WB Sells Five Houses in NY; Shifts 5 More

Transfers Supervision of Latter to Pittsburgh

ALBANY, N. Y., June 30.—Sale of five Warners theatres in Elmira and the transfer of supervision of five others in the Western district of New York, note to the Pittsburgh zone were announced here by WB zone manager Charles A. Smakowitz.

John Osborne, Wheeling, W. Va., exhibitor, purchased the Roaring and Strand (closed) and assumed the lease on the Kenney in Elmira, effective today.

The sale was made to the 153 Corporation. William Dipson, head of Dipson Theatres, Buffalo, who is a member of the new 153 firm, acquired Warner’s Park (closed) and the leasehold on the Diana in Medina. Also associated in 153 are Fred Schwetpe and David Mandelville, both of Elmira.

Osborne was formerly a WB district manager. He left the organization some 15 years ago and now operates (Continued on page 5)

Film Delivery Cuts Its Rates 10%

DETROIT, June 30.—Film Truck Service, operated by Mr. Gladys Pike, has cut its film delivery rates 10 per cent.

Several months ago, Film Truck filed a petition with the Michigan Public Service Commission announcing an overall 15 per cent increase in film delivery rates. Although Approved Michigan and Butterfield The-... (Continued on page 5)

K-MTA Grievance Meeting July 16

Kansas City, Mo., June 30.—A grievance board set up by the Kansas-Missouri Theatre Association will meet July 16, at the Hotel Phillips here. Any exhibitor in the Kansas City territory having a grievance, on the settlement of which he feels he needs help, is invited to present it to this group, which has 10 members. Loren Turner is chairman.

Variety Sets 25th Anniversary Meet; Recruits Trade Editors for ‘PR’ Aid

Toronto, June 30.—November 21-23 have been set for the holding in Pittsburgh, Pa., of a Variety Clubs International meeting in celebration of the founding a quarter of a century ago of the organization which, on behalf of the amusement industry, spends $5,000,000 a year on charitable enterprises. Tent No. 1 of Pitts-... (Continued on page 5)

Arbitration’s ‘10’ to Meet Most of Week

‘Touch On’ Controversial Topics at First Session

At their first meeting, held yesterday in the Fabian Theatres office here, the 10 members of the Industry Arbitration Conference’s Continuations Committee “touched on” a number of topics which have been in dispute in connection with efforts to set up an industry system of arbitration.

It was conceded that the group would have to meet at least two or three more days, including today, to complete the analysis of arbitration proposals which the conference itself discontinued June 18 in an atmosphere of friction.

No one at the meeting could predict whether the group actually would be in a position tomorrow or Thursday to set a date for resumption of the exhibition - distribution conference which ended abruptly on June 18. (Continued on page 5)

COLUMBUS, June 30.—Exhibits for display at the “Hollywood at the Fair” to be held at the Ohio State Fair here August 22-29 have been offered by Columbia, RKO Radio and United Artists, in addition to previous offers from other film distribution companies.

WASHINGTON, June 30.—Guthrie F. Crowe of La Grange, Ky., has been nominated to be U. S. District Judge for the Canal Zone by President Truman. Crowe has for the past several years been president of the Kentucky Association of Theatre Owners and active in representing exhibitors at the State Capitol.
Personal Mention

ARTHUR L. MAYER is back in New York following a two months' tour of Europe.

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, returned here from the Coast yesterday. Victorio M. Smith, who, as president, is due back at the end of the week.

WILLIAM B. ZOELNER, M-G-M short subject sales manager, will now be in New Haven and Boston next week, followed by a visit to Albany and Buffalo before returning here July 8.

WALTER MIRISCHI, Monogram-Al- lied Artists general sales manager, arrived in Great Britain from New York and plans to spend a month there and on the Continent.

ARTHUR KROLSCH, United Para- mount Theatres manager in Buffalo, will not be in town next week, attending a meeting called by vice-president EDWARD L. HYMAN.

VINCENT R. MCCAFF, general manager of the Shea circuit, was married in Buffalo on Saturday to Mrs. ANTHONY J. CANNY.

ELMER F. LUX, Darnell Theatres general manager, has been appointed head of the child war zone of Civil De- fense in Buffalo.

MORRIS GOLDSTEIN, Monogram-Al- lied Artists general sales manager, is confined to his home here with virus pneumonia.

P. T. DANA, Universal Eastern sales manager, left here yesterday on a trip to Albany, Buffalo and Pitts- burgh.

WALT DISNEY and his family will leave here today for England aboard the S.S. Queen Elizabeth.

TED K. GAMBLE, head of Gamble Enterprises, is here from Oregon.

ALEX GOTTLEIB, producer, is in New York from Hollywood.

New Buying Firm Covers Popcorn, Too

NEW ORLEANS, June 30.—A new booking and buying service for area exhibitors has been opened here by L. N. Montgomery and Eldon F. Briwa. Known as the Bri-Bont Book- ing and Buying Co., it announces that in addition to the film booking and buying it will also handle purchases of pop- corn, seasoning, boxes, bags and equipment, and will assist with theatre construc- tion, modernizing and income tax returns.

Montgomery is president of Delta Theatres, here, and Briwa is manager of the new outfit. He is a specialist in the popcorn business.

Walter Disney's Story of ROBIN HOOD

Texas Interested in "Hollywood Fair"

Columbus, June 30.—Texas, the nation's biggest state, bowed to the Buckeye State, in a letter from James H. Stewart, executive vice- president and general manager of the Texas State Fair, to Columbus, Ohio. Stewart read of the "Hollywood at the Fair" exhibit in Motion Pic- ture Daily and asked for fur- ther details.

