. It will be produced by Irving Asher who plans to film all exteriors at the Udawalawe in Ceylon.
If you loved...

THE **FUN** of
"MIRACLE ON 34th ST."...

THE **HAPPINESS** of
"GOING MY WAY"...

THE **HILARITY** of
"YOU CAN'T TAKE IT WITH YOU"...

then this one's for YOUR Box-Office!

**SALLY and SAINT ANNE**

UNIVERSAL INTERNATIONAL presents

**ANN BLYTH** • **EDMUND GWENN**

Starring

with **JOHN McINTIRE** • **PALMER LEE** • **HUGH O'BRIAN** • **KATHLEEN HUGHES**

Directed by **RODOLPH MATÉ** • Screenplay by **JAMES O'HANLON** and **HERB MEADOW** • Produced by **LEONARD GOLDSTEIN**

**U.I.** makes the pictures with the **BU I.LT-IN PROFIT!**
Tradewise...

By SHERWIN KANE

As THE INDUSTRY again prepares its case for elimination of the Federal admissions tax, it should not hesitate to make use of the recent U. S. Supreme Court pronouncements granting to motion pictures the protection of the First Amendment.

Since motion pictures, as a medium of communication, have been held to be a part of the free press, and since the industry is in a position to demonstrate today that the Federal tax has been responsible in some measure for loss of attendance, is that Federal obstacle to the communication of ideas to a maximum audience an improper restraint on the free press?

If not, then what is the justification for the discriminatory application of the Federal tax to the single segment of the press presented by the motion picture screen? No Federal tax is superimposed on the cost of a newspaper, magazine or book, nor on a television program.

All of the other industry arguments against imposition of the admissions tax, which were found to be so potent in the campaign of two years ago, need to be reiterated, of course. But the new free press status of the screen, circumscribed as it is by a precedent-discouraging Federal tax, certainly should be given a part in the approaching campaign.

RONALD REAGAN, president of the Screen Actors Guild, went to the heart of a very real industry failing in describing certain theatre advertising approaches, in his address to the Texas COMPO Conference in Dallas last week, as recourse to the outward formula of “Shill ‘em in. We’ll be in another town tomorrow night!”

How common the practice is may be seen by examination of almost any metropolitan newspaper’s amusement page. How costly it is to the industry may only be surmised in these days of continuing losses of patronage and all but the proven screen offerings.

The average patron can be deluded by misleading advertising only at the ultimate cost of confidence in the advertiser.

Tomorrow night and every night you’re at the same stand. Honesty in advertising will help insure your patrons being there with you.

Comerford Circuit Joins TNT Network

Comerford’s Carlton Theatre in Providence has joined Theatre Network Television’s net for the June 23 Robinson-Maxim bout, bringing the total number of theatres carrying the event from the Yankee Stadium to 37.

TNT said it anticipates several more theatres will be added to the net, which now encompasses 21 cities.

Arbitration Meet Opens

The second industry Conference on Arbitration will open this afternoon at the Hotel Astor here. Following the selection of a meeting chairman, the delegates will devote their attention to the legal record of arbitration principles which was drafted during the past month by a rules committee headed by Herman M. Levy.

“It is for the conference,” Levy said on Friday, “to find through this document the means for the establishment of an effective industry arbitration system of broad scope.”

The document which Levy described as “lengthy,” is the record in legalistic language of the principles agreed upon at the first arbitration conference in New York during the final week of last April. It is subject to ratification by the second conference’s delegates.

L. W. Roth Resigns As Columbia ‘V-P’

Lester W. Roth, Columbia vice-president stationed in the studio legal department since June 30, to establish a legal firm in partnership with George Cohen of Los Angeles, it was learned here at the weekend.

The firm of Roth & Cohen will specialize in motion picture legal work on the Coast.

Roth, who has been with Columbia many years, was a judge of the Superior Court of California from 1935.

Small Theatres May Be Freed from US Wage Controls

WASHINGTON, June 15.—Owners of smaller theatres with eight or less employees would probably be freed from wage and salary control regulations under a provision which the House Banking Committee wrote into its version of the controls law.

The provision states that any small firm—with eight or less workers—would be automatically freed from wage and salary controls unless the President, within 30 days after the bill becomes law, says the stabilization program requires the continuation of such controls on small firms in a particular business, industry or area. Such a finding would be unlikely in the case of theatres or other film industry firms, it is held.

The bill still must pass the House and the joint House-Senate conference.

Opposes Separation Of UPT Merger Bid

WASHINGTON, June 15.—Allen B. DuMont Laboratories has filed with the Federal Communications Commission in opposition to the request of American Broadcasting Co. and United Paramount Theatres that their proposed merger be separated from other issues in the FCC-Paramount hearing and decided promptly.

DuMont said all of the issues in the hearing were “inextricably linked” together.

Columbia Borrows Another $500,000

Washington, June 15.—Columbia Pictures last month borrowed another $500,000 from First National of Boston, according to three other banks, under a loan agreement signed two years ago, the company has reported to the Securities and Exchange Commission. The latest borrowing will be used as working capital.

Say Colosseum Drives for ‘IA’ Bookers

CHICAGO, June 15.—A jurisdictional clash on the national level is said to be brewing between the IA and the Colosseum of Motion Picture Salesmen of America. The controversy is understood to have arisen out of a methodical, city-by-city drive by the Colosseum to persuade “IA” film bookers to transfer their allegiance to the salesmen’s union, representing to representatives of other exchange labor.

Representatives of the Colosseum, meanwhile, have asserted that bookers in many of the exchange centers are in favor of making the switchover. The theory of the bookers is said to be going on in this connection is that they are engaged in sales work and that they are therefore more closely identified with salesmen than with the clerks, stenographers, book—

(Continued on page 4)

“Ivanhoe”

[Metro-Goldwyn-Mayer]

JUST ABOUT EVERYTHING an enthusiastic showman could hope for has been crammed into “Ivanhoe.” There is flashing excitement, sustained action, an excellent marquee cast, color by Technicolor, romance, spectacle and outdoor scenes of shimmering splendor. It is hard to see how this top-ranking entertainment can fail to reap extravagant grosses in any situation.

Pandro S. Berman’s sweeping production of the Sir Walter Scott classic was made at the company’s British studio with a showmanly knowledge of box-office values. Robert Taylor plays the title role as the gallant Saxon warrior who dedicates himself to the deliverance of King Richard the Lion-Hearted. As the story opens Richard languishes as a hostage in an Austrian prison for want of ransom which his brother John denies him. It is John’s ambition to seize the throne with the help of certain Norman knights.

The story bristles with action, intrigue and combat, and is also warm and appealing within a romantic frame. Two women vie for the honor of Ivanhoe’s heart. They are Joan Fontaine, the attractive and articulate ward of Ivanhoe’s father, and Elizabeth Taylor, the sensitive Jewess and daughter of Isaac, who aids in raising the money that liberates Richard. Against the cross currents of this romantic triangle there ebb and flow the clashes of wit—

(Continued on page 5)
Personal Mention

MILTON RACKMILL, president of Decca Records, plans to leave this week for Hollywood, the latter part of this week.

GILBERT E. BLACKFORD, former newspaper editor for Warner Brothers, has been appointed director of program promotion for the department of public relations of the National Council of the Churches of Christ in the U. S.

GUTHRIE F. CROWE, president of the Kentucky Association of Theatre Owners and a Democratic state Commissioner, is reported in line for a Federal Judgeship in the Panama Canal Zone.

JOHN P. BYRNE, M-G-M Eastern sales manager, is on vacation. His field and his telephone are sitting in for him in his absence.

JERRY PICKMAN, Paramount vice-president and director of advertising-publicity, returned here over the weekend via Chicago and Dallas.

VICTOR BLAU, vice-president of Warner Brothers Public Relations, took a much needed break last week, arriving here over the weekend from Hollywood.

GEORGE JESSEL, 20th Century-Fox producer, is in New York from the Coast.

PAUL KAMEY, Universal home office press contact, left here last night for Washington, en route to Alaska.

JOSEPH SHULMAN of Shulman Theatres, Hartford, and his wife, PAULINE, are in Paris on a vacation.

AL ZIMBALIST, independent producer, has left here for the Coast.

Skouras Pact Said Limited to Loew's

Settlement of Skouras Theatres complaints against metropolitan circuits and major distributors other than 20th Century-Fox is not expected any time soon, but within the next few months the admission of this time to Loew's—M-G-M only, informed sources said on Friday. Discussions are continuing and their possible settlement are continuing with RKO Theatres and the distributors concerned.

Skouras Theatres and Loew's officials declined to reveal terms of the reported settlement. Skouras has threatened to file a multi-million dollar suit if its complaints are not satisfactorily adjusted.

Prize to Pals Fund

When Paramount's press book on "The Greatest Show on Earth" was awarded first prize for April in the ACP, the monthly competition for outstanding use of their coated papers, Harry Kobler of the Schlesinger Paper Corp., press department of this office, was so pleased with the recognition that he turned the $25 prize over to the United Cylindrical Company, publisher of the ACP.

Dismiss F. & M. Suit

Here Against UPT

United Paramount Theatres won a temporary restraining order on Friday against a suit brought against it by Fanchon & Marco and the Paramount Hollywood Theatre Corp. by Vincent L. Leibell in Federal District Court ruled on the dispute growing out of the joint ownership of Paramount theatre in Hollywood, which is operated by Fanchon & Marco, holding a 50 per cent interest. Judge Leibell held UPT, which took over the joint interest held by Paramount following divestiture, was not properly brought by the Paramount Hollywood Theatre Corp. was dismissed on the grounds that the action was properly brought in the hands of the company's board of directors. The separate suit brought by Fanchon & Marco was also dismissed, but Judge Leibell granted F. & M. the right to serve an amended complaint.

Birth Rate Seen on Side of Exhibitors

KANSAS CITY, June 15.—President Mike Zimbalist, with 35 motion picture theatre managers and the home office staff of Fox Midwest Theatres here Saturday night, visited a number of theatres in order to solicit potential customers, namely, the birthrate, assured large increase in prospective audiences starting next week for the new releases.

He pointed out that the pattern of births following the second World War indicates that children of this age going on will be far more numerous in 1953. He advised concentration on exploitation and promotion of home television competition—one speaker remarked that the children are the ones who turn off the radio and put on the movies, like the show on it. Economically, conditions were reported very good in the Midwest.

Wolfson Meets Here

With TOA Officials

Mitchell Wolfson, Theatre Owners of America president, on Friday held a meeting with other TOA officials at the organization's headquarters here. Information was exchanged about the TOA convention in Washington next September, the industry arbitration conference that will open the convention, at the Hotel Astor here, and TOA operating costs, Wolfson, who came through Miami, will return to attend the arbitration conference.

Reject Appeal to End Tax

BALTIMORE, June 15.—The city circuit of managers has rejected a joint plea by members of Allied of Maryland for the elimination of the tax.
Mr. Herman Robbins  
National Screen Service Corp.  
1600 Broadway  
New York, New York

Dear Herman:

I have been reading with great interest the reports on the anti-trust suit brought against National Screen Service by the Department of Justice. This action by the Department of Justice, I personally believe, will be beneficial to no one in the long run.

I am writing purely as an exhibitor and business man with the thought that perhaps the Department will reconsider its actions. My appraisal of National Screen is as follows: the company has never, to the best of my knowledge, abused its position in the business. I also believe that it services the exhibitors at fair rentals and, in general, serves the industry with efficiency at all times.

Naturally, there have been incidents that have come to my attention but, in most every case, we have straightened the matter out. As to specific costs to the exhibitor, there are, in the course of business, certain minor frictions that will always arise, but on the whole the exhibitors of the country, I believe, have complete confidence in National Screen Service.

Frankly, I can see no benefit arising from this action for either the public or the people within our industry. I regret that, at this time, when the industry, as a whole, is struggling to maintain its equilibrium, further legal problems will complicate the general outlook.

I sincerely hope the Department of Justice will examine the situation closely and keep National Screen as an entity through discussions rather than through the courts.

If I can be of service, please call upon me.

Sincerely,

Wilbur Snaper
"Black Hills Ambush"  

(Republic)  

SOLID WESTERN FARE is presented in "Black Hills Ambush." The script by Howard Davidson-M. Coates Webster screenplay employs a somewhat different method for catching a gang of stage-coach bandits, which U. S. Marshal Allan (Rocky) Lane does with thoroughness for the finale. 

At the head of the outlaws is a man (Richard Martin) who is befriended and habituated by Lane and eventually furnishes the tip necessary to collar the holdup men. The care and understanding of Rocky’s friends, stage-line owner Eddy Wallace and his niece, Leslie Banning, convince the young man of the error of his ways. The fugitive is arrested after a chase by the crooks. The latter had raised Hall from his orphaned beginnings and for this reason he is reluctant first to become a stool-pigeon until he finds out they killed his brother. 

The co-production is a well-paced, snappy picture, with Lane outsmarting the villains. Others in the cast are Don Haggerty, Robert Wellman, John Miljan, and Alphonso Picksley. 

Running time, 62 minutes. General audience classification. 

"High Treason"  

(Rank-Pacemaker)  

BRITISH FILM MAKERS have turned their hand to the cops-and-robbers theme and have fared very successfully. "High Treason" offers patrons a fine and economically produced cast supported by some excellent performances. The cast, however, is only slightly known on these shores. 

"High Treason" concerns the work of the Red underground in Britain and with the help of a young radical, succeeds in organizing the British labor movement through sabotage. It not only demonstrates how the Communists manage to catch in their net the idealists and others but also the quiet, efficient way in which British police track down would-be saboteurs. 

The film, which re-opens the cast of "Red Dawn," will soon enough recognize the directorial touches of Roy Boulting who believes that a sense of humor can be heaven-sent relief even in the most dramatic of all pictures. He applies this to "High Treason" which emerges as a first-rate thriller, with appeal for a wide range of audiences. 

Paul Koslin produced and Boulting collaborated with Frank Harvey in writing the story and screenplay which, while a little far-fetched at times, never strains the credibility. 

Liam Redmond appears as a Scotland Yard commander who patiently tracks down the ring of foreign saboteurs which already has blown up a munitions ship and is known to plan further destruction. Kenneth Griffith is the boy doped by the Communists who eventually realizes his mistake and saves the day but pays for his courage with his death. Mary Morris is pretty and pleasant as a Red agent. A.J. Arthur Rank presentation. It is distributed here by Pacemaker Pictures. 

Running time, 90 minutes. General audience classification. 

"Here Come the Marines"  

(Monogram)  

THE MARINE CORPS is subjected to the Bowery Boys attention in a fast and loud addition to the series during the course of which the “boys” create their usual havoc and get into one hilarious escapade after another. Leo Gorcey and Huntz Hall, both getting a bit too corpulent, lead the riot as usual, with the latter running the show until the finish. The basic plot is that of the smart-aleck rookie who blunders into one promotion after another, an always dependable idea handled better than usual here. 

The story by Tim Kran, Charles R. Marion and Jack Crotcher opens with Hall receiving his draft notice and joining the Marines, a few jumps ahead of Gorcey and the rest of the gang. A Colonel who knew Hall’s father promotes Hall into “non-com” command of his platoon and makes him liable for them most of the time, all in good clean fun. On a hike the troop finds a beaten-up Marine who dies in a hospital later, without explaining what happened to him but Gorcey finds a playing-card at the scene which leads him to a series of disclosures culminating in the capture of crooked gamblers who killed the Marine. Production is by Jerry Thomas, with direction by William Beaudine. It rates above par for the series. 

Running time, 60 minutes. General audience classification. Release date, June 29. 

Schroeder to Handle Astor Foreign Sales  

Astor Pictures has concluded a contract with Schroeder Associates whereby the latter will handle the foreign sales representation of all Astor pictures, R. M. Savini, the latter’s president, announced. 

Harry Schroeder, president of Schroeder Associates, is a foreign sales executive of United Artists. 

Levin and Martini Form New Firm  

SAN FRANCISCO, June 15.—Mutual Productions of the West, headed by William Levin and John Martini, has opened offices here. 

The company will distribute “Model,” a comedy, and “Treason for Hire.” Sales will be handled by Levin and Martini of Unity Pib, Inc., Los Angeles. 

Colosseum Drives  

(Continued from page 1)  

keepers and messengers with whom they are lumped under the national "IA" exchange contracts. 

There are approximately 1,000 bookers employed in the U. S. by film distributors. The membership of the Colosseum is said to total between 500 and 1,000 salaried. The Colosseum is an unaffiliated union, while the IA is a branch of the American Federation of Labor. 

There is said to be a formidable legal barrier to any such move as the national "IA" exchange workers organization. It is described as the fact that the bookers are not in a position to make a choice since they are not in union of their own but rather are merely a segment of the so-called "white collar" workers, and the bookers union whose negotiations are carried on by the "IA" international headquarters in New York. 

Film buyers and bookers are organized in tightly-knit social units here. The bookers and "IA" workers are separate from the "white collar" workers. 

That the "IA" would not voluntarily agree to release the bookers to the Colosseum was said to be a foregone conclusion. Exchange workers in various cities were reported a few months ago to have threatened to bolt the "IA" as a result of dissatisfaction with pay scales, but the union’s New York office was understood to have quieted the threat with the promise that wage increases would be sought under the new contracts, which will be negotiated in New York in November. 

Officials at national headquarters of the IATSE were not available for comment on the reported "invasion" of the "IA" bookers’ ranks.

"Just Across the Street"  

(Universal-International)  

A SPRIGHTLY BIT OF COMEDY is offered in "Just Across the Street" (Continued from page 1) 

be overwhelmingly in favor of the switch, (2) apply to the National Labor Relations Board at least 60 days before the expiration of the national election, and (3) convince the NLRB that the exchange workers contracts for an exchange workers election, be nominated to KATO Board Posts  

LOUISVILLE, June 15—The nominating committee of the Kentucky Association of Theatre Owners has nominated the following candidates for directors for the next two years: Ned Greene, Mayfield; Les Pickle, Henderson; Cliff Buckel, Louisville; W. D. Aspley, Glasgow; J. Van Snook, La Grange; Gene Luther, Paducah; Harriett W. T. Cain, Louisa; O. W. Minnix, London; Harold Sitter, Lexington, and E. L. Ortenstein, Brandenburg.
Roth Resigns

(Continued from page 1)
to 1936, and justice pro tem of the District Court of Appeals there from 1935 to 1936.
Roth’s employment contract, dated Jan. 2, 1947, was for seven years. In consideration of his entering into an employment agreement at that time he was granted an option on $1,000 shares of Columbia’s common stock. In connection with the termination of his employment agreement two years in advance of expiration, Roth surrendered his purchase warrant for the stock. The company, in consideration of his relinquishing his rights to purchase the stock and of his release of the registrant from all obligations, agreed to pay Roth $20,000, in installments.

Classic to Open New England Branch

Classic Pictures is establishing district offices in New England which will be headed by Nat Beier, who yesterday left here for Boston to complete plans for the opening, it was disclosed at the weekend.
Beier was most recently with Film Classics, acting as “trouble-shooters” in the Philadelphia and Boston territories.

Christian in ‘Battle Zone’

HOLLYWOOD, June 15.—Monogram executive producer Walter Mirisch announced the signing of Linda Christian to co-star with John Hodiak in ‘Battle Zone.’

“Ivanhoe”

(Continued from page 1)
and lance between the Normans and the Saxons. The fiery siege of the Norman castle in which Ivanhoe is held captive makes for a vivid piece of film-making. Other outstanding exploitation sequences include Ivanhoe’s daring letters to a lance duel, and Ivanhoe’s dramatic battle with his nemesis, George Sanders, the latter using a chain-mace as his weapon and the former an axe. Into these scenes have been fused a pulsing sense of excitement and expectancy.
The screenplay by Noel Langley was fashioned purely as a popular entertainment and as such it does not pretend to historical exactitude. Richard Thorne’s direction keeps the action moving in high gear and has a knowing command of mass taste.
Quite naturally the role of Ivanhoe overshadows all others and Taylor does competently with it. As the urbane Norman, Sanders turns in a smoothly forceful performance, his words rolling out in ear-pleasing rhythms. Miss Taylor is sweet and touching if somewhat superficial in her acting and Miss Fontaine conveys all the necessary illusion. "Ivanhoe" is a picture to send every patron out of the theatre with a pleasant glow.
Running time, 106 minutes. General audience classification. For August release.

Nooe Named Salesman

SAN FRANCISCO, June 15.—Frank Nooe, booker at Warner Brothers, has been appointed salesman for the Sacramento Valley territory replacing Ernie Hampton who resigned to live in Honolulu because of poor health. Bookers Jesse Wright and Gene Bryant have moved up to man heights and Kasper Kannel has been promoted to booker.

Albany House in Shift

ALBANY, N. Y., June 15—Warner’s Delaware has shifted for the summer to weekend operations. There will be changes of bill Fridays and Sundays. It is the first time the theatre has been on a part-time schedule.

Coast Meet on ‘Pan’

The first meeting on the promotion of “Peter Pan” will get under way in Burbank, Calif., today with top members of Walt Disney’s Eastern staff, headed by Leo F. Samuels, in attendance.

More Chicago Changes

CHICAGO, June 15—Several more changes in theatre status are taking place here, with the Warner Circuit Management’s Stratford and Highland scheduled to close June 19 (ostensibly for the summer), the independent Calo and Charm going to weekends only, and the Oak being taken over from the Illand family by Jack Kirsch and Nate Slott.

Arbitration

(Continued from page 1)
who during the course of what is expected to be a three-day meeting probably will consider additional topics for inclusion in the report.
After the conference this week acts on the committee’s plan, the document will be submitted to constituent organizations for approval. If it meets with unanimous approval, it then will be submitted to the Department of Justice and the Federal Court for approval, according to the schedule set up by the first conference.
In addition to Levy, general counsel of the Theatre Owners of America, the following attorneys were appointed to the rules committee: Abram F. Myer, Allied States; Mitchell Kup, Metropolitan Motion Picture Theatres Association; Milton Weisman, Independent Theatre Owners Association; L. S. Ham, Western Theatre Owners; Austin Keough, Paramount; Robert W. Perkins, Warner, and Adolph Schmet, Universal.
Ten distributors and the five exhibitor associations mentioned will be represented at this week’s meetings.
Under the rotating chairmanship plan adopted at the first conference, Harry Brandt of the ITOA would preside at the opening session today.

Press Party for ‘B’way’

There will be a press cocktail party tomorrow at the 21 Club, for the start of actual filming of “Main Street to Broadway,” which is to be produced by Lester Cowan in cooperation with the Council of the Living Theatre.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!

“IT’LL BE MORE THAN TALK YOU’LL GET IF YOU MOVE A STEP CLOSER!”

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD
A REPUBLIC PICTURE

HERBERT J. YATES presents

“A DEFINITE OSCAR CONTENDER . . . WILL PLAY TO PACKED HOUSES EVERYWHERE AND TO EVERY KIND OF AUDIENCE.”

FILM BULLETIN
"BLACK MARIAS" LIGHTED THE INFANT FILM INDUSTRY BY LITERALLY FOLLOWING THE SUN. NAMED AFTER AN ORIGINAL EDISON DESIGN BUILT IN 1893, THIS REVOLVING STUDIO PROVIDED A SHED FOR THE CAMERA, AND METAL FRAMES TO WHICH SCENERY WAS ATTACHED.

BRILLIANT, CONTrollable WHITE LIGHT OF "NATIONAL" CARBON ARCS BROUGHT VIRTUAL EMANCIPATION FROM THE SUN FOR STUDIO LIGHTING. WHOLE MINIATURE CITIES LIKE THIS SET FOR UNIVERSAL'S "BROADWAY" (1929) WERE LIGHTED BY "NATIONAL" CARBON ARCS.

BOX OFFICE TIP RECENT SURVEYS SHOW THAT ONE THIRD OF ALL THEATRE SCREENS HAVE NOTICEABLY IMPERFECT SIDE-TO-CENTER LIGHT DISTRIBUTION. HOW ABOUT YOURS?


THE "NATIONAL" CARBON ARC...NOTHING BRIGHTER UNDER THE SUN

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, New York
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg

GET IN THE SCRAP FOR DEFENSE —SAVE YOUR COPPER Drippings!
'Test' Action Defies Censor Rights In Md.

'Nation' Suit Follows the 'Pinky,' 'Miracle' Cases

BALTIMORE, June 16—A test of Maryland's motion picture censor laws will be made in a suit filed in Circuit Court here by a Washington territorial distributor of "Birth of a Nation," produced more than 25 years ago.

The action is a direct offshoot of the recent U. S. Supreme Court decisions in the "Pinky" and "Miracle" cases, and is seen as serving as further fortification of the position of the Association of America's position against censorship of films.

The plaintiff is Harry R. Shull, trading as Peerless Distributing Co. His action is against the Maryland State Board of Censors and Beverly Ober, Baltimore's police commissioner.

The distributor alleges that Maryland's Board of Censors has refused to issue an exhibitor's license to the Will Rogers Hospital.

Philad. Stanley Sold Out for TV Fight

Philadelphia, June 16.—Within four hours today, the Warner Brothers 2,947-seat Stanley Theatre here was sold out at $25.25 per ticket for the Sugar Ray Robinson-Joey Maxim championship bout on theatre television next Monday.

An hour prior to the opening of the box-office at 11:00 A.M., several hundred people were in line for reserved seat tickets. The entire capacity was sold out by 1:00 P.M., and standing room tickets at $2.50 each were put on sale thereafter. One ticket agency reportedly acquired 900 tickets.

Fifty Will Visit Rogers Hospital

Fifty executives, trade press representatives and others from the industry here will attend Thursday night, along with members of the board of directors of the Will Rogers Hospital Fund, for Saranac Lake to visit the Will Rogers Hospital and to renew at Herriman Robinson's Hotel Al-Bur-Norm at Saranac, N. Y.

Arriving at the hospital Friday morning the group will have breakfast and then inspect the hospital under the guidance of George Wilson and his staff.

The afternoon program will feature the unveiling of the Will Rogers Statue, created by Jo Davidson and unveiled by the state.

In the late afternoon the visitors will leave for Hotel Al-Bur-Norm, where they will be the guests of Rob- and then inspect the hospital under the guidance of George Wilson and his staff.

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The Motion Picture Association of America has made a digest of editorial articles from 37 newspapers throughout the country hailing the recent U. S. Supreme Court decision in which it ruled that the motion picture screen is entitled to the free speech and free press guaranties of the Constitution. They call the decisions historic landmarks. The battle for the freedom of expression," said the MPPA.

"In opposing censorship—prior restraint—the screen seeks to achieve the same constitutional rights and liberties enjoyed by other media of communication," it added.

Continued an Association statement: "We feel it is just as wrong for a censor to stand at a producer's shoulder and tell him what he may show on the screen as it would be for a censor to stand over an editor's typewriter and tell him what he may print. That's the issue.

"It is not one screen alone that is involved in the fight against censorship. So long as censorship of movies is permitted anywhere in our country, it stands as a threat to the liberties of all," the MPAA added.

Exhibitors Told Not To Pledge Public AnyTaxReductions

CHICAGO, June 16—Exhibitors are being advised by organization leaders and others identified with the coming industry campaign to eliminate the Federal 20 per cent amusement tax to refrain from committing themselves to pass on to the public any saving which might be realized from the anti-tax campaign.

The exhibitors' counselors point out that the New York Metropolitan Opera, symphony orchestras and other entertainment groups which won exemption from the Federal tax at the last session of Congress did not pass on any saving to the public. In fact, those groups asked for and received tax exemption primarily on the condition that they needed the money and told the Senate Finance Committee beforehand that they proposed to increase their admission prices 20 per cent if the Federal tax was removed.

Sochin Heads 'U's' Short Subject Sales

The promotion of Irving Sochin to the post of short subjects sales manager of Universal Pictures was reported here yesterday by Charles J. Feldman, domestic sales manager. The position has been vacant for years. Sochin, a veteran in distribution, has been assistant to Feldman since May, 1951, having become a member of the home office sales cabinet a year before and one-half earlier when he assumed the post of sales head of U-P's special films division. Before that he was Universal branch manager in Cincin-

Sochin started with United Artists as a salesman in West Virginia.

Steel Alloitems May Be Frozen

WASHINGTON, June 16—New theatre projects which already have received National Production Authority alloitems of steel, copper or aluminum for use in the third quarter may find these alloitems indefinitely held up, as a result of the current steel strike, NPA officials said.

NPA has also been holding up the announcement of a new list of approved construction projects for the third quarter and officials indicated this would not be released now.

FCC Attorneys Ask For UPT-ABC Delay

WASHINGTON, June 16—Federal Communications Commission attorneys have asked an extension of one week, until next Monday, of the deadline for filing their views with respect to the request of American Broadcasting Co. and United Paramount Theatres that their proposed merger be severed from other issues in the Commission's Paramount hearings and decided promptly.

U.K. Offers Minor Ticket Tax Cuts

LONDON, June 16—An amendment to the Finance Bill providing for minor reductions in the entertainment tax, certain to be disappointing to the larger circuits, will be offered, probably tomorrow, by Chancellor of the Exchequer R. A. Butler as the Bill reaches its report stage in Commons.

The amendment would abolish the...
Personal Mention

MAX YOUNGSTEIN, United Press artist in New York, has returned here from Dallas.

JOSEPH A. McCARTHY, head of Columbia International, and his aides, HARRY KOSINSKI, HERMAN J. GOLDEN and LAWRENCE H. LIPSKE, who conducted a sales meeting in London last weekend, will conduct another in Rome next weekend.

ALFRED CORWIN, of the Motion Picture Association of America press relations department, is returning from vacation, during which he will attend a 25th anniversary alumni celebration at Harvard.

JAMES R. GRAINER, Republican vice-president in charge of distribution, has returned here from a trip to Pittsburgh, Indianapolis, and Chicago.

Dr. HERBERT T. KALMUS, president of Technicolor Motion Picture Corp., arrived here yesterday from the Coast and on Friday will leave for Boston.

WILLIAM GORCE, Universal production executive, arrived in London yesterday for a brief business and pleasure visit.

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Boston from New York today.

At HOWRITS, Universal-International studio publicity director, has returned to Hollywood from New York.

JOSEPH MANKIEWICZ, who will direct MGM's "Julius Caesar," is due back on the Coast today from London.

Mrs. ALICE THOMPSON, publisher and editor-in-chief of Seventeen magazine, is in Denver from New York.

NAT LEVY, RKO Radio Eastern division sales manager, will leave here for Detroit today.

TNT-Line-Up Grows To 38 Theatres

The Paramount Theatre at Lynn, Mass., has joined the Theatre Network Television network carrying the June 23 Robinson-Maxim bout, Nat Halpern, TNT president, disclosed here.

The Paramount, a U.S. Embassy Paramount house, is the 38th theatre in the TNT line-up.

Closes for Summer

CHICAGO, June 16.—Lipett's Ziegfeld Theatre, a Loop first-run, will close July 6 for the summer. The management plans to reopen the house in September.

Columbia Board Meet

Columbia Pictures board of directors met here yesterday. The meeting adjourned at 5 o'clock. Harry Cohn, president, attended.

La Ronde' Ban in New York Upheld in Split Decision

ALBANY, N.Y., June 16.—In a three-to-two decision, the Appellate Division has upheld the Board of Regents ban on "La Ronde," a French-made film being distributed in the U. S. by Commercial Pictures Corp. The film was banned on the grounds the motion-picture film violates the Declaration of Rights and is "immoral".

Arbitration

(Continued from page 1)

The recent U.S. Supreme Court "The Miracle" case was also used as precedent by Justice F. Foster and Justice O. Byron. Both declared that the New York statute providing for arbitration is uniformly constitutional. Justice Foster added that "in any event the film in question is not so immoral as to justify such an order.

The majority opinion, however, held that the final verdict on "The Miracle" did not invalidate the state film laws of the Regents against censor films on grounds other than sacrilege.

New York Raymond Hakin, president of Commercial Pictures, said the case would be appealed shortly.

Md. "Test" Suit

(Continued from page 1)

land's law requiring prior approval of a film violates the 1st and 14th amend-
ments to the Constitution of the U. S. and Article 40 of the Declaration of Rights of the Maryland Constitution.

The court has given the defendants 10 days to show cause why they should not be enjoined from continuing exhibition of the film without prior censorship.

Maryland is likely to be used by the industry as the legal battleground for an attempt to kill censorship laws, in the opinion of Sydney R. Traub, attorney for the Motion Picture Producers and Distributors of America.

He said he was so informed by a Hollywood studio executive.

The situation is an outgrowth of a legal opinion by Maryland's Attorney General Hammond Hall. He declared after the recent Supreme Court ruling that no film could be banned on "sacred" grounds that if facts are subject to the same rights ac-
ceded press and radio, and which often, only obscurity and indecency as grounds for censorship in Maryland.

Traub says Hammond's ruling "has paved the way for a quick attack on the validity of our own censorship statute."

Ringer Named to Maryland State Board of Censors

Baltimore, June 16.—Walter S. Ringer of Baltimore, Md., is the newly appointed secretary of the State Board of Censors. The announce-
ments come from Governor Ode office. The term of Sydney R. Traub, chairman, expired early in May. He continues in office as a holdover until the new man takes office to right him as a name successor.

NEWS in Brief...

WASHINGTON, June 16.—Harry M. Warner, president of Warner Brothers, has been appointed Director of Securities and Exchange Commission that in may he gave to charities 1,900 shares of the company's common stock, decreasing his holdings to 245,400 shares.

S. Charles Einfeld, vice-president of 20th Century Fox through 1,040 shares of his company's common stock during the same month.

MILWAUKEE, June 16.—The Allied States spring board meeting and the 1935 national convention for drive-in theatre owners will be held June 21 and 22 in Milwaukee. Allied national director, announced. Allied ITO of Wisconsin also will schedule its 1935 annual con-
vention to be held concurrently with the other meetings during the third week of March.

WASHINGTON, June 16.—H. Graha Morison has resigned as Asistant Attorney General in charge of the anti-trust division in the Depart-
ment of Justice, a post he held for the past year and a half. Attorney General McGranery said he was not sure when he would name a successor.

McGranery stated that Morison is "desirous of returning to the private practice of law."

HOLLYWOOD, June 16.—The Pakis-
tan government under G. u. S. Mohammed Ali, and his party, will be guests at the Association of Motion Picture Producers luncheon tomorrow, to be presided over by AMPB board chair-
man Y. Frank Freeman.

ALBANY, N.Y., June 16.—The Paramount-Roy Rogers Music Co., Inc., has been incorporated to conduct a music publishing business in New York.

The incorporators are Roy Rogers, Russell Holman and Bernard Goodwin, the latter two of Paramount Pictures. Paramount in Canada, R. C. Koenig was incorporating attorney.

NEW YORK THEATRES

NEw York TheATReS

RADIO CITY MUSIC HALL

"LOVELY TO LOOK AT" production

Color by Technicolor • An N.M.G Picture

Spectacular Stage Presentation

Jennifer Jones • Vivien Leigh • GENE KELLY • Mara Lane • Charles Boyer • More

JASON ROBERTSON

EMERSON TAYLOR

SAM HARRISON

Color by Technicolor • An N-M.G Picture

Aloysio Hazel • MARIA HAYDEN • MYRNA LAVIGNE

Color by Technicolor • An N-M.G Picture

Richard Waring • MARY STUART • JOHN HARRISON • More

Color by Technicolor • An N-M.G Picture

Color by Technicolor • An N-M.G Picture

Color by Technicolor • An N-M.G Picture
Have a Thriller

A GOOD, old-fashioned melodramatic thriller, the kind that kept the heart pumping fast and the audience eager to get into the fight, always had a good purpose.

The moral never detracted from the excitement; the triumph of virtue did not lessen the interest.

Nowadays, we are told by the sophisticated motion picture reviewers that "messages" are bad. What makes these reviewers sophisticated is hard to tell—maybe, as hard as knowing how they were picked as critics. Still, that is what they say.

It is refreshing to report that "Walk East on Beacon" (at the Victoria) is an entertaining and exciting melodrama, the "hero" of which happens to be the FBI. It is a bang-up, professional job of story-telling.

Whenever a good picture appears, the publicity folk for the studio always ask that the excellent ideas and purposes of the picture be played down and that only the story be emphasized. We say that is the bunk. We respect the intelligence of our readers. We do not write down to them.

Therefore, we say that "Walk East on Beacon," apart from being a wonderful melodrama, shows the means by which the FBI catches traitors and spies. And when the scurvy lot are caught, you will want to cheer.

You will wonder, of course, why some of them were not caught in real life as they are in this movie. Maybe, when J. Edgar Hoover retires, he will write a book on that subject. It too would be a thriller.

Just one of hundreds of editorial bravos boosting
WALK EAST ON BEACON
grosses, coast to coast

PLAY A THRILLER... from Columbia

Director: GEORGE MURPHY - Finlay Currie - Virginia Gilmore - Story and Screenplay by Leo Rosenth - Adapted by THE CRIME OF THE CENTURY by J. EDGAR HOOVER.

from THE READERS DIGEST - Produced by LOUIS ARCHIBALD with the cooperation of the FEDERAL BUREAU OF INVESTIGATION - Directed by ALFRED WERKER.
**National Review**

**Pre-Selling**

REDBOOK for July, soon due on news-stands, awards "Robin Hood" with a double-track in color, and names "Lovely to Look At," "Encore," "Has Anybody Seen My Gal?" and "Finishing Team" as four other fine films. The August issue will carry a full page, full color ad on Universal's "The World in His Arms." They say that REDBOOK was the only monthly to get this ad, although it did come in Mirror, Life, and "Life" of the other fine films.

The August issue of Esquire will feature a 10-page re-print of the hard-sitting Jack London story, "The Mexican," under the title "The Fighter," as used in the current Universal film. The magazine will be on the stands about July 10... Tyrone Power's transition to modern dress in 20th Century-Fox's "The Commandant," has resulted in a variety of picture layouts in fan magazines. Patricia Neal, along with Hildegard Knef, will get the romance interest, receive similar treatment for the interest of film fans.

A national tieup with American Standard Radiator Corp. will benefit Universal's "Just Across the Street" through national advertising and point-of-sale dealers who are prepared to work out cooperative advertising in conjunction with the "motion picture," The Everlast Boxing Equipment Co. and Aquascutum Kingsway Rainwear have joined United Artists in the national promotion of "The Fighter." Covington Fabrics Corp. will market a new drapery and upholstery fabric to tie in with RKO's "The Big City." By the process, pictures are reproduced on the fabric; these will include either poster or single picture... Two forthcoming Columbia pictures, "Walk East on Beaconsfield" and "Hello, Neighbor," will be aided through the issue of cartoon books by Fawcett Publications.

**New Pact**

(Under privilege)

**Motion Picture Daily**

Tuesday, June 17, 1952

One-penny tax on both seven and eight-pence seats and would reduce the tax on eight-pence and half-penny seats from three-half-pence to a half-penny.

Therefore, the proposed new scale rises more gradually than existing taxation, and would reduce the tax on eight-pence seats, and would reduce the tax on six-pence seats. Above that, there would be no change in the tax. The tripling reductions obviously are designed, as the present tax goes down, they cannot continue in business unless the existing tax scale is changed.

Exhibit B is a proposal for the restoration of the one-shilling and three-pence seat, that asked that the Eady levy on cinema tickets be reduced from three to two pence, the remaining of the present three-farthings. Producers, who opposed the exhibitor proposal, won their point. There will be no alteration in the Eady levy.

**Buchman Trial Delay**

Washington, June 16.—The contempt of Congress trial of producer Sidney Buchman, scheduled for today, was again postponed. The trial was called by Judge Hiram H. Leve, of the U.S. Attorney General's office, to the judge, and later to Judge F. Dickinson Letts.

"U' Unit in Jacksonville" Universal recently opened an exchange in Jacksonville, Fla., and not in Miami, as erroneously stated here yesterday.
OPERATION: BOX OFFICE

"Let's take the children—catch an early show..."

► Going to the movies is part of our way of life—as American as apple pie. It is a custom observed by the family whenever and wherever good movies can be seen. For good movies are the best family entertainment investment every week of the year.

► Eastman Technical Service for Motion Picture Film is available at strategic points.

For further details, address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.; East Coast Division, 342 Madison Avenue, New York 17, N. Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
Another scoop for the Companion! Hedda Hopper—noted Hollywood columnist—tells all in the July and August issues. This fascinating story of her life, her hats and of the Hollywood stars she writes about is typical of the timely news coverage the Companion gives Hollywood. That's why the movie makers have invested more money in the Companion during the past six years than in any other monthly magazine.*

*Except of course the fan magazines.

THE CROWELL-COLLIER PUBLISHING COMPANY—PUBLISHERS OF COLLIER'S, THE AMERICAN MAGAZINE, WOMAN'S HOME COMPANION
CD Course for 34,000 Police On Theatre TV

Closed Circuit Hookup In 8 States, 10 Cities

Almost 34,000 municipal and state policemen in ten cities will participate in a closed circuit theatre television network on June 26, arranged by Federal Civil Defense Administrator Millard Caldwell. United Paramount Theatres vice-president Robert M. Weinman, disclosed here yesterday.

The New York Paramount Theatre, which will play host to 4,000 city policemen requiring Civil Defense instructions, will be included in the eight-state telecast. Other theatre circuits participating, besides UPT, include Loew’s, Warners, and RKO Theatres.

Policemen will assemble at 10:00 A.M., EDT, in theatres in their respective cities to see the one-hour show televised in Washington, D. C., designed to acquaint them with the magnitude of the problems they will encounter should their cities be bombed. The 10-city hookup, the first of its kind ever attempted, is a result of cooperation by the various theatre companies.

N.Y. Minimum Wage Bill Hit By Theatres

Albany, N. Y., June 17—Warning that the number of theatres closed up in the past year—estimated at 40 to 45, as of May 31—will increase sharply if the legislature passes a proposed bill for a 75-cent hourly minimum affecting all workers except learners and the physically handicapped, were voiced by theatremen at a public hearing here today before the Miller Committee on Industrial and Labor Conditions. Assembly Majority Leader Lee B. (Continued on page 3)

Kerness to Handle New Columbia Duties

Jack Kerness has been appointed business manager of Columbia Pictures’ advertising-publicity exploitation department in the East. He replaces C. O. Sleaker who has been transferred as an administrative assistant to Leo Jaffe. The new assignment takes effect immediately.

Shadows of D. of J., Court Lie Across Arbitration Meet

As exhibition and distribution delegates to the Industry Arbitration Conference strove at day and night yesterday to agree on acceptance of the five-year contract between Realart Pictures, Inc. and Roy Rogers, executive vice-president and special manager, theatres, the conference was adjourned for two days until tomorrow, when it was announced here. The contract is not being renewed and Rogers will no longer be affiliated with Realart or Jack Broder Productions.

According to the announcement, leaves with "a complete understanding.

Rogers—Realart Contract Ends

(Continued on page 3)

Meet Here Today on Foreign Problems

Foreign market problems in a number of European and Asiatic countries will be reported upon and discussed at a meeting here today of the Motion Picture Export Association, with headquarters in Hollywood, Motion Picture Association of America president, and some company presidents attending. John G. McCarthy, MPA interna-

Burnett Chairman Of Ohio Exhibit

Columbus, O., June 17—Martin C. Burnett, Loew’s Central division manager, who has owned the Motion Picture Exhibitors’ Association of Ohio since 1946, was named chairman of the "Hollywood at the Fair" exhibit planned for the Ohio State Fair here August 22-29. The Columbus Movietime Committee (Continued on page 3)

Studio Labor Pledges Schenck Efficiency Aid

Hollywood, June 17—American Federation of Labor studio unions and guilds pledged the cooperation of their more than 25,000 members at this week’s A. F. of L. Film Council meeting in New York. M. G. M. attack on waste and inefficiency in studio operations, Nicholas M. Schenck, Loew’s president, and his executive aides attended the meeting as unannounced guests. Schenck, now in his second week of studio conferences, told the union and guild representatives that the meeting that conditions today require the elimination of all waste and excess production in studio operation if a healthy financial condition is to be maintained.

Although he assured his hearers there is no intention of seeking a cut in wage scales or other changes in the same category, Schenck declared that the most significant issue will be the elimination of excess production in studio operation if a healthy financial condition is to be maintained.

Schenck is the first company president to meet directly with the Council on industry problems.

Allied Alerts Theatres to Tax Campaign

Sound Out Candidates On Stand, Myers Urges

Washington, June 17.—Allied States general counsel Abram F. Myers urged exhibitors in a message released here today to ask all candidates for the House and Senate to pledge themselves in favor of repeal of the 20 per cent tax on admission tax in order to insure passage of a tax repeal "drive" in the new Congress convening next January.

Myers also declared that the financial condition of exhibitors is far worse than during the 1947 tax repeal "drive" and, therefore the industry would do well to welcome candidates who promised to support repeal of the tax.

Air Line Cuts Film Freight Rate 42%

Chicago, June 17—Rate reductions of 42 per cent on air freight shipments of film between the Pacific Northwest and 14 inland and Atlantic seaboard cities have been placed in effect by United Air Lines. The new low rate applies to 100 pounds or more of film flown from Seattle, Tacoma and Portland.

$3-Million Yearly to Ohio for Censoring

Columbus, June 17.—The State of Ohio’s charge of $3 per reel for screenings for its censors brings in about $3,000,000 annually, the Columbus Citizen estimated.

A lead editorial in the daily newspaper declares Ohio in effect is levying a tax on an interstate film commerce, which the U. S. Constitution forbids. There is "no good reason for Ohio continuing censorship," the editorial stated.
Personal Mention

GEORGE WELTNER, president of Paramount International, and Mrs. Weltner, will leave here today for Europe on the Queen Elizabeth.

VINCENT TROTTA, industry artist and author of the "Motion Picture Universe" beauty pageant, will be among those at the City Hall reception to be given and the University of Illinois for the foreign beauty winners.

MAURICE GRAD, Columbia's short subject sales manager, will be here today on a three-week business trip to New Orleans, Dallas, Los Angeles and California.

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will be in Pittsburgh today and tomorrow. He will return to New York Friday.

Owen Holds Para. Conferences in South

Hugh Owen, Paramount Eastern-Southern division sales manager, will hold prefilm sales meetings on this product this week with visits to the Atlanta and New Orleans exchanges. The first half of the week was set aside for the Atlanta gathering and the latter part for New Orleans.

The Paramount sales executive has already held meetings elsewhere.

Paper Promotes 'McLain'

More than 5,000 copies of the Hawaii weekly Sunday magazine of the Honolulu Advertiser, with a special pictorial feature section on "Jim McMahan," John Wayne starrer for Warner Brothers, have been mailed from Honolulu to exhibitors, newspaper publishers and columnists throughout the United States.

Jack Warner to Nice


SPG Names Thomas

Hollywood, June 17.—The Screen Publishers Guild last night elected Dan Thomas president. He succeeds Kenneth Carter, who had served two terms.

SPG and USC in Deal

Hollywood, June 17.—The Screen Publishers Guild and the University of Southern California have concluded an agreement whereby a series of six lectures by SPG members to USC classes will be televised live one day a week and recorded for ultimate use in universities and other educational facilities.

20th's Field Executives To See Eidophor System

Field sales executives of 20th Century-Fox will attend a two-day meeting June 23-27 in Los Angeles to demonstrate the new Eidophor system of large-screen television and to discuss distribution plans on top of the film scheduled for the remainder of 1952.

Al Lichtman, director of distribution for the studio, will conduct various phases of the sessions.

Attending from the field will be district managers Herman Wohrer of Los Angeles; Gordon McFadden, New York; Martin Moskowitz, Empire State; Tom McEacher, Central; Moe Levy, Atlanta; and Peter Myers, Canadian. Also present will be Paul Wilson, assistant director of distribution; Jack Stoner, assistant Western division manager.

The meeting in the sessions will be broadcast to managers Tom Gilliam, Chicago; Jim Connolly, Boston, and Ben Simon, New Haven, whose exchanges have been included in the direct supervision of the home office.

Additional home office sales executives attending will be Frank Carroll, Morris Caplan, Jack Bloom, Peter Levathes, Clarence Hill and Roger Ferri.

20th Limits Film Tieups of Officers

The 20th Century-Fox box has adopted a new by-laws provision placing specific restrictions on officers and directors.

"No person who is a director, officer, employee or substantial stockholder of another film motion picture distribution company (other than a subsidiary of 20th Century-Fox or any subsidiary stockholder) may be elected to be a director or a director of the corporation," the new article to the by-laws states.

The new article was adopted following a recommendation of stockholders' resolution at the May 20 stockholders' meeting, calling for certain restrictions on officers and directors.

The defeated resolution was as follows:

"Resolved, that the stockholders of the corporation recommend to the board of directors that no relative of executives be employed by 20th Century-Fox or any subsidiary wholly owned or in part, which includes theatres and their candy concessions, with any person with any criminal record shall be employed in any capacity, and the by-laws be amended to enforce this rule which applies to all companies not engaged in film productions anywhere."

Technicolor Dividend

A quarterly dividend of 50 cents per share was declared here yesterday by Technicolor's board of directors, to be

Motion Picture Daily

Wednesday, June 18, 1952

20th's Field Executives To See Eidophor System

Court Asks Proof In ASCAP Film Case

The Dubonnet Music Publishing Co. was instructed to furnish evidence to the Department of Justice regarding its bid to amend the ASCAP decree as it affects Dubonnet in the Federal District Court here yesterday.

Dubonnet's petition, which charges that the ASCAP decree is dominated by the film industry in restraint of trade, seeks to bar motion picture companies from engaging in the music publishing business.

Judge Edelstein said the Department of Justice should press the suit if the evidence presented by Dubonnet warranted action. Dubonnet, however, was given the option to press an amended petition to the effect that the Justice Department decided not to enter the case.

Dubonnet's motion was vigorously opposed by ASCAP, which petitioned the court to dismiss the allegations and denied that the petition had any standing in court.

Drive-in Potent Industry Force

An appraisal of the drive-in theatre, described as an integral part of American business, is featured in the motion picture section of Holiday magazine's July issue entitled "Travel, U.S.A." An "almost complete" picture of the drive-in force, "drive-ins have become a potent force in the picture business," states the magazine. "In an issue devoted largely to America on the road they deserve special attention and examination."

Comic Book Tieup For Para. Cartoons

In order to provide promotion for its newly acquired subject property, the company has signed a contract with Harvey Publications, publishers of comic magazines, covering five Paramount cartoon characters.

Foreign Meet

(Continued from page 1)

Gordon is the company's vice-president, will report on his recent European trip and developments in connection with the negotiation of a new French import agreement to replace the one expiring June 30, will be discussed. The French fact talks will open in Paris tomorrow on a government-to-government basis, with industry representatives present only as observers.

F. W. Allport of MPA's London office and Alfred Crown of the Society of Independent Motion Picture Producers will attend as observers. A representative of the MPAA Paris office and now with the American Embassy, will represent the United States.

Craddock Becomes Wesner Partner

Gordon C. Craddock, assistant to American International Pictures' current charge of worldwide sales for Samuel Goldwyn Productions, has resigned to become a partner in David (Skip) Wesner Enterprises, producers' representatives, Lester Rawson, sales aide, will take over Craddock's duties.

Craddock, who has been with the Goldwyn organization since 1950, is a graduate of Ohio State University.
Motion Picture Daily

Wednesday, June 18, 1952

Tax Campaign

(Continued from page 1)

longer be able to pledge Congress and its customers that the tax reduction would be permanent. They had been unable to pledge Congress and its customers that the tax reduction would be permanent. "Hard-pressed exhibitors are going to retain that money," he declared. "They will continue in this in order to remain in business."

Other Highlights

Other highlights of a lengthy, five-page, single-spaced bulletin to Allied members, include: A letter from Texas resort, the outlook for the Council of Motion Picture Organizations, and the tax-repeal drive, were these:

The three-man control of COMPO is merely a stop-gap and some permanent solution must be addition, the Bulletin said. Distributors must do more to support COMPO;

Repeal of the admission tax cannot be secured during the present Congress, fast approaching an end, but the groundwork must be laid for an all-out campaign in January and beyond.

The Supreme Court's "Miracle" decision, holding the admission tax unconstitu- tion of the press under the First Amendment, should receive prominent mention and help to keep the tax-repeal campaign alive.

Tax-repeal Drive

Much of Myers' bulleting contained suggestions for the tax-repeal drive. The immediate problem, he said, was "to create a nationwide organization and to carry on a campaign of education during the political campaign so that the initiative will be possible and in a strong position to launch a frontal attack on the tax when the Congress takes over next January."

Myers said the industry's case now is stronger because the industry's economic situation is "much more desperate." He pointed out that symptoms, operas and other "al- leged nostalgia" races, which have secured a tax exemption in 1950 even though they frankly said they would go out of business without going to their customers, but needed it themselves. Exhibitors must take the same line now, he said, because it is necessary.

This means, Myers continued, that theaters cannot ask patrons to sign petitions for repeal, as in 1950. He added, however, that in Section 13 he had organized and efficiently conducted a campaign this kind of support would not be needed. He said that all persons in the industry will join in a letter-writing campaign, and their families and friends, too. The mailings of equipment and concession goods and their families and friends, too, "the mails will be used in support of the campaign, he indicated, should probably come in January, at a signal from COMPO.

Use of Screens

Myers also suggested that the industry "use its own screens to defend itself." He said he hoped that during the coming campaign each city will run a trailer showing the pictures of all candidates pledged to repeal, together with favorable comments. This will be a political solution but that he personally would lean toward combining the offices of president and executive vice-president and securing the services of an outstanding man, even from outside the industry, for the job.

Arbitration

(Continued from page 1)

once representative as being due to the fact that the members of the arbitration principles will be submit- ted to the Department of Justice for its approval and later to the Statutory Committee. Anti-trust suit decrees, it was said to be obvious that the Conference del- egation was seeking approval by the Department and the court "without a hitch."

In response to the press of document sections already adopted by the dele- gates was withheld "temporarily" pending action on other affected parts of the rules committee's program. Since the distributors, Theatre Owners of America, and one or both of the New York Metropolitan association exhibitors were represented at the recent rules committee meetings that produced the draft principles, industry was made as to whether Allied States and Western Theatre Owners had more or less ex- clusionary questions concerning the document's contents. The offi- cial reply was that questions and dis- sipation in the draft of all parties represented at the conference.

The meeting today will continue with the examination of the committee report, and that if work is not completed by 5:00 P.M. another night session will be held.

Ohio Exhibit

(Continued from page 1)

Arbitration

in behalf of all Ohio exhibitors, is spearheading the exhibit which has received pledges of support from ma- jor exhibitors, the Motion Picture Association of America and the Indepen- dent Theatre Owners of Ohio.

Walter Kessler, manager of Loew's Ohio, was named co-chairman. Lee Hoeheimer, of H. S. Theatres, was selected treasurer and Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, was named secretary. Committee members working on the project, in addition to Kessler and Hoeheimer, included C. H. Schreiber, RKO Theatres city man- ager; Charles Sugarman, H. S. Theatres; Milton Yanklow, Academy Theatres; Lou Holleb, Uptown Thea- tre; Art Miller, Miles Theatres, and Fred Oestreich, Loew's publicist.

Rogers-Realart

(Continued from page 1)

ing and accout with Jack Broder, who is personally assuming the duties of executive.

Rogers will continue his business with Rogers and Unger Associates. He will announce the organization of a new company and future plans shortly.

Toast 'Main St. Start'

A press conference and cocktail party at the Chicago Variety Club to mark the start of shooting of "Main Street To Broadway," the fea- ture being produced in New York by Metro-Goldwyn-Mayer in conjuction with the Council of the Living Theatre, to be released by Metro-Goldwyn-Mayer. The cooperation for the feature was written by Robert E. Sherwood and the screen play by Samson Raphael- son.

Broadway Grosses

Fair to Good; Music Hall, Para. Strong

Some improvement in business is being noted at several of the two runs, with the prospect for the current week being fair to good despite several days of bad weather during the season and the absence of any strong, new attractions on the street. The in- terest volunteered by the visitors to the city apparently is accounting for some of the improvement.

Neighborhood houses, whether of first, second or sub- sequent order, are also said to be enjoying espe- cially good business.

A tidy $120,000 was indicated for the third week of the combination of "Lovely to Look At" and a stage presenta- tion at Radio City Music Hall; where Thursday through Sunday brought $17,750, an increase of $9,020 for Paramount

At Paramount the lure of Johnny Ray on stage and "The Wild Heart" on screen grossed a smart $20,000, a gain of $5,000 ending yesterday. The new Paramount bill, opening today, will feature "Clash by Night," and a stage show topping by singers Les Brown and his Band. Registering $8,000 Friday through Sunday, the Rosy's combination of "Diplomacy" and "Pathfinder," a stage bill, is seen mounting up to a quite ade- quate $58,000 for the initial week end- ing next Saturday.

Gratifying returns still are being earned at three off-Broadway first runs: the 11th week of "Man in the White Suit," the 12th inning of "Encore" at the new Nemandic is bringing $7,500, and "Bless This House or Sin" chucked up $6,700 for the Park Avenue.

"Red Planet"

"Red Planet Mars" opened Saturday at the Chicago "Capitol." The 11-day stand which, on the basis of weekend business, is expected to ring up between $15,000 and $16,000, pos- sibly more. Walt Disney's "Robin Hood" will take over at the Criterion a week from tomorrow.

"Carson City" moved into the Globe last Friday for a single week's occupa- ncy, with a mild $8,500 in store. Sloters took over at the house on Friday is "The Lady in the Iron Mask."

A moderate $8,000 is seen for the third and final week of "The Fighter" at the Mayfair where "The Winning Team" will bow on Friday. The showing at several of the Broadway Acts Ahow at the Capitol is slow, with $15,000 due; the house will get "Pat And Mike.""The final four days, following two weeks, of "The Girl in White" gave Loew's a total of $1200 are.

Illinois Variety Towne

Chicago, June 17—the Variety Club of Illinois, Tent No. 26, will hold its annual outing and golf tournament at Laddong Links on Friday.
M·G·M's

"IVANHOE"

The Picture Selected as No. 1 by exhibitors representing 10,000 theatres at M·G·M's "Seeing Is Believing Meeting" in California!

92 THEATRE TRADE SHOWS!
SEE IT WITH AUDIENCES!

<table>
<thead>
<tr>
<th>PLACE</th>
<th>THEATRE</th>
<th>ADDRESS</th>
<th>DATE</th>
<th>HOUR</th>
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<tbody>
<tr>
<td>ALBANY</td>
<td>Delaware</td>
<td>290 Delaware Ave.</td>
<td>7/1</td>
<td>8:30 P.M.</td>
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<tr>
<td>ATLANTA</td>
<td>Garden Hills</td>
<td>2835 Peachtree Rd. N.E.</td>
<td>7/2</td>
<td>8:30 P.M.</td>
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<tr>
<td>BOSTON</td>
<td>Fine Arts</td>
<td>Norway Street</td>
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<td>8:30 P.M.</td>
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<tr>
<td>BUFFALO</td>
<td>Shea's Elmwood</td>
<td>539 Elmwood Avenue</td>
<td>7/2</td>
<td>8:30 P.M.</td>
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<tr>
<td>CHARLOTTE</td>
<td>Plaza</td>
<td>1610 Central Avenue</td>
<td>6/30</td>
<td>8:30 P.M.</td>
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<tr>
<td>CHICAGO</td>
<td>Adelphi</td>
<td>7074 N. Clark Street</td>
<td>7/2</td>
<td>8:30 P.M.</td>
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<tr>
<td>CINCINNATI</td>
<td>Guild</td>
<td>782 E. McMillan (Peebles Corner)</td>
<td>7/1</td>
<td>8:30 P.M.</td>
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<tr>
<td>CLEVELAND</td>
<td>Heights</td>
<td>Euclid Hts. Blvd. &amp; Coventry Rd.</td>
<td>7/1</td>
<td>8:30 P.M.</td>
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<tr>
<td>DALLAS</td>
<td>Federal</td>
<td>(Previously Tradeshown)</td>
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<tr>
<td>DENVER</td>
<td>Uptown</td>
<td>4115 University Avenue</td>
<td>7/2</td>
<td>8:30 P.M.</td>
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<tr>
<td>DETROIT</td>
<td>Globe</td>
<td>3520 Grand River Avenue</td>
<td>7/1</td>
<td>8:30 P.M.</td>
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<tr>
<td>INDIANAPOLIS</td>
<td>Uptown</td>
<td>4215 College Avenue</td>
<td>7/1</td>
<td>8:30 P.M.</td>
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<tr>
<td>JACKSONVILLE</td>
<td>San Marco</td>
<td>San Marco Boulevard</td>
<td>6/30</td>
<td>8:30 P.M.</td>
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<tr>
<td>KANSAS CITY</td>
<td>Vogue</td>
<td>3444 Broadway</td>
<td>7/2</td>
<td>8:30 P.M.</td>
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<tr>
<td>LOS ANGELES</td>
<td>&quot;Four Star&quot;</td>
<td>5112 Wilshire Boulevard</td>
<td>6/30</td>
<td>8:30 P.M.</td>
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<tr>
<td>MEMPHIS</td>
<td>Hollywood</td>
<td>2469 Chelsea Avenue</td>
<td>7/1</td>
<td>8:30 P.M.</td>
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<tr>
<td>MILWAUKEE</td>
<td>Century</td>
<td>2342 North Third Street</td>
<td>6/30</td>
<td>8:30 P.M.</td>
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<tr>
<td>MINNEAPOLIS</td>
<td>Granada</td>
<td>3030 Hennepin Ave. South</td>
<td>7/2</td>
<td>8:30 P.M.</td>
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<tr>
<td>NEW HAVEN</td>
<td>Loew-Pall Bijou</td>
<td>Church Street</td>
<td>7/2</td>
<td>8:30 P.M.</td>
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<tr>
<td>NEW ORLEANS</td>
<td>Imperial</td>
<td>814 N. Hogan Avenue</td>
<td>7/1</td>
<td>8:00 P.M.</td>
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<tr>
<td>NEW YORK</td>
<td>Loew's Lexington</td>
<td>571 Lexington Avenue</td>
<td>7/1</td>
<td>8:30 P.M.</td>
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<tr>
<td>OKLAHOMA CITY</td>
<td>Will Rogers</td>
<td>4322 North Western</td>
<td>6/30</td>
<td>8:30 P.M.</td>
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<tr>
<td>OMAHA</td>
<td>Dundee</td>
<td>4952 Dodge Street</td>
<td>6/30</td>
<td>8:30 P.M.</td>
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<tr>
<td>PHILADELPHIA</td>
<td>M-G-M Sc. Rm.</td>
<td>1233 Summer Street</td>
<td>6/30</td>
<td>8:30 P.M.</td>
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<tr>
<td>PITTSBURGH</td>
<td>Shadyside</td>
<td>5520 Walnut Street</td>
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<td>8:30 P.M.</td>
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<td>PORTLAND</td>
<td>30th Ave.</td>
<td>30th and Alberta</td>
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<td>8:30 P.M.</td>
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<tr>
<td>ST. LOUIS</td>
<td>Apollo</td>
<td>9223 De Baliviere</td>
<td>7/1</td>
<td>8:00 P.M.</td>
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<tr>
<td>SALT LAKE CITY</td>
<td>Southeast</td>
<td>2121 South Eleventh East</td>
<td>6/30</td>
<td>8:00 P.M.</td>
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<tr>
<td>SAN FRANCISCO</td>
<td>El Presidio</td>
<td>2340 Chestnut Street</td>
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<td>8:30 P.M.</td>
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<tr>
<td>SEATTLE</td>
<td>Green Lake</td>
<td>7107 Woodlawn Avenue</td>
<td>7/1</td>
<td>8:30 P.M.</td>
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<tr>
<td>WASHINGTON</td>
<td>Apex</td>
<td>4813 Massachusetts Ave. N.W.</td>
<td>6/30</td>
<td>8:30 P.M.</td>
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</tbody>
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* Admission by ticket only at Los Angeles.

In addition to Theatre Screenings in 32 Exchange Cities there are 60 "CLOSER-TO-HOME" THEATRE TRADE-SHOWS!

Every exhibitor can see M·G·M's giant "IVANHOE" with audiences. If you haven't received your invitation, inquire at your M·G·M Branch. You owe it to yourself to attend personally!
VARIETY SAYS: "In the same lavish class as 'Quo Vadis'. Big scale Technicolor box-office natural that cannot miss."
Earlier Hearing on Theatre Television Seen After Parley

WASHINGTON, June 17—Following a conference today with Federal Communications Commission general counsel, the Motion Picture Association and the National Exhibitors Theatre Television Committee informally wired the Commission, asking that the hearings start in October, rather than in January, 1953, as presently scheduled.

Early this month, the Motion Picture Association and the National Exhibitors Theatre Television Committee informally wired the Commission, asking that the hearings start in October, rather than in January, 1953, as presently scheduled.

This is easily the most successful of the "personality" programs, "Toast of the Town," has been. Perhaps the magic of the Rodgers and Hart music and lyrics had something to do with it. And much was due to the exceptionally fine staging and performances. It's hard to resist a Jane Froom singing "With A Song In My Heart," a Lisa Kirk and a Vivienne Segal. The film chip on Shubert Alley fitted in perfectly and who could have wished for a better climaxes than Rodgers himself playing "Lovers" on the piano.

Sullivan's great talent to "build" shows has never stood him in better stead. His Rodgers tribute, which will continue on Sunday, proves again that Sullivan is the "Mister Showman" of television today.

NBC-TV last week put eight minutes of a major abdominal operation on the air over a national network. The show, arranged with the cooperation of the American Medical Association, may have opened a new avenue and some may have thought it "educational." But a great many viewers must have seriously questioned the wisdom of bringing details of a stomach removal into the living room. Surgery has never been an attractive sight, and TV hasn't improved it any.

One of the busiest and most popular personalities in television is not a romantic star but a hard-working Newman by the name of John Daly who in July will carry the burden of the ABC coverage of the national conventions in Chicago. Daly's two panel shows "It's News To Me" on ABC-TV and "What's My Line" on CBS-TV—are tops in their class, and in addition Daly brings his friendly, relaxed personality to other shows—"This Week Around the World" on ABC Radio and "Town Meeting of the Air," on ABC-TV. And this week he will start still another radio news show on ABC, "John Daly and the News." Bora in South Africa, he started in radio as an amputee and worked his way up to be White House correspondent for CBS. Once during the war he scored many notable news "beats" for CBS and later reported from all over the globe. President of the Overseas Press Club, he won one of the annual "Primestime" Awards in 1951. The citation said, among other things, that he managed "the difficult task of being dignified without being pompous."

Eric Johnston was one of the two guests on ABC-TV's "The Hot Seat" Friday and he acquitted himself with the usual aplomb under the barrage of questions fired at him by producer Stuart Scheldev. Candidates for "The Hot Seat" are often put on the spot and in many ways this candid approach makes a very fine show that would lend itself admirably to a simulcast. Johnston discussed American Legion charges against Hollywood, the MPPA feud with Samuel Goldwyn and the possibilities facing the production end of Hollywood due to television.

Anyone doubting the attractiveness of radio should tune in to "The Doris Day Show" over CBS-Radio some Sunday afternoon. Marty Melcher producers and Sam Pearl direct this smooth offering that is designed for enjoyable listening. Miss Day's voice works magic with any song and when she does a number like "Tea for Two," as last Sunday, she's practically irresistible. Gene Nelson and Frankie Fontaine gave her fine support.

A low a how to Orson Bristol radio and TV comedian and now permanent commentator of NBC's "NBC-April in the seeing, Chamber Music Society of Lower Basin Street." Bean is only 23... Senator Taft practically taking over TV. He was on four times Sunday, including once on film. The Senator says he doesn't believe in TV coverage of Congressional hearings or of the political conventions either.

Fred Hipt

CD Course

(Continued from page 1)

two earlier experiments made by the FCA in the use of closed circuit theatre television for the purpose of Civil Defense training purposes.

The New York Paramount will begin with a brief address by New York City's Civil Defense Commissioner, Arthur Walander, and will end with a 15-minute question period during which spectators in Gracie Theater will be able to talk to telephone communications to ask questions of the instructors and receive answers. The presentation will originate from the 12th story station WMAL-TV in Washington.