"This sounds like a very interesting operation," wrote Stewart, "and if we know, we have a very big and active theatre group in Texas and such an activity as you are going to stage at your fair might fit very well into our operations."

Blumberg, Rackmil Returning from Coast

Kate J. Blumberg, Universal presi- dent, and Milton L. Rackmil, presi- dent of RKO, have returned back here from the Coast at the weekend. They will attend the annual meet- ing of the stockholders at Wil- mington, Del, next Tuesday.

Rackmil, representing Decca's controlling stock interest in Universal, will be elected to the latter's board at the meeting, and is scheduled to be elected president, with Blumberg becoming chairman of the board, at the organization's annual meeting this month. The same board meeting, it is reported, will consider dividend action. Universal's financial sources believe that in view of "U's" recent strong earnings state- ments the stock may be placed on a $2 annual dividend basis again.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Colored by TECHINOLOR
plus SPECTACULAR STAGE PRESENTATION

BARBARA STENNY-PAUL DOUGLAS
ROBERT ROY-CARLTON MORRIS

"CLASH BY NIGHT"
Distributed by PARAMOUNT

Walt Disney's Story of ROBIN HOOD

Distributed by PARAMOUNT/WALT DISNEY

"LITTLE HOUSE"
A True Life Adventure
Technicolor
Distributed by PARAMOUNT

Walt Disney's WATER BIRDS
COOL CRITERION
BWAY & 45th St.
National Pre-Selling

HARPER'S BAZAAR for July has a four-page section on Samuel Goldwyn's Hedy Lamarr, featuring Renee Jeanmarie and Danny Kaye, and from the sublime to the ridiculous, the current College Football News pin-up, "The Voice of the Mule," in which Chill Wills is introduced with Universe. Podiatry "Your Look," dated July 15, out today, has a front cover portrait of Arlene Dahl in natural colors. For any color-conscious color-crazed color-washed color-looker on "Love to Look at," but the resemblance is purely coincidental... Hedda Hopper tells it all herself in "From Under My Hat" in the current Woman's Home Companion.

Tallahassee, Fla., June 30.—Florida is again actively engaged in working the motion picture and television industries. In a directive to the Florida Improvement Commission, Governor Warner said that priority must be given in presenting Florida's advantages to the big and little production motion pictures and television shows.

The governor recalled that Florida's first organized bid for recognition as a film-making center was in 1933 when a constitutional amendment exempting such investors from all property taxes was passed. The exemption has since expired but Governor Warner now indicates that if additional tax concessions are necessary in wooing substantial segments of the industry to Florida, they could be legislated.

Southwest by Fall
(Continued from page 1)

New York motion picture publicists outflanked the entertainment journalisms by a score of 3 to 2 in a weekend baseball game held at the Wayne Community Club, Tyler Hill, Pa.

Publicists Beat Newsmen

New York motion picture publicists outflanked the entertainment journalists by a score of 3 to 2 in a weekend baseball game held at the Wayne Community Club, Tyler Hill, Pa.

John, and San Antonio. Only one Intercontinental house in each Texas city will be able to equip these TV shows with the same size screens that were used in the motion picture screenings. O'Donnell said the TV screens will be "strictly supplementary and will not replace the standard motion picture program."

Spot TV news events will reach Dallas by cable this week.

Zimmerman Will
(Continued from page 1)

1934, and was transferred to WCO Radio in 1938. In January, 1946, he was made an executive in the sales department.

McDaniel Resigns
RTMA Presidency

CHICAGO, June 30—Glen McDaniel, elected in February, 1951, as the first president of the Radio and Television Manufacturers Association, has resigned his post at the 28th annual RTMA convention at the Palmer House here.

No successor to McDaniel was elected, but the new chairman of the board, A. D. Flannery, a committee consisting of past presidents to make recommendations at a subsequent meeting of the directors. The committee consists of Robert C. Sprague, chairman; Max F. Balcolm, Paul V. Galvin and Leslie E. Matzer.
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.
Kicks May Bring Redress

(Continued from page 1)

operators only last week were reported to be negotiating to take it over and reopen it.

Some industry members who pro-

posed to the Journal pointed out that the closing of small dry goods stores in many parts of the country had not rightfully been assumed to be a reflection on large and prosperous department stores in the same cities and communities. They contended that the Journal's roundup on small, border-

define theatre closings, however,

pointedly gave the impression that the same late awaited other theatres and that actually there were few or no prosperous large circuit operations remaining. The facts, they pointed

out, are just the opposite—historically successful circuit and individual theatre operations are not closing up and going out of business.

“Many of the closed houses,”

one disturbed industry member

remarked, “never should have

been in business in the first place. Remember all the ex-

service men that Bill (W. A.) Seuly of Universal put into

business in Quonset huts after the last War when he was bat-

tling Paramount-Richards and other circuits for higher rents?

Many of the current crop of closings are of that type.

“The traditionally good operators, for one thing, are going strong—

re-modeling and re-furnishing the properties, some building new theatres to keep up with population shifts, expanding into the drive-in field and equipping their houses with large screen television. And when they get the press, they never fail to dem-

onstrate there is still an amazing volume of business to be done. The

Journal's article is very much in er-

ror in failing to report on them. They are the backbone of the industry. Not one of them gets a quote.”

Film Delivery

(Continued from page 1)

ares filed suit against Film Truck

charging the increase "unjustifiable"—

the increase went into effect.

The fee was voluntary on the part of Film Truck, will
go into effect July 17. The

MPSC has appointed a rate

committee to determine if the rate increase is now only five per

cent. Allied and Butterfield

have dropped their suit.

Will Approve Rate

Associated Truck Lines, which

stated a film delivery service outside of

Detroit, has announced that any

rate approved by the MPSC will be

adopted by it.

Associated started a delivery

service in March when hearings were be-

ing held by the MPSC regarding the

Allied and Butterfield suit against Film Truck.

Services Today for

Elmo Lincoln, 63

HOLLYWOOD, June 30.—Funeral

services will be held tomorrow after-

noon at Hollywood Park Cemetery

for Elmo Lincoln, 63, who died un-

expectedly Friday of a heart ailment.

The veteran actor played four roles in D. W. Griffith's "Birth of a Na-

tion," was the "Father Tarzan," and had a wide variety of character

roles in recent years. His real name was Otto Elmo Linkenholt. His

mother, daughter and two half-

brothers survive.

Arbitration

(Continued from page 1)

Committeemen queried following yester-

day's session acknowledged that it was only of a "preliminary character."

One of the committee's duties is to set a date for reconvening the

conference. A representative of distribution said as he left the meeting room yesterday that "we are working in har-

mony."

The group is continuing the para-

graph-by-paragraph analysis of the

report which the arbitration drafting

committee had submitted to the con-

ference. There was said to be no indi-

cication yesterday that the new com-

mittee would undertake to draft a re-

port of its own on the proposals the

drafting committee was instructed to

put on paper.

Present yesterday were the follow-

ing: from exhibition—Abram F. My-

ers, Wilbur Snapper, Herman M. Levy,

S. H. Fabian, Emanuel Frisch; from distribution—Austin Keough, Adolph

Schimel, Al Lichtman, Abe Montague, William F. Rodgers. On hand in addi-

tion to these regular members of the

committee were: Ralph Hetzel, Jr.,

vice-president of the Motion Picture

Association of America, and Hender-

son M. Redick, secretary of the Ar-

bitration Conference.

Alfred P. Knopf, 73

LOUISVILLE, June 30.—Alfred P.

Knopf, 73, president of the Hill Top

Amusement Co., died at Kentucky

Baptist Hospital here on June 21. Su-

viving are his widow, a daughter,

a brother, two sisters and four grand-

children.
Brind Warns of Tougher Censorship

WASHINGTON, June 30—Charles A. Brind, Jr., counsel for the New York State film censors, warned in a speech made here that the industry might be in for a tougher state regulation if New York's present censorship statute is declared unconstitutional.

One thing that might be considered, he said, is a state law requiring the licensing of all theatres, with the threat of license revocation for showing objectionable films. Another approach that the state might undertake, he added, would be an attempt to include films which "teach Communism" among the objectionable films.

Delivered at Luncheon

Brind made these statements in an address entitled "Censorship at the Crossroads," delivered at the annual luncheon-meeting of the Motion Picture Council of the District of Columbia.

Other highlights of Brind's speech included:

"It is doubtful whether motion picture code would continue in its present form if the statutes mandating decency were declared unconstitutional. There is great pressure now upon industry to lighten up on its provisions."

More than the usual number of "indecent" films have been submitted for state censorship since the recent Supreme Court decisions in the "Finky" and "Miracle" cases.

Instead of "contracting censorship, the time has come to extend it" to pictures containing Communist propaganda.

Brind's speech was promptly challenged from the audience by Ken Clark, Motion Picture Association of America information director, who said he thought the "Miracle" decision had laid to rest all time Mutual Film case decision upholding pre-censorship, but that he say now that it hadn't. Clark said the MPAA's stand was that it was "just as wicked, wrong and violative of constitutional rights for a censor to stand at the shoulder of a film producer as at the shoulder of a newspaper editor."

Censor Challenge Ready in 2 Weeks

Washington, June 30.—The Motion Picture Association of America hopes to have ready "within two weeks" a suit challenging the constitutionality of Ohio's newsreel censorship, MPAA information director Kenneth Clark disclosed.

CTA Will Publicize Award to Industry

SAN FRANCISCO, June 30.—The California Theatre Association is planning a campaign to publicize the recent award given to the motion picture industry by the Preview Committee of 13 national organizations, according to L. S. Hamn, president of the CTA, who has appointed a campaign committee.

New Mass. Wage Law Easy on Theatres

Boston, June 30.—A bill setting up a mandatory 75-cent-an-hour minimum wage for Massachusetts workers generally, but permitting wage boards to recommend rates as low as 65 cents for some occupations passed last week.

Theatre ushers and other casual help that now are covered by an existing amusement and recreation occupation order are not covered by the bill. Under the present law there is a 65-cent per hour minimum, but wage boards are permitted to set lower rates in certain industries. State Senator George J. Evans, who offered the amendment exempting theatre ushers, stated that motion picture theatres were getting competition from television and should receive some consideration.

Two months ago the House of Representatives passed a labor-sponsored bill for a flat 75 cents per hour minimum wage but exempting persons receiving tips as part of their pay, apprentices and handicapped workers. It is said that he House has indicated that it will go along with the bill as amended by the Senate in order to avert the statement that has blocked it for two years.

Detroit Tent Holds Party

DETROIT, June 30.—The Variety Club of Detroit held its annual golf party today at the Tam O'Shanter Country Club, all proceeds, including those from the raffle of a new car, going to the Heart Fund of the club.

Australia Using More U.S. Films

Washington, June 30—U.S. films accounted for $13.8 per cent of total feature imports into Australia in 1951, compared to 75.6 per cent in 1950, the Commerce Department has reported. Last year, 347 U.S. features were brought into Australia, as against 316 the previous year, the Department said.

Endres First in UA Two-Film Campaign

John Endres, manager of the Cadillac Theatre in Hempstead, L. I., has won the $180 first-prize for the best exploitation campaign developed by the Skouras Theatres manager on "The River" and "The Green Glove," United Artists film combination. It was announced here by Francis M. Winikus, UA national director of advertising and publicity.