Animated Sequence

Following a presentation in graphics by Deputy FDCA Administrator James J. Wadsworth of the national civil defense problem, an animated sequence showing the extent of damage an atomic bomb would cause in Baltimore. This sequence will do by illustration numbers of casualties, property damage and destruction of essential municipal services.

The next portion of the program will illustrate the use of civil defense forces in a city and, the reminder of the program will deal with specific duties of the police and their auxiliaries in the event of enemy attack.

The following theaters besides the New York Paramount are participating in the event: Los Angeles, Boston, San Francisco, Baltimore, Philadelphia, Detroit, Chicago, Manhattan, and Washington, D.C.

Prices for Robinson

Bout Range to $3.50

CHICAGO, June 17—Prices have been set for the theatre telecast of the Robinson-Maxim fight with Balaban and Katz charging $2.40 at the Tivol, Marboro, Uptown, and Coronado Theatres; $2.25; at the Essaness setting the tariff at $3.50 for the showing at the Crown. Both prices include tax.

B & K, is selling tickets at all their Loop houses, as well as at the theaters which will show the fight. Essaness is also selling tickets for the event at all their houses.

Zukor To Discuss Hollywood on TV

Adolph Zukor, chairman of the board of Paramount Pictures, will dig deep into Hollywood's past today when he heads a discussion on filmmaking over the "Mike and Buff" CBS network television show at 2:45 P.M.

Zukor's talk on the developments of the past half century of motion picture progress will be illustrated with old pictures and advertising art work from "Queen Elizabeth," starring the late Sarah Bernhardt, the first television film shown in the United States and imported in 1912 by Zukor; "The Spaw Man," the first film made in Hollywood, back in 1914; "Cocoon," "The Covered Wagon," the first Western filmed in the epic style and DeMille's "The Ten Commandments." These stills and art work will be mirrored against DeMille's "The Greatest Show On Earth."
TODAY!...One of the largest groups of newspaper and magazine representatives ever assembled for a motion picture event...wing their way North to participate in the World Premiere of "The WORLD IN HIS ARMS" in Alaska.

Universal-International is happy to welcome aboard these members of the Press...who join the Studio's Stars and the U.S. Armed Forces...in the most unusual World Premiere in Motion Picture History...

Frank Bartholomew...V.P. United Press
Helen Bower...Detroit Free Press
Harold Cohen...Post Gazette, Pittsburgh
Betty Craig...Denver Post
Nat Dallinger, Photographer King Features
Mary Frazer... Scripps Howard Syndicate
Jerry Gaghan...Philadelphia News
Clyde Gilmour...Vancouver, B.C. Sun
Buck Herzog...Milwaukee Sentinel
Paul Hoehl...Houston Press
Alice Hughes...King Features
Leonard Joessel...Look Magazine
Douglas Jones...Look Magazine
Will Jones...Minneapolis Tribune
Karl Krug...Sun Telegraph, Pittsburgh
Frank Markey...McNaught Syndicate
Frances Melrose...Rocky Mt. News, Denver
Kaspar Monohan...Pittsburgh Press
Earl Nelson...News Herald
Fairfax Nisbet...Dallas Morning News
Howard Pearson, Salt Lake City, Desert News
Joe Periore...Film Daily
Frank Quinn...N.Y. Mirror
J. Willis Sayre...Seattle Post Intelligencer
J. B. Scott...Chicago Daily News Syndicate
Eleanor Skegg...North Am. Newspaper All.
Bill Smith...United Press
Arthur Spaeth...Cleveland News
Mildred Stockard...Houston Chronicle
David Teitelbaum...Int'l News Service
Jack Thiessen...Detroit Times
Bill Tusher...ABC Network
Ed. Wade...Parade Magazine
Ruth Waterbury...Lenelle Parson's Staff
Peter White...People Today
Archer Winsten...N.Y. Post
Mitch Woodbury...Toledo Blade

WATCH YOUR NEWSPAPERS AND MAGAZINES...FOR THE BIG NEWS FROM ALASKA!

Universal-International presents

GREGORY PECK
ANN BLYTH
in Rex Beach's
The WORLD
IN HIS ARMS
COLOR by
Technicolor

with ANTHONY QUINN JOHN MINTCIRE ANDREA KING Directed by RAOUL WALSH Screenplay by BORDEN CHASE Produced by AARON ROSENBERG
Don't Bother to Knock

Richard Widmark
Marilyn Monroe

Produced by JULIAN BLAUSTEIN
Directed by ROY BAKER
Screen Play by DANIEL TARADASH
Arbitration Talk Recess For 12 Days

Committee of 10 to Meet June 30; Delegates Later

The second Industry Arbitration Conference adjourned at the Hotel Astor here yesterday for an indefinite period following three days of meetings characterized by wearing argument and discussion concerning the acceptability of a large number of points in the lawyers' committee report of the initial conference in April.

A date for resumption of the conference will be set by a committee of 10 which named prior to the adjournment to continue the paragraph-by-paragraph analysis dropped temporarily by the conference delegates as a whole. The committee of 10 will start its meetings in New York on June 30.

The committee consists of the following: from exhibitors—Abram F. Myers, Herman M. Levy, S. H. Fabian, Emanuel Friedel and Wilbur Snaper; from distribution—Austin Kough, Adolph Schimmel, Al Licht.

Compo Triumvirate Meets Today on Dues

With the Council of Motion Picture Organizations' treasury equipped to defray for a limited time the cost of headquarters office operations, and little else, the newly named COMPO governing committee of three today will confer here on plans for setting in motion the dues payment procedure adopted at the February meeting of the industry's agency's board.

The committee consisting of True- man T. Rembusch, who is credited

Wesco Theatres to Have 11-Man Board

Wesco Theatres Corp., the new name for Allied National Theatres follow-
ing its divestment from 20th Cen-
tury-Fox under the plan of reorgan-
ization which is scheduled to become effective June 28, will have an 11-
man board of directors, the company has reported to the Securities & Exchange Commission.

The following officers of Wesco

Ribble Heads New Mexico TOA Unit

Sante Fe, N. M., June 18—Tom Ribble of Albuquerque was elected president of the New Mexico Theatre Owners today.

Others elected include: first vice-president Russell Hardwick, Clovis; second vice-president, Mrs. S. E. Allen, Lordsburg; secretary-treasurer, Boyd Scott, Roswell; board of direc-
tors, Floyd Butler, Taos; Nathan

Senate Group May Weigh Para. Decree

Washington, June 19—The Senate Small Business Committee is slated to get next week a staff recommendation for a full-scale investigation of the effects of the Paramount case consent decrees on independent exhibitors.

The recommendation will come from

Industry Can Get 20% Tax Repealed, Niles Believes

Richmond, Va., June 18—It is the "firm opinion" of Charles Niles, national chairman of the Allied Caravan, that the industry can get Congress to repeal the 20 per cent admission tax, "but first every member of Congress most be con-
tacted personally by exhibitors in his own state or district."

Niles, addressing the summer convention of the Virginia Motion Pic-
ture Theatre Association at the John Marshall Hotel here today, added his voice to that of national Allied general counsel Abram F. Myers in alert-
ing exhibitors to sound out Con-
gressional candidates on tax repeal. Furthermore, he demanded that both Presidential candidates "be convinced of the grave condition of theatres, after they are nominated at Chicago next month."

In approaching Congressmen and others with petitions for repeal of the tax, Niles said, "there are many points (Continued on page 8)

U's World Sales Rise $1,173,150

Washington, June 18—Universal Pictures and subsidiary companies re-
ported consolidated world gross sales of $16,950,656 for the 13 weeks ended May 3, 1952, to the Securities and Exchange Commission here today. This compares with $15,777,306 for the same period in 1951, and repre-
sents a rise of $1,173,150.

In reporting gross sales, Universal pointed out that "gross sales include gross revenue from foreign countries having exchange restrictions only to the extent that net earnings resulting therefrom have been or can be real-
lized in U. S. dollars, regardless of the period or periods in which such gross revenue may have been earned in those foreign countries."

Kirsch, Myers at Odds Over Passing Tax Cut to Public

Chicago, June 18—What appears to be a sharp rift among Al-
lied States leaders on policy to be followed by exhibitors in cam-
paigning for Federal admission tax relief came to light here today when Jack Kirsch, president of Illinois Al-
lied and a director of national Allied, issued a strong statement in which he advocated that any tax relief obtained should be passed along to the public.

Only yesterday, Abram F. Myers, chairman and general counsel of Allied States, advo-
cated the opposite stand, as-
serting that "exhibitors will have to retain the money from any tax reduction in order to remain in business."

Kirsch, denying that any such ad-

Bill Corum to Do Robinson Bont

Bill Corum, veteran sports-
columnist and announcer, will be the commentator for the exclusive theatre telecast of the Sugar Ray Robinson-Maxim bout on June 23, Thea-
tre Network Television dis-
closed here yesterday.

Corum was the announcer on six previous fights booked by TNT.
**U.S. Reports Increase in Film, Equipment Exports**

**WASHINGTON,** June 18.—U. S. exports of motion picture films and equipment in the first quarter of 1952 were about three per cent above shipments in the same period a year ago, according to the Commerce Department reported.

First quarter 1952 exports totaled $7,018,116, compared to $6,779,065 in the January-March period last year. The volume of raw stock video feature films were substantially higher in the first three months of this year, but because practically all of the decline in shipments of certain types of equipment, it was said.

Raw stock exports during the first quarter of 1952, amounted to 1,732,289 linear feet, nominally valued at $1,880,585, compared to 2,763,024 feet, valued at $3,323,717, in the same period last year. Exports of 35mm and 16mm, positive and negative exposed feature film, totaled to 273,090 feet, nominally valued at $2,523,996 in the first quarter of this year, compared with 93,977,305 feet valued at $2,464,133 in the corresponding period last year.

Total equipment exports were nominally valued at $2,043,535 in the first three months, against $2,812,014 in the first quarter last year. Exports of cameras, sound recording equipment and studio equipment were up slightly, but shipments of projectors, sound-reproducing equipment, are lamps, screens and other projection equipment and parts were off sharply.

**French Talks Open Today in Paris**

The Motion Picture Export Association met here yesterday with Eric A. Johnston, Motion Picture Association of America president, and John G. Murphy, chief of projectors, to plan strategy for possible use in the negotiations with the French which will begin today in Paris. The French having withdrawn their former counter-proposals for a France-American film agreement about two weeks ago, the new negotiations will "start from scratch," it was pointed out.

The preliminary phase of the French negotiations, which will be on the question of exchanges, will find the following industry representatives attending as observers: F. W. Allport of MPAA's London office, Eugene Van Dee of the Association’s Rome office, and Alan Cornell of the Society of Independent Motion Picture Exhibitors.

Johnston and McCarthy, MPAA international division chief, may go to Paris for the talks following the preliminary phase.

**N.M. TOA Unit (Continued from page 1)**

**CAREERE BROWN, M-G-M producer-director, is due here from the Coast today and will leave tomorrow for London.**

M. L. SIMONS, home office assistant to H. M. Richey, in charge of M-G-M exhibitor relations, returns tomorrow from San Francisco. He attended the New Mexico Theatre Owners Association convention with George Murphy.

Lew Scherzer, executive assistant to Elmo Williams, at 20th Century Fox production vice-president, arrived here yesterday from the Coast and will sail for Europe tomorrow aboard the S.S. de France.

**RONALD STANLEY SALAND and his bride, the former Marilyn Levy, are honeymooning in Nantucket. The groom’s father, Nathaniel Saland, is president of Mercury FilmLaboratories.**

**HARRY F. SHAW, division manager for Loew’s Poli New England Theatres, New Haven, and Mrs. Shaw, are celebrating their 28th wedding anniversary.**

**STOODY A. MYERS, assistant managing editor of the Motion Picture Herald, left here for London yesterday on the S.S. Queen Elizabeth.**

**ABRAM F. MYERS, Allied States general counsel, will attend the national Republican nominating convention in Chicago next month.**

**HARRY CORT, president of Columbia Pictures, has returned to Hollywood from New York.**

**JOHNNY GREEN, supervisor of M-G-M music activities at the studio, has returned to Hollywood from London.**

**Program Limitation Lifted in France**

**PARIS,** June 14 (By Airmail) — Restrictions on exhibitors have been eased by a new rule issued by the National Cinema Centre. The most important is the ending of the long battle between exhibitors and the government to decide how long a single program might be retained. Until now, a Centre rule determined that films could not be shown for less than one week. This meant that exhibitors who wished to show two programs weekly — a pre-war practice — were not permitted to do so.

The new rule requires that an exhibitor be able to reach the industry as a whole. This means that the Confederation of the French Cinema must decide.

**See Construction Control Definitively Delayed**

**WASHINGTON,** June 18.—The National Production Authority today relaxed its controls over various types of construction—but not over theatres and theatre equipment.

Officials interpreted this as a sure sign that the theatre construction control had been indefinitely postponed, due to the steel strike.

In fact, some observers thought that today’s order was official notice to the industry that the relaxation is off indefinitely. They argued that today’s release of theatre control was further construction control relaxations promised by NPA Administrator Fowler in mid-May, and the omission of the promised theatre relaxation was only word theatres would have that this part of the problem would not be coming into being.

However, one NPA spokesman said he expected that there would still be an official announcement between now and July 1 barring an almost immediate settlement in the steel strike—that the theatre control relaxation will not be postponed until the time on the ground that so much steel production has already been lost that some delay is needed while stocks are again built up.

NPA had promised on May 15 that starting July 1, theatre projects would be accelerated, and an order prohibiting construction of any one project up to five tons of carbon steel, 200 pounds of copper and 250 pounds of aluminum. At present, no self-authorization changes were made.

At that time, NPA had also promised various increases in copper and aluminum self-certification allowances and various types of building and other liberalizations in construction contracts. These were all contained in the order leading weight to the theory that there was no other relaxation had been junked.

**Hopper ‘Companion’ Biography Appears**

Part one of Hollywood columnist Hedda Hopper’s autobiography will appear in next week’s Home Companion, on newsstands today. The second part of the story of Miss Hopper’s life, entitled “From Under Two Feet,” will appear in the August issue.

**Local 80 Expels Perlin**

**Hollywood,** June 18.—Studio Grips Local 80 has following an arbitration hearing in a trial in which IATSE international representative Roy Brewer acted as prosecutor, expelled member Paul R. Perlin, Business Manager of the Communication Workers Union Party membership. Perlin is under subpoena to appear before the Home Investigative Committee on Un-American Activities.

**Motion Picture Daily**

**Thursday, June 19, 1952**

**MOTION PICTURE DAILY,** Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Rannaves, Consulting Editor; James P. Connaghan, News Editor; Herbert V. Feise, Advertising Manager; Gus H. Faust, Production Manager; James P. Connaghan, Advertising Representative. FI-388, 31 East 41 Street, New York 16, New York. Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Bracy, Secretary; James P. Connaghan, News Editor; Herbert V. Feise, Advertising Manager; Gus H. Faust, Production Manager; James P. Connaghan, Advertising Representative. FI-388, 31 East 41 Street, New York 16, New York.

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**General Manager:** Arthur J. Miller, NPA 50 More Theatre Projects

**WASHINGTON,** June 18.—Sponsors of five more theatre construction projects have been notified by the National Production Authority that they could go ahead any time after July 1.

Four projects—all drive-in theatres—were okayed on the ground that the builders had all materials required and would not need any governmental allowances. These were: $45,000 drive-in proposed by Motor Vu Theatre, Las Vegas, Nev.; a $40,000 drive-in to be built by R. M. Twitchell Enterprises, Ariz.; a $28,700 drive-in for John J. and Royal J. Bolduc, Lewiston, Me., and a $22,500 drive-in proposed by Beverly Miller, Saint Joseph, Mo.

The fifth project, a $5,000 theatre to be built by Dallas Dailey at Kaplan, La., was ruled to be exempt under NPA’s small-job exemption.

**Copper Supply Up; Steel Disappearing**

**WASHINGTON,** June 18.—National Production Authority officials indicated today that copper supplies are ample, even while the outlook for steel is getting worse.

The agency announced a supplemental 1952 licensing for copper and steel, a quarter up to manufacturers of film and theatre equipment and other civilian steel users, based on the steel certification allowances. Firms will be allowed 50 per cent of their pre-Korean use, compared with the pre-Korean programed 35 per cent, it was announced.

At the same time, officials said that the steel situation won’t be too bad, not only will steel be ruled out for theatre building but it may be necessary to cut back on third quarter steel allotments to equipment manufacturers.

**Branda Gets Rights To Fight Pictures**

Harry Brands has concluded a deal with Sport Films for the exclusive distribution rights in the New York area to the Robinson-Maxim fight films. The fight will be held Monday night at Yankee Stadium. The pictures will be shown on Tuesday at Brandt’s Globe and other theatres.

In other deals, Bert Stewart has acquired rights for the Pittsburgh territory and Irving Levin the rights for 11 Western states. The film will be made by Joe Roberts.

**RKO Pictures Elects Pugliesse Ass’t Sec’y**

At a meeting of the board of RKO Pictures here last week, Frank L. Pugliese was elected assistant secretary of the company. Pugliese is assistant to J. Millard Feil, vice-president and general counsel.
Motion Picture Daily

Over Million From Swiss Film Rentals

Washington, June 18—U.S. distributors grossed about $1,115,000 and $1,550,000 in Switzerland last year, according to the Commerce Department. More than 69 per cent of the total rentals paid for foreign films shown in Switzerland last year.

Wesco Theatres

(Continued from page 1)

will be on the board: Charles P. Skogras, president; H. C. Cox, vice-president; directors—Elmer J. Rhoden, vice-president; Frank H. Ricketson, Jr., vice-president, and John B. Bertero, vice-president and attorney.

Other Directors

It is expected that prior to August 15 the following also will be named board members: Gregson Bautzer, partner in the firm of Gregson Bautzer, Grant, Youngman & Silbert; James L. Beebe, partner in the Coast law firm of Beebe & Myers; Pete Coliax, president of American Potash & Chemical Corp.; Gen. B. F. Giles, USA; Ret.; William W. Cosgrove & Co., and Richard W. Millar, partner in the California banking firm of William R. Staats & Co.

Wesco on June 28 will acquire all of the common stock of Wesco and the Roxy Theatres, thus concluding the plan of reorganization. National Theatres, in exchange for the transfer of the common stock of both the Roxy and Wesco, will issue to 20th-Fox 2,769,486 shares of its common stock and 20th-Fox will then distribute to its shareholders the common stock of Wesco on the basis of one share of Wesco stock for each share of 20th-Fox common owned. The report explains that the consideration for the issuance to 20th-Fox of the shares of Wesco common will be the transfer by 20th-Fox to National of all capital stock of Wesco, consisting of 1,000 shares of the common stock of Wesco with a par value and all of the common stock of the Roxy, consisting of 10,000 shares without par value, both of which have been accepted by the SEC a registration statement for the 2,769,846 shares of NT stock that will be issued.

No Fractional Shares

There will be no fractional shares or scrip issued in carrying out the reorganization, the report states. On June 27, however, 20th-Fox will sell on the New York Stock Exchange at par value, 22,317 shares of NT equal to the number of fractional shares and scrip of 20th out-standing. Cash so received will be distributed to holders of 20th fractional shares pro rata. Distribution of cash to holders of scrip of 20th common will be made at the time of its redemption, presumably in August.

On April 1, Wesco subsidiaries, including companies in which the voting control is 50 per cent or less, owned or leased 114 theatres, according to the report. Of these 49 were closed and seven were leased or subleased to others. On April 1, 1947, the number of theatres was approximately 625, of which about 40 were closed, the report states.

Reviews

“Wagons West” (Monograph)

Hollywood, June 18

A FORCEFUL ENTERTAINMENT package with color by Cinecolor, “Wagons West” has a convincing cast, led by Rod Cameron, splendid scenic effects spotlighting a long wagon-train winding over the horizon, very effective photography and camerawork, according to reviews here.

Dan Ulman’s meaty script gives director Ford Beebe the opportunity to utilize a change of pace that keeps events fresh and convincing throughout. Vincent M. Fennelly produced, on a grand scale.

The story starts near Joplin, Mo., where Cameron, a professional wagon-master, on his way to accept leadership of a wagon-train, meets young Michael Chapien, who has run away from the wagon, taking his dog, because Frank Ferguson, captain of the train, has threatened to hang him, from the trip West, harrasing in town. Cameron has a run-in with Ferguson’s nephew, Henry Brandon, who vows vengeance. On the trail Cameron falls in love with Peggie Castle, to whom Brandon has pretended he’s engaged, and this treacherous plot, which breaks the faith when Cameron discovers Brandon and his uncle are engaged in selling rifles to Indians. Cameron interrupts a transaction of this kind, and this precipitates an attack on the train, which ends, after many deaths of both sides, in a peaceful agreement with the Indians under which the train can proceed safely.


“Bal Tabarin” (Replica)

B BACKGROUND SHOT IN PARIS add some excellent trimmings to “Bal Tabarin,” an otherwise standard romantic drama with musical interludes.

The story concerns a young lady, Muriel Lawrence, who gets a job as a secretary to a man who later turns out to be an underworld figure. One day the man is shot through ambush, and Miss Lawrence, in fear and panic, takes refuge in the garret of a friend, Claire Carleston.

Filled with apprehension, she suspects every stranger as being a detective out to nab her. Even William Ching, a young American composer working in Paris, becomes the object of suspicion. But it isn’t long before he shows her that he is a friend.

As the story proceeds, it develops that underworld figures believe Miss Lawrence has the key to a safe deposit box containing the killed man’s jewels. Those who are trying to track her down.

They close on her just as she is making a debut as a vocalist introducing Ching’s songs at the glamorous night club, Bal Tabarin. It takes a wise, old friend to do the things and clear up matters.

There are four songs in the picture, plus several production numbers and the French Can-Can Dancers.

Philip Ford directed, from a screenplay by Houston Brachman. Running time, 84 minutes. General audience classification. Release date, June 1.

“The Last Musketeer” (Replica)

THE BASIC PLOT of “The Last Musketeer” is not exactly new, revolving around the failure of some hard-working ranchers to obtain water for their cattle from the lone large-size source of supply which is the last well, making the tale run both refreshingly and in fairly fast fashion. Western film followers should be well satisfied.

Rex Allen, the singing Arizona cowboy, is starred. He is pitted against Anderson, the villain, who hides the fact that his receipt to permit neighboring cattlemen to tap his water simply is because he intends to dam up the valley and build a large and lucrative power plant in the area. Anderson is killed in an accident and peace reigns again.

Slim Pickens is again on hand as Allen’s sidekick, while Mary Ellen Kay and the Republic Rhythm Riders perform melodically while Rex tackles the struggle which Anderson has on the ranchers. Others in the cast are Jones, Gail; Tall; Stahl; Jones, William Winney competently directed Arthur E. Olafson, Story. Edward J. White was associate producer. Running time, 67 minutes. General audience classification.

Lippont to Release 8 Next 4 Months

Hollywood, June 18—Lippont Pictures of 441 Suisun Avenue has announced eight releases for the next four months. The titles are “Outlaw Woman” and “Stolen Face,” Jungle and “Pirate Submarine” go out in July. August releases are “Hillgate” and “Canadian.” September releases are “Tiger Man” and “Terror of the Amazon.” October releases are “Smith of Manhattan” and “Secret People.” November release is “Wally of the Wasatch.” December release is “Youngman and Pawnbroker.”

B. & Q. Booking Switch

Boston, June 18—Buying and booking for B. and Q. Theatres of this city will henceforth be done out of Chicago and New York. Details of this move are disclosed here by Dan Finn, general manager of the circuit. Films will be bought by Morton Katz, who under the supervision of Max Hoffman Jr., will continue to operate offices in Boston, and Max Hoffman, who previously handled the operation here, will now be permanently located in New Haven.

Iowa Exhibitors Meet with Newsman

Des Moines, June 18—Exhibitors in this area will have their local newspaper executives as guests at a luncheon-meeting scheduled for Sept. 7.

Allied Theatre Owners of Iowa-Nebbraska has appointed a committee to make arrangements for the meeting and to schedule speakers who will present the industry’s story to the newspapers. The committee is composed of representatives of Major Bowes, serious entertainment; Emil Adkins, Erwin; Bill McCloud, actor; Iris Buffin, actress; Irwin Lattimer, treasurer.

SEC Rejects Mason Group Petition

The Securities and Exchange Commission has rejected the petition of the Trans-Lux minority stockholders group seeking to void the April election of directors, it was learned here yesterday.

The SEC, without going into the merits of the case and without stating reasons for its decision, informed the stockholders group led by George Mason that it would not take any action on the petition. The Mason group charged that proxy statements made by management in preparation for the annual stockholders meeting in April were “false and misleading.”

A spokesman for Mason said it was “in open question whether the minority stockholders will again petition the SEC for action, basing a new bid on additional material.

Kutinsky, Salesman For RKO Radio, Dies

Lou Kutinsky, 65, veteran RKO Radio salesman, died at his home in Brooklyn, Saturday of a heart attack.

A veteran in his field, he first sold RKO Radio in 1923. At one time he was special sales representative at the home office, and from there went to the RKO branch office in Chicago and had been for nearly 20 years at the time of his death. He is survived by his widow, a daughter and two sons.

William Paley, Actor

William Paley, screen and stage actor, died at his residence here Sunday after a brief illness. He was 47. Among the films in which he appeared were “The Grapes of Wrath,” “Double Alibi,” “Speak Easily,” and “The Great American Broadcast.”

Warner Club Ride Today

About 600 members of the home office Warner Club and their guests will board the S.S. John A. McCracken of the S.S. John A. McCracken Club and go out on the Hudson River today to Bear Mountain.

Lichter Heads Club

Cleveland, June 18—The Salesmen’s Club of Cleveland has elected Sam Lichter president. He succeeds Harry Weiss. Other officers are: vice president, Ernest Sand and Eddie Caftin; Bill Gross, secretary, and Irwin Polland, treasurer.
He Put a Grin on the Screen

By Frank Davis and Stanley Roberts
Based on the Saturday Evening Post Story, "Uncle Clem's"

Warner Bros.
Happily Present
All the Joy and Gol-Darned Greatness of

The Story of Will Rogers, Jr.

Starring Will Rogers, Jr. and Jane Wyman

as His Father
as Mrs. Will Rogers

Screen Play By Frank Davis and Stanley Roberts
FACE OF THE WORLD...

SHOWINGS FOR THE TRADE

July 11

Not just the screening of an important picture but an opportunity for exhibitors to prepare enthusiastically for one of the most powerful mass attractions the motion picture theatre has offered!...

Warner Power!

ALBANY
Warner Screening Room 2:30 P.M.

ATLANTA
20th Century-Fox Screening Room 12:15
Warner Theatre 1:30 P.M.

BOSTON
20th Century-Fox Screening Room 12:15
Warner Theatre 1:30 P.M.

CHARLOTTE
20th Century-Fox Screening Room 12:15
Warner Theatre 1:30 P.M.

CHICAGO
Warner Screening Room 1:30
Palace Theatre 2:00 P.M.

CINCINNATI
20th Century-Fox Screening Room 12:15
Warner Theatre 1:30 P.M.

CLEVELAND
Warner Screening Room 12:15
Palace Theatre 2:00 P.M.

DENVER
Paramount Screening Room 12:15
Palace Theatre 2:00 P.M.

DETROIT
Film Exchange Building 12:15
12:15

INDIANAPOLIS
20th Century-Fox Screening Room 12:15
Palace Theatre 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room 12:15
Palace Theatre 2:00 P.M.

LOS ANGELES
Warner Screening Room 12:15
Palace Theatre 2:00 P.M.

MILWAUKEE
Warner Screening Room 12:15
Palace Theatre 2:00 P.M.

NEW HAVEN
Warner Theatre Screening Room 12:15
Palace Theatre 2:00 P.M.

NEW ORLEANS
Warner Screening Room 12:15
Palace Theatre 2:00 P.M.

NEW YORK
Warner Screening Room 12:15
Palace Theatre 2:00 P.M.

OKLAHOMA
20th Century-Fox Screening Room 12:15
Palace Theatre 2:00 P.M.

Oklahoma City
20th Century-Fox Screening Room 12:15
Palace Theatre 2:00 P.M.

PHILADELPHIA
Warner Screening Room 12:15
Palace Theatre 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room 12:15
Palace Theatre 2:00 P.M.

PORTLAND
Art Theatre 12:15
Palace Theatre 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room 12:15
Palace Theatre 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room 12:15
Palace Theatre 2:00 P.M.

SEATTLE
Warner Screening Room 12:15
Palace Theatre 2:00 P.M.

ST. LOUIS
20th Century-Fox Screening Room 12:15
Palace Theatre 2:00 P.M.

WASHINGTON
Warner Theatre 12:15
Palace Theatre 2:00 P.M.
**The Robert Montgomery Show**

Motion picture industry leaders were taken on a tour of the new studio via NBT was easily one of the best of the year... in fact immediately following the program more than 150 phone calls enthusiasm....

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*SAG Seeks*

(Continued from page 1)

actors' original demand was for repeat payments to the original player salaried each time the film makes the rounds.

Presumably the present talks are for somewhat less. Under the prevailing contract, SAG can strike television producing subsidiaries of major companies, without interfering with the same companies' production of theatrical films.

SAG Supports Unit For Loyalty Check

The new film's council of the Screen Actors Guild that it will vote to support the proposed establishment by the council of a special committee to assist industry personalities whose loyalty as Americans may be questioned by public groups.

The actors' union is the first of the talent guilds to endorse the formation of such a committee.

**British Exhibitors Talk TV Boycott**

London, June 18.—At the next meeting of the Cinematograph Exhibitors Association's general council, delegates will be called upon to consider a resolution which would virtually boycott any film which had been rented to British Broadcasting Corporation television service but all of the product of any distributor furnishing a film for television.

Some delegates are in favor of extending the boycott to any Hollywood producer whose TV deal included Britain.

**Anglo-U. S. Film Deal**

London, June 18.—Grand National here has concluded a deal with U. S. producer Joseph Shaffel for the production here of three pictures, each to have a prominent American star. The first will be "Finale," directed by Max Ophüls.

**Electra Snuder**

Hollywood, June 18.—Louis D. C. Snuder, son of the late president of the National Society of Television Producers today.

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**Kodak to Pay 200th Dividend on July 1**

Eastman Kodak will pay its 200th consecutive quarterly cash dividend on July 1. The new dividend will be 40 cents per share, payable to stockholders of record on June 30. At present, Kodak has about 73,000 stockholders.

**ASCAP Film Case Put Off to Oct. 21**

Federal Judge Henry Goddard has set Oct. 21 for further hearing of the Dub remot Music Publishing Co. action to amend the ASCAP consent decree to prevent, among other things, motion picture companies from engaging in music publishing.

The date was set after the case had been referred to Judge Goddard by Federal Judge Edelstein and no objection to the adjournment to next fall was made by ASCAP. Judge Goddard stated the adjournment was not to be construed as implying any recognition by the court that DubOmnet has no standing in this case involving amendment of the ASCAP consent decree.

Earlier court rulings have been that ASCAP members have no right to appeal for amendment of the decree. Their procedure can only be through complaint to the Justice Department which can move for amendment of the decree if it decides the circumstances warrant.

**Press Association Adopts Constitution**

A constitution has been adopted by the Radio-Television Working Press Association of New York, whose membership comprises newsreel cameramen, soundmen, contact men, and TV-radio tape recorders. It is estimated that there are over 300 newsreel, TV and radio men in the New York area covering events at the scene. Eventually, it is reported, membership in the group will be extended to newsmen whose functions keep them closer to a studio or newsroom.

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**‘U’s ‘Arms’ Opens In Alaska Today**

ANCHORAGE, Alaska, June 18—"The World in His Arms," UniversalInternational, will have its world premiere at Elmendorf Air Force Base here tomorrow before an audience of U. S. servicemen. The opening will be followed by a civilian premiere on Friday at the Fourth Avenue Theatre in Anchorage, climaxing a day of ceremonies in which Governor Ernest Gruening will participate.

As part of what is claimed to be the greatest single junket on record — 127,901 miles-general openings will be held at military installations and in other Alaska towns.


A total of nearly more than 60, including representatives of newspapers, magazines, syndicates and radio networks and also as newspapermen arrived here tonight from Hollywood. Following two shows at Elmendorf tomorrow, the stars and press representatives will be guests of the Anchorage Chamber of Commerce and other organizations at a barbecue in Matanuska Valley on Friday.

A military parade through Anchorage will precede the civilian premiere. Lt. Gen. William C. Keefe, Commander in Chief of the U. S. Air Forces in Alaska, will be host to the party at the military premiere at Elmendorf.

The Hollywood troupe and others will participate in two shows at Fort Richardson Army Base on Saturday. Sunday they will visit Adak Navy base for a show there and on Monday they will go to Kodiak. Arriving at Ladd Air Force Base on Tuesday they will give a show there and then help open the picture in Fairbanks. Next Wednesday's show will be at Elpin Air Force Base with visits to Whittier.
29 Productions in Work on the Coast

Hollywood, June 18.—The production index showed a decrease of four points, making a total of 29 pictures in work. Six new features were started and 10 were completed.

Completed were: "All Ashore" and "Voodoo Tiger" (Esslay Pictures), Columbia; "Ruby Gentry" (Bernhard-Vidor), 20th Fox; "The Lady Wants Mink," Republic; "Mississippi Gambler" and "Roughshod," Universal-International.

Completed were: "Target — Hong Kong," Columbia; "Panic Stricken" (Thor), 20th Fox release; "Apache Trail," "Tie Me To A Bad Man," "Laila" and "Everything I Have Is Yours," Metro-Goldwyn-Mayer; "Beautiful but Dangerous," RKO Radio; "Bagdad on the Subway" (Part 5—"Ransom Of Red Chief") and "Tonight We Sing," 20th Century-Fox; "April in Paris," Warner.

Para. Case

(Continued from page 1)

Gillis W. Long, Committee investigator who has carried on a preliminary study of the problem, his recommendation was taken up at a meeting tentatively slated for next Wednesday.