Second prize of $100 goes to Philip Chatton, manager of the Ward Theatre in the Bronx. Third, fourth, fifth, sixth and seventh prizes of $50 each have been awarded, respectively, to Frank DiGennaro, Merrick Theatre, Jamaica; Sidney Newman, Bronxville Theatre, Bronxville; Irving Schwatz, Nemo Theatre, Manhattan; Ted Rodis, Boulevard Theatre, Jackson Heights, and Jack Bokser, Crotona Theatre in the Bronx.
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Jack Beresin, Variety's chief Barker, announced also that a VAFubs International publicity and public relations committee made up of editors and publishers of amusement industry trade papers is being formed to help in getting the organization more publicity, especially for the 25th anniversary celebration. A meeting of this committee will be held in New York in September to prepare recommendations for a publicity campaign for the balance of the year.

Kicks on Wall St. Journal Piece May Bring Redress

Spontaneous protests by individual industry members to the Wall Street Journal over what was generally regarded in the trade as unwarranted and injurious emphasis on theatre closings in a national report published by that paper Friday may lead to the publication of a second article by the Journal more closely examining the types of theatres being closed and their relative importance to the industry as a whole. It was learned yesterday.

Editorials of the Journal told some industry members who protested the article that they were impressed by industry contentions that many of the closings were overdue and that undue emphasis had been given to the closing of others, such as the 3,400-seat Oriental in Chicago which, even in good times, was recognized as a “problem” operation by a succession of Chicago exhibitors who endeavored unsuccessfully to make it pay. Despite the theatre's record, new... (Continued on page 5)

Zimmerman Will Assist Mochrie

William Zimmerman, RKORadio sales executive, has been appointed assistant to Robert Mochrie, vice-president and general sales manager. Zimmerman's post is a new one. Zimmerman has been with RKO for 18 years. A graduate of Amherst College and Harvard Law School, he joined RKORadio Theatres' legal staff in... (Continued on page 5)

Boucher Leaving K-B in Capital

Washington, June 30.—Frank Boucher has resigned as general manager of K-B Theatres, a post he has held for the past 12 years. Boucher was also a partner. He said he was selling his partnership back to the original owners.

A veteran of 30 years in the industry, Boucher helped build K-B to a circuit of eight theatres, and brought many innovations to Washington exhibition. He said his resignation would be effective "sometime next week," and that he and Mrs. Boucher would then take a vacation. His future plans will be announced after his return from the vacation, Boucher said.

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No one at the meeting could predict whether the group actually would be in a position tomorrow or Thursday to set a date for resumption of the exhibition-distribution conference which ended abruptly on June 18. (Continued on page 5)

3 More to Exhibit At ‘Hollywood Fair’

Columbus, June 30.—United Artists, Columbia and RKO Radio have offered exhibits for display at the "Hollywood at the Fair" to be held at the Ohio State Fair here August 22-25. These are in addition to previously-offered exhibits from other companies.

Miniature replica of the original Robert Fulton submarine used in " MUTiny," a King Brothers production for U. S. release, and material from "Park Row," newspaper story production by Samuel Fuller for U. S., are among the items offered.

Crowe Nominated To Be US Judge

Washington, June 30.—President Truman has nomi- 2010 by Guthrie F. Crowe, of La Grange, Ky., to be U. S. District Judge for the Canal Zone. Crowe has for the past several years been president of the Kentucky Association of Theatre Owners.

1st Theatre TV for Southwest by Fall

Dallas, June 30.—Theatre television will be installed in a select few of Interstate Circuit's top theatres in Texas early in October, R. J. O'Donnell, vice-president and general manager of the circuit, announced here.

They will be the first theatre TV installations in the area.

Television systems have been ordered for Dallas, Fort Worth, House... (Continued on page 3)
**Personal Mention**

**Arthur L. Mayer** is back in New York following a two months’ tour of Europe.

**Charles C. Moskowitz,** Loew’s vice-president and treasurer, returned here from the Coast yesterday. **Nicolas M. Saroufim,** president, is due back at the end of the week.

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**Ted R. Gamble,** head of Gamble Enterprises, is here from Oregon.

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Montgomery is president of Delta Theatres, of which the first run Joy here is a part. Forster and Richards theatres here, he is a veteran of the local film and theatre business, as is Briva, who was with the M-G-M exchange here for many years.

**Display Award to MGM for ‘Vadis’**

The Lithographers’ Na tional Association has given its annual award for the best ads and displays to Metro Goldwyn-Mayer for its ma jor injuction: "Vadis." M-G-M advertising manager **Silas F. Seidler** accepted the award, on behalf of the com pany, from President of the Hennegoe Co. of Cincin nati, for the association.

**Treasury Plans Bond Selling by Trailers**

**Washington,** June 30.—The Treas uary Department has plans to set up apermanent trailer program for “plugging” E-Bond sales.

The division has been pledged the aid of the Motion Picture Association of America and the studios in the produc tion of a new one-minute trailer. In each trailer, a top star will make a pitch for buying bonds. Humphrey Bogart will be hi ghlight of the trailer next month. It was made by M-G-M.

**New Law Gives SSB Statutory Position**

**Washington,** June 30.—The new controls law gives specific statutory recognition to the Salary Stabilization Board, which controls salaries of ex travers and also of talent workers in the film industry.

Until now, the board has had fun c tioning under an ordinance of the city. The House has voted to transfer salary stabi lization to the Bureau of Internal Revenue but House Senate Committee was opposed to drop this provision but also to legalize specifically the salary board.

**Injunction Restrains WEC From Picketing**

**Hollywood,** June 30.—Federal Judge Ernest A. Tolim issued a temporary restraining WEC Earsman Committee from picketing Loew’s State Theatre, downtown house which has been picked by the American Federation of Musicians from playing M-G-M pictures.