Long Tapped

Some time ago, Long was tapped to look into the Paramount case, the decree growing out of it, and the current structure and trade practices of the industry, all with an eye to the effect on small firms. He talked to Allied States Association general counsel Abram F. Myers, Theatre Owners of America former executive director George Sullivan, and other industry officials. He also had before him, it was learned, the brief put together recently by the Southern California Theatre Owners Association and it is believed this brief influenced Long in his recommendation.

Manchester Paper Hikes Ad Rates

Hartford, June 18.—The Manchester (Conn) Evening Herald has increased amusement advertising rates, effective July 1. Regular display rates will be raised from 60 to 70 cents per column inch and amusement rates will go up from 70 to 80 cents per inch.

Arbitration

(Continued from page 1)

man, Abe Montague and William F. Rodgers.

When it adjourned at 5:00 P.M. yesterday, the conference was less than one-third through the document submitted by the lawyers’ group, a so-called rules committee headed by Levy. Agreement on the legalistic language to be retained in the report in connection with arbitration of run and clearances, as settled at the initial industry conference, was reached during the three-day second conference. The meeting yesterday, however, found itself making little progress on the subject of bidding when adjournment time arrived.

Appointment of the committee of 10, the conference stated in a report to the press, was necessitated by “the large amount of detail involved and prior engagements of some delegates.” Leo Brecher, president of yesterday’s session under the rotating chairmanship plan adopted at the April conference, Max A. Cohen occupied the chair on Tuesday. The meeting on Monday lasted only an hour, following which the delegates of constituent groups met privately.
Niles on Tax
(Continued from page 1)

to be made in our favor. We accepted this tax as a war time measure, we never complained. We all know it was good and it did not hurt us. Today, with much lower grosses than before, the elimination of this 20 per cent tax will mean survival to hundreds of theaters. We must point out to each member of the Congress the magnificent cooperation the industry has given whenever called upon by the Government.

"Every person in this industry from the most glamorous star in Hollywood to the janitor in the movie house on main street should join together and support those who will be picked to lead this 'Battle for Survival.'

"Whenever a theater, large or small, closes anywhere in the nation the bell tolls just as loudly in Hollywood, in New York, and in all of our towns as it does in the particular location where the closing takes place, let us all remember that," concluded Niles.

Indian Censor Unit Adopts New Code

WASHINGTON, June 18.—The Central Board of Film Censors of India has released a new code of rules governing the exhibition of motion pictures there, the Commerce Department disclosed.

The code prohibits the certification for public exhibition of a picture which lowers the moral standards.

Allied Heads at Odds
(Continued from page 1)

vice had gone out from his office, said: "On the contrary, we strongly urge every exhibitor, not only in Chicago but throughout the entire country, to make definite plans to pass the reduction on to the public when the tax is eliminated.

"We feel," Kirsch said, "that the imposition of Federal and local amusement taxes has mitigated against continuing efforts on the part of exhibitors to present the best in entertainment at the lowest feasible prices. We also firmly believe that any counsel or public statement advocating a policy of not passing along to the movie-going public the savings from a possible elimination of the tax is not only ill-advised, but a definite disservice to the industry."

Kirsch is a former president of national Allied.

Myers' Position

In his opposite statement, Myers pointed out that the Metropolitan Opera and orchestra groups had won an exemption from the Federal admission tax last year "solely on the ground that they needed the money. They not only did not say they would pass the benefit of the exemption on to their patrons, they frankly informed Congress that they needed the money and intended to keep it," Myers pointed out.

"Today we are in the same condition, possibly worse, as the orchestras were last year," he continued. "No speaker before a Congressional committee will make any promise that the benefit of the repeal will inure to the patrons, because he will know that the hard-pressed exhibitors are going to retain the money—that they will have to do this in order to remain in business."

Sent to Affiliates

Myers' statements were contained in one of his regular organizational bulletins, sent to all Allied affiliated organizations. Kirsch's statement made no mention of Myers' stand or of his bulletin directly. However, apart from counsel similar to Myers' appearing in recent bulletins of Middle-Western Allied organizations, the Allied chairman's stand of non-reimbursement of tax savings is the only one to have received wide publicity in the trade.

Myers Unavailable; Leaves N.Y. After Industry Meet

Myers left New York yesterday after attending the industry arbitration conference here this week, and could not be reached last night for comment in the Kirsch tax statement.

H. A. Cole, Allied's representative on the Council of Motion Picture Organizations' tax repeal committee and his co-chairman, Pat McGee of Denver, will meet here today with the COMPO management triumvirate, Trueman Rembusch, also of Allied; Al Lichtman and Sam Pinanski, to discuss the tax repeal strategy. It will be the first meetings for both the COMPO governors and the industry tax committee chairman.

12 New Members Named to Academy

Hollywood June 18.—The board of governors of the Academy of Motion Picture Arts and Sciences has approved the addition of 12 new members to the Academy. The board also approved requests from five former members for reinstatement and branch realignment for three members.

The new members, representing seven branches of the Academy, are: Bobby Driscoll and Marvin Miller, actors; Victor Cacciapaglia and Tom Adrian Cracraft, art directors; Randolph Mate, directors; Frank G. Cphot; Joseph S. Dubin and Lynn Murray, music; Otto Lang, producers; Leo S. Rosencrans and Robert Youngson, short subjects; and Siegfried M. Hertzig, writers.

Requests for membership reinstatement were granted Bertram Tuttle and Eugene W. Wooten, art directors; Earle H. Hagen and Ken Darby, music, and Ray Montgomery, actors.

The following branch transfers were approved: Robert Parrish from film editors to directors; William Reynolds from film editors to executives, and David Weisbart from film editors to producers.

Correction

The five-year contract of Budd Rogers as executive vice-president and general manager of Realart Pictures expires today and will not be renewed. Due to a printer's error the name of Roy Rogers was mentioned instead of Budd Rogers in the Realart announcement which appeared in this publication yesterday.

ONCE IN A GENERATION...

ENTERTAINMENT LIKE THIS!

"I'd never imagine that I'm just about to kiss a girl like you."

"It's a bold, sinful man you are, Sean Thornton."

HERBERT J. YATES presents

THE QUIET MAN

starring

JOHN WAYNE

and

MAUREEN O'HARA

as

Mary Kate Danaher

A lass as wild as her own Irish countyside, as typically as the flaming red hair that crowns her head.
**MOTION PICTURE DAILY**

**Vol. 71. No. 129**

**New York, U. S. A., Friday, June 20, 1952**

**TEN CENTS**

**COMPO Heads Launch New Fight on Tax**

**Sales Managers to Meet Tuesday on Fund Raising**

Council of Motion Picture Organizations’ leaders formulated at a meeting here yesterday preliminary plans for the immediate mobilization of the industry in a nationwide campaign to win elimination of the 20 per cent Federal admission tax.

The new drive will differ from COMPO’s anti-tax drive of two years ago in that this assistance will not be solicited, the reason being that COMPO’s official position is that taxes are seriously in need of, and are entitled to, the financial gains that would result from tax repeal.

The first consideration will be given to the raising of funds by COMPO to support the tax fight. Toward that end, Al Lichtman, one of the three who are governing COMPO pending the election of a (Continued on page 6)

**Says Canada Gross Share Is Now 10%**

Canada’s contribution to the overall domestic gross this year is approximately 10 per cent, whereas it was four per cent in 1948, Al Lichtman, 95th Century-Fox director of sales, declared yesterday during a press interview with Council of Motion Picture Organization leaders following their meeting here.

Lichtman said his figures illustrate not the extent to which Canadian (Continued on page 2)

**UK Says Tax Change Costs $560,000**

**London, June 19.—** The minor entertainment tax concessions granted to exhibitors in the Finance Bill passed by Commons yesterday will cost the Exchequer £200,000 ($560,000) annually, the government claimed following the adjournment of Commons at 8:00 A.M. this morning after 18 hours of debate on the Finance Bill.

The Treasury’s figures are contested by the trade but the general industry (Continued on page 2)

**Disney Sets **$20,000,000** 4-Yr. Program**

Hollywood, June 19.— Walt Disney today threw down the gauntlet to television and hard-times talk by announcing a $20,000,000 production program running through 1958 and including features budgeted from $2,000,000 to $4,000,000.

Disney made his disclosure at a sales meeting at the studio, attended by Disney associates from England as well as America. The producer leaves shortly for a two-month stay in England, where he will film the all-live action feature “When Knighthood Was in Flower,” in color by Technicolor.

Disney’s program includes three all-cartoon features and two all-live action features. Plans also embrace another feature-length film. (Continued on page 6)

**Freed to Be New MPIC President**

Hollywood, June 19.— The election of Arthur Freed to the vice-presidency of the Motion Picture Industry Council, with succession to the presidency in six months, automatic, occurred last night’s regular monthly meeting.

Ronald Reagan, reported on the Texas Council of Motion Picture Organizations’ meeting, Marvin Faris reported that the East-West seminar had been postponed from mid-summer to fall. Duke Wales and Lou Smith were added to the public relations committee, with Bill Thomas as chairman. (Continued on page 2)

**Bowden Elected at Virginia MPTA Meet**

**Richmond, Va., June 19.—** Virginia Motion Picture Theatre Association officers elected late yesterday for 1952-53 are: Sidney Bowden, Norfolk, president; Leonard Gordon, Newport News, first vice-president; Seymour Huffman, Richmond, second vice-president; F. M. Westfall, Martinsville, third vice-president; Harold E. Wood, Richmond, treasurer, and Morton G. Thalheimer, Jr., Richmond, secretary.

The officers were introduced last night at a dinner-dance which climaxed the three-day convention.

One hundred and twenty-six Virginia Members were in attendance. (Continued on page 2)

**DECCA BUYS UP RANK’S ‘U’ STOCK**

**Kansas-Missouri TA To Meet Sept. 30**

**Kansas City, June 19. —** The board of directors of the Kansas-Missouri-Theatre Association has selected September 30-Octobe 1 and the Hotel President here for the organization's annual convention.

**Equipment Makers Get More Metal**

**Washington, June 19. —** The National Production Authority has boosted sharply the amounts of copper and aluminum that photographic and theatre equipment manufacturers can use without filing with the NPA for specific allotments.

James Frank, acting chief of NPA’s film section, said the action would aid many film industry firms, although they still have to go to NPA for whatever steel they need. No increases in steel self-certification allowances were announced, due to the pending steel strike.

Starting July 1, all firms may self-certify their orders each quarter for 10,000 pounds of copper and 20,000 pounds of aluminum, regardless of how much they used in the base period—the average 1950 quarterly consumption. The previous base self-certification allotment was 6,000 pounds of copper and 12,000 pounds of aluminum. (Continued on page 6)

**Michigan Puts TNT Bout Lineup at 39**

The Michigan Theatre, Detroit, yesterday became the 39th theatre to line up for the exclusive telecast of the Robinson-Maxim bout slated to be held in New York’s Yankee Stadium Monday night.

The Michigan will be the third theatre in Detroit to join the theatre television network. The other two are the Palm State and Easttown Theatre Network Television disclosed. While the bout is slated for Monday night, it could be postponed until the following day or days due to rain or other conditions.

Meanwhile, in Washington, RKO Keith’s "very good" advance rules for the bout, allowing of Lincoln Hotel will also televise the (Continued on page 2)

**First Independent Applies for TV**


Leading stockholders in the firm are Moses Loboritz and Jay Solomon of Independent Theatres. It asked for VHF channel No. 12. This was the first of what will undoubtedly be a series of applications from independent exhibitors for TV stations.
U. K. Tax

(Continued from page 1)

feeling is that the Cinematograph Exhibitors Association's tax committee did a better job than was generally anticipated to the industry's parous economic circumstances. The most heartening feature of the campaign for tax concessions, in the opinion of the committee, was the fact that CEA mobilized advocates among all Parties in the House, under various circumstances when the Commons evidently only policed indifference to the industry's problems.

Carpenter Claims

Boyd Carpenter, the Treasury's financial secretary, claimed that the entertainment industry ined the insect in a distant field and was able to present a half-penny price. Significantly, Carpenter explained that the legislature, in an effort to single out the government in the various price ranges, had been able to provide also for the difficulties of exhibitors in setting price scales in that range.

Lel Tailman, Columbia branch manager in San Francisco, is here from the Coast.

Murray Lafayette, United Artists field man, has returned to Los Angeles from San Francisco.

Fred Abneying, of E. M. Loew's Theatre, Hartford, has returned there from there.

Joseph Shulman, of Shulman Theatres, Hartford, and Mrs. Shulman, are vacationing in France.

Mike Steriano of Chicago has been appointed booker at the Warner exchange in Jacksonville, Fla.

Lindsley Parsons, producer, has left Hollywood for New London, Conn.

Sid Kuller, producer, will return to Hollywood today from New York.

50 Leave Here for Will Rogers Tribute

Some 50 executives, trade press representatives and others in the industry left here last night along with members of the board of directors of the Will Rogers Hospital Fund and Saranac Lake to visit the Will Rogers Hospital and to weekend at Herman Kohl's Hotel, Adirondacks, at Saranac Lake, N. Y.

The group will spend today inspecting the hospital. The afternoon program includes a social cocktail and the official plaster model of Jo Davidson's statue of Will Rogers.

Personal Mention

ROBERT C. HAYMAN, treasurer of the Cataract Theatre Corp. of Niagara Falls, has been made a member of the Greater Buffalo Advertising Club.

E. H. Hoffmann of Connecticut Theatre Owners has returned as chairman of the special gifts committee of the New Haven Jewish Welfare Fund Campaign.

Mrs. Estelle O'Toole, manager of the Art Theatre in Hartford, is recupera-
ting from an operation at Cedar-
tree Sanitarium, Hartford.

Al Sirciano of United Paramount Theatres, is in Buffalo from New York.

Max Weisenberg, M-G-M's Eastern short subjects representative, has returned here from Boston.

E. S. Greer, vice-president of West-
rex Corp., has returned here from the Coast.

William Shirley, exploiter, is in Milliard Fillmore Hospital, Buffalo, for a stomach disorder.

Leslie Sattin, Monogram secretary, and Ada Hirsch, were married last weekend.

L. E. Tailman, Columbia branch manager in San Francisco, is here from the Coast.

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Tour 'Aids Us' on Coast: Greer Garson

Albany, N. Y., June 19.—Brief visits such as the "Movietime U. S. A." unit made in the Albany exchange district last April will help "get us over to do our job better," Greer Garson said in a letter to Guy Graves, city manager in Schenectady for Fabian.

Probe Granger Suit

For Tax-Evasions

Hollywood, June 19.—Assistant U. S. Attorney Bernard B. Laven, in charge of prosecuting income-tax viola-
tions, today asked Federal Judge Ernest A. Golin for a transcript in the trial of the lawsuit brought by Stewart Granger and his wife, Jean Simmons against Howard Hughes, and the RKO studio in a dispute over the contract for Miss Simmons' ser-
vice.

The defense counsel's opening ad-
dress to the court on Tuesday had contained intimations that Granger and associates kept "off the books" income, and had obtained similar advantages in his own contract with another stud-
io.

Early Coast newspaper stories stressed that phase of the case, appar-
tedly attracting Laven's official at-
tention.

Later in the day, Laven was quoted to the effect that his investigation into the Warner talent contracts would reveal many millions of dollars worth of evasions. Meanwhile, word spread at the Justice Department also would seek a transcript.

Canada Gross

(Continued from page 1)

earnings have risen in the period, but rather the extent to which U. S.
grosses have dropped.

The 20th-Fox executive maintained that the theatrical business on the home front had dropped 40 per cent since 1949, that television competition was en-
tirely an externality, and Richard Lichtman's statistics were offered to underscore the need for COMPO's announced campaign to win repeal of the 20 per cent Federal admission tax. COMPO's policy is that theatres need not pass along any tax savings to the public.

MPIC Meet

(Continued from page 1)

man, it was announced.

Action on the proposal for the estab-
lishment of an MPIC services committee, which would function as a clearing house for information relating to suggested network connections, activities and affiliations, was deferred pending approval by constituent groups which have not yet voted individually on the matter. All groups which have voted on it have approved.

TNT Bout

(Continued from page 1)

bout there, according to present plans. Both Keith's and the Capitol are charging $2.40, while the Lincoln is charging $2.50 and $2.70. None of the theatres say that all are here re-
selling only to capacity and guaran-
teeing each buyer a seat. All will work 'as fair as the weather' as well as on the telecast. The Capitol will have its regular stage show.

This will be the first time three Washington theatres have telecast a sports event. On previous occasions, only one or two theatres have taken part.

Farley Estate Goes To His Children

Albany, N. Y., June 19.—The ex-

duce of William W. Farley, the Schenectady-Catskill-Yonkers theatre owner who died here May 21, will go to seven children of an estate of an eighth child, under terms of a will approved to be probated today by Surro-
ge. Edward G. Rogan.

_Papers placed its value at $10,000" in personal property and "over $10,000" in real property. It is believed that Farley having been one of the city's largest landholders.

Two sons, George and Stephen V. Farley, associated with him in business, are among the legatees. Farley left $10,000 to a sister.

TV Promotions Hike 'King Kong' Revenue

Extensive use of TV promotions is to be partially responsible for exceptionally high grosses on the opening day of "King Kong" in several Midwest cities. Promotions for the picture were telecast from 14 sta-
tions. Some of the first day's grosses reported were $4,730 at the Palm Theater, Elgin, Ill.; $1,800 at the Palace, Cincinnati; $1,558 at the Grand, Colum-
bus; $1,619 at the Colonial, Day-
ton; $1,395 at the Rivoli, Toledo; $1,374 at the Palace, Canton.
REPORT ON FIRST PREVIEW OF M-G-M's "WASHINGTON STORY"!

TELEGRAM FROM ENCINO, CAL.: "At its first preview (Encino, Cal.) 'WASHINGTON STORY' proved definitely to be the people's choice with early and late returns from 'Outstanding!' and 'Wonderful!' to 'Give us more like this!', presaging a happy term in office—boxoffice, that is. While special praise was voted the film's 'fresh, new approach', enthusiastic 'write-ins' were garnered by Van Johnson, Patricia Neal, Louis Calhern, Sidney Blackmer and Philip Ober for their outstanding performances in the film and for Robert Pirosh, director and Dore Schary, producer."

Press Reports of Gala World Premiere Wash., D. C., June 27th Will Sweep the Nation. Don't Miss the Trade Show June 26th.
The product Paramount has concentrated into the six months starting in July, is, we believe, without precedent in our industry. Every single one of the 13 pictures scheduled is the kind of top box office merchandise that in the past was considered as a “special.”

Plus values abound—big stars—big production—A MUSICAL A MONTH! AND 9 OUT OF 13 ARE IN COLOR BY TECHNICOLOR!

With these pictures, released one right after another, the months ahead can be the most profitable in the history of exhibition. So we say: “Let the flags wave for the biggest six months line-up of money-making attractions ever—from Paramount or any other company!”

starring
William Holden
Edmond O’Brien
Alexis Smith

starring
Betty Hutton
Ralph Meeker

starring
Yvonne DeCarlo - John Ireland
James Craig - Forrest Tucker
Lyle Bettger - Richard Arlen
Nat Holt Production
Tax Drive

(Continued from page 1)

president, has scheduled a meeting for Tuesday with the distribution companies’ sales managers.

On Tuesday a governing triumvirate, which includes Truman T. Rembusch and Samuel Piransky, will meet with a COMPO tax committee co-chairmen A. H. Cole and Pat McGee, as they did yesterday, to further chart the course of action COMPO may take in the event at which the meeting was Robert W. Coyne, COMPO special counsel, who will be in charge of the triad and has ruled out $5,000 as the point at which the tax committee will meet.

Exhibitors Have Choice

The governing trio and tax committee chairman emphasized during a press interview following the meeting that although COMPO’s official position is that theatres and not the public are entitled to monies saved through tax relief, there is nothing to prevent a theatre from passing the saving along to the public in the form of lower admissions.

Major credit for the success of the production goes to the very fine performance of Edmund Gwenn, who, as grandpa of the O’Mayne family, creates freshness, warmth and scores of heartfelt chuckles. The principals get good support from a cast that includes John McIntire, as Goldtooth McCarthy; Palmer Lee, newcomer, who is in the romantic circle with Miss Blyth; and Hugh O’Brian, Francis, Bavier, Jack Kelly, Otto Hultet, Kathleen Hughes, Lamont Johnson, King Donovan, Robert Nichols, Alis Talton and George Mathews.

The tale is one concerning a feud between the O’Mayne family and McCarthy, in which the O’Maynes refuse to sell their house, McCarthy arranges for a highway to run through their property. Gwenn reveals that he owns a bit of land between two of McCarthy’s apartments houses, and the O’Maynes won’t move when McCarthy does everything possible to remove them and as he seems on the point of success, fate intervenes.

Running time, 90 minutes. General audience classification. For July release.

“Red Snow” (Columbia)

R. O. S. N.O.W. is as timely as the daily headlines about the Soviet menace, the Alaskan Air Force, secret weapons and spies, for these are the principal ingredients of this Columbia production. Boris L. Petroff produced and directed, from a screenplay written by Tom Hubbard and Orville Hampton. Fundamentally, it is another story about the same thing, which is one of the countless stories that are being written and published right now. The story is that of the Red Army, which now appears for the first time in a film, and that of the Arctic.

The Air Force is the basic location of action, situated directly opposite Siberia, where some Russians appear to be experimenting with a secret weapon. Guy Madison figures prominently as a U. S. Army Air Force pilot.

Kyal Martin, an Eskimo sergeant, among those recruited to lead a special detachment to investigate the nature of the Soviet weapon. That secret is discovered when a Soviet plane experimenting with the weapon crashes. A strange adventure begins, and according to one of the Eskimos, “It is thrilling. A romantic theme entwines Eskimo sergeant Mala and Gloria Saunders. Others in the large cast are Carole Mathews, Robert Peyton, John Bryan, Richard Van Dyke, Tony Byrons, Gordon Barns, John Blcheon, Daniel L. Bagby, Mike Maddox, Richard Emory, Richard Pinner, George Pembroke, Robert Carson, William Fletcher and Richard Barron.

Running time, 73 minutes. General audience classification. For July release.

Equipment Makers

(Continued from page 1)

certification allowance scheduled for the third quarter was only 500 pounds of copper and 1,000 pounds of aluminum.

Moreover, companies could go still higher and sell-certify up to 20,000 pounds of aluminum and 10,000 pounds of aluminum in the next two months, providing their use of the metals does not exceed 100 percent of base period consumption.

This would benefit slightly larger firms, who previously had been scheduled to get only $3,000 pounds of copper and $4,000 pounds of aluminum in the coming quarter.

national Allied States or its chairman Stephen F. Myers, whose counsel on not passing any admission tax reduction to the public Kirsch rejects.

"It is my earnest personal opinion," Kirsch said, "that the industry should plan to reduce theatre admission prices by Federal amusement tax is abolished.

Myers, Truman Rembusch of the COMPO and H. D. McGee, co-chairman of the COMPO national tax committee, all Allied stalwarts are against public promises in the coming tax fight to pass on the saving to the public, but they agree that individual or, even area exhibitors in the same house are best for them and act accordingly.

Reviews

“Sally and Saint Anne” (Universal)

IF THE REACTIONS of a representative audience witnessing a “snak” preview of “Sally and Saint Anne” are a barometer of what to expect box-office-wise, then exhibitors complaining now of poor patronage will have cause to rejoice over this truly splendid motion picture. It is solid family entertainment that will be in strong demand. A meeting of the day was Robert W. Coyne, COMPO special counsel, who will be in charge of the triad and has ruled out $5,000 as the point at which the tax committee will meet."
Washington, June 19.—The Federal Communications Commission's Paramount hearings picked up again today, with testimony from Dr. Adolph Rosenthal, former chief engineer of Scophony Corp., of America and inventor of Skatatron's dark-tube tube.

FCC attorneys have been trying to prove that Paramount, through its stock ownership in Scophony, blocked the development of Scophony patents in television and other fields. Rosenthal went over the technical background of the tube, its World War II performance, and its TV possibilities. He confirmed testimony by Skatatron president Arthur Levy that Rosenthal had been promised a laboratory when he was hired by Scophony, that such a laboratory was necessary for the full development of Scophony patents, and that for some reason the laboratory never materialized.

**Davis on Product Trip**

Arthur Davis, president of Arthur Davis Associates, foreign film distributor, will leave here today for a six-week trip to the continent to view new product. His company has commitments with producers in France and Italy, and their key pictures will be brought back for distribution here with English titles added. Davis will also select 25 features for television for use on the Foreign Film Theatre of the Air, a new program of the Foreign Films Movie Club, Inc.

**Decca Buys Rank's U Stock**

(Continued from page 1)

The project plan for a merger of Universal and Decca has no chance of being ready for submission to the July 8 meeting of Universal stockholders. In fact, official sources said yesterday the purchase of Decca by Rank's Universal stock does not require the merger agreement to be filed, nor in advancing the time schedule for it. Nevertheless, it was known that Rank had been cool to the merger and was widely believed that that fact had influenced Rackmil to undertake the purchase of the Rank holdings.

However, there is no merger plan in existence or in preparation, it was stated. Some minority Universal stockholders also have been cool to the merger idea. There already is pending a Universal stockholder's action in State Supreme Court here. Hearing on the action, brought by Mrs. Florence Long and alleging Universal stockholders would be injured by a merger, is set for September 15.

**Va. Meet**

(Continued from page 1)

With the market value of Decca stock currently at around $8 per share, about $2,000,000 apparently would be realized from the new stock offering. On the earlier Universal stock purchases, Decca was materially aided in financing by Santerkko, executive vice-president of the First National Bank of Boston.

Rackmil is scheduled to leave here for the coast tonight for conferences with Blumberg at the Universal studio. Rank acquired his stock holdings in Universal in 1938 when, in association with J. Cheever Cowdin's Standard Capital Corp., controlling interest in the company was purchased from its founder, the late Carl Laemmle, Sr.
When it's Summertime—
It's good old Talking Mule Time...
every year from U-I!

UNIVERSAL INTERNATIONAL presents

Francis Goes to West Point

Starring

DONALD O'CONNOR with LORI NELSON
ALICE KELLEY • PALMER LEE • WILLIAM REYNOLDS

Directed by ARTHUR LUBIN • Story and Screenplay by OSCAR BRIDENET

from U-I... the best friend your Box-office ever had!
Universal-Decca Merger
Set for Fall Planning

Promulgation of plans for the merger of Universal Pictures and Decca Records will not be advanced from next fall, despite the purchase last week by Decca of J. Arthur Rank's 12 per cent stock interest in Universal, it is learned.

Postponement of the merger to next fall had been decided upon some time ago, largely because of Rank's coolness to the idea and the opposition of other minority stockholder groups, but also because no widely popular plan for an alternative method of consolidation had been evolved either by a committee of Universal board members or by Rank.

Now, despite the elimination of Rank's potential opposition through purchase of his stock, the schedule for promulgation of a merger plan is unchanged and will not be advanced before autumn, namely, mid-October. Universal and Decca will require approval by a vote of two-thirds of stockholders.

Delay Relaxation Of Construction Ban Indefinitely

WASHINGTON, June 22.—The government has indefinitely postponed the relaxation of theatre construction controls, previously promised for July 1.

This action, which grew out of the basic strike, was announced by Defense Production Administrator Fowler at the week-end.

In mid-May, Fowler had announced that effective July 1, the ban on theatre construction projects would end.

Plan Allied's Tax Fight Role Today

Top officials of Allied States Association will meet in New York today to make plans for the organization's active participation in the Council of Motion Picture Organization's campaign to win elimination of the 20 per cent Federal admission tax.

The meeting will be conducted by

Compo Triumvirate Seen in for A Year

The Council of Motion Picture Organizations may not have to bother for at least a year about electing a president, it became apparent at the weekend as the industry agency's newly installed governing committee of three expressed determination to remain in their posts until the industry's developing campaign to win repeal of the Federal admission tax has run its full course.

The governing trio—Al Lichtman, (Continued on page 4)

New Hope Seen For Industry Arbitration

Next Week's Meetings May Hold Fate of Plan

Delegates to the industry arbitration conference, after last week's admittedly hectic sessions here, are looking forward with considerable apprehension to the first meeting next Monday of the new drafting committee of 10. The manner in which that meeting begins and continues its work in the ensuing day or two may determine whether or not there is hope now for an industry arbitration system.

The appointment of the committee of 10 represents a new approach by the conference to the task of setting up an arbitration system. Last week's sessions made it clear that little further progress was possible at this time through continuation of negotiations within the large conference committee of the whole. In fact, some conference felt that had the work not been transferred last week to the new committee of 10, further efforts to agree on an

Cleveland Unionists Talk 1st-Run Strike

CLEVELAND, June 22.—A. F. of L. delegates have voted to sanction a strike of members of Local No. 589 of the Operating Engineers, who operate air-conditioning machinery in downtown theatres, unless they are able to negotiate a wage settlement, according to Federation secretary William Finegan. It was reported by Earl Doyle, financial secretary of Local 589, that the union has been trying for 10 months to meet with the owners. The union seeks a 10 per cent raise in wages under the stabilization formula, plus a cost of living boost.

Colosseum's Annual Meet Opens Nov. 21

Minneapolis, June 22—The Colosseum of Motion Pictures—salesmen of America will hold its annual convention in Atlanta starting November 21. It was learned following a meeting here of the national salesmen's union's executive committee.

Review

"We're Not Married"
(20th Century-Fox)

A UNIQUELY RARE piece of merchandising that ranges the full scale of comedy is presented in 20th Century-Fox's "We're Not Married." The picture is packed with entertainment values and should please just about every audience. The cast is something for the marquee to glitter with. It offers Ginger Rogers, Fred Allen, Victor Moore, Marilyn Monroe, David Wayne, Eve Arden, Paul Douglas, Eddie Bracken, Mitzi Gaynor, Louis Calhern and Zsa Zsa Gabor. The picture belongs in the elite company of top Hollywood comedy dramas.

The story is a novel one, adroitly woven and expertly acted. It concerns a bungling, dim-witted justice of the peace, Moore, who makes the fatal error of marrying couple a few days before he was authorized to do so. Thus the marriages are not legal. Two and a half years later the mistake is discovered and the screenplay, by Nunnally Johnson, examines the effect of this knowledge on five of the couples when it finally catches up with them.

The first is Allen and Miss Rogers, a pair of radio performers who got married in order to get a contract for a husband-and-wife breakfast program.
Personal Mention

SAM GALANTY, Columbus Mid-
Eastern division manager, is in
New York from Washington.

VINCENT TROTTA, industry artist,
left here for Long Beach, Calif., at
the weekend to participate in judg-
als of the "Miss Universe" beauty
pageant.

SAM TAOIR, Republic film salesman
in Baltimore, announced the gradu-
ation of his son from Harvard Uni-
versity Law School.

EDWARD KINGSLY, Mayer-Kings-
ley Pictures, left here for London at
the weekend to confer with ARTHUR
MAYER.

Foster M. Blake, Universal Pic-
tures Western sales manager, has
returned to New York from Milwau-
kee.

JEFF LIVINGSTON, Universal Pic-
tures Eastern advertising manager,
is on a week's vacation in Nova Scotia.

Lopert Sets Deal With London Films

The City Investing Co. and Lopert
Films have closed a deal with London
Films in London to finance the pro-
duction of three films, "It Happens
Here," "A Woman of Fire," and "Sult-
an," with color by Technicolor.

"Sound Barrier," and a new Carol
Reed production, "The Great
Lopert," president of Lopert Films,
disclosed the deal on Saturday.

Lopert, who left here on Saturday
for a seven-week business tour of Eu-
rope, said under the terms of the deal,
City Investing and Lopert Films have
acquired distribution rights in the U. S.
and a financial interest in the nega-
tives of these pictures on a world-wide
basis.

"Greater Amusements" On Bi-Weekly Basis

MINNEAPOLIS, June 22.— "Greater
Amusements," regional trade paper
published here, announced in this week's
issue that starting next month it will be
published every week instead of every
third week as before. The move was ascribed
mainly to "industry ad-
justments," which it says have dis-
rupted the order of reissues and ad-
vancing to heavy publishing.

20th-Fox to Launch Plans for 1953

With all pictures scheduled for re-
lease during the next six months com-
pleted, preliminary planning for 1953
has begun at this city's 20th-Fox office.

Beginning with the release of "The
Corridor," which will be shown on
Wednesday, the press.

Showings will be held for invited represen-
tatives of the motion picture industry,
and there will be advance previews for
search groups, theatrical producers and
agents, Washington officials and medi-
a representatives.

The audiences will see a special show
of top stage personalities trans-
cast over a closed circuit hook-up.

Columbia Meeting Starts Here Today

Columbia today will open a three-
day division manager's meeting here
at the Hotel Warwick. Following the
sales manager A. Montague presiding.

High on the agenda will be discus-
sion of the sale of current and top
productions currently in release as well
as films to be released during the
summer and fall.

Awaiting from the home office, in
addition to Montague, will be: Rube
Jackter, assistant general sales mana-
ger; Louis Astor, Louis Weinberg and
Irving Wormser, circuit sales execu-
tives; George Josephs, sales executive;
H. C. Kaufman, manager of exchange
finance; Jack Underwood, producer-
manager and recently fledger manager
of sales accounting; Seth Rainer, con-
tract department; Vincent Bordell,
assistant to circulation; Robert Rosen,
and Sydney Singerman, assistant man-
ger of exchange operations.

Coming in from the field will be: M.
Colin, New York division mana-
ger; Sam Galanty, Mids.; Carl
Shalti, Central division; R. J. Ingram,
Mid.; Jack Underwood, West Coast;
Harry Weiner, division manager
for Southern New England and
Eastern Pennsylvania; I. J. Rogovin,
Detroit; Edward Freiberg, Mid.;
Jack West; Harry Tillman, Northwest.
In addition Ben Lourie, Chicago branch
manager, and William Le, Los Angeles
manager, will be present.

M-G-M Sets Wide "Ivanhoe" Showings

Starting June 30, M-G-M will screen
"Ivanhoe" in 60 of its theatres.

At the showings, the company will be
as guests of M-G-M sales executives
who will also attend the screenings in
cities adjacent to exchange towns.

"Ivanhoe," directed by Busby Berkeley
for M-G-M, has seven screeners in
outlying towns lined up. Atlanta,
Cleveland, Milwaukee and New
Orleans have four each. Albany,
Cincinnati and Detroit have three each,
while Des Moines, Oklahoma City,
Philadelphia, San Francisco and
Washington have two.

In all instances of the "closer to home" screenings, the showings will be
shown in the morning or early after-
noon, while regular scheduled trade
showings in theatres are to be held at
night.

Tent Sets Boxing Match

Baltimore, June 22.— The local
Victory Club's annual "Beat the
Waves" charity boxing, with Henry
and Archie Moore to head a
boxing show at the Baltimore Mem-
orial Stadium Thursday.

Questions The Form Of Md. Censor Suit

BALTIMORE, June 22.— The defense
to be presented by the State of Mary-
polis to its suit to constitutionally
challenge the Maryland motion-
picture censor laws is expected to
challenge the right to bring the suit
in the U. S. District Court of the
General Hall Hammond declared here.

The suit was filed by Harry R.
Shull of Washington, trading as Peer-
less Motion Pictures Co., against the
Maryland Board of Censors and Police
Commissioner Beverly Ober.

The suit has nationwide implications
in that it is the first suit since the
prior film censorship in five other states
and more than 200 municipalities.

The constitutionality of such censor-
ship is a subject of renewed debate
since the Supreme Court recently ruled
that films are subject to the same
constitutionality guarantees as the
press.

The suit, filed in Circuit Court, con-
tends that in requiring prior author-
ization of a film, the censorship law
violates the First and 14th amendmen-
t of the Federal Constitution and Article 40
of the Declaration of Rights of the
Maryland Constitution.

Daff Welcomes Beauties

Alfred E. Daff, Universal vice-presi-
dent of the division handling sales,
and other Universal foreign sales execu-
tives helped welcome at the week-end
the international beauty winners who
will be in this city in the first ever Miss
"Miss Universe" beauty contest and
pageant to be sponsored jointly by
Universal and World Airways.

American World Airways and Catalina
Swim Suits at Long Beach, Cal., on
June 29.
The Green Glove

Glenn Ford and Geraldine Brooks
... the screen's newest star-team!

Benagoss Productions, Inc. presents Glenn Ford in THE GREEN GLOVE co-starring Geraldine Brooks - Sir Cedric Hardwicke with George Macready Original story and screenplay by Charles Bennett - Produced by Georges Maurer - Directed by Rudolph Mate

“A good bet for anybody’s screen!” - FILM DAILY
and builders would be allowed to self-certify fairly liberal amounts of steel, copper and aluminum for theatre projects.

The steel strike interfered, however, and the postponement of the relaxation had long been indicated.

Fowler said the Administration would not make the changes previously announced. "We will defer any changes in the ban on recreational construction until the steel stoppage is over and we have assessed the damage," he declared.

Long Delay Seen

That means that the relaxation will not go into effect very promptly even when the steel strike ends. NPA will then have to determine the shortage and it is quite probable that it will find that so much steel production was lost during the strike that it will be some time before the contemplated relaxation of recreation construction controls can be ordered.

Fowler said the agency has "no present plans" to cancel any steel allotments which have already been made for the third quarter for theatre projects. NPA has made some allotments in certain "hardship" cases, and there had been talk that these allotments would be cancelled. But that's not in the cards right now, Fowler indicated.

Tony Silver to Souvaine

Tony Silver, son of Mill Silver, advertising-publicist director of Souvaine Select Pictures, has joined the administration department of Souvaine.

Universal-Decca Merger

(Continued from page 1)

thirds of the stockholders of both companies. With Decca now owner of a 42 per cent interest in Universal, the two-third requirement seemingly would be obtained without difficulty, despite opposition from minority stockholders, both anticipated and evidenced.

The alternate plan of a consolidation of the two would have required the approval of only a majority vote. With Decca's previous 30 per cent interest, without the Rank holdings, that, too, would have been reasonably easy to obtain. However, Rank's important role as distributor and exhibitor of Universal product in Great Britain and elsewhere lent significance to his opposition far beyond the weight of his stockholdings.

As previously reported, Rank, his financial aide, G. I. Woodham-Smith, and the head of his American organization, Robert S. Benjamin, have been nominated for reelection to the Universal board at the annual meeting of stockholders on July 8, and will be elected and will serve for a limited time. However, in anticipation of the merger move next fall, Rank and Woodham-Smith, at least, may resign to make way for Decca representation on the board of the merged companies.

At present, Milton R. Rackin, Decca president, is that company's only nominee for election to the Universal board on July 8. Thus, for the time being, Decca, with 42 per cent of the Universal stock, will have but one representative on the latter company's board. But, with the present stock holdings, will have three representatives, including himself on the Universal board.

Rackin, as previously reported, will be elected president of Universal at the organization meeting of the board immediately following the present board's meeting. Nate J. Blumberg, Universal president since 1938, will be elected chairman of the board, a post which has been vacant since the resignation of J. Cheever Cowdlin in 1950.

London Hears Decca Paid $19 for Rank's 'U' Stock

LONDON, June 22—It is authorita-

tively reported here that J. Arthur

Rank received $19 per share for his

134,375 shares of Universal Pictures

common stock from Decca Records, or $2,520,000, which is approximately

$2,520,000.

Rank's asking price had been $20 per share, but it is reported here that the

price was shaved slightly in consideration for the continuity of his holdings to distribute here all Universal product.

(Continued on page 1)

Arbitration

(Continued from page 1)

A statement that had been reached, it is

being announced, between exhibitor and distribu-

tors' groups. The inference is that some distribu-

tion representatives had assured an imposable take-it-or-leave-it attitude on virtually every proposal for modification or amplification ad-

vanced by exhibitor representatives.

The unwieldiness of the large conference committee of the whole was suggested by some

a responsible for the near

statement which barred fur-

ther progress and threatened the continuance of the sessions.

The hope that a smaller group might be able to accomplish what the larger one appeared unable to do, led to the suggestion of forming a committee of 10. Its members are:

Aram F. Myers, Vernon B. Frisch and Wilbur Snaper, for exhibition, and Austin Krouth, Adolph Schimmel, Al Lichtman, Alahn, and Phillip Rodgers, for distribution.

On both exhibitor and distributor

sides it is now felt that the spirited

session of viewpoints which were

marked last Wednesday's sessions in particular might well have been a good thing for the future of the conferences. It not only served to let off pent-up "steam," but some point out, and to fix blame where blame was due, but it also resulted in transferal of the drafting work to a compact group, each aware of the other's side's views.

With the implicables off the stage for the time being, theuggy arbi-

tration advocates now are looking for-

ward hopefully, rather than optimisti-

cally, for the progress being made when the new committee

is to make 10 tapes over the deliberations a week hence.

Compo Triumvirate

(Continued from page 1)

Samuel Pinanski and Trueman Rem-

busch—was at work here at the week-

end on plans for the tax fight. Rem-

busch and Pinanski spent all of Fri-

day and part of Saturday on that ef-

fort at COMPO headquarters with

with their COLOMPO special counsel, and Charles E. McCarthy, in-

formation director.

It was ascertained that the duties handled by the Office of the vice-

president, which Arthur L. Mayer re-

linquished several weeks ago, will be transferred to Conn. Another executive vice-president will not be elected until such time as a president is named.

The COMPO stalwarts view as "very possible" the re-election to office of the triumvirate when the COMPO board and executive committee hold their annual meeting next year.

It is expected that at that time a bill calling for repeal of the 20 per cent ad-

val tax will have been intro-

duced in the 83rd Congress. To all intents and purposes the industry's tax fight will not have been completed until the Congress adjourns, if report did not come before adjournment.
Review

"We’re Not Married"

(Continued from page 1)

Rich nuggets of satire emerge as the couple poke fun at those vapid, commercial-laden programs. Allen and Miss Rogers are furiously angry at one another, but as they go through their broadcast they ooze with tender solicitude. In this, as in the other sequences, the delightful sparks of comedy touched off are better viewed than described in words. The episode ends in happy irony.

Next to receive the news is Wayne, a harassed young man who walks around with a baby in his arms while his wife, Miss Monroe, clad in a bathing suit, goes wooing a “Mrs. America” beauty contest.

“It’s all going to be different now,” thinks Wayne when he receives the fateful letter. But he doesn’t reckon with his mate’s drive. She now can go after “Miss America” laurels.

Calhern is a wealthy, Texas oilman, very much in love with his young, beautiful but scheming wife, Miss Gabor. Bent on divorcing him and taking over his fortune, Miss Gabor sets out to frame him. The plan almost works, too, but the letter arrives in time to smash it. The farce is filled with well-executed drollery.

Douglas and Miss Arden play a sedate, suburban couple whose marriage has settled down to a humdrum routine. For Douglas, the letter opens up luminous visions of gay times he can now have in bachelor freedom. But his dreams of amatory glory are short-lived. He begins to realize the horrible cost of all that fun, burns the letter, and appreciates Miss Arden anew.

Bracken is a soldier about to be shipped overseas, and his wife, Miss Gaynor, is to have a baby. The letter throws him into panic and all his frantic efforts to remarry are aborted by the lack of time. Fortunately a kindly chaplain learns about the plight, and with the help of a radio, he remarries the couple via a ship-to-shore hookup.

Johnson also produced this delightful romp and Edmund Goulding directed with an artful command of his medium.

Running time, 85 minutes. General audience classification. For July release.

Mandel Harrisman

now chairman of High Definition Films, and other prominent electronic and banking officials. Korda’s association with the new company clearly confirms suggestions that he recent resignation from the British Film Producers Association was motivated by his intention to enter the television field if and when the government sanctions sponsored TV.

Tax Fight

(Continued from page 1)

Wilbur Snaper, national Allied president, and among those in attendance will be Col. H. A. Cole, Allied board member and co-chairman of the COMPO tax committee; Charles Niles, national chairman of the Allied Caravan, and possibly Abram F. Myers, general counsel and board chairman of the exhibitor organization.

Successful Local Fight

Niles, who was scheduled to arrive here yesterday from Des Moines, is one of the leaders of the-admission tax fight which Iowa-Nebraska Allied has had underway for some time. The unit’s campaign against the tax has been viewed as highly successful in that U. S. Senators and Congressmen from that section already have committed themselves as being in favor of elimination of the levy in consequence of direct appeals by the exhibitors.

Pat McGee, Cole’s co-chairman of the COMPO tax-committee, remained in New York over the weekend, and was expected to sit in on the meeting of Allied Officials.

David Rose to Coast

David E. Rose, producer of “Island of Desire,” who arrived here last week from Europe for discussions with United Artists executives on the distribution of his film, left for the Coast at the weekend. While in Hollywood, he plans to complete arrangements for his next film, scheduled to go into production early in August.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!

“You’re a well propertied woman – I wouldn’t mind marrying you myself!”

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD

A REPUBLIC PICTURE
The Vital Spark

Ever since the early days of the business of motion pictures, exhibitors have been accustomed to know that product worth the selling is worth the telling in unmistakable fashion in their trade paper.

That feeling has not changed. In these realistic times, it is more pronounced than ever.

His trade paper, through the many services it renders, has become an integral part of the daily business life of the exhibitor. Its advertising pages have come to reflect to him the product situation.

It is obvious that the extent of a distributor’s confidence in product he has available is generally indicated by either the telling—or lack of telling about it—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

The vital spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually “cold.”

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it soon enough; (2) Make it effectively proclaim the box-office values of the picture; (3) Publish a sufficient continuity of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling—to the exhibitor and consequently through the exhibitor. Its cost is dimes that bring dollars—for the producer, the distributor and the exhibitor. It is the vital spark for the power that produces greatest results!

UP-TO-DATE
Check List

of recent or forthcoming releases featured in advertising* in MOTION PICTURE DAILY

(alphabetically by title)

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<td>MY SIX CONVICTS (5 Pages)</td>
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<td>PAT AND MIKE</td>
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*Pictures featured in M. P. Daily advertising during past 6 weeks.
6 Off-Hour’ Theatre TV Shows Planned for Fall

Negotiations are underway for at least six commercial “off-hour, non-entertainment” theatre television projects to be launched this fall, it was learned here yesterday.

Sparkling the talks are representatives of United Paramount Theatres, although other theatre-TV equipped circuits are to participate in the telecasts.

The projects include sales meetings and training programs, under which a commercial organization will pay a rental fee for each theatre-TV equipped house.

Meanwhile, details of the scheduled Thursday morning Civil Defense theatre telecast were disclosed. Under terms of the deal, the 10 theatres in the 10 cities will be compensated by the government for most of their operating expenses, in addition to the government paying all the cable charges for the telecast which will emanate from Washington, D. C.

Golden and Sherman
Form New Company

Hollywood, June 23.—Producers Edward A. Golden and Harry Sherman, backed by an undisclosed number of state rights distributors, shortly will announce the formation of a new theatre-television distribution organization to be known as Progressive Pictures, Inc. Golden disclosed here today.

The country will be divided into nine franchise areas, according to the plan, and it is contemplated that 12 pictures will be distributed annually in the beginning. Due to changed conditions arising from population shifts, the increase in drive-ins, trade practices flowing from the consent decree.

Rain Brightens NY First-run Grosses

Overcast skies and repeated showers over the weekend were credited with aiding New York first-run grosses this week, which ran from fair to very good.

Among the sturdy performers was “Lovely to Look At,” the current attraction at Radio City Music Hall, which expects to realize a fine $125,000 for its fourth and final week, topping the previous week by $5,000.

“Where’s Charley?” bows there Thursday.

At the Paramount, a very good $84,000 is expected for the initial week of “Cryin’ in the Night” on the screen and singers Les Paul and Mary Ford on stage. Another fairly good opener is “Pat and Mike” at the Capitol, where a nice $39,000 is forecast for the first seven days.

Raining Till the Sun Shines, Nellie will have its premiere at the Roxy on Friday, replacing “Diplomatic Cou

Move for Oct. Theatre TV Hearings Made

MPA, NETTC Formally Petition FCC to Act

Washington, June 23.—The Motion Picture Association and the National Exhibitors Theatre Television Committee today formally petitioned the Federal Communications Commission to advance the theatre television hearings date to mid-October.

The hearings are now scheduled to start Jan. 12. MPPA and NETTC suggested that eight days of hearings be scheduled starting Oct. 13 or Oct. 20, for engineering and accounting testimony. Following that, it was implied, the FCC could recess the hearings until another block of hearing days became available.

In their petition, MPPA and NETTC pointed out there have been five postponements in the scheduled start of the hearings, and that if the hearings don’t start until January, it will mean a delay of 16 months since the first scheduled hearing date.

Lifting of Color Television Ban Scheduled Today

Washington, June 23.—The National Production Authority is scheduled to issue tomorrow its long-debated order permitting color television in theatres.

The order, removing the present ban on virtually all color television, will also permit some home color TV when the manufacturer certifies such production does not interfere with the production of goods set for the country’s defense effort.

See Controls Until At Least Oct. 1

Washington, June 23.—National Production Authority officials said today that it is “extremely doubtful now” if the current construction controls can be relaxed much before Oct. 1, and that there is “some doubt” that the construction controls can be relaxed even then.
Leonard Goldenson, president of United Paramount Theatres, will leave here tomorrow with Mrs. Goldenson on a European trip.

Annette Umanovsky, secretary of the Motion Picture Theatre Owners Association and personal secretary to Warner Brothers official A. Julian Bayles, was married Tuesday, June 17 in Washington to Carl Allen Moffitt.

Frank La Grande, supervisor of Paramount laboratory operations in New York and London, will return here from the Netherlands, where he closed a two-month business trip to Great Britain and the Continent.

William Perlberg and George Seaton, Paramount production team, will leave Hollywood for New York on July 8 and on July 11 will sail for Paris aboard the S.S. Liberté.

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Herma M. Levy, Theatre Owners of America general counsel, was in New York yesterday from New Haven.

Maurice Bergman, Universal Pictures public relations executive, returned yesterday from a vacation in Havana.

Paul Crane, Loew's International traffic manager, marked his 30th anniversary in the film industry yesterday.

Mitchell Rawson and Harry Kreebs of M-G-M's home office publicity department are on vacation.

Dimitri Tomkin, composer, has returned to Hollywood from New York.

Name Siegel Aide to Hawkison at RKO

Morton Siegel has been named administrative executive and aide to Robert K. Hawkison, RKO Radio assistant foreign manager. Coming to the Siegel division from the laboratory department, Siegel has been with RKO Radio 14 years. He served three years with the U.S. Naval Reserve during World War II.

MOTION PICTURE DAILY, Monday, June 16, 1952

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Plenty of “See”… Plenty of Sell!

“Packed with plenty of selling angles! An exploitation natural!”—EXHIBITOR

SEE
the feared Pirana fish devour a living man!

SAVAGE DANGER!
PRIMITIVE LOVE!
THRILLS UNIMAGINED!

SEE
Anaconda, the world’s largest snake, crushing its living victim!

SEE
the secret rites of tribes untouched by civilization!

SEE
the fierce head hunters of the Amazon in berserk frenzy!

"STRANGE WORLD"

in DENVER—Rialto—RECORD-BREAKING OPENING!
in SEATTLE—Music Box—HOLDOVER!
in MINNEAPOLIS—RKO Pan—STRONG!
in PORTLAND (Ore.)—Mayfair—VERY BIG OPENING!
in SAN FRANCISCO—Esquire—SOLID!

It packed 'em in
Says Italian Reds Influence Films

BY ARCEO SANTUCCI

Rome, June 23—Guido Gonnella, Member of Parliament and secretary of the Democratic Christian Party, openly charged the Italian film industry with being influenced by Communists in addressing the general meeting of the Governing Party at Anzio at the weekend.

Says Subsidies Aid

He charged that Communist penetration into the film, general entertainment, art and sports world has been aided by government subsidies and has developed to a worrisome status. Gonnella warned that the government cannot continue to subsidize those who would destroy it and implied that steps will be taken to correct the situation.

This is the first time a responsible government official has made the charge that Communist penetration of the art and entertainment industries is succeeding. When made in other quarters, the charges were invariably denied by Under-Secretary Giulio Andreotti.

The Anzio meeting is considered to be an important prelude to the 1953 elections and is expected to result in a new drive involving government policies.

O’Donnell Here On Texas Compo Plans

Robert J. O’Donnell is meeting here with distribution executives on plans being formulated for the second annual Texas COMPO Conference, June 1-3, 1953. Max E. Younestein, United Artists vice-president, and Jerry Pickman, Paramount advertising—publicity vice-president, who are co-chairmen of a merchandising panel which will be held in connection with the conference.

It is reported from Dallas, meanwhile, that Kyle Rowe, executive director of Texas COMPO, has disclosed that more than 300 requests have been received since June 12 for recordings of speeches and discussions at the Texas Compo Conference early this month.

Paul Short, who assisted the executive chairman at the conference, reported that a package arrangement would be completed which will include copies of important speeches, and recordings of the principle speakers. It will be made available at cost, he said.

National Pre-Selling

LADIES’ HOME JOURNAL for July has a print-order of 4,800,000 copies, which will provide pre-selling for various motion picture stars featured in the August issue. Among them are Katharine Hepburn, Robert Young, Donald Crisp, Luc, and Irene Dunne, for Avon Cosmetics, are other tiptops. Walt Disney’s made-in-Sherwood Forest, “The Story of Robin Hood,” get four pictures, four columns in the new McCall’s, out this week. Dale Robertson, ex-truckdriver, ex-cowboy, ex-boxer, ex-soldier, and star of 20th Century-Fox’s “Lydia Bailey,” is the subject of a special feature story, “Drawl in High Boots,” in the July issue of Seventeen.

MGM’s “Movie of the Month” calendar ads for “Love to Look At,” “Ivanhoe” and “The Merry Widow” will hit 13 slick and fan magazines. This brings as a total of 37,970,000 readers.

In a special Stage layout, Our World magazine for August presents a pictorial narrative of the recent 20th Century-Fox press and star junket to the recently established international world premiere of “Lydia Bailey.” . . . A special 10-page edition of a radio news account of the entire junket, “Wait ’Til the Sun Shines, Nellie” is currently going out to over 1,000 key executives and personalities who are on the radio broadcasting circuits. . . . Arthur Godfrey and Columbia Records have jumped on the Warhol bandwagon for “Wait ’Til the Sun Shines, Nellie” with a new recording of the song that inspired the picture. Heavy trip promotions will commence early in July, with special emphasis early in July, on dovetailing campaigns with local playdates.

An illustrated article entitled “The Barber Takes Spotlight in New ‘Holiday Hotel’ headliner’s Journal for June, recommending 20th Century-Fox’s ‘Wait ’Til the Sun Shines, Nellie’ to its vast transoceanic readership. . . . ‘The Voice of 80,000 Master Barbers’ presents a barber’s eye view of the Technicolor story of 50 years of life in a midwestern town. And a special preview of the picture for 50 prominent New York barbers and representatives of their trade associations, has generated unusual interest in the upcoming Roxy theatre attraction among top barbers and their best theatrical customers in New York.

Six lovely models started last week on personal appearance tours for M-G-M’s “Lovely To Look At”—in the Southwest, Central and Midwest, with apparently one spate. The girls have been told they will have good treatment and go right on with their appearance and adequate time to prepare for many dates. Field executors are told they will be able to work through the lovelies with local executives than saluting the Mayor, in most situations.

The drawing and “Robin Hood” will appear as a King Features Syndicate cartoon beginning July 13th and continuing for 26 installments.

WALTER BROOKS

Reviews

“White Corridors” (J. Arthur Rank)

WITHIN THE FRAMEWORK of a hospital drama, British made “White Corridors” brings together a group of loosely connected but distinct plots. As such, the story has multiple interest and variation, but frequently dilutes its narrative appeal in too many directions. The director, Sir Michael Powell, has a fertile flavor which will please the more discriminating audiences.

One of the dominant themes centers around Googie Withers, an ambitious nurse in love with James Donald, a research pathologist. The clash of ambitions between the two provide some of the story’s suspense. Other aspects involve Petula Clark, a sly, pretty nurse who fumbles and frets through an apprenticeship at the hospital; a little boy, who, in the course of his illness, is given a blood-poesie bying that doesn’t respond to penicillin; another nurse, Moira Lister, who falls in love with a playboy doctor and runs afoul of hospital regulations, and the like. Cast veteran Glynis Johns, playing Georgette Tarley, has who his difficulties with the playboy, his son, Jack Watling.

As the story comes to a climax, Donald himself becomes a victim of the poisoning, but is saved by the injection of his own experimental serum. Other plot pitches are resolved according to individual circumstances.

A Vic Films production made under the banner of J. Arthur Rank, it was produced by Joseph Jammi and John Croydon and directed by Jackson. Running time, 102 minutes. General audience classification: M. MANDEL HERBSTMAN

“The Rough, Tough West” (Columbia)

CHARLES STARRETT, alias the Durango Kid, joins forces with an old friend and the betterment of a mining town only to learn eventually that the friend is the manipulator of underworld doings. The picture has the customary Western elements and stands up adequately in its category. Rounding out the cast are some comic touches and songs is Starrett’s old teammate, Smiley Burnette.

Jack Mahoney is the friend who invites Starrett out and makes him a marshal. In time Starrett learns from a crusading newspaper publisher, Valeria Fisher, that it is Mahoney who is behind all of the town’s huckling. Naturally, Starrett goes to bat against Mahoney. Presently, however, Mahoney begins to see the evil of his ways and reforms. But this leads him into a battie with a gang of bandits, in which usually the entire town is burned, Starrett and Mahoney vanquish the outlaws.

Others in the cast are Tommy Ivo, a newsboy, and Pee Wee King and his band. Colbert Clark produced and Ray Nazarro directed, from a screening-publication.


MANDEL HERBSTMAN

Hoff Urges NPA to Relax Copper Rules

OSWALD, June 23—T.ESMA Hoff, president of the National Production Authority has urged the National Production Authority to relax the entertainment use restrictions on copper and aluminum. He said the rules were designed for continuing the steel on car in use in 1941.

NPA announced at the weekend that the steel orders of July 1 would be postponed indefinitely, due to the steel strike. In a message to NPA, Hoff pointed out that copper and copper wire products are in good supply and that there is no copper in the steel industry. The substitute buyings would be facilitated were the planned relaxations on copper use to be made. More buyers of theatre equipment and allied lines also would be benefited, Hoff pointed out.

FWC Closing Two In ‘Frisco Area

SAN FRANCISCO, June 23—Fox West Coast Theatres last week announced that the closing of two Oakland theatres indefinitely, put two on a weekend discussion of the policy and the leaving of the 1129-seat Universal

The 2631-seat Orpheum closed on Wednesday and the 814-seat Franklin closed on Thursday. The tickets for the two policy house policies are the 610-seat State in Richmond and the 1146-seat Palace in Oakland. The United Nations will put on stage plays.

WALTER BROOKS

350 Solons to Attend Washington Premier

WASHINGTON, June 23—More than 300 members of the House and more than 50 Senators already have accepted invitations to the premiere here Friday of M-G-M’s ‘Washington Story.’

The premiere is preceded by a reception and buffet supper in honor of House Speaker Sam Rayburn at the Willard Hotel.

As part of the build-up for the premiere, M-G-M official Jack Fox is conducting a poll among 300 members of the Capitol Press corps for their nomination for the ‘handsomest Congressman.’ The winner will take the principal roles in the proceedings on the stage before the film showing.

Objections to Action Filed by Md. Censors

BALTIMORE, June 23—The Maryland State Board of Motion Picture Censors has filed demurrers to the suit which seeks to invalidate Maryland motion-picture censor laws on grounds that the statutes are unconstitutional.

The Police Commissioner of Baltimore also joined in filing the demurrers with Baltimore’s Attorney General, Hall Hammond.

The papers filed contend that the suit, brought by a director of the old Maryland Censor Board, who is a practicing lawyer and does not entitle the distributor relief in the Circuit Court. It alleges that the plaintiff has other legal remedies.

For Lease

GRAND CENTRAL: Opposite Copley Plaza. One-story permanent location. Entire building. 35th Floor, 800 sq., ft. suitable for drive in. One-story commercial building, 7,650 sq., ft., drive for cars, glass fronted, erected Mediterranean Ave., JOURNAL SQUARE, Jersey City, opposite rear Loew’s Theatre.

Owner, L. R. Rosenbaum & Son Financial & Reorganizations

35th Floor, N.Y., P.Laza 3-7310

Tuesday, June 24, 1952
Theater TV (Continued from page 1)

They said the delay has “placed a heavy burden on the company and individuals and repeatedly prepared to meet each hearing date deadline in learning to meet the MPAA and the National Endowment for the Arts standards, and for theatre television; a sample theatre; a microwave distribution system; projection equipment; and transmission costs.

UPTC-ABC Ruling (Continued from page 1)

The Western Massachusetts Theatre Council has informed the president of the numerous theatre interests RKO Theatres’ has sounded out for the proposed $1.3 million stock in Metropolitan Playhouses, Inc.

In an effort to sell its 20 percent interest in Metropolitan Playhouses, RKO Theatres has sent letters to potential interested parties offering the stock for sale.

As an RKO Theatres spokesman said that as yet no deal for the sale of the theatre has been consummated. At the same time, he denied that RKO Theatres is currently engaged in talks with Samuel Goldstein, president of West Side Theatres, or any of his representatives, for the sale of RKO Theatres in the Metropolitan area or on the Eastern seaboard.

Calls for Open Bids (Continued from page 1)

to open all bids to inspection by unsuccessful bidders.

Einfeld Arrives in Italy

Charles Einfeld, vice-president of 20th Century-Fox, will arrive in Naples today aboard the S. V. Pol- lente, for a tour of the principal capitals of Europe where he will hold merchandising meetings with company sales personnel, that he may hold his first session with Fritz Micucci, manager for Italy, in Rome.

Delay NTFC Meet

The National Television Film Council has postponed its last luncheon meeting of the season from tomorrow to July 9, a date which will also mark NTFC’s opening season. Congressmen Klein, a member of the House sub-committee probing radio and TV programming, has been invited to attend the July 9 luncheon at the Hotel Warwick, as a guest speaker.

N. E. Circuit Gets Met. Playhouses Bid

The Eastern Massachusetts Theatres Council has been informed that one of the numerous theatre interests RKO Theatres’ has sounded out for the proposed stock in Metropolitan Playhouses, Inc.

New Extension Due In Loew’s-UAT Split

Washington, June 23—Justice De- nis Sullivan yesterday said there will be another extension, probably of 30 days,” in the deadline for dissolution of the joint interests of Loew’s and United Artists Theatre Circuit.

At present, the two companies are divided either to have submitted a proposed dissolution plan by today or to actually start dissolution proceed- ings by next Monday. Justice officials are expected to propose a delay in the two dates would be submitted to the New York court this week, and it would probably be for a month.

Strike in Cleveland

Houses Held Off

Cleveland, June 23—William Finegan, executive of the Cleveland Federation of Labor, has assured owner- ers and operators of downtown film houses that there will be no strike of members of Local 89, who operate coin-operated equipment in city theatres, until union and theater repre- sentatives have concluded a scheduled meeting sometime this week. The 15 men affected are seeking a wage boost under the 10 per cent wage rate increase program, plus a cost of living raise.

Crouse Aids Negro Fund

Louisville, June 23—Guthrie C. Crouse, president of the Kentucky As- sociation of Theatre Owners, has been appointed state chairman of the United Negro College Fund campaign.

N.Y. Grosses (Continued from page 1)

rrier” which is due to bow out with a swell, $31,000 for its second and final week. Accompanying the new feature will be the annual Roxy Ice show.

A so-so $9,000 is seen for the opening week of “Scarlet Angel” at the following the run of “Red Planet Mars” at the Criterion is expected to draw an unexciting $15,250. The next attraction at the Criterion is “Thy Story of Robin Hood,” which bows in Thursday.

Among off-Broadway houses, “Ac- tors with a Dark Image” is doing excellently with $7,700 indicated for its fourth week. Another sturdy holder is “Hans in the White Suit” at the Sutton, where $11,000 is seen for a 12th week.

“Encore” at the Normandie is doing fine with $7,200 for a 12th week. The eighth week of “Never Take No for an Answer” at the Belasco 2nd. with a fair $8,400.

“I Dream of Jennie” opens at Loew’s State tomorrow, replacing two revues.

‘King Kong’ Hitting Wartime Grosses

Cleveland, June 23—“King Kong” is picking up wartime grosses. On the night of its opening at the RKO Palace Theatre, the reissue played to over 3,000 adults and 300 children, which is house capacity. The film is also reported to be doing excellently at Detroit’s Palm State Theatre.

Extensive radio advertising is credited as a big factor in the picture’s drawing power.

Form New Company (Continued from page 1)

Production is expected to take place at Peck’s Florida studio, where it is declared overhead can be held down to five per cent in contrast to the major studios’ 40 or more per cent.
Monthly magazines

- pre-selling a multi-million, entertainment-receptive market
- are read longer...kept longer...
  referred to more frequently than any other media
- are alive with color—an ideal climate of heightened
  reader interest for all movie advertising...and
  the perfect setting for advertising color movies
  as well as black and white.

**insure**

- the most effective impact for your
  advertising dollar through the real economy
  of monthly magazines in reaching millions

**box office successes**

- are pre-sold through monthly magazines

*Redbook*

*More than 2,000,000 circulation...concentrated in the movie-conscious, movie-going*

**18 to 35** age group of *Young Adults*

*The Vital Years*

*The Vital Market*
Eidophor TV to Be Shown Today

The first in a series of more than 20 public half-hour broadcasts by Century-Fox's Eidophor color theatre television system will be held today at the company's home office and research studios. Demonstrations will continue through July 2.

DeVry and Neu to Lead TESMA Meet

Hollywood, June 24—William C. DeVry has been named chairman, Oscar F. Neu, honorary chairman, and Roy Boomer, coordinator of the Theatre Equipment and Supply Manufacturers' Association convention to be held at the Morrison Hotel in Chicago November 15-19, president. J. Robert Hoff announces.

Lee Jones has been appointed chairman of the planning committee and the registration committee will be headed by V. J. Nolan.

Set Anti-Tax Finance Plan

At a meeting here yesterday with Al Lichtman, Council of Motion Pictures Organizations governing committee member, the sales managers of the major distribution companies agreed to have their sales forces cooperate in soliciting contributions from exhibitors to help finance the industry's campaign for repeal of the 20 per cent Federal admissions tax.

It was pointed out at the meeting, which was held at the "21" Club, that all exhibitor contributions will be matched by distributors. This has been the practice in financing COMPO Court would not become effective unless, too, in the future when the flat-rate dues collection program, which the agency's board had also put in operation. Presumably, the collection for the tax fight will be apart from regular COMPO dues payments.

The report of the conference continues on the past several days to lay the

(Continued on page 4)

Allied Units Ready Plans to Fight Tax

Allied units in various parts of the country are organizing for the industry fight for repeal of the 20 per cent Federal admissions tax which will be conducted under the banner of the Council of Motion Picture Organizations.

In New Orleans, preparations for the anti-tax drive were made at a regular board meeting of Allied Theatre Owners of the Gulf States. Also on that unit's anti-tax agenda is repeal of the Louisiana state sales tax on film, a bill covering which has been introduced in the legislature.

Plans for another COMPO "Movie-

(Continued on page 4)

WOULD TAKE THREE MONTHS TO SET ARBITRATION MACHINERY

Any system of arbitration approved by exhibition, distribution, the Department of Justice and the Statutory Council would have to be established within three months after the court gave its approval, according to the draft of an arbitration system which the industry conference, now in recess, has been considering here.

The three-month period was suggested for governmental rules to provide time in which to establish the machinery and personnel for whatever system is agreed upon. Morton Picture Daily reported yesterday that the conference delegates are in favor of setting an 18-month trial period for an arbitration system.

During that period it would be possible to detect flaws in the system which could be corrected later.

The arbitration conference established a committee of ten to continue the paragraph-by-paragraph analysis of the draft which was discontinued last Wednesday when adjournment was ordered. The committee will meet here Monday, probably in the board room of Fabian Theatres, to resume the analysis. First subjects to be tackled at that time are bidding and alleged forcing of features and short subjects.

Mull Plan to Boost Mex. Film Industry

MEXICO CITY, June 24—A program to improve the motion picture industry in Mexico was outlined here by President Miguel Alculean at a two-hour conference attended by representatives of all branches of the industry, Alculean, in turn, agreed to arbitrate disputes in the industry. The Mexican president also told the delegates that he expects the trade to be smoothly running by the time his successor assumes office on Dec. 1.