United Artists Theatres Circuit, which owns the house, had found for the injunction on the ground that the WEC action was “secondary picketing.”

**Extend Eidorph Stockholder Shows**

In order to enable as many com panies as possible to view the new Eidorph large-screen colour theatre television series, the series of demonstrations here has been extended through the remainder of this week, 20th Century-Fox announced.

The special showings, which began last week, will be concluded with four half-hour presentations on Thursday.

**‘Charley, ‘Robin Open Big to Peace New York 1st Runs**

Two newcomers, "Where’s Char ley?" at Radio City Music Hall, and Walt Disney’s "Robin Hood" at the Roxy, will be taking the grosses at New York’s first runs during a week marked by weather that was hot and humid on the one hand and pleasant.

The Music Hall, which also fea tures a stage presentation, is looking for a big first week’s gross of $15,000. After having chalked up $92,000 Thurs day through Sunday, described as the bes tin opening four days of any Warner product to play in the house.

The initial week of "Story of Robin Hood" at the Criterion, ending to $48,500 after a recording of $15,250 taken over Friday and the previous ten days, "Red Planet Mars." Opening more or less satisfactorily at the Astor was $3 for Bedroom C, the final week’s gross of $7,000 indicated.

Considerably less than spectacular is the $65,000 quoted for the first stanza of "Wait Till the Sun Shines, Nellie" and a new rice revue on stage at the Roxy. "We’re Not Married" is slated to open at that theatre on July 11.

A moderate $60,000 is seen for the second week, ending today, of "Chase by Night" at the Paramount where the film was placed for the stage bill, the program will hold for one more week.

The Globe, whose "Scarlet Angel" is in its second week, and where atten dance picked up sharply when the Maxim-Robinson fight pictures sup posed to be in the program, expects a huge $15,200 for the second seven days. "The Lady in the Iron Mask" will take over Friday in the previous ten days, "Red Planet Mars."

"Has Anybody Seen My Girl" will open Friday at the Mayfair where the second and final week of "Till the Band Comes In" is mild, $8,500 looked for. The second inning of "Pat and Mike" is giving the Capitol a fair show.

The one-week stand of "I Dream of Jeannie" resulted in a poor $9,000 for the State where "The Washington Postman" is holding its ground.

"Walk East on Beacon" is proving to be a sturdier grosser than most. The Suter’s Theatre is looking for $18,000 for the fifth week.

Among the off-broadway houses which holdovers and large fare on 42nd Street where the 13th week of "The Man in the White Suit" is expected to bring in $9,800, and the new "Hormone", where the 13th week of "Esmeraude" is due to ring up $7,500, The 32nd Street Trans-Lux will open "High Treason" today.

**Paschal to Roach**

**Hollywood,** June 30.—Benton Paschal, president and general manager of Liberty Broadcasting System, has been named general sales manager for the Roach circuit by Hal E. Roach, president.

**Texas Interested in ‘Hollywood Fair’**

Columbus, June 30.—Texas, the nation’s biggest state, bowed to Ohio, the Buckeye State, in a letter from James H. Fitch, Texas secretary of state and manager of the Texas State Fair at Dallas, to officials of the Ohio State Fair and the “Hollywood at the Fair” exhibit in Motion Picture Herald, Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fane, 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.

**Blumberg, Rackmull Returning from Coast**

Nate J. Blumberg, Universal pres ident, and Milton K. Rackmull, pres ident, who were on a trip to Europe and back here from the Coast at the weekend. Both will attend the annual meet ing of Universal stockholders at Wil mington, Delaware on Thursday.

Rackmull, representing Decca’s controlling stock interest in Universal, will be elected to the latter board at the meeting and is scheduled to be elected president, with Blumberg becoming chairman of the board, at the organization meeting. Both boards will meet in the same board meeting, it is reported, will consider dividend action on “Us’” common stock. Some financial sources believe that in view of “Us’” recent strong earnings statements the stock may be placed on a $2 annual dividend basis again.

**NEW YORK THEATRES**

-Walt Disney’s Story of ROBIN HOOD

Color by Technicolor

-Where’s Charley?

-Water Birds

LITTLE HOUSE

A True Life Adventure

Technicolor Color

Directed by W.H. COOLIDGE

Criterior-45th St.

**RADO CITY MUSIC HALL**

-rockefeller Center

NAZ BOLGER in

-WHERE’S CHARLEY?

Color by Technicolor

-CLASH BY NIGHT

Paramount

-water Birds

LITTLE HOUSE

A True Life Adventure

Technicolor Color

Directed by W.H. COOLIDGE

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**Motion Picture Daily, Sunday, July 1, 1952**

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Exhibitors File

For TV Stations

WASHINGTON, June 30—The Federal Communications Commission was inundated today with applications for new television stations from exhibitor companies or companies owned by exhibitors.

Martin Theatres of Georgia filed for a UHF station in Columbus, Ga. Colfax Theatres of Paducah, Ky., filed for a VHF channel in Paducah.

Orange Television Broadcasting Co., in which exhibitor Mitchell Wellson owns an interest, filed for a VHF station in Tampa. The Greater Rockford Television Co. in which Midland-the-week exhibition L. F. Gran has about a 14 percent interest, filed for a VHF station in Rockford, III. A VHF station is being planned for by the Mid-Continent Television Co., in which Los Angeles exhibitor Sherrill Corwin has a 20 percent interest.

All of the applications were prepared and filed by Marcus Cohn, television attorney for the Theatre Owners of America.

Florida Woos Film TV Studios Again

TALLAHASSEE, Fla., June 30—Florida is again actively engaged in wooing the motion picture and television industries.