The following are features of the program outlined to Alculean:

The three top studios—Churubusco, (Continued on page 4)

C. P. Skouras Here On Divorcement

Charles P. Skouras, president of National Theatres, which will become Westco Theatres Corp., following divorcement of 20th Century-Fox, conferred here yesterday with top 20th-Fox executives on divorcement problems.

Skouras, who arrived from the West Coast Monday, will also be on hand to view today's Eidophor demonstration

(Continued on page 4)
Personal Mention

MITCHELL WOLFSON, president of Theatre Owners of America, is due here today from Miami.

NORMAN BARNETT, vice-president of Barnett International Forwarders and Mrs. Barnett yesterday became the parents of a third child, REGINA PATRICIA, born at White Plains Hospital, White Plains, N. Y.

PINCUS SORER, M-G-M attorney, left San Francisco for Helsinki to attend the Olympic meet. He has been visiting San Francisco from New York.

HENRY L. NEEDLES, managing director of the Art Theatre, Hartford, has been named a director of the Hartford Chamber of Commerce retail trade board.

ERIC A. JOHNSTON, Motion Picture Association of America vice-president, will leave here today for Washington. Joyce O'Hara, vice-president, returned there yesterday.

MORTON G. THALHIMER, president of Neighborhood Theatres, Richmond, Va., will be in New York today from that city.

NORMA FABIAN, daughter of St. FABIAN, circuit head, will be married here today to PAUL JACOBSON at the Hotel Pierre.

JACK ESSICK of Modern Theaters Circuit and Mrs. Essick have left Cleveland for an Atlantic shore vacation.

GEORGE STRIPLING, manager of the Park Theatre, Lafayette, La., announced the birth of a second son, KIRK ANDREW.

FRED R. GREENWAY, manager of Loew's Poll Palace, Hartford, has returned from a vacation in the Connecticut area.

PIETRO BULLIO, president of Scala Films, Inc., will fly to Rome today from New York.

GEORGE WAKELY, Ohio theatre owner, won the Toledo pro golf championship.

WARD REGINS, Jr., owner of the Strand Theatre, Jessup, Ga., and Mrs. Regins, are the parents of a girl.

TROY CANAY, head booker of the Dixie Amusement Co., Swainsboro, Ga., is visiting Toledo City, Tex.

CLAYTON PANTAGES has been named student salesman at the 20th Century-Fox exchange in New Haven.

HARRY KATZ, Kay Exchanges executive, has returned to Atlanta from New York.

Senate Group for Cut in State Dept. Film Funds

WASHINGTON, June 24—The Senate appropriations committee today approved a $52,066,000 cut in the state department film funds requested by the State Department for a new program of motion picture distribution in the Near, Middle and Far East.

The committee also went along with the House approval of an additional cut in the money sought by the Department's International Motion Picture Service to the amount of 1953-54 fiscal year program of producing and distributing "information films" through non-theatrical channels.

The Department had asked $4,658,000 for a "special project" of producing feature-length films, with propaganda overtones, in Tokyo, Cairo, and other Asia-Africa locations, for on-the-spot distribution to theatres.

But the House appropriations committee, the House and the Senate appropriations committees all voted to reject the request.

The size of the cut in the regular budget for the film division cannot be determined for this reason: the Department had asked $133,272,914 for the coming year for all programs, including films, books, the House committee cut this to $111,666,000, but specified that the entire request was linked by the House only to be included in the final figure.

The House, however, cut the total to $86,575,000, without the additional cut to be distributed, and the Senate appropriations committee today decided to go along with the $86,575,000 figure for the entire program.

Department officials said they did not know yet how the additional cut would be apportioned among the various programs, but that certainly the film division would be cut some.

In sticking to the House figure, the Senate committee said the overseas division was "a matter of breathing spell for a year and get itself organized and integrated before embarking on another expansion."

Women Recruitment

(Continued from page 1)

—Boston, Denver, Tampa; RKO—Philadelphia, Chicago, Kansas City, St. Loius; Commonwealth—Philadelphia; Paramount—Milwaukee, Jacksonvice, New York, Philadelphia, Las Angeles; Monogram—New Haven; Warners—Brothers—Des Moines, Memphis, St. Louis, Salt Lake City; United Artists—New Orleans, Coos Bay—Cincinnati, Oklahoma City, Seattle.

Schneider Dies in Fall

PARKERBURG, W. Va., June 24—John Pearl Schottler, 48, was lightly injured in a 60-foot fall from the platform of the screen tower of the Starlight Drive-In here. Schneider, co-owner of the drive-in yesterday, was on the screen at the time of the accident. He also was co-owner of the Murdock Theatre in Huntington.

Film Issue Set By 'American Weekly'

An entire issue of The American Weekly, Sunday supplement to Hearst newspapers, will be devoted to the motion picture industry. Ernest Heyn, editor, has disclosed. The issue will be dated Aug. 31.

"We have an in to motion picture principals, outlining the issue, Heyn wrote in part: "We will take our readers—one quarter of all the families in the country—to meet the leaders of the motion picture industry. These more than 20,000,000 readers will be given a pictorial and verbal summary of the movie entertainment which is being prepared for their amusement during 1952 and 1953."

Heyn also announced that with the motion picture edition, The American Weekly will launch the first in a series of annual awards for the most enjoyable motion picture and the most enjoyable part turned in by an actress or actor. The twenty entries of the newspapers which distribute The American Weekly will be asked to participate in the voting.

Schmelin a Delegate To UNESCO Parley

Adolph Schmelin, vice-president, general counsel and secretary of Universal, yesterday was named by the copyright committee of the Motion Picture Association of America at a meeting here to serve as one of the U. S. delegates to the UNESCO intergovernmental conference on copyright to be held in Geneva, Switzerland, from Aug. 18 to Sept. 6. Schmelin is chairman of the MPAA copyright committee.

The purpose of the Geneva conference is to draft and adopt a universal copyright convention. Members of the U. S. delegation were invited by the State Department and the Library of Congress to send delegates to the conference.

Serving with Schmelin as delegates will be U. S. government representatives and others drawn from the radio, music and book publishing industries.

Youngstein in Boston For 'Heinemean Drive'

Vice-president Max E. Youngstein of United Artists, who is serving as captain of the company's "Bill Heiney Sales Drive," arrived last night in Boston to launch his first drive meetings with Eastern exchanges today in Boston.

Youngstein, who was with personnel of the Boston exchange, Youngstein will travel to Buffalo for meetings there during the remainder of the week. Earlier, he had made a scouting of the South, meeting with the Dallas, Atlanta and Charlotte, N. C. Newsmen.

THERE is no bubble political battle between Taft and Eisenhower, and the unwavering of the luxury liner United States are current newspaper highlights. Other items included personalities in the news, the wheel sports and socials.

When theatre men representing 10,000 houses selected “IVANHOE” as the No. 1 attraction at M-G-M’s “Seeing Is Believing” meeting, the news spread like wild-fire through the industry.

The trade press has unanimously acclaimed “IVANHOE”. The reviews predict a goldmine.

The good judgment of exhibitors and trade press has been richly confirmed.

See the answer to “How BIG is ‘IVANHOE’?” in the column to the right.

“IVANHOE” has SMASHED A 23-YEAR RECORD in its London World Premiere and that’s BIG in any language anywhere! Money talks whether it’s in yen, pounds or dollars.

While it was expected to be a natural draw there, it takes a picture with big muscles to SMASH A 23-YEAR RECORD.

This is electrifying news indeed for M-G-M, which poured a fortune into “IVANHOE”. It is added reason for all exhibitors to attend one of the 92 Theatre Trade Shows. See for yourself the stature, the thrill, the Technicolor beauty of this Giant Film of our Generation.

M-G-M presents Sir Walter Scott’s Famed Novel “IVANHOE” starring ROBERT TAYLOR, ELIZABETH TAYLOR, JOAN FONTAINE, GEORGE SANDERS, EMLYN WILLIAMS
Color by Technicolor • Screen Play by Noel Langley • Adaptation by Aeneas MacKenzie • Directed by Richard Thorpe • Produced by Pandro S. Berman

More and more you’ll hear this:
“NEVER A SHOW LIKE ‘IVANHOE’!”
Anti-Tax Plan

(Continued from page 1)

groundwork for the campaign to win elimination of the Federal admissions tax has been blocked by a plan of attack which is subject to rating by the Council of Motion Picture Organizations' governing triumvirate when it convenes again next July 8.

The plan would assign to one or more industry representatives in each Congressional area responsibility for bringing their particular Congressman into sympathy with the industry's point of view on the tax. The industry's point of view is that the 20 per cent levy is discriminatory, inequitable and representative, to many theatres, of the difference between profit and loss in operations, and therefore should be repealed.

Allied States Association and Theatre Owners of America have provided the COMPO tax committee, headed by J. T. Tiedens and Pat McGee of Denver, with the names of members in various states who are singularly well equipped to maintain and represent the industry before Congressmen from those states. The lists as well as the plan will be submitted on July 7 to the COMPO group of Errol Brighten, Trueman Rembusch and Samuel Pinanski.

All candidates for the 1953-54 Congressional office, during which the industry expects to win appeal, will be asked to attend where they sand on the admissions tax question. Candidates opposed to the tax who are elected will be urged continuously to work actively for its elimination.

Allied Units

(Continued from page 1)

"Nothing in this order shall be deemed to prohibit the manufacture of color television equipment for use on a commercial circuit, or color television equipment of a type not used in or designed for use in home-type receivers.

Thus, theatre TV equipment for color reception is specifically permitted, providing, of course, that the manufacturers can get the necessary materials.

The order says NPA will approve production of home color TV only in cases where a manufacturer can show that: he has made a substantial investment in research and development or other preparations to make color TV products; there will be no diversion from defense activities by theatre technicians, other highly-skilled workers, as a result of the firm's engaging in color TV projects; government contracts for production of electronics are on schedule, or, if behind schedule, that the delay is not due to a shortage of technicians or engineers he will not refuse any government contract or subcontract because of his proposed manufacture of color TV receivers; and he will need no additional allotments of controlled materials to produce the proposed color TV products.

NPA said permission to produce color TV must specifically be obtained from the government, and that permission would be revoked should the producer refuse to accept a decrease in his allotment of color TV activities or should he hire more skilled technicians.

While the materials situation is not as critical as it was in November, the shortage of electronic engineers and technicians has become more acute. NPA said. It added, however, that the color TV order was the only NPA order controlling end product production and that was being removed on this basis.

Paramount subsidiary Chromatic Television Laboratories was one of the leading opponents of the ban on color TV set production, claiming it was blocking it from going ahead with large-scale production of sets with its Lawrence Television. NPA officials said they did not know what shape the company was in for any restrictions laid down in the new order.

In announcing the new order today, NPA administrator Henry Fowler said the order had been "justifiably" criticized as discriminating against companies devoted exclusively to color TV, but as interfering with the entry of new firms and new developments in the television industry. The new order, he stated, eliminates these objections, but still affords protection against all-out production of color TV sets that could hinder defense production by drawing engineers away from urgent military projects.

NPA ordered it was expected that few producers would be able to qualify for permission to make home color TV sets. It pointed out that industry representatives had said that most manufacturers are engaged heavily in defense work and that they felt broadcasters are not disposed or prepared to offer color TV programs. Under these conditions, Fowler stated, he does not anticipate that many of the manufacturers currently making TV receivers will apply for permission to produce color TV sets for home use.

Any applications that are filed will be carefully investigated and approved "for a specific, limited period of time," he emphasized.

"Open the Way" for Chromatic

Raibourn

The National Production Authority's order modifying the ban on color television was said to "open the way" for Chromatic Laboratories of Group vice-president. Chromatic Laboratories, which has developed the tri-color tube, is 50 per cent-owned by Paramount.

Raibourn, explaining that he had...
Commons Approves New BBC License

**London, June 24.—The House of Commons has approved the British Broadcasting Corp.'s license, empowering it to continue for the next 10 years.** Commons, however, forbad commercial advertising by BBC, but held the door open to sponsored television programs under certain authorizations. The Commons also withdrew BBC's exclusive right to television broadcasts.

The bill, which was approved 202 to 257, was utilized by members of the government and the opposition to nudge radio of a bitter attack on sponsorship. Labor opposition characterized sponsors as "unscrupulous vultures debasing traditional methods which have given Britain the world's best broadcasting system."

**'Kong' TV Campaign Set for All Branches**

RKO Radio's success in using TV to promote "King Kong," in Dallas, Detroit, Cleveland, Cincinnati and Pittsburgh exchange areas has led to the decision to use the same campaign method throughout the country. Robert Mochrie, vice-president and general sales manager, reports, "The King Kong" deal at the RKO Palace in Cincinnati, for example, is drawing an estimated $22,000 a week, double the biggest gross of this house in many months.

In mid-July the picture will open in the exchange areas of Boston, New Haven, Albany, Buffalo, Washington, and Philadelphia in the East, and Los Angeles, Portland and Seattle in the West. It is scheduled for New York in mid-August.

**To Honor Past RTMA Directors**

**Washington, June 24—Past directors of the Radio-Television Manu- facturers Association will be honored at a dinner tomorrow evening, during the forthcoming 28th annual RTMA convention at the Palmer House, Chicago.** RTMA also for the first time this year will designate honorary directors who will have all of the privileges of active directors except that of voting.

**Delay House TV Program Hearing**

**Washington, June 24—A House commerce subcommittee investigating radio and television program content has put up until July the appearance of television industry witnesses.** The industry officials were scheduled originally to testify tomorrow and Thursday. However, the House itself is meeting early tomorrow, so the committee members were postponed.

**Little Neck Leased**

A long-term lease for the Little Neck Theatre, Little Neck, L. I., has been procured by Robert Seltzer from the Northern Amusement Co. The deal was negotiated by theatrical real- tors Berk and Krumgold.

**Television, Radio Comment and Opinion**

**THAT giant Hope-Crosby telethon is history now and the Olympics Committee has its more than $1,000,000 in pledges and contributions to show for it, but the Crosby debate on television is still the talk of the two industries. Looking surprisingly young and completely relaxed, Bing was in high form last night on the "Tonight" show and comes across on big and small screens alike.**

Bob Hope deserves the major share of the credit for putting over the 14½-hour Olympics Telethon which was carried by both NBC and CBS. Dorothy Lamour gave valuable support. Among those who had their introduction to TV that night were Phil Harris, who did himself proud with two numbers, and Louella Parsons, who appeared to suffer from a bad case of Mike-fright.

While the entertainers outdid themselves, the production end fell down badly, possibly because of a lack of rehearsal. The talent had to work from a regular radio studio microphone on the stage of the El Capitan theatre in Hollywood. At times the pace was very slow and those who waited for songs from Bing were disappointed. He did only one full number—his first on TV—and that was "Million Dollar Baby."

Local New York film producers have sounded a warning that this city faces a loss of $2,000,000,000 in TV film production to Hollywood unless adequate studio facilities are created. Spokesmen for the producers, in urging action on the New York Department of Commerce, pointed out that 80 to 85 per cent of all TV films will be on film within the next five years and that New York is badly lacking in facilities to meet this demand.

**The inventive spirit, the man with imagination and vision, is a comparatively rare commodity and NBC is fortunate to have such personality in dynamic Sylvester L. (Pat) Weaver, Jr., its vice-president in charge of the television network, who last week was named vice-president also of the new NBC-Pan American group. According to NBC president Joseph H. McConnell, will benefit the NBC radio listeners, who will gain access to outstanding television personalities and attractions, and at the same time will serve to coordinate entertainment and information programs on both radio and TV. If NBC is out to rejuvenate radio, it couldn't have picked a better man than Weaver for the job. He is one of the youngest executives of TV. In 1939, when only 31, he was advertising manager for American Tobacco. He came to NBC in 1949, from Young & Rubicam, where he was in charge of radio and TV. A Navy veteran with radio experience dating back to the early thirties, he has accumulated a number of radio network experience, and has been instrumental in new programming concepts, including the "Show of Shows," the routine use of outstanding stars on top comedy programs, and "Today," the early morning news show.**

**Something new in quiz shows. "I've Got a Secret" on CBS-TV made its debut last week and the program holds considerable promise. With Gary Moore as a very capable uce., the panel consisted of Miltie Cooper, Orson Bean, Laura Z. Hobson and Louise Albritton. Everyone obviously had a lot of fun joining in the parlor game.** The idea of an all-girl panel as well as one of the people with a problem was a nice touch. Moore has a very agreeable personality. He should be used more on TV.**

**Since Life magazine has taken over as producer on the Gulf Oil-sponsored "We the People," the show has ranked among the best in bringing the current political picture to the viewers. Last week "We the People" told the story of Senator Taft in what must have struck some as a very unobjective but at the same time very thorough and competent manner. The TV cameras gave the audience their first glimpse of the Chicago amphitheatre.**

**"Curtain Call," first of the Worthington Miner half-hour dramatic series on NBC-TV last week lurred the touch of the master.**

Robert Nesbitt, vice-president of NBC TV, the show has ranked among the best in bringing the current political picture to the viewers. Last week "We the People" told the story of Senator Taft in what must have struck some as a very unobjective but at the same time very thorough and competent manner. The TV cameras gave the audience their first glimpse of the Chicago amphitheatre.

**Bill Elliott to Aid 'Jimmy Fund' Drive**

**Boston, June 24.—Western star (Wild) Bill Elliott will accompany "Jimmy Fund" Drive group which will visit exhibitors in three New England states for the Children’s Cancer Research Foundation, the Variety Club of New England Tent No. 209, which is sponsoring the event.**

The tour of Maine, New Hampshire and Vermont will take place the week of July 4th.

**Set Olney Shows for RKO’s White Plains**

Mrs. Julian Olney's 1952-53 series of stage attractions will be presented at RKO Keith's Theatre, White Plains, starting in October, William W. Howard, RKO Theatres vice-president, announced yesterday.

**NYC Censor Limits Up To Courts: Goldstein**

The limits of prior censorship of films in New York State will be settled. Attorney General Nathaniel Goldstein has informed Ephraim London, the attorney handling the "Miracle" case in the U.S. Supreme Court.

In response to a letter from London, Goldstein said that in view of the "La Ronde" banning from New York screens on the grounds of "immorality" he has refused to render an opinion as requested by the attorney. London sought a ruling from Goldstein limiting prior censorship to the issues of "obscenity" and "indecency" in the light of the "Miracle" and "Pinky" decisions of the U.S. Supreme Court.

The "La Ronde" court ruling in New York, which is in the process of being appealed, upholds the right to ban a film on the grounds of "immorality." It came subsequent to London's letter seeking clarification from Goldstein.

**UP-Movietone Plans Convention Service**

Plans for extensive coverage next month of the Republican and Democratic national conventions in Chicago were announced here yesterday by United Press-Movietone News, the joint television news service.

To head up its key editorial team, Fox Movietone said that Louis Ten- nant, of New York, film editor Ar- my who was in charge of the Movietone in Korea, and chief cutter Fred Ahrens of New York, would be all on hand in Chicago.

**Showers in K.C. A Mixed Blessing**

**Kansas City, Mo., June 24.—A steady rain which fell here Saturday night was a mixed blessing, with marooned persons flocking to downtown theatres while other theatres had to close because of power failures caused by the storm. The shower, in addi- tion, kept many people away from movies.**

By Sunday, most everything was normal, with attendance good in most theatres. "King Kong" remained the strongest attraction in this area.
The Vital Spark

Ever since the early days of the business of motion pictures, exhibitors have been accustomed to know that product worth the selling is worth the telling in unmistakable fashion in their trade paper.

That feeling has not changed. In these realistic times, it is more pronounced than ever.

His trade paper, through the many services it renders, has become an integral part of the daily business life of the exhibitor. Its advertising pages have come to reflect to him the product situation.

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—or lack of telling about it—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

The vital spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold."

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it soon enough; (2) Make it effectively proclaim the box-office values of the picture; (3) Publish a sufficient continuity of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling—to the exhibitor and consequently through the exhibitor. Its cost is dimes that bring dollars—for the producer, the distributor and the exhibitor. It is the vital spark for the power that produces greatest results!

UP-TO-DATE

Check List

of recent or forthcoming releases featured in advertising* in MOTION PICTURE DAILY

(alphabetically by title)

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<td>CAPTAIN BLACK JACK</td>
<td>Classic</td>
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<td>CARRIE</td>
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<tr>
<td>HAS ANYBODY SEEN MY GAL (2 Pages)</td>
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<td>I DREAM OF JEANIE (2 Pages)</td>
<td>Republic</td>
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<td>JUMPING JACKS</td>
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<td>KING KONG (2 Pages)</td>
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<td>THE WINNING TEAM (5 Pages)</td>
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<td>THE WORLD IN HIS ARMS (2 Pages)</td>
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*Pictures featured in M. P. Daily advertising during past 6 weeks.
Sees Eidophor Installations Within A Year

**Talks Between 20th-Fox And GE at Closing Stage**

By MURRAY HOROWITZ

Picture on page 6.

The initial mass-produced units of 20th-Century-Fox's Eidophor CBS color theatre television system are expected to be ready for installation in theatres within a year, Earl P. Sponable, 20th-Fox research director, disclosed here yesterday.

Speakers, on hand for the first public demonstration of Eidophor at the company's home office, said negotiations for mass production were now at a closing stage with General Electric, the company which will manufacture the units for 20th-Fox.

20th-Fox president Spyros P. Skouras said that although the price of the equipment has not as yet been fixed, 20th-Fox would meet competitive prices for color theatre TV systems.

Skouras, asked when he expected

(Continued on page 6)

**Color in Eidophor Very Impressive, 'Daily' Critic Finds**

A milestone in color theatre television was passed yesterday when for the first time 20th Century-Fox's Swiss Eidophor system was revealed to the public.

The half-hour show at the company's "Little Theatre" at the home office was extraordinarily impressive, approaching the color finish of such processes as Technicolor, Eidophor

(Continued on page 6)

**Para. TV Heads to Conferon Chromatic**

Top Paramount television executives will confer later this week to map plans for Chromatic Television Laboratories, an affiliate of Paramount Pictures. It was learned here yesterday.

The meeting was touched off by the order of the National Production Authority modifying its color TV ban. Paul Raibourm, Paramount vice-president, said he is awaiting the arrival

(Continued on page 6)

**Advance Sell-outs Feature Robinson-Maxim Title Bout**

Advance sell-outs in at least 10 situations long before fight time featured last night's exclusive telecast of the Robinson-Maxim light heavyweight title bout, televised from New York's Yankee Stadium in 25 cities and won by a TKO in the 14th round.

In addition to the reported sell-outs, many other theatres reported heavy ticket sales, according to initial reports.

Those theatres which sold out include the Pilgrim, Boston; Stanley Philadelphia; St. James, Asbury Park; Stanley, Camden; Palm State, Michigan Detroit; Tivoli, Marlboro.

(Continued on page 7)

**Govt.'s 'Little 3' Suit to Be Tried**

Federal judges Cooe, Goddard and Hand yesterday denied in U. S. District Court her motions by the New York law firm of Phillips, Nizer, Benjamine & Krim for dismissal of the Department of Justice's 1935 complaint against the "Little Three", decree issued as 1941.

The court's opinion was that the action should proceed to a hearing on the merits.

"While we think the vague, general

(Continued on page 6)

**Omaha Theatres Get Tax Valuation Cut**

Omaha, June 25.—Assessed valuation on all except three of the film theatres in Omaha, Neb., have been reduced by amounts ranging from 10 to 50 per cent.

Lewis C. Sholes, chairman of the tax appraisal board, said the valuations were cut after operators presented their books to show that business had fallen well short of what they had been led to believe by the attendance, Sholes said, because it is a specialized type of booking which cannot be put to other uses.

Three Omaha theatres were not lowered because they are being leased

(Continued on page 6)

**Bordonaro Appeals Damages Award**

BUFFALO, June 25.—Notice of appeal has been filed in Federal Court here by Bordonaro Brothers Theatres, Inc. of Olean, which was recently awarded $22,500 in treble damages in the 1952 suit against Paramount Pictures. KKO Radio and Warner Brothers Circuit Management Corp. Bordonaro Corp., which operates the Palace Theatre in Olean, will appeal to the U.S. Court of Appeals in New York.

**Senate Group Votes Probe Of Industry**

Small Business Unit Will Mull Exhibitor Problems

WASHINGTON, June 25.—The Senate Small Business Committee, at a closed-door session this afternoon, voted to go ahead with a full-blown investigation of the motion picture industry.

The investigation will center on the "evil besetting the independent motion picture exhibitor," a committee official said. He indicated that much attention would be devoted to the question of whether the Paramount case consent decrees have actually benefited theatre owners.

Committee counsel Willis W. Long has conducted a preliminary investigation of the industry and prepared a report on his findings. This report was given the committee at its meeting today, and according to Long, the committee felt the preliminary

(Continued on page 6)

**Met. Must File New, Shorter Complaint**

Taking exception to the "characterizations, lectures and unnecessary evidence" contained in the 51-page anti-trust suit complaint filed by Metropolitan Theatre Company, Providence, Federal Judge Samuel H. Friedman yesterday struck out the document in U. S. District Court here.

The suit, asking $8,500,000 in treble damages, named 42 defendants, including eight distributors and affiliated and unaffiliated theatre circuits. The suit may operate the Metropolitan Theatre in Providence.

**House Votes to End Theatre Wage Curbs**

WASHINGTON, June 25.—The House voted today to end wage and salary controls over theatres and probably over production—distribution workers as well.

The vote came on an amendment to legislation extending the Defense Production Act. The House later voted to end all wage-price controls July 31, but this will probably be reversed later.
Pinanski Bids Theatremen Join Fight on 20% Tax

Boston, June 25—Stating that every individual in the motion picture industry must be made to realize the great harm resulting from the government's 20 per cent admissions tax, Samuel Pinanski, Theatre Owners of America representative, addressed a meeting of the Council of Motion Picture Organizations' ruling triumvirate, closed plans for a series of meetings with theatre owners to discuss the tax, and then persuaded them that the tax was the loss of employment to many people.

Pinanski said his meetings with other theatre owners would get under way shortly.

Theatre Closures Bring Bad Press

Des Moines, June 25—A rash of misleading and injurious publicity based on theatre closings in the Midwest and the West, running in newspapers in the region for the past several weeks inducing Iowa-Nebeska and Mid-Central Allied to cite it as a reason for exhibitor support of the press seminar to be sponsored by the organization here next Sept. 5.

The publicity that Pinanski and the T.O.A. units point out, does "nothing to create better public attitudes toward the multitude of operating theatres." The stories, it is pointed out, encourage and increase public apathy toward motion pictures and frequently fail to emphasize the contributions and services opened and the managers continuing their operations uninterrupted, even in the summer months.

It is in such cases, the organization reminded, that will be up for discussion when exhibitors meet with representatives and editors and publishers of the region next September.

C. C. Deardorff Dies, Veteran Publicist

Cleveland, June 25.—Charles C. Deardorff, 74, MGM publicist representative for 34 years, died yesterday, following a recent operation for appendicitis. Mr. Deardorff, who was retired two years ago on account of poor health, died Tuesday at his home here. Funeral services will be held Thursday at Daniels Funeral Home. Burial will be in his home town, Greenville, Ohio. His wife, Ida, survives.

Mrs. Arthur C. Bromberg

Atlanta, June 25.—Mrs. Arthur C. Bromberg, wife of the president of Monogram-Simpson Exchanges, died today at a local hospital.

Dual W. B. Bow on B'way

Two Warner pictures will open on Broadway today. "Where's Charley," at the Radio City Music Hall and "3 for Bedroom C" at the Astor. The Santa Fe R. I. yesterday took display and "Where's Charley." The Mirror, Times and Herald-Tribune to call attention to the latter picture.

Maryland Censors To Defy Ruling

Baltimore, June 25.—Maryland's only censorship picture censors has decided to defy the State attorney general's ruling restricting its authority to questions of in faculty and obscenity. Sydney R. Taba, chairman of the board, said in a letter to the courts rule, the board will continue to function under the Maryland censorship law, which gives it much broader powers.

28 Take Booths For TOA Meeting

Twenty-eight equipment manufacturers and confectionery and beverage companies who have already contracted to exhibit in the 1952 national convention and trade show of the Theatre Owners of America, Sept. 14-18, at the Shoreham Hotel, Washington, D.C., have also signed up, according to George Bryant, TOA service co-coordinator in charge of booth sales. The 28 follow:


Decision Reserved In G. & P. Action

Cleveland, June 25.—Federal Judge B. E. Wetmore reserved decision in the G. & P. triple-damage anti-trust suit, filed on March 16, 1949, against Co-operative Theatres of Ohio, headed by A. H. Barchenow, owner of the Loew's, Universal, Warner, and Columbia. The plaintiff charges that the Re- ligious and Educational Service, which owns several theatres over its Morland Theatre, and consequently suffered damages. The suit has special significance inasmuch as it is the first one filed in this area linking distributors with a cooperative buying-booking service.

Carpenter to Film 6 for Royal West

Hollywood, June 25.—Royal West Pictures, headed by Alex and Richard Gordon, has signed Johnny Carpenter to produce and star in a series of Western films to be known as "The Fighting Mountain Bowshies." Alex Gordon, who will act as executive producer for the series, with Carpenter producing stories and screenplays, will also put into immediate production two other series.
**Reviews**

**“Where’s Charley?”**
(Warner Brothers)

**WHERE’S CHARLEY?** has made the transition from stage to screen with virtually no basic plot change en route. This of course will be cheered by the multitudes who saw the successful Broadway play during its long run.

The screenplay trips a light fantastic from beginning to end and is loaded with songs, dances, and production numbers. Color by Technicolor tops it off. The film is a delightful picture, a dream for the eyes, as fine a musical on the screen so far seen on the screen. It goes without saying that the picture will have a strong popular appeal but this does not overlook the fact that there is a certain sameness about the picture that is irritating.

Ray Bolger who starred in the Broadway play has the lead in this screen version and he plays it to the hilt, communicating an inimitable charm and charisma. The picture also marks the film debut of 70-year Horace Cooper, a member of the original cast, who has enjoyed a half-century of stage acting. In a word, his performance can be described as exhilarating.

Framed at Oxford University, the story relates how students Bolger and Roberts, tick Roundtree THERE, and friends, Mylie McFerling and Mary Margaret to their room, expecting to be chaperoned by Charley’s aunt from Brazil. It happens that the aunt has been detained, and since the story takes place in the present and proper lastolger, Bolger himself decides to masquerade as the aunt. The charade deepens into farcical complications when the girls’ ward, Cooper, and Shackleton’s father, H. Marion Crawford, both make a play for the masquerading Bolger, thinking him the rich Brazilian aunt. And the merry romance begins to blossom and merge magically when the real aunt arrives on the scene. The complications run their featherweight course until they are finally and happily resolved.

One of the highlights of the picture, a most memorable one, takes place when Bolger, to cover his ignorance of Brazil, goes into a winged description of the country. The result is a production number of unusual delight and fantasy.

There are a close to a dozen songs in the picture and all on a beguiling level. Some of them are “Where’s Charley?” “My Darling,” “Once in Love With Amy,” “Lovelier Than Ever,” “Serenade With Aides,” and “Make a Little Room.”

David Butler directed with a light and fluid touch from the screenplay by John Monk Jr. Running time, 97 minutes. General audience classification. Release date, August 30. MABEL HERBSTMAN

**“Cripple Creek”**
(Columbia)

ALL THE ELEMENTS of a reliable outdoor action drama have been put together by Frank R. B. Rouse, the writer. This has good action, standard suspense and is pleasingly photographed in color by Technicolor.

The picture is set in the latter stretch of the last century and stars George Montgomery. He plays a secret service agent who is assigned with two other men to investigate the hijacking of gold ore which the country, in a state of depression, needs badly. He and his partners worm themselves into the confidence of a rich Californian who runs a gambling house and hotel “Cripple Creek.” Montgomery soon finds that the hijack is being delivered to an underground smelting plant, where the molten gold is being poured into railroad cars and driven to the interior.

There is little romantic interest since Karin Booth, playing the female lead, turns out to be the wife of the ringleader. The picture moves along at a good pace and the story is easy to follow for the youngest of actions fans.


**Held Participates in ‘My Gal’ Promotions**

John Held, Jr. “flipper” era cartoonist and illustrator, has joined in Universal-International’s promotional push for 1952’s “My Gal,” Technicolor comedy dealing with the “flipperer 1920’s.” The company announced this week that it is planning to select five girls of today who best typify the 1952 edition of his “flipperer” gal, and use cities for radio, television and newspaper interviews. Already selected are Bettie Pearson and Holly Rondeau.

Charles Simonelli, eastern advertising-publicity manager, has published a 34-page manual of ideas for exploiting the

**Laffmovie in 10th Anniversary July 4**

Laffmovie, 42nd Street house, will celebrate its 10th anniversary on July 4 with a special program of the funniest and best films played at the theatre during its ten years’ operation. Records of audience reaction to more than 10,000 feature presentations, have been screened to find those that were selected for the anniversary program.

**Correction**

Motion Picture Daily yesterday reported incorrectly that “Wild” Bill Elliott’s Maine-New Hampshire-Vermont tour to aid the “Jimmy” Fund would start July 4. The correct date is July 14.

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**30 Days More for Loew’s-UATC Split**

Washington, June 25.—A Justice Department official said a 30-day extension had definitely been agreed on in the deadlock between Loew’s and United Artists Theatre Circuit to dissolve certain joint interests. The dissolution was not expected to be completed before late July.

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**Solon Lauds Stars’ Civic Contributions**

WASHINGTON, June 25.—Senator Hubert Humphrey (D., Minn.) has stated it’s time to clean up the “mis-representation of the facts” if the American public were to believe that “little stars” like the few, the majority in the movie industry were anything but good and loyal citizens.

Humphrey made the statement in a letter of thanks and appreciation written to 22 radio and screen stars who contributed to a special telethon to raise money, for the benefit of the American Labor Organization.