Governor Ed-Browne's office has given the green light to the Florida Improvement Commission, Governor Brown said that priority must be given in presenting Florida's advantages to the big and little producers of motion pictures and television shows.

The governor recalled that Florida's first organized bid for recognition was in 1933 when a constitutional amendment exempting such investors from all property taxes was passed. This exemption has since expired but Governor Brown now indicates that if additional tax exemption legislation is necessary the state will see that the legislation is enacted.

Sales Drive Will Honor Ben Fish

Robert Mochrie, RKO Radio vice-president and general sales manager, has set a "Ben Fish 30th Anniversary Drive" for July and August in honor of the Samuel Goldwyn representative who celebrates his 30th year in the industry this summer.

The drive will feature Goldwyn's "Enchantment," "My Foolish Heart," "Edge of Doom," "Our Very Own," and "I Want You."
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.
WB Sells 5

(Kicks May Bring Redress)

(Continued from page 1)

operators only last week were reported to be negotiating to take it over and reopen it. Some industry members who protested to the Screen Censor the idea that the closing of small dry goods stores in many parts of the country could not rightfully be condemned to go on. The National Association of Retail Dry Goods Dealers in Chicago, also has been successful in reopening stores that had been closed.

"Many of the closed houses," one disturbed industry member remarked, "should never have been in business in the first place. Remember all the ex-service men that Bill (W. A.) Scully of Universal put into business in Quonset huts after the war when he was battling Paramount-Richards and other circuits for higher rents? Many of the current crop of closings are of that type."

"The traditionally good operators," he continued, "still are going strong — remodeling and re-furnishing their properties, some building new theatres to keep up with population shifts, expanding into the drive-in field and equipping their houses with large screen television. And when they get the product, they never fail to dramatize there is still an amazing volume of business to be done."

But Warner must take the blame for the downfall of the two houses in Troy. This is the result of the failure to do up-to-date booking. The Utica, Troy and the American in Troy are dark for the summer. The status of Ralph Crabill, WB district manager in Elmira, was not clarified. A spot for him may be found elsewhere.

Two local employees, Helen Wisper and Betty Herrick, have resigned. Miss Wisper for years with 20th Century-Fox, and later with the Permutting Booking Service, joined Warner in March as a booker. Miss Herrick is a veteran. A staff of four, Smakwitz, a secretary, booker Larry Lapidis and exploiter Jerry Atkin will remain.

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Mark of Canada Dies

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Film Delivery

(Continued from page 1)

Theatres filed suit against Film Truck charging the increase “unjustifiable” the increase went into effect. The 10 per cent cut, which was voluntary on the part of the Film Truck, will go into effect July 17. The MPSC has not received the new rate. Actually, the MPSC is not up on small, border-theatre closing, however, pointedly gave the impression that the same rate would be applied to other theatres and that actually there were few or no prosperous large circuit operations remaining. The facts, they pointed out, are just the opposite — historically successful circuit and individual theatre operations are not closing up and going out of business.

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Brind Warns of Tougther Censorship

WASHINGTON, June 30.—Charles A. Brind, Jr., counsel for the New York State film censors, warned in a speech made here that the industry might be in for a far tougher state regulation if New York’s present censorship statute is declared unconstitutional.

One thing that might be considered, he said, is a state law requiring the licensing of all theatres, with the threat of license revocation for showing objectionable films. Another approach that the state might undertake, he added, would be an attempt to include films which “teach Communism” among the objectionable films.

Delivered at Luncheon

Brind made these statements in an address entitled “Censorship at the Crossroads,” delivered to the annual luncheon-meeting of the Motion Picture Council of the District of Columbia.

Other highlights of Brind’s speech include:

“It is doubtful whether motion picture code would continue in its present form if the statutes mandating decency were declared unconstitutional. There is great pressure now upon industry to lighten up on its provisions.”

More than the usual number of “indecent” films have been submitted for state censorship since the recent Supreme Court decisions in the “Bluey” and “Miracle” cases.

Instead of “contracting censorship, the time has come to extend it” to pictures containing Communist propaganda.

Brind’s speech was promptly challenged from the audience by Ken Clark, Motion Picture Association of America information director, who said he thought the “Miracle” decision had laid to rest for all time the Mutual Film case decision upholding pre-censorship, but that he was not that it hadn’t. Clark said the MPAA’s stand was that it was “just as wicked, wrong and violative of constitutional rights for a censor to stand at the shoulder of a film producer as at the shoulder of a newspaper editor.”

Censor Challenge Ready in 2 Weeks

Washington, June 30.—The Motion Picture Association of America hopes to have ready “within two weeks” a suit challenging the constitutionality of Ohio’s newcenssorship, MPAA information director Kenneth Clark disclosed.

New Mass. Wage Law Easy on Theatres

BOSTON, June 30.—A bill setting up a mandatory 75-cent an hour minimum wage for Massachusetts workers generally, but permitting wage boards to recommend rates as low as 65 cents for some occupations was passed last week.

Theatre ushers and other casual help that now are covered by an existing amusement and recreation occupation order are not covered by the bill. Under the present law there is a 65-cent per hour minimum, but wage boards are permitted to set lower rates in certain industries. State Senator George J. Evans, who offered the amendment exempting theatre ushers, stated that motion picture theatres were getting competition from television and should receive some consideration.

Two months ago the House of Representatives passed a labor-sponsored bill for a flat 75 cents per hour minimum wage but exempting persons receiving tips as part of their pay, apprentices and handicapped workers. It is said that he House has indicated that it will go along with the bill as amended by the Senate in order to avert the stalemate that has blocked it for two years.

CTA Will Publicize Award to Industry

SAN FRANCISCO, June 30.—The California Theatres Association is planning a campaign to publicize the recent award given to the motion picture industry by the Preview Committee of 13 national organizations, according to L. S. Hamm, president of the CTA, who has appointed a campaign committee.

Endres First in UA Two-Film Campaign

John Endres, manager of the Caldonic Theatre in Hempstead, L. I, has won the $150 first-prize for the best exploitation campaign developed by a Skouras Theatres manager on “The River” and “The Green Glove.” United Artists film combination, it was announced here by Francis M. Winiarski, UA national director of advertising and publicity.

Second prize of $100 goes to Philip Chiotakis, manager of the Ward Theatre in the Bronx. Third, fourth, fifth, sixth and seventh prizes of $50 each have been awarded, respectively, to Frank Difronaro, Merrick Theatre, Jamaica; Sidney Newman, Bronxville Theatre, Bronxville; Irving Schwartz, Neno Theatre, Manhattan; Ted Rodis, Boulevard Theatre, Jackson Heights, and Jack Bokser, Crotona Theatre in the Bronx.

Australia Using More U.S. Films

Washington, June 30.—U. S. films accounted for 81.3 per cent of total feature imports into Australia in 1951, compared to 77.6 per cent in 1950, the Commerce Department has reported. Last year, 347 U. S. features were brought into Australia, as against 316 the previous year, the Department said.
Progress Slow In New Talks On Arbitration

Continuations Unit May Adjoin Meetings Today

While the Industry Arbitration Conference's Continuations Committee at its meetings here so far this week is proving to be less unwieldy than the full conference was in analyzing and amending the Drafting Committee's blueprint for a system of arbitration, indications following the Continuations session yesterday were that little genuine headway had been made toward producing a universally acceptable document.

Another meeting of the Continuations group of 10, the third in as many days, will be held today at the Fabian Theatre home office. Prior to the opening of the session at 10 A.M., exhibition members of the committee will gather at the hotel Astor to consult on a number of points which will be taken up today. A strong possibility existed when the meeting ended yesterday that the committee would adjourn this evening.

(Continued on page 4)

TOA Headquarters Being Streamlined

Streamlining of operations and facilities at Theatre Owners of America headquarters here has been instituted by Mitchell Wolfson, organization president.

With the commencement of a new fiscal year this month, Wolfson has called for the elimination of at least half the space occupied by TOA on the fourth floor of the Paramount Building on Times Square. The rooms which will be unloaded were used primarily for storage purposes and no longer are needed.

Other changes included the dis-

(Continued on page 4)

Einfield Concludes Meetings in Italy

Charles Einfield, vice-president of 20th Century-Fox, concluded a "highly successful" series of merchandising meetings in Italy yesterday following sessions held in Naples, Genoa and Rome on plans for the merchandising of forthcoming company pictures, as well as preliminary talks setting up the global premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro."

(Continued on page 4)

FCC Goes to Work on TV Applications

Washington, July 1.—The Federal Communications Commission today began processing close to 400 applications for new television stations.

There's a chance that some of the applications might be approved by the end of the month.

When the Commission lifted the television "freeze" back in March, it said it would begin processing applications on July 1. As of three o'clock today, there were 397 new or amended applications on file, and more were coming in.

First priority is being given to areas which have never had TV stations or which are going to pioneer in the use of the new UHF band. Within those

(Continued on page 6)

Kalmine Chairman Of JDA Unit Drive

Harry M. Kalmine, president and general manager of Warner Brothers Theatres, has been named chairman of the home office division of the industry's drive in behalf of the Joint Defense Appeal. It was announced here yesterday by Irving M. Engel, chairman of the 1952 Joint Defense Appeal of New York, Leon Goldberg of Universal Pictures, and Harry Anderson, WB's vice-president.

(Continued on page 4)

Lippert TV Unit Renewes with AFM

Describing the deal as being "significant of the growing acceptance by industry of the American Federation of Musicians' royalty contract for filmed music on television," the AFM national headquarters announced here yesterday that it is renewing without change, and at the request of Robert L. Lippert, Jr., in behalf of Tele-Pictures, Inc., its contract with that

(Continued on page 6)

Tax Campaign Puts Compo on Survival Road, Mayer Says

The new industry drive for repeal of the 20 per cent Federal admission tax is a project into which the Council of Motion Picture Organizations can "sink its teeth," to the extent that Compo now has reason for surviving and thriving. Arthur L. Mayer, former Compo executive vice-president, declared here yesterday following his return from a tour of Europe.

Mayer held that the reason Compo founded somewhat a few months (Continued on page 4)

Name Anderson WB District Manager

The promotion of Art Anderson, Warner Brothers acting Prairie district manager, to the post of Midwest district manager, succeeding Harry Seed, who has been granted an indefinite leave of absence due to ill health, was announced here yesterday by Ben Kalnenson, company vice-president. Anderson will make his headquarters in Chicago.

The Minneapolis branch office returns to the Midwest district which will now comprise the Chicago, Detroit, Milwaukee and Minneapolis branches.

Hall Walsh, it was also announced, has returned from a leave of absence to resume his duties at the company's Prairie district manager, with headquarters in St. Louis. The Prairie

(Continued on page 4)

COMPO Warned on Journal's Article

The Council of Motion Picture Organizations protested to the Hollywood Journal in advance of the publication last week of its roundup report on theatre closings but its protests were disregarded, it was learned yesterday.

Exhibitors in various parts of the country from whom interviews had been sought by correspondents of the

(Continued on page 6)

Co-ordinator Sought for Tax Campaign

Weigh Appointment at COMPO Meeting Here

Designation of a coordinator for the industry's campaign to win repeal of the Federal admission tax will command the attention of Council of Motion Picture Organizations' officials when they meet here next Tuesday, it is learned.