“Hollywood and the film industry have been under heavy attack in recent years from a number of people in public forum and before governmental committees, Humphrey stated. “To be sure,” he stated, “there are and have been some in Hollywood in the great motion-picture industry who have meritied criticism and exposure. However, the number of such individuals is limited. The movie industry and its artists, technicians and producers, have again and again served their country, unselfishly, patriotically and loyalty.”

The participation in the OPS program, Humphrey said, “is further evidence of the reputation of the industry which is so readily given to the Government by the motion picture industry and its artists, technicians and producers. Along with these programs, along with the service to our defense bond drives, entertainment of our troops in military areas, you have helped to strengthen the fabric of American democracy.”

The letter was inserted by Humphrey in the Congressional Record.

**May Dividends $114,000**

WASHINGTON, June 25.—Motion picture industry cash dividend payment in the fiscal year ending May 31, when compared with $211,000 in May of 1951, the Commerce Department reported.

Department officials said the entire drop was due to the fact that Consolidated Amusement Co. is paying this year in June a dividend paid last year in May. Total for the first five months of 1952 is $9,901,000 as against $10,392,000 for the like period last year.

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**Col. Men Win N.Y. Trip**

LONDON, June 25.—E. J. Bryson, Columbia Pictures sales manager in England, and manager of Columbia’s Newcastle branch, winners of the recent Joseph McCormin testimonial sales drive in Great Britain, will visit New York as guests of the company.
RAY BOLG in Where's Charley
COLOR BY TECHNICOLOR

It's even happier than the play—with the stars and songs of the play!
The marvel of merriment and melody that Warner Bros. have created will be presented first at Radio City Music Hall Today!

STARRING

LYN MCFRIE

SCREEN PLAY BY
JOHN MONKS, JR.
DANCE AND PRODUCTION NUMBERS STAGED BY MICHAEL KIDD

DIRECTED BY
DAVID BUTLER
Senate Probe
(Continued from page 1)
investigation had turned up enough to warrant a full-fledged inquiry.”

Long said the investigation “could and probably will be well worth pursu-
ing,” but said that with elections coming up in the fall, it was highly uncer-
tain just when these hearings might be held.

Committee investigator William D. Amis was assigned to work on the investigation with Long. Long said he and Amis would start their in-
vestigation with an inquiry into the situation on the West Coast, “because of all the work the theatre owners there have put in.”

The committee received from the Southern California Theatre Owners Association a copy of SICOA's exhaustive brief on the current ill of West Coast exhibitors.

Long said he and Amis would pro-

ably go to California for on-the-spot work sometime in the middle of July.

Chromatic Plans
(Continued from page 1)
of Richard Hodgson, Paramount and

Chromatic TV executive, now in Oak-

land, Calif., where the Chromatic plant is

located, Hodgson is expected here later in the week.

Chromatic has developed the Law-

rence tri-color tube, which is adaptable for

both black-and-white and color TV.

Makes It ‘Difficult’

Raibourn said the recent NPA order makes it “pretty difficult” to manufac-
ture color TV sets for home use. He added that the order is about “the most
effective way” of not changing the color TV situation without a govern-
mental order compelling a manufac-
turer to produce a color TV set a manufacturer could produce.

Raibourn felt, however, that Chro-

matic was one of the few companies which could meet the restrictions im-
posed by the government. He said that a clearer picture of Chromatic's role

could be defined with the arrival of

Hodgson.

Although it is known that the tri-

color tube can be adapted for theatre

television, on which there is compara-
tively few restrictions now, Raibourn refused to comment on it. He also

reiterated the point of “specula-
tion” at this point, the possibility that Paramount's TV station on the West

Coast, KXTV, might install Chroma-
tic telecasts.

Tax Valuation Cut
(Continued from page 1)
by the theatre operator and the own-
er's income is unburth by falling busi-
ness. Valuations of the order of about

the same amount in the city also were left unchanged.

Reductions of 10 per cent were given the large theatres through which titles were cut more in proportion to declines in their business. Two theatre buildings that are standing idle were cut by 50 per cent.

AT EIDOPHOR DEMONSTRATION

FIR T press demonstration of 20th Century-Fox's new large-screen
color television system at the company's home office yesterday

found Earl Sponable (left), research director for 20th-Fox, and Sprogs

P. Skouras, president, checking the equipment used in the showing.

Additional demonstrations for exhibitors, technicians and others will be

held during the next several days.

Skouras on Eidophor Plans
(Continued from page 1)
the first theatre installations and the

initial Eidophor shows, said within a

year or a year-and-a-half. He said that

there would be no attempt to put on Eidophor telecasts until a large number of theatres were
equipped with the color theatre TV system, making it economically feasible.

Bought 2 Years Ago

The unveiling of the Swiss system, bought two-years ago by 20th-Fox

which added the CBS color processes to it, came just a day following the

lifting of the ban on color theatre TV.

Commenting on the govern-

ment's action, Sponable said "it was

the logical thing" for the National Production Authority to do. He foresaw no compli-
cations at this time in procuring the necessary material for the production of

Eidophor.

With the utilization of Eidophor, Skouras predicted, the theatres will

once again become “the Mecca of the entertainment world.”

The 20th-Fox president, however, emphasized that the motion picture will always be the basic entertainment of the theatre program. “But in addi-
tion,” said Skouras, “through large screen live television, theatres will be
able to offer to the public entertain-

ment all in color, including big Broad-
way productions, famous orchestras,
musical comedies, well-known concert

artists and popular entertainers.”

Heralding "a new era of prosperity for the motion picture industry," Skouras explained that entertainment now available only to a privileged few, will be made available through Eid-

ophor for theatre patrons in small and

remote communities throughout Amer-

ica.

In addition, Skouras said, Eidophor will provide the circuits of the theatre it will

link together, an emergency

means of communication avail-

able for public services in times of

emergency.

In a 20th-Fox statement outlining the Eidophor-equipped theatres would pay admissions not
greater or only slightly exceeding present admissions.

Eidophor shows were also seen as

ending the need for supplemental "live" attractions and "diminishing" the problem of double features.

Similar to Music Hall Shows

As now planned, Eidophor will be

launched with a show built up for telecast in the same manner as stage shows are presented at the Music Hall and Roxy Theatres today. Just as these shows are played in the theatre three or four times a day, they will be telecast for the exclusive theatre reception and used by each theatre ac-

concerning its individual policy, whether

this calls for two, three or four shows a day.

Regional telecasts are planned which would make it possible to appeal to regional interests.

Eidophor can be installed in theatres, 20th-Fox claimed, with only minor changes in the pro-

duction booth. The statement also emphasized the simplicity of operation.

The Eidophor projector is very much like a standard motion picture projector, being approximately the same size, weight and shape, the state-
m ent explained. It uses the same type of light source—the carbon arc. It has the same type of electrical panels for the sound controls as are now commonly used, plus similar panels for the picture channels. Any screen size and throw distance now used in theatre, it was added, can be dupli-
cated by Eidophor.

Critic Calls
(Continued from page 1)
compares more than favorably with all
theatre colour processes.

During the 30-minute demonstration,
hues of every color, varying from pastel and rich tones were tele-
cast on the regular 16-ft. by 24-ft
screen from the theatre’s booth. The

coloring was exhibited in its fidelity and definition. Facial hues, too, were

remarkable for their reality.

Registered Immediacy

The half-hour demonstration con-
sists of twenty acts, a boxing match, and a dramatic sketch. Telecasting it in

Eidophor color registered an im-

mediacy that black-and-white does not

have, especially the short boxing exhibition.

For good reason, 20th-Fox president

Skouras P. Skouras had to caution the

audience following the demonstration that a live show was seen telecast from the Fox-Movietone studios a few blocks away. Many people, he added, during private demonstrations thought what they had seen was on film.

Skouras was classified the demon-

stration as a laboratory test, and the medium not as yet perfected. However, yes-
terday, he said, things had improved

duplicated at this point over line facili-
ties, would most educated thinkers of today who are accustomed to films in color.

The 30-minute show was encored by

Kyle McDonnell. Other personalities

and acts were Geena Marshall, Jay

Marshall, Mary Ray and Nhardt, the

Beatrice Kraft tromp and Anthony

Ross and Joan Chandler.

M. Horowitz

Installation Work
(Continued from page 1)
$1,000, whichever is greater. The
MRO quota is the amount of mate-

rials actually used for maintenance,

repair and operating work in the aver-

age 1950 quarter.

Had Been Vague

Until now, the regulation has been vague as to whether the installation allowance may be used after a new building has been completed. For ex-
ample, there was the question of whether a building under construction, if under the construction control order by

installing a central speaker rather than in-car speakers, after the theatre is completed, take advantage of the MRO installation al-

lowance to install in-car speakers. An amendment to the regulation issued today makes it clear that a project must be completed at least a year be-

fore the installation allowance can be used.

Little 3’ Suit
(Continued from page 1)
(government) allegations about con-
spiracy are very unsatisfactory as plen-
ded in their opinion, "we are aware of the fact that less weight has been given to the im-

portant work which has been done.

Krim to the production and distribu-

tion businesses and the particular al-

legation that Robert Benjamin is a
director of Universal and also an

officer of United Artists, and there is also the allegation that UA purchased

Eagle Lion Films, Inc.
TV and Radio

—with Pinky Herman

IF and when about nine additional stations can be cleared, “Space Cadet” will switch from ABC-TV to WBT ... planked to do it in the “Knick, F'na & Ollie” 7:15 p.m. across-the-board with Burr Till-strom’s Kukulopians players taking a half-hour under the management of Bandhag who commutes weekly to Olney, Md., as you produces summer stock ... he’s looking about bringing a play to Broadway next season, said play, “Comin’ Through the Rye”. ... Ken has the courage to learn about production the hard way ... he’s using his own-do-re-mi ... If “Gilia” ... has cleared, from June 25, ... readying its new studio. ... Fullman’s packages is owned by Talent Artists, Ltd. ... How come major waxes are overlooking popular band's unbran sand the thrush is W.W.’s discovery and slightly ter- rid. ... Mutual friends are rooting for a nice harmonies-match between Nanette Fabray and Dave Tetet. ... Max Liebman, whose programs have been voted as one of the ten in almost every poll, will by-line an article in Ex- quire this Fall ... subject will be “Opera On TV.”

The new half-hour Goodwin-Tod- man package of “Fido For The Money” produced by Fred Allen, will NBC off about end of August every Tuesday, at 10 p.m. Wednesday, Trerne, CBS TV'svelvet jug, opens tomorrow at La Vie en Rose... Watch some smart sponsor grab WABD’s “20 Questions” when another “Herman doesn’t renew next month ... definitely a low-budget package with a high Hoover. ... Aaron Silverman’s former radio show, “Lawyer Q” is catching the eye of several agency buyers ... the legal quite program is natural for TV. ... Arthur Fan Horn’s ABComments on “I COVER THE STORY are as timely as tomorrow’s headlines ... Staff Mat- tress Co. will pick up the tab when the new audience-participation pro- gram, “Balance The Budget,” becomes a CBS-TV hit this Fall. ... package is owned by Peter Arnett and Louis G. Cowen...

LOTSA DOTS ... Amazing look- alike: producer Alex Leftwich and Maestro Don Voorhees ... their sound-alike: President Truman and Gene Autry ... Ethel Thorsen, whose WBT Bette and Torne, CBS TV’svelvet jug, opens tomorrow at La Vie en Rose. ... Watch some smart sponsor grab WABD’s “20 Questions” when another “Herman doesn’t renew next month ... definitely a low-budget package with a high Hoover. ... Aaron Silverman’s former radio show, “Lawyer Q” is catching the eye of several agency buyers ... the legal quite program is natural for TV. ... Arthur Fan Horn’s ABComments on “I COVER THE STORY are as timely as tomorrow’s headlines ... Staff Mat- tress Co. will pick up the tab when the new audience-participation pro- gram, “Balance The Budget,” becomes a CBS-TV hit this Fall. ... package is owned by Peter Arnett and Louis G. Cowen...

BUFFALO EXHIBITORS

Learn How It’s Done

BUFFALO, June 25—Sam Yellen and Robert T. Murphy of the Century Theatre here, and George H. Mac- tondo, King’s Lafayette, are expected to the Warner Theatre in Erie Pa., to-night to see how theatre TV of a fight works. It is understood that live screen equipment has arrived for installation in the local Century at some future date.

Albany's Grand in Sell-Out For Theatre TV of Fight

ALBANY, N. Y., June 25—Manager Paul Wallen said at 9 p.m. that only a few tickets were unsold in the 1,525- seat Grand for the Robinson-Maxim telecast and that he would reach capacity by 10 o’clock. All seats were scaled at $2.98, tax included—the highest price yet charged here for a fight.

Business in other downtown first- runs was only fair. Managers ascribed this to the blistering weather and possi- bly to opposition from the home tele- vising of the Vejar bout.

Wallen, reported sale of tickets to customers in points as distant as Syra- cuse, Utica, Norwich and Winsted, Conn. A box office sign read “no re- funds.” This presumably stopped de- mand for refunds due to postponement of the fight from Monday.

The Grand, which has had two bal- conies, drew a turnaway audience for the Robinson-Turpin telecast and two- thirds of a house for the Shuler-Fep- scrap. Both were sold at $2.

One of Three D. C. Houses Sells Out for Fight

WASHINGTON, June 25.—Of the three theatres here showing the tele- cast of the Robinson-Maxim bout— the Lincoln, the Loyce’s Capitol and the RKO Keith — only the Lincoln sold out.

Managers of the other two houses both reported their disappointment with the attendance, the Capitol drawing 2,500 to a 3434-seat house, and the 1,680-seat Keith drawing 1,700. This was the first time three theatres had shown a theatre TV of a bout. A spot check of other first-run and neighborhood houses found generally above-average business.

Near Sell-out at Minneapolis And St. Paul Houses

MINNEAPOLIS, June 25.—The Rob- inson-Maxim fight telecast drew a near capacity crowd at the 4,000-seat Minneapolis Radio City and 2,400-seat St. Paul Paramount at $2 plus tax per ticket.

Sternberg to Japan

HOLLYWOOD, June 25.—Josef von Sternberg will leave shortly for Japan to carry out independent production plans for a film in collaboration with his Japanese partners, N. Kawakita, Y. Osawa and I. Mori.

“Navajo” in Release

General distribution of the Hall- bert production, “Navajo,” will be- gin this week, it was announced by Arthur Greenblatt, general sales man- ager for Lipper Pictures.

Chicago B. & K. Houses Sold Out For Robinson-Maxim Bout

CHICAGO, June 25.—Forty-five minutes before the starting bell three B. and K. theatres here with a total ca- pacity of over 10,000 seats, the Tivoli, Marbro and Uptown, were sold out for the Robinson-Maxim large screen telecast, and the B. and K. Paramount. Hammond, Ind., was virtually sold out.

The 1,200-seat Essaness Crown, charging $3.50 as against $2.40 in the other theatres carrying the fight, had about 200 seats left, but headed for a sellout. An amusing sight at the Tivoli, sold out since Thursday, were sidewalks scalpers, who had been offering tickets for $3 and up, drop- ping the price to the established $2.50 with the arrival of four Internal Re- venue agents on the scene.

LEGION PUTS ITALIAN FILM IN CLASS C

Recent Legion of Decency reports place one film in Class C (condemned), four in Class B, four in Class A-1 and 11 in Class A. The latest film is “Behind Closed Shutters” (Italian) Lux Film Distributing Corp.

The four Class B films are: “She’s Working Her Way Through College,” Warner Brothers; “Nightmare in Red China,” Lloyd Friedgen; “The Sky Is Red,” (Italian) Realett Pictures, and “We’re Not Married,” 20th Century-Fox.

10 NEW CITIES

(Continued from page 1)

WASHINGTON, June 25.—The Federal Communications Commission today turned down a request by RCA for permission to test its com- patible color television sys- tem during regular broadcast hours. The Commission indi- cated it was sticking to its de- cision to allow only the CBS color system and that it would not permit tests of other sys- tems during regular broad- cast hours.

Huston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle, making live telecasts available to 107 out of 108 stations in 65 cities throughout the country.

According to present plans, Denver, Fresno, Cal., and Portland, Ore., will also be hooked up for Convention cov- erage although there are no TV sta- tions on the air in those cities. A. T. & T. said that television signals will be piped into theatres or hotels at those points where TV sets will be provided on a “closed-circuits” basis.

Fire Destroys Theatre

GLENWOOD, Ia., June 25.—Fire of unknown origin destroyed the Gen Theatre here with an estimated dam- age of $25,000. Owner is Byron Hop- kins, Sidney, Ia.
The face of a New star...
The face of Marilyn Monroe...

Don't Bother to Knock

starring
Richard Widmark
Marilyn Monroe

with Anne Bancroft  Donna Corcoran
Jeanne Cagney  Lurene Tuttle

Produced by  Directed by  Screen Play by
JULIAN BLAUSTEIN  ROY BAKER  DANIEL TARADASH

soon from 20th Century-Fox...
Telecass of Bout Grosses
Big $200,000

Half of Theatres Sold Out, Others Near SRO

Total theatre grosses on Wednesday night's telecast of the Robinson-Maxim bout exceeded $200,000. It was estimated here yesterday that all previous grosses for such events.

The Robinson-Maxim bout, which was carried by 38 theatres in 25 cities, was the largest TV circuit to date, did excellent box-office business, a summary of the later reports showed. Of the 38 theatres, approximately half were sold out with the remainder filled from near capacity to two-thirds of capacity.

Other highlights of the event were that neighborhood theatres in New York and elsewhere reported very little or no drop in Wednesday night's grosses.

Plans to Hook-Up Southwest, South To Theatre TV Net

Theatre television will soon be extended to important centers in the South and Southwest, linking every major U.S. market for commercial, program, entertainment, organizations, and programs. United Paramount Theatres disclosed in a brochure released yesterday.

The brochure, designed to interest potential customers in the new medium, highlighted the plans of UPT to equip theatres with large-screen TV in Houston, Dallas, New Orleans, Miami, and Salt Lake City.

Cin. Clossings Give RKO Control Again

CINCINNATI, June 26.—The 2,000-seat Capitol and 1,500-seat Keith's theatres in the downtown business sector have closed for six weeks, leaving RKO again in control of the location and affecting, possibly, the product availability for neighborhood houses. The Shubert has been shuttered for some time. The Capitol and Shubert are operated under

Federal Officials Praise CD Theatre Telecast

The highly effective use of theatre television as a training medium was demonstrated yesterday when an estimated 30,000 policemen in 10 cities viewed the Civil Defense program emanating from Washington, D.C.

As seen at New York's Paramount Theatre, one of the 10 participating houses, the one-hour show which began at 10:00 A.M., before the doors were opened to the public, won the warm praise of the audience. In addition to the Civil Defense officials participating in the telecast told the audience that further use of the theatre TV medium is planned by that agency.

Following the telecast, Federal Civil Defense officials in Washington said

(Continued on page 6)

List Top Films for FCC's Stockholders

TORONTO, June 26.—Accompanying payments of Famous Players Canadian Corp., regular quarterly dividend, of 30 cents per share, just distributed to 4,420 Canadian stockholders, is a special message from J. J. Fitghhflans, president and managing director, calling attention to the outstanding film attractions of all companies scheduled to play the circuit's theatres in the coming months.

The message also calls attention to

(Continued on page 2)

Loew's Empire U.K. Quota Defaults Stir Labor's Ire

By PETER BURNUP

LONDON, June 26.—An acrimonious debate flared in the House of Commons today after Peter Thornycroft, president of the Board of Trade, had stated that he had decided not to prosecute Loew's Empire Theatre here for defaulting the Film Quota Act.

Thornycroft, replying to a question put to him by a Member, said that the decision had been made after full consideration and on the advice of the Films Council. It had been charged in Commons previously that the Empire had played only one British picture in more than a year.

Members of the Labor Opposition in Commons made an angry scene following Thornycroft's reply. One member asked, bow come the Films Council advised "this most flagrant violator of the Film Quota should not be prosecuted?" Didn't this show, he added, that the Council has complete contempt for the law?

Another Member alleged that Sam

(Continued on page 7)

FCC, Congressmen Will See Eidophor Here This Evening

Federal Communications Commission members and a delegation from the U.S. Senate and House of Representatives tonight will be the guests of 20th Century-Fox at a special demonstration here of the company's new large-screen color television system, Eidophor. A demonstration was held for the press for the first time on Wednesday.

Motion Picture Association of America officials, including Eric A. Johansson, Floyd Carter, Kenneth Clark and Edward Cooper, members of the Washington press corps and other notables will also be present at this evening's showing. Spyros T. Skouras, president of 20th-Fox, will be host at a reception following the Eidophor demonstration.

The FCC group will be headed by commissioners Paul A. Walker, chairman; Robert T. Bartley, Rosel H. Hyde, Freda B. Heanock, Robert F. Jones, George E. Sterling, and Robert Kotzen, who is acting for Commissioner Ed. M. Webster, now in Europe.

Senator Charles W. Tobey of New

(Continued on page 5)

We Can Clean Up Programs, Video Tells House Group

WASHINGTON, June 26.—Spokesmen for the television industry today urged Congress to let the industry do its own job of cleaning up radio and television program content.

They appeared before a House Commerce subcommittee investigating program standards. Today's witnesses were Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, and John E. Fetzer, chairman of the NARFIBS.

(Continued on page 7)

Cin. Clossings Give RKO Control Again

CINCINNATI, June 26.—The 2,000-seat Capitol and 1,500-seat Keith's theatres in the downtown business sector have closed for six weeks, leaving RKO again in control of the local situation and affecting, possibly, the product availability for neighborhood houses. The Shubert has been shuttered for some time. The Capitol and Shubert are operated under

(Continued on page 2)

ABPC Profit for '51 Is $1,482,154

LONDON, June 26.—Associated British Pictures Corp., in which Warners hold an important interest, today reported a trading profit for the year ending March 31, last, of £2,340,775 ($6,554,170), compared with £2,304,275 for the previous year.

After all charges, net profit for the last fiscal year, as indicated by pre-

(Continued on page 7)

See Theatres Getting 75% Of Tax Saved

25% of $300,000,000 Would Be Distributors'

Of the estimated $300,000,000 additional annual revenue to be realized if the industry wins repeal of the 75% Federal admission tax, 75 per cent, or $225,000,000, would go to theatre operators, while the remaining 25 per cent, or $75,000,000, would be the distributors' share, according to calculations of exhibitor-distributor leaders.

The calculations admittedly are based on the economic condition of the industry at present and do not take into consideration possible variations in future attendance. Nor do they take into consideration the likelihood that a number of states and municipalities would be prepared to impose tax levies if and when the Federal excise is lifted.

It is believed, however, that no

(Continued on page 2)
**Personal Mention**

**State Dep't. Film Program Takes 34% Budget Cut**

WASHINGTON, June 26.—The State Department’s film program will get the heaviest cut of any section in the Overseas Information Program, which is almost certain to be approved for the entire International Information Administration.

This was revealed by Department officials. It was the first time they announced that the cut in the film program would be broken down among the different sections.

The Administration had asked $133,791,244 for the entire program in the year starting July 1, but the House and the Senate appropriations committees cut it to only $86,575,000. The Senate passed the bill late today, increasing by almost $2,000,000 the Department’s film appropriation, but the House committee recommended that this increase should be used for educational exchange activities.

The Appropriations committee, the Senate, and the House appropriations committee had all voted to eliminate $8,558,000 requested by the Department for a new propaganda film to be produced in Asia, Africa and the Near East for the “cultural distribution” of House appropriations committee had, however, voted the full $10,000,000 requested for the same purpose, for a documentary film program, but the House, and Senate appropriations committees, in reducing the total in the entire IIA budget, made an undertaking to cut in this regular film budget, too.

Cut is $7,000,000

Department officials told the Senate appropriations committee that its section’s budget would be cut to $7,000,000, a reduction of 34 per cent of the budget requested for the largest reduction of any of the regular media programs. The Department said the total IIA reduction would be equal to cutting its service over 16.7 per cent, radio 27.2 per cent, information centers 22.6 per cent, and educational exchange 19.1 per cent.

The film program also took the biggest reduction, as compared to its reduced funds available in the current year. The $7,000,000 would be 31.5 per cent below the current year appropriation. The total budget would still be 29.1 per cent above the current year, while the other divisions would be cut only 15 per cent.

Dr. Wilson Compton, new IIA administrator, told the committee that he had been made "fully aware of the complaint that the privately provided motion pictures that are the most popular, or at least of the largest ones, which do not mean, but are at the same time, and when regarded, the prevailing tone and temper and meaning of American life."

George Jessel Will Leave 20th in Fall

HOLLYWOOD, June 26.—George Jessel reported here today that he plans this fall to end his 10-year association with 20th Century-Fox. He said he will be open to television jobs, but that he hopes no one will mention his name basis.

Tax Fight

(Continued from page 1)

local taxes would threaten in areas where theatres have been hard hit economically; but the industry during the national campaign period next year, Federal tax is expected to keep a watchful eye on the various localities in an effort to thwart attempts at tax administrations.

While no one in exhibition or distribution yet feels free to estimate how much the industry may have to invest in the war on the Federal tax, some "guess” that if it cost $1,000,000 to $2,000,000.

When the Council of Motion Picture Organizations governing triumvirate—Al Lichtman, Truennan Remus, and Samuel Pinus—meet here again on July 8 to chart the overall strategy of the campaign, the dealers will be made with a call on the nature of the financing in which distribution sales forces will lend their assistance.

Would Apply Compo Plan

The major companies’ sales managers have agreed to have their sales forces cooperate in soliciting contributions from exhibitors to help finance the campaign. Theatres are expected to be asked to contribute on the basis of their seating capacities, but the first Compo financing plan adopted by the agency’s board would be applied. Theatre contributions, under whatever assessment plan is adopted, will be matched by distribution.

With most of exhibition intent on keeping admission prices at the tax-included level and if when repeal is announced increasing prices, it would result—although without the public’s feeling the rise. This means that, all things being equal, grosses would rise. Since the admission and the exhibitor share a theatre’s gross, the "take" of both would rise under the increase so effected, it was explained.

**50 Attend Preview of New Col. Short**

More than 50 persons, including representatives of the industry press, viewed a special preview of Columbia’s new World of Sports short, "High Stepping Trotters," yesterday at the monthly meeting of the Hannsprenglmeyer organization at Toots Shor’s restaurant here.

**NEW YORK THEATRES**

**CLASH BY NIGHT**

**RADIO CITY MUSIC HALL**

**RAY BOGLES in "WHERE’S CHARLEY?"**

**Color by TECHNICOLOR**

**plus SPETACULAR STAGE PRESENTATION**

**COOL CRITERION @ WAY & 45th ST.**

Walt Disney’s Story of ROBIN HOOD

Color by TECHNICOLOR

Walt Disney’s WATERS BIRDS “LITTLE HOUSE”

Print by Technicolor—Distributed by RKO

Walt Disney’s Story of ROBIN HOOD

Color by TECHNICOLOR

**Walt Disney’s**

**Walt Disney’s**
MEET A NEW STAR
"FEARLESS FAGAN"

The public, eager for novelty on the screen, has registered solidly at every Preview its delight in M-G-M's new comedy "FEARLESS FAGAN."

The picture is based on the true story that appeared in Life Magazine and in the nation's press. A young G.I., drafted into the Army, having no place to leave his pet lion, takes him along to Camp with results that are unique and side-splittingly funny.

M-G-M plans to exploit this unusual attraction with high-powered showmanship and invites theatre men to give thought to their campaigns. A mutually profitable opportunity exists for happy and successful engagements.

M-G-M presents "FEARLESS FAGAN" • Janet Leigh • Carleton Carpenter • Keenan Wynn • and introducing Fearless Fagan (himself) • Screen Play by Charles Lederer • Adaptation by Frederick Hazlitt Brennan • Based On a Story by Sidney Franklin, Jr. and Eldon W. Griffiths • Directed by Stanley Donen
Produced by Edwin H. Knopf
The Gold Rush is on in the Middle West... in HUNDREDS of theatres in five Exchange Areas, including houses like the Palm State, Detroit; Palace, Cleveland; Palace, Cincinnati; Warner, Pittsburgh, and Indiana, Indianapolis... as grosses are hitting undreamed-of highs... sometimes double and triple the business for the top "A" pictures of the past three years!... And theatre
Dong" is King
The Year's Office!

owners are shouting "Hallelujah!"...Backed by the RKO brand of "go out and blow the roof off" kind of showmanship, "King Kong" is not only the 8th wonder of the world, but the miracle of miracles of show business!... There hasn't been anything like this since "Hitler's Children" and "Behind The Rising Sun"! ... Get ready for the big-money bonanza in your own territory RIGHT NOW!
CD Telecast

(Continued from page 1)

that yesterday's test was the best so far, both technically and in terms of subject matter.

Telecast from the studios of WJAL-TV, the program was carried in the following theatres besides the Paramount: Loew's State, Boston; Warner's Stanley, Philadelphia; Stanley, Baltimore; Loew's Penn, Pittsburgh; Palace, Cleveland; Uptown, Chicago; Rivoli, Toledo; Warner, Milwaukee; and Palms State, Detroit.

One of the highlights of the telecast was the two-way communications between these theatres—Palms State, Loew's State, Uptown and Loew's Penn—and Civil Defense officials in the capital.

The Civil Defense officials participating in the program included: Arthur E. Kimerling, acting director, police services division, Federal Civil Defense Administration; Philip D. Batson, acting special assistant, technical operations office, FDCA; Russell Pryor, manpower chief, police services division, FDCA; D.C. Milton C. Towner, director of the Federal Civil Defense national staff college at Washington, D.C., and John H. DeChant, director of FDCA's public affairs office.

Talks for Oriental

Catherine June 26—Paula & Krisley, of the Towne Theatre, Milwaukee, are negotiating for the Oriental Theatre here. The talks, which started last week and are still continuing, concern the Oriental, a first-run Loop house, closed a few weeks ago.

Business, showing the non-competitive factor of theatre television for the industry as opposed to home television. This talk involved added significance because on the same Wednesday evening the Chuck Davey-Chico Vejar lightweight bout was available on free home television in most major cities.

Concession business in most situations for the evening of the fight also was reported very good, to heavy.

The gross realized by the 38 participating theatres in the bout booked by Theatre Network Television was approximately half of the take at New York's Yankee Stadium, which grossed $421,606 for the match on an unexpectedly large attendance.

The network was reduced to 38 when, due to the postponement of the fight, long line facilities could not be procured for Comerford's Carleton Theatre, Providence, R. I. The management there had to make refunds on advance ticket sales for about three-fourths of the house's capacity.

The following are reports from the field:

Cleveland—An estimated total of 6,500 people saw the TV fight at the Palace and Hippodrome, with a complete sell-out at the 3,300-seat Palace and all but a few seats in the second balcony of the 3,500-seat Hippodrome sold.

Both houses closed after the last matinee, reopening at 6:45 P.M. for the feature and the fight, with tickets at $2.40, tax included for all seats. None were reserved.

During the 15-minute intermission before the fight at the Hippodrome, Jack Silberthour introduced 14 members of the Maxim family, who were his guests.

The Palace did a good trade between the feature and the fight selling popcorn, ice cream and soft drinks. The non-fight Downtown theatres, State, Allen, Ohio and Stillman all did better than average Wednesday night business on the strength of their own programs as there were no turnovers, either as the was the case of the Palace. This was the first TV event at the Hippodrome and the sixth at the Palace. Crowds were very orderly and the projection excellent.

Detroit—the telecast of the Robinson-Maxim fight at three of Detroit's first-run houses proved highly successful and profitable.

The 4,000-seat Michigan, a United Detroit Theatre, was sold out the night before the fight. An estimated $90,000 gross was reported.

The 2,300-seat Palms, another U.D. house, also was sold out. The gross was estimated at $6,500.

The 2,200-seat Eastown Theatre, operated by the Warner and Loew's chain, drew a crowd of 1,200.

Admission for all theatres was $2.40 for reserved guaranteed seats. Other house run-ins offering the fight did below average business for the night.

Boston—The Pilgrim Theatre here did capacity business, while the Loew's State had a near capacity house, which is 3,500 at an admission price of $3.00 in the loges and $2.50 for all other seats. Capacity of the Palms, which charged $3.00 for orchestra seats and other seats $2.50, is 1,800.

Lynn, Mass.—The 2,500-seat Paramount Theatre here reported the house was at about 75 per cent of capacity, with admissions at $2.50.

Baltimore—The Stanley Downtown theatre, with 3,000 seats was filled to capacity while the State Theatre in East Baltimore with 2,000 seats was only 75 per cent filled.

Both houses charged a straight $2.50 all over with no reserved seats. The picture was slightly heavy on both houses and managers reported that the picture was not nearly as sharp as the pattern in the morning. Business at Downtown houses not offering the TV show reported average grosses. Neither better nor worse than any other week night.

Omaha—Two thousand fans were at the 3,000-seat Orpheum for the fight in theatre television debut here. Theatre district manager William Missell said the figure probably would have gone higher had the bout not been postponed from Monday. Other theatres reported at least normal business, with two indicating slightly larger houses for Wednesday's show. The average price was $2.40 for the bout and a large number of the audience were women.

Philadelphia—Warner's Stanley here was a complete sell-out for the fight telecast at a $3.25, price which included taxes. The Stanley sold 2,947 seats, plus 275 standing room at the same price. The house attracted a typical fight crowd and because of the heat the theatre was opened early at 8:30 P.M.

Camden—Warner's Stanley here

Robinson Bout Grosses

(Continued from page 1)

Year's Film Output Lasts TV 6 Weeks

Washington, June 26.—So very well announced were programs needed by television stations that the combined motion picture output in programs of the 12 feature films, would run one TV station for no more than six weeks. The Warner Bros., chairman of the National Association of Radio and Television Broadcasters' TV code review committee, on the House Commerce subcommittee investigating program standards.

Fight Film

(Continued from page 1)

the bout. Others in the Globe audience, tired of waiting for the film, left before the fight was received at the home, and the runs allowed them to return later.

Forty-eight Loew's neighborhood theatres carried the film later in the day.

Top business was registered despite the movie by the Warner Bros. film, which included shots of the first, second, seventh and the climactic 13th rounds. Comic relief was supplied by referee Virgil Fox, the non-combatant who passed out from the heat before Sugar Ray. Of course the highlight of the battle was the utter exhaustion of the contender at the 13th round, at the finish of which Sugar Ray was unable to come up for the next round.

Joe Roberts supervised the film, while Harry Sherman edited and Bill Cowin narrated.

M. Horowitz

Theatre TV Plans

(Continued from page 1)

These installations, plus the planned equipping of a U.P. house in Buffalo, would bring the number of cities with U.P. TV-equipped houses to 15.

The selling theme outlined in the brochure is that television is ‘a direct, personal, simultaneous approach to selected national or regional audiences. It highlights its adaptation for the use in sales meetings, product showings, stockholders’ meetings, group training and national conventions.

Close for Summer

Albany, June 26.—Two Mohawk Valley theatres, Claryville's Doby's and Mohawk's Strand in Johnstown, have been closed for the summer.

saw a sell-out at a $3.25 sale. In addition, the 2,213 seats sold, there were 150 standees.

Chester.—The box-office at Warner's Stanley here fell very short of expectation, taking $151, or $327 in attendance at the 2,265-seater. The admissions were scaled at $3.25.

SPECIAL TRAILERS FILMFLACK

QUALITY & QUICK SERVICE

You can always rely on Filmflack to get your trailers sharp and ready for your showdates. A quick turn around service.

CHICAGO, 1327 S. Wabash - NEW YORK, 539 North Av.

NEW TRADE SHOW DATE FOR

WARNER BROS. THE STORY OF WILL ROGERS

FOR FERRELL JULY 11th

NEW DATE JULY 16th

TIMES AND PLACES SAME AS PREVIOUSLY ANNOUNCED
See Eidophor
(Continued from page 1)

Hampshire, and Congressmen James I. Dolliver, Richard W. Hoffman, Arthur G. Klein, Eugene J. Kenough and Charles Wolverten will be in the Congressional delegation.

Others from the Federal Communications Commission who were invited include William Boese, Jim Ballard, Jack Buckley, Earl Chapin, General Counsel Benedict Costone, Ed Clinescales, Paul Dubin, Hyman Goldin, Jack Ochs, Willmor Roberts, Virgil Simpson, Col. Edwin White, and Jack Werner. In addition, Haraden Pratt, Communications Policy Adviser to the President will attend.

Industry Leaders Witness Eidophor Demonstrations: More Showings Set

Top industry executives, exhibitors, and engineers yesterday witnessed demonstrations of the new Eidophor large-screen theatre color television system, presented at four showings at the home offices of 20th Century-Fox. Shown as part of the special series of live shows designed to acquaint the public with the potentialities of the color picture, the presentations will continue through next week.

Among the industry executives attending yesterday were Sid Blumenstock, Harry Brandt, Jack Cohn, Ralph Cohn, Tom Connors, Ned E. Depinet, Walt Disney, James R. Grainger, William J. Heineman, Arthur B. Krinn, Paul Lazarus, Jr., Robert Mochrie, S. Burnett McCormick, Stuart McDaid, William A. Parker, Jerome Pickart, television code review board. Other NARTB witnesses are scheduled to testify tomorrow.

The industry stand was summarized by Fetzer when he said that it was his "firm conviction that the public, the Congress, and other regulatory authorities should give the television code a chance to work." Both he and Fellows admitted there were problems in the legislation, but argued that legislation was not the solution.

Aimed at Films
At one point, subcommittee chairman Harris said that violations that were not found at local stations but at network programs. Fellows replied that much of the criticism was aimed at film shown on TV, and pointed out that networks make the most use of film.

Fellows argued that no other mass media has as low a content of crime and mystery as television. He said he was sure television programs had less than the public probably wanted in years to come.

Says People Can Choose
Rep. Klein (D., N.Y.) said he agreed with the witnesses that there were things to be corrected, but that the industry itself should correct them.

He reiterated statements he made at previous hearings that persons objecting to programs "can always turn them off."

In his statement, Fellows cited the Supreme Court's recent "Miracle" opinion, and pointed out that the definition of what is "offensive" varies from community to community. Harris admitted that this was an important factor. He pointed out that many programs originate in large cities, and that standards might be different there.

Fellows replied that the individual license held by him could always refuse to use the network program.

List Top Films
(Continued from page 1)

(Continued from page 1)

the impending opening of FPC's new Paramount Theatre in Edmonton, completing the company's present program of new theatre construction. The new house will be managed by Walter Wilson, FPC 25-year veteran. Also scheduled for opening this summer is FPC's drive-in near Moncton, N.B.


ABPC Profit
(Continued from page 1)

Limiatory figures, will be $29,341 ($1,482,154), against net profit in the previous year of $6,367.

ABPC also announced a final ordinary stock dividend for the year of 12½ per cent, which with previously paid interim dividends, makes a total of 20 per cent, equal to the dividend paid for the preceding year. The dividend will aggregate £20,000.

May TV Events at Arena
COLUMBUS, 0., June 26.—An outdoor amphitheatre seating 4,000 being erected near suburban Reynoldsburg by Al Halt, local sports promoter, may be used for televised wrestling and boxing shows, it is reported.

ONCE IN A GENERATION...ENTERTAINMENT LIKE THIS!

"Mr. Sean Thornton, bachelor, meet Miss Mary Kate Danaher, spinster.
Miss Danaher, meet Mr. Thornton from Pittsburgh, U.S.A.!!"

HERBERT J. YATES presents
THE QUIET MAN
Color by TECHNICOLOR • Directed by JOHN FORD
A REPUBLIC PICTURE

MOTION PICTURE DAILY

Friday, June 27, 1952

Loew's Quota
(Continued from page 1)

Eckman, an American citizen, a member of the Films Council and also managing director of the company owning the Empire, was called on for advice. The Member claimed it was "the whole question of quota prosecutions was examined."

Thus pressed, Thornycroft pleaded that he had proceeded under legislation passed by the Socialist government. This provoked Socialist leader Herbert Morrison to protest that Thornycroft was misreading the issue. "Surely, you are responsible for answering the factual allegation that this gentleman (Eckman) who has broken the law, is retained as advisor on how breaches of the law shall be dealt with," Morrison said.

Thornycroft replied: "I am bound to listen to advice from the Films Council, as directed in the Act."

Interviewed later, Eckman said: "It is true that I am a member of the Council's defaults committee, but I wasn't present when the Empire was discussed. I was, in fact, present when the full Council considered the committee's report but I didn't take part in the discussion, and I certainly didn't vote.

The Labor Opposition threatens to bring up the matter again soon.

May TV Events at Arena
COLUMBUS, 0., June 26.—An outdoor amphitheatre seating 4,000 being erected near suburban Reynoldsburg by Al Halt, local sports promoter, may be used for televised wrestling and boxing shows, it is reported.

starring
JOHN WAYNE
MAUREEN O'HARA

and
BARRY FITZGERALD
as
Michaelen Flynn

He's the marriage broker and the village bookie—a little man with his nose in every-thing and his heart in the right place!
**House Passes Controls Bill**

**Washington, June 26—**The House today disposed of the controls bill, including the amendment ending wage and salary controls in the motion picture industry.

The bill also continues the industry's price control exemption. The measure now goes to conference with the Senate, an approach the House favored to continue the price control exemption but leave industry wages and salaries under control.

Warding Called 'Loose'

While the wording of the bill to end wage and salary controls over theatres has been described as "loose," thus leaving it uncertain whether provisions have been fixed by this measure, the Rep. Jones, (D., Mo.), sponsor of the bill, said he intended it to cover talent and independent studio workers as well as those in exhibition.

The House, acting on an amendment to legislation affecting the Defense Production Act, yesterday voted to end wage and salary controls. The original price control law exempted film rentals, but charges for film rentals and admissions, newspapers, books, magazines, radio and TV advertising and similar services. The law did not, however, exempt wages and salaries in these industries.

The stabilization Board and later the Salary Stabilization Board conducted investigations as to whether wages and salaries should be lifted from these industries, but never came to any decision, and the controls have remained. As at present in the industries have urged that their wages and salaries be freed from control.

Wages in exhibition and production have been fixed by this measure regulations as govern wages in other industries.

Salaries for talent workers have been governed by a letter from the Wage Board which lets the studios follow their traditional talent salary schedules.

The House action yesterday came on a motion by Rep. Jones. His amendment to the act was voted on and while it was clear that theatres were freed from wage control, there was some opposition on the floor, but no vote on the amendment was ordered. But Wage Board and industry lawyers said that even though the amendment was worded loosely, there was no doubt of the intention to free talent and other studio workers as well as theatre workers, and that the Administration would undoubtedly observe this intent.

**New TV Antenna for New England Area**

**Boston, June 26—**Ceremonies were held yesterday atop the 2,400-foot Mount Belknap Mountain in New Hampshire inaugurating a new antenna system covering New England's first RCA antennaeplex for the community.

Television reception from the 40-foot antenna will serve set owners in the Laconia, New Hampshire, area and surrounding areas. Laconia is 100 miles north of Boston. The new antennaeplex uses the longest range television cable in the world, running 30,000 feet from the top of Mount Belknap into Laconia. Work on the antennaeplex began last November.

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**Review**

**"Washington Story"**

(Metro-Goldwyn-Mayer)

A grand tour of the nation's capital is offered in "Washington Story," a picture which emphasizes the fact that a Congresman's life is frequently hectic. Van Johnson and his strong support comes from Louis Calhern and Sidney Blackmer. On the whole, the story is an appealing one and should do satisfactorily at the box office. Special exploitation do from the many revealing glimpses into the life and functions of Washington.

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**Poll on Hollywood's Charming Families**

LOS ANGELES, June 26.—Sheilah Graham, Hollywood columnist and editor of Hollywood Digest, completed a week's work on a new poll to be published beginning next. It is emphasized, the "whole" side of Hollywood in a poll to be called the "National Charming Film Families," results of which are to appear in the new publication.

Sheilah is in the process of being sent to publication editors, lists 25 Hollywood families. She offers $100 to the individual voter whose ballot most nearly approximates the poll results.

Listed on her ballot are the Rex Allen, Paul Brinkman, Jeff and Johnny, Farrows, Glen Fords, Ben Gages, Bill Holdens, Harry James, Howard Keel, Gene Kelly, Mario Lanza, Tom Poston's, Gordon Mac Raes, Marty Melcher, Ricardo Montalbans, Howard Keel, Gregory Peck, Dick Powell and Co., George Steffens, Jimmy Stewart and the Richard Widmark.

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**Dedication of Rogers Highway Proceeds**

New Mexico will today become the fourth state in two days to pay tribute to Will Rogers by renaming U. S. Highway 66 the Will Rogers Highway. The ceremonies, planned for the event being tied-in with the release of "The Story of Will Rogers," which is to have its premiere at the Beverly Theatre in Los Angeles on July 10.

Meanwhile, it was announced that the national trade screening for the color version of "The Story of Will Rogers," which is the Academy of Motion Picture Arts and Sciences' "Story of Will Rogers," which is to have its premiere at the Beverly Theatre in Los Angeles on July 10.

Meanwhile, it was announced that the national trade screening for the color version of "The Story of Will Rogers," which is to have its premiere at the Beverly Theatre in Los Angeles on July 10.

Rogers' Commemorative Stamps Presented

Hollywood, June 26.—Blocks-of-four, with plate block numbers, of the Will Rogers commemorative three cent stamp, issued by the U. S. Posteal Dep. In 1948, are being sent to presses in seven key centers by Mrs. Blumestock, Warner Bros. vice-president in charge of advertising-publicity.

Noting that the stamps may become collectors' items, Blumestock also notes that "The Story of Will Rogers" will be released soon.

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**Stanko in New Post**

CASHMIRE, N. J., June 26.—Edward Stanko, a leading RCA engineer, has been appointed to the newly created post of manager of engineering, technical products division, RCA Service Co., Inc., it was announced by W. L. Jones, company vice-president, yesterday.

Today's sessions will continue the general sales discussions with emphasis on merchandising plans for the product schedules for the remainder of the year.

De Rochemont Joins Transfilm Here

Richard de Rochemont, former executive producer of the March of Time, and Transfilm, Inc., two of Hollywood's major film producers, have been appointed to the studio's new executive post of Transfilm's vice-president, William Burnham announced yesterday. Under the deal, it is reported, de Rochemont will bring his current and future business film accounts to Transfilm, which involves an estimated $500,000 worth of production.

De Rochemont, who resigned from Transfilm earlier this year when that company terminated its March of Time film series last year, recently completed plans for two topical television programs which Transfilm will act as producer and consultant on new business matters.

He also plans to produce, in 1953, a feature motion picture based on the story of the first woman who will be filmed in Europe and the U. S.

**Mack Reports 3-Week Pre-selling of Films**

CHICAGO, June 26.—Exhibitors in this area no longer are depending on merely one week's advance advertising to pre-sell their pictures, according to Irving Mack of Filmack Theaters. For many situations, he said, features are now receiving four and five weeks of pre-sell as indicated by the special trailer advertising materials.


Gets Extended Time Bids

Paramount reported yesterday that it had received bids for extended time to attend to its museum audiences for extended playing time for the new Martin-Lewis comedy, "Jumping Jacks," slated for an early release. The Fox Theatre in Philadelphia has taken the film for a minimum of six weeks.
Self-Destruction
An Editorial

I'd like to get out of the theatre business while I've still got my health.

"The theatre business isn't going. It's dead."

"The way business is, it's cheaper to close than keep going."

"Things will get worse. Theatres won't get any good pictures until late August."

"It's doubtful those theatres closing for the summer will re-open in the fall."

"More theatres are sure to close."

Those are sample quotes which the Wall Street Journal reported on Friday had been given by exhibitors in all sections of the country. It named many of them.

The article was headed "Movie Misfortune."

The explanations offered for their "misfortunes" by the theatre operators interviewed were many and varied but, as usual, television was the most frequently mentioned single cause.

With the entire industry organizing to obtain elimination of the Federal admissions tax, on the success of which much of the future economic health of the industry depends, it was significant to find among the scores of exhibitors interviewed only one quoted as attributing his "misfortune" to that tax. It was an opportunity to turn a destructive article into a genuine service to the industry's anti-tax campaign, but only one voice was raised among the multitude of weepers. The rest preferred to "sound off," knowing what they (Continued on page 2)

Renew Effort Today
To Set Arbitration

At a series of meetings scheduled to open this afternoon at the Fabian Theatres home office here, distribution and exhibition will attempt for the third time in two months to reconcile conflicting business philosophies and viewpoints with a view to setting up a system of arbitration for the industry.

The meeting today, which may continue into the middle of the week, is (Continued on page 4)

Balabans to Offer Publicly 38,500 Shares
Of Paramount Common, SEC Told

Washington, June 28.—Paramount Pictures has filed a registration statement with the Securities and Exchange Commission for the public offering of 38,500 shares of the firm's common.

The statement said the shares are to be offered from time to time on the New York Stock Exchange by Barney Balaban and by his wife, Tillie Balaban.

The shares are believed to be part of an original block of 40,000 shares acquired by Balaban several years ago through exercise of option warrants at $12.50 per share issued to him as part of an ensuing arrangement by which the company liquidated $2,000,000 of its convertible notes held by Balaban.

At current market prices the shares to be offered are valued at just under $1,000,000.

Denver Theatre in
Talks to Telecast
Nat'l Conventions

Negotiations for a theatre telecast of the forthcoming national political conventions by the Broadway Theatre, Denver, have been started by John Wolfberg, owner of the Broadway, it was learned here at the weekend.

It is understood that Wolfberg has approached both the National Broadcasting Co. and Columbia Broadcasting System in an attempt to get their approval for tapping off convention television coverage.

Denver is a non-television area and the Broadway Theatre has been utilized before to bring television attractions such as the World Series to that city. Meanwhile, it was also learned that the Savoy Hotel in Denver has advertised private suites for television managers to offer convention coverage of the Chicago political conventions of both parties in July.

Here in the East, Norman Elson, head of Embassy Newsreel Theatres, some of which are equipped with television, has expressed interest in carrying highlights of the convention via large-screen TV. Although no final decision has been made yet, it is understood that Elson has attempted to (Continued on page 4)

MGM Sets Six for
Sept.-Oct. Release

M-G-M will release six features during September and October, announced. Three will be in color by Technicolor.

Slated for September are "The Merry Widow," color; "You Sou Me," and "My Man and I." For October release are "Because You're Mine," color; "Sky Full of Moon," and "Everything I Have Is Yours," color.

Para. Details Its
L.A. Release Plan

Details of Paramount's experimental plan for subsequent run exhibition in the Los Angeles area, following the expanded first run exhibition in seven districts as recently reported, were announced by the company here on Friday.

The test, commencing with the general release of "The Greatest Show on Earth," will continue with "Jumping Jacks," and "Son of Paleface." (Continued on page 4)

Set Chromatic Tube Showing
In Three Cities

Plan Demonstrations in
New York, Frisco, L.A.

Plans to hold public demonstrations of Chromatic's new tri-color television tube for home TV sets in the East and West were disclosed here at the weekend by Richard Hodgson, president of Chromatic Laboratories, Inc., which is 30 per cent owned by Paramount Pictures.

The plans were revealed in the wake of the National Production Authority's new order modifying its blanket ban on the manufacture of color home television sets and lifting the ban entirely for color theatre television.

Hodgson, who recently returned from Oakland, Calif., where a pilot plant is maintained by Chromatic, said the demonstrations would probably be held in New York, San Francisco and Los Angeles at a date yet to be fixed, but during 1952.

It was made clear that while Chromatic (Continued on page 4)

French Talks Go on
As Old Pact Ends

With negotiations in Paris for a new Franco-American film agreement still in the preliminary stage, the old agreement will expire today. An understanding is said to exist whereby the terms of the expiring agreement will be continued until a new pact is reached or negotiations break down.

John P. McCarthy, international division chief of the Motion Picture Association of America, said on Friday that the Paris talks between representatives of both governments are continuing in the exchange-of-ideas vein.

Divorce of 20th-Fox Delayed

The divorce of 20th Century-Fox, slated for last Saturday, has been deferred pending receipt of a ruling on the Treasury Department which would permit the distribution of the stock of National Theatres, Inc., to 20th-Fox stockholders tax-free, Spyros P. Skouras, 20th-Fox president, disclosed here at the weekend in a letter to stockholders.
On the administrative level Allied and Theatre Owners of America are taking somewhat different, although not necessarily conflicting, positions with respect to whether theatre operators should retain or pass along to the public any savings that may be made. Both agree that the industry wins repeal of the 20 per cent Federal admission tax.

This was brought out at the weekend when Horace Winfield, TOA president, said his organization has no policy whatever on the question. The companies in the Associated Theatres Network, who are the operators of the theatres, need the extra revenue tax savings to be kept and where they leave themselves scrap it up is perhaps in use and it amount to a 20 per cent cut in admission prices would further stimulate business.

The Municipal, of the Council of Motion Picture Organizations, under whose banner the industry's well-being is being emphasized, has adopted as its official policy the viewpoint expressed by Myers. COMPO recognizes that such a contractual arrangement would be up to the individual theatre operators to make their own choices, subject to local business conditions.

Self-Destruction

(Continued from page 1)

said would be used not to help them but to help destroy them. It is a method of self-destruction the industry witnessed in Life magazine a year ago. Nothing, apparently, was learned from that experience. The “movies” real misfortune is that it numbers among such a small portion at the Wall Street Journal within its ranks. Sherwin Kane

Burlesque Back at Savoy

Walter Roscoe’s Savoy in Ashbury Park will resume burlesque shows for the second successive summer on Thursday. Two shows will be presented nightly with extra midnight spectacles every Saturday.

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TOA Takes No Stand on U.S. Tax Savings Policies

‘Noon Opens Here, Phila., July 25th

As a prelude to blanket extended playing time engagements in four circuits covering seven states, Stanley Warner has cut its share in the Mayfair in New York and the Boyd in Philadelphia on July 25, Wil- liams and Wilson have booked the distribution vice-president, reported here on Friday.

The contracts call for a minimum 10% cut in the Mayfair and four-week engagement at the Boyd, and provide for “top terms and fat guarantees,” Heineman indicated.

The blanket engagements that follow will cover the Interstate, Kincey, Saenger and Butfield Circuits, covering Texas, Oklahoma, the Carolinas, Mississippi, Louisiana and Michigan. Additionally there will be four-week guaranteed bookings by the United Artists Theatre, San Francisco, and two-week minimum bookings at the Warner, Milwaukee, and the RKO Missouri, Kansas City.

House Provision on Wages Is Dropping

WASHINGTON, June 29.—House-Senate conferences on the controls bill dropped the house provision which would have exempted theatres and probably studios as well from wage rate controls.

However, the conferences kept another House provision which would limit these controls on firms employing 10 or more workers. This would probably cover most small, independent theatres.

Film admissions and rentals would continue to be exempted from price controls, as under the present law.

‘Sally’ Premiere Sets Off 75 Dates

Universal-International’s “Sally and I,” starring Claire Trevor, will drive in the mid-month to Boston tomorrow at the Astor Theatre, launching almost 75 dates in the territory.

Theatres in the five-state area of Massachusetts, Maine, Vermont, New Hampshire and Rhode Island are participating in the saturation openings and will be featured in the special off-the-amusement-page advertisements.

Bid for Portland Channel

PORTLAND, Ore., June 29.—A partnership for making an application for TV Channel 4 has been formed by radio stations KGW, a group in which Bing Crosby and Robert P. Porter, Mahlon B. Rucker, Dr. Joseph W. Lynch, all Spokane.

Roy N. Sackett Dies

ROCHESTER, June 29.—Roy N. Sackett, a retired member of Eastman Kodak Co., died here at 68.

Newsreel Parade

TIE the rivalry for the forthcoming Presidential conventions and the honoring of Louis Braille make current newscast highlights. Other topics include getting an honorary degree, bathing beauties and sports. Complete contents follow.


Sales Drive Prizes Go to ‘U’ Personnel

One hundred and thirty Universal domestic division, district, branch and office managers, salesmen and bookers, received their share of the $53,000 in cash prizes over the weekend in the recently concluded 18-weeks “Nate J. Blumberg 40th Anniversary Sales Drive," in which 22 of the company’s 31 domestic branch offices finished over.

The Southern division headed by F. J. McCarthy was the winning division driving the West headed by Foster M. Blumberg and the East headed by P. T. Dana. The winning district in the drive was that of J. B. Madison, which included the Dallas, Kansas City, New Orleans, Oklahoma City and St. Louis districts. Among the districts that went to the district headed by Barney Rose and including the Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle branches.

The Portland branch headed by Arthur Greenfield took first place among the branches, topping the second place winner, Seattle, managed by Donald Greenfield. Third place went to the Kansas City branch headed by Jack Langan; fourth place was the Idaho district; C. R. Ost; fifth to San Francisco headed by Ted Reich; sixth to Memphis headed by James; seventh to the Dallas headed by R. N. Wilkinson; eighth to Washington headed by Joseph Gifs; ninth to Charlotte headed by L. B. Smith; tenth to St. Louis headed by Harry Hynes.
Inside New York—50 years ago...

Re-creating a corner of old New York for the theater is a stage designer's problem.

But re-creating it so that the color camera will see it and the sound camera hear it as the eye saw it and the ear heard it 50 years ago is quite another story.

It is in reducing problems of this character that the Eastman Technical Service is of great service. Their representatives collaborate with studio technicians; they scrutinize the scenery, establish light and color balances; they help select type of film, color or black-and-white, best to use. Special laboratory procedures, too, may be worked out to ensure precise processing—all to make sure that every foot of film produces best results.

To maintain this service, the Eastman Kodak Company has branches at strategic centers...invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue, New York 17, N. Y.

Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, California
L. A. Plan

(Continued from page 1)

A total of 21 runs will be offered in competitive negotiations on the three pictures. In addition, the number of runs previously licensed on the first subsequent run availability, Paramount has designated. Each of the first subsequent runs will be served on an availability of 28 days after the first run opening date Paramount has designated. Each of the first subsequent runs will play a minimum of two weeks. On other pictures which may be offered, the length of the engagements will be determined by the minimum length of the first run.

Divided Into 8 Districts

In negotiating the runs, the area has been divided into eight districts. These districts and the number of runs to be offered in each, are:

Areas 1 and 2 combined, constituting urban Los Angeles and Holly wood and also including Belvedere Gardens, Montebello, Eagle Rock, Highland Park and Whittier—eight runs. Area 3, including Beverly Hills, Westwood, Santa Monica, Ocean Park, Venice, Culver City and Pacific Palisades—nine runs. Area 4, including Inglewood, Westchester Village, the area South to Torrance, El Segundo, Hawthorne, Manhattan Beach, Hermosa Beach and Redondo Beach—three runs. Area 5, including Huntington Park, Maywood, Bell, Southgate, Lynwood, Compton and the Florence Avenue area—one run. Area 6, including Pasadena, So. Pasadena, Alhambra, and all of the theatres in the San Gabriel Valley—two runs. Area 7, including Glendale—one run. Area 8, including the other theatres in the San Fernando Valley area West to and including Canoga Park—three runs.

Availability dates for the commence ment of these 28-day runs will be: "Greatest Show," Aug. 6; "Jumping Jacks," Aug. 20.

14 Days To Play

These runs will have 14 days to play and one day's advance notice of the bookings in the next runs in each area, which will be licensed on an availability of 42 days after the first run opening date available for the community served by Paramount, the company said.

Under this plan, all subsequent run availabilities, being booked 14 days before opening instead of closing as in the past, will be automatically determined by the first run opening. It is pointed out by Paramount that this plan will enable exhibitors to set their bookings weeks in advance so their programs may be properly planned and advertised.

"Greatest Show," which will initiate the program, will be released after the first run engagements at six theatres on July 9 day-and-date. The theatres are the Los Angeles, Hollywood, Imperial drive-in, West Los Angeles; Century drive-in, Inglewood; California Theatre, Huntington Park; Roxy, Glendale, and the El Monte drive-in, El Monte.

Proclaim July 7 as "Will Rogers Week"

LOS ANGELES, June 29—Mayor David Tannebaum has proclaimed the week of July 7 to 13 as "Will Rogers Week" in Beverly Hills in honor of the premiere of the Warner Brothers Technicolor production, "The Story of Will Rogers." It will open July 10 at Warner's Beverly.

Review

"Island Rescue" (Continued from page 1)

Arbitration

(Continued from page 1)

for members of a so-called Continu ance Committee. This Committee is to continue the paragraph by paragraph analysis of a Drafting Committee's recommendation by Mr. Hodgson. It was Paramount and Chromatic which pressed the NPA to rescind the old order.

Under the heading of benefits, Hodgson listed "the notable awareness of color television" brought about through news stories concerning the new order. He also said the order allows Chromatic to go ahead with the manufacture of home color TV sets for demonstration purposes. Hodgson said that, in addition, it holds out the "possibility" that Paramount may utilize its own TV station on the coast, KTLA, for color-television purposes. The order, in short, Hodgson felt was a wedge which Chromatic and Paramount could utilize to further home color television.

On the negative side, the restrictions on the manufacture of home color TV sets were called "the most prohibitive for any large-scale set manufacturing," the failure of the networks to reintroduce color, Hodgson said, as a "detracting factor for any immediate development of home color TV."

Regarding the possibility that the Chromatic tri-color tube might be adapted for Paramount's theatre television system, Hodgson said that no decision has been reached.

Rules Out Oriental Bid on Doubleby

CHICAGO, June 29—On the legal front here, Judge Harry Fisher has held that the chief stockholders of the Doubleby Corp., Beverly and Pacific, are not personally liable for debts incurred by the corporation. In so doing, Judge Fisher overruled a point from the home office of the Oriental Theatre Building.

The hearing on the Grand Theatre's petition for exemption from the provisions of the Anti-Trust Act (on the grounds that RKO Theatres and RKO Pictures have been decreed) has been put over to August 19 by Federal Judge Michael L. Igoe.

20 Degrees Cooler Inside Theatre TV

The N. Y. Herald Tribune last week, commenting on the opening of Sugar Ray Robinson and referee Ruby Golds-

Armour in Republic Near East Post

Reginald Armour has been named manager for Continental Europe and the Near East for Republic Pictures International Corp., Richard W. Alt-}

N. J. Allied Outing Will Offer Sport

Allied of New Jersey's annual summer outing on Wednesday, which has been opened to members of all branches of the industry in the Metropolitan New York area, will include pool privileges at Asbury Park's Berkeley Carretter Hotel as well as luncheon and dinner, will be presided over by the unit and national Allied, reported at the weekend.

The unit will hold a business meeting in conjunction with the outing.

Pine-Thomas Set 6 Production Dates

William Pine and William Thomas have announced starting dates for their next six Paramount releases, covering an 18-month production period. The first starts Aug. 4. Their next film, "Caribbean," is set for September bow, and two other pictures are completed.

New RKO Radio Counsel

HOLLYWOOD, June 29—Norman Lovegrove, former U. S. Atty., Mitchell, Silberberg and Knupp, has been appointed assistant resident-counsel in the general legal department, replacing Peter Knecht, whose elevation to the post of executive assistant to Rose Haggerty, RKO executive in charge of contract negotiations and administration, was announced recently. Lovegrove will focus on Warner Bros., head of the studio's legal department.

Nat'l Conventions

(Continued from page 1)

tie-in with the convention TV coverage which will be sponsored by the March of Time.
## MOTION PICTURE DAILY’S BOOKING CHART

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<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV.-INT’L</th>
<th>WARNERS</th>
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<tr>
<td>May 25</td>
<td>(June Releases)</td>
<td>Lucille Lort</td>
<td>Red Skelton</td>
<td>11–11 mil.</td>
<td>(Rev. 6/16/52)</td>
<td>BRAVE WARRIOR</td>
<td>(Color)</td>
<td>Jon Hall</td>
<td>11–11 mil.</td>
<td>(Rev. 6/16/52)</td>
<td>WALK EAST ON BEACON</td>
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<td>June 1</td>
<td>(July Releases)</td>
<td>(Color)</td>
<td>Tim Holt</td>
<td>10–10 mil.</td>
<td>(Rev. 6/16/52)</td>
<td>PAT AND MIKE</td>
<td>(Color)</td>
<td>Spencer Tracy</td>
<td>Katharine Hepburn</td>
<td>11–11 mil.</td>
<td>(Rev. 6/16/52)</td>
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<td>June 8</td>
<td>(June Releases)</td>
<td>Roy Rogers</td>
<td>11–11 mil.</td>
<td>(Rev. 6/16/52)</td>
<td>LOYAL TO LOOK AT</td>
<td>(Color)</td>
<td>Howard Keel</td>
<td>Roy Rogers</td>
<td>11–11 mil.</td>
<td>(Rev. 6/16/52)</td>
<td>THE JOLLY RED GIANTS</td>
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<td>(July Releases)</td>
<td>CORNFLOWER</td>
<td>(Color)</td>
<td>John Drew Jr.</td>
<td>10–10 mil.</td>
<td>(Rev. 6/16/52)</td>
<td>STOLEN FACE</td>
<td>(Color)</td>
<td>Paul Hurst</td>
<td>10–10 mil.</td>
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<td>June 22</td>
<td>(July Releases)</td>
<td>CALIFORNIA BOY</td>
<td>(Color)</td>
<td>Cora With</td>
<td>10–10 mil.</td>
<td>(Rev. 6/16/52)</td>
<td>HERE COME THE MARINES</td>
<td>(Color)</td>
<td>John Ford</td>
<td>10–10 mil.</td>
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<td>(July Releases)</td>
<td>THE BIRD AND THE BEES</td>
<td>(Color)</td>
<td>Robert Young</td>
<td>10–10 mil.</td>
<td>(Rev. 6/16/52)</td>
<td>PIRATE SUMMARINE</td>
<td>Special Cost</td>
<td>WLABY BAN</td>
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<td>RED SHOW</td>
<td>(Color)</td>
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<td>(Rev. 6/16/52)</td>
<td>HOLIDAY FOR SINNERS</td>
<td>(Color)</td>
<td>Gia Scala</td>
<td>10–10 mil.</td>
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<td>(July Releases)</td>
<td>THE BIRDLAND</td>
<td>(Color)</td>
<td>Andy Devine</td>
<td>10–10 mil.</td>
<td>(Rev. 6/16/52)</td>
<td>DEAD MAN’S TRAIL</td>
<td>(Color)</td>
<td>John Wayne</td>
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<td>(July Releases)</td>
<td>JUNCTION CITY</td>
<td>(Color)</td>
<td>Charles Starrett</td>
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<td>(Rev. 6/16/52)</td>
<td>SEA TIGER</td>
<td>(Color)</td>
<td>John Archer</td>
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<td>July 27</td>
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<td>(May Releases)</td>
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<td>BLACK HILLS MARGARET</td>
<td>(Color)</td>
<td>Charles McCar</td>
<td>10–10 mil.</td>
<td>(Rev. 6/16/52)</td>
<td>ANYTHING CAN HAPPEN</td>
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<td>(Color)</td>
<td>Jodie Smith</td>
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<td>THE HEROES ARIE ORANGE</td>
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<td>(Color)</td>
<td>DESERT PASSAGE</td>
<td>(Color)</td>
<td>Tim Holt</td>
<td>10–10 mil.</td>
<td>(Rev. 6/16/52)</td>
<td>I DREAM OF JENNIE</td>
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<td>(Color)</td>
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<td>(Color)</td>
<td>THE LEPIDOPTERA</td>
<td>(Color)</td>
<td>Jodie Foster</td>
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<td>(Rev. 6/16/52)</td>
<td>KANGAROO</td>
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<td>(Color)</td>
<td>LEAVE HER TO HEAVEN</td>
<td>(Color)</td>
<td>George Montgomery</td>
<td>10–10 mil.</td>
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<td>WORK IN THE WILDERNESS</td>
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<td>Robert Morley</td>
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<td>THE WILD HEART</td>
<td>(Color)</td>
<td>Jennifer Jones</td>
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<td>LEGEND OF THE LONE STAR</td>
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<td>Dolores del Rio</td>
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<td>THE STORY OF TRIPOLI</td>
<td>(Color)</td>
<td>William Tabbert</td>
<td>10–10 mil.</td>
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*(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)*
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starring Richard Widmark • Marilyn Monroe

with Anne Bancroft • Donna Corcoran • Jeanne Cagney • Lurene Tuttle • Elisha Cook, Jr. • Jim Backus

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