In addition, formal organization work for the campaign is expected to be materially advanced at next week's sessions which may be attended by Col. H. A. Cole and Pat McGee, COMPO co-chairmen for the tax campaign, as well as the COMPO governing body, consisting of Al Lichtman, Traumer Rembinski and Sam Pininski.

Numerous names have been mentioned for the post of coordinator of the campaign, a full-time post. Among them are H. M. Richey of Loew's, who served in a similar capacity in the last anti-tax campaign, but who is believed not to be available now be-

(Continued on page 4)

LOS ANGELES, July 1. -- Ray Boomer, secretary-treasurer of the Theatre Equipment and Supply Manufacturers' Association, reports that in the first 24 hours booths were on sale for the trade show to be held jointly in August with Allied and TEDA over 48 were sold, breaking the record set in 1950.

BOSTON, July 1. -- The Massachusetts Department of Labor and Industries today ordered a 62 per cent basic minimum wage for state theatre employees, to be effective on August 18. This order is not related to the minimum wage bill now before the Governor for signature, which has passed both houses of the State Legislature.
**Personal Mention**

**Charles Skouras,** president of National Theatres, and **E. Wix Zareb** are scheduled to leave here for the Coast today.

**John Tomlinson,** booker for Florida State Theatre in Jacksonville, has resigned. He is joining the staff of a major national agency, here in the city.

**Edward H. Hymon,** vice-president of United Paramount Theatres, will be in town today for the formal opening of the newly-restoredimir Big Theatre in the city.

**Miss Clara Friedman,** secretary to **Robert Sherman** of RKO Theatres, will sail from here today aboard the S.S. Independence for a short stay in Italy.

**T. A. MacDougall,** formerly with Martin Theatres in Columbus, Ga., has become city manager of the circuit in Eufaula, Ala.

**Samuel Pansky,** governing committed man of the Council of Motion Picture Organizations, is here from Boston.

**Arthur Erlich,** Warner Brothers executive-in-charge, has been released from Mt. Sinai Hospital there from a slight heart attack.

**Gerald Hardy,** president of Westland Theatres, and **Mrs. Hardy** are on vacation in California from San Francisco.

**Mrs. Fred R. Greenway,** wife of the manager of Chicago’s Poli Palace in Hartford, has returned home from a long hospitalization.

**Robert H. Howell,** manager of the Warner Regal Theatre at Hartford, and **Mrs. Howell** are parents of a boy, **Robert L.**

**Knox Hadlow,** head of Paramount’s branch service department, left here yesterday for Omaha.

**96 - City Billboard Drive Set for ‘Glory’**

In a national advertising campaign utilizing billboard advertising, 20th Century-Fox is sponsoring a 96-city drive for “What Price Glory” beginning in late July, it was announced here.

The display on the Technicolor production, part of a month-long out-of-town pre-selling effort, is designed to capture maximum public attention during the peak summer driving season. Going into effect to give exhibitors minimum 25 advance and 5 post-opening days of billboard play in all situations, the “What Price Glory” show will be introduced every day by 6 A.M. and 7 in the evening. The public’s interest in the new film will be heightened by the all-out television campaign of a minimum of 150 spots.

**Silver Is Sourname Post**

Milton Silver, director of advertising for Sourname Post, has assumed the position of vice-president, and has his 10-picture special assignment and will leave the company on July 11. David Silver, his brother, has been appointed in his stead. The advertising-publicity set-up for the firm, including accessories, mailers and screening schedules, in the picture, wherever possible, will be made to synchronize with the 36-day calendar.

**Business Better in Corn Belt; Exhibitor Tears, Once Walnut-Sized, Now Pea Size**

Des Moines, July 1.—When business improves nowadays, the signs are to be found in smaller-sized towns on exhibitors’ cheeks, says **Charles Jones,** secretary of Allied of Iowa-Nebraska and Minnesota, here at the annual convention.

Here is his report on an improvement in the state of the theatre business in this territory: “Things have picked up quite a bit, the exhibitors are a lot more cheerful, and the business is bigger.”

**Actually, the weather has turned out good, the corn looks good and the business figures are up, and we figure it will still be well in the spring. We have a sneaking suspicion that economic trends have much more to do with this business than we credit them with.”**

**D. of J.’s Crescent N. E. Drive-ins to Appeal Docketed**

**Washington, July 1.—The Justice Department’s appeal in the Crescent case has been formally docketed at the Supreme Court.**

The Department is appealing the decision of the National War Labor Board, dismissing the Department’s civil contempt charges against Crescent. A companion case, involving criminal contempt charges, has been appealed to the Sixth Circuit Court of Appeals. Justice argues that Crescent has failed to come up to the terms of its consent decree.

The high court will not indicate whether or not it will hear the appeal before the start of its new term in October.

**W. Pa. Allied to Name A New President**

Pittsburgh, July 1.—A special meeting of the executive board of Allied Motion Picture Theatre Owners of Western Pennsylvania has been called for next Tuesday to name a successor to Fred Beedle of Canonsburg, who has resigned that position because of pressure of business. Norman Mervis is vice-president, but it is understood that he has declined the position of president.

**100 NY Houses Will Play ‘King Kong’**

Some 100 theatres in New York will show the Warner Bros. “King Kong” picture is brought here on August 12. Robert Mitchum, RKO radio sales vice-president, reports.

The area opening will be preceded by an all-out television campaign of a minimum of 150 spots.

**Senate Group Okays Crowe Judgaship**

Washington, July 1.—The Senate Judiciary Committee today approved the nomination of Guthrie F. Crowe, president of the Crowe Theatre Owners, to be U. S. District Judge for the Canal Zone. Confirmation is expected later in the week.

**Blatner Champion**

Albany, N. Y.—July 1.—Harry L. Blatner, theatre archivist, won the local Variety Club golf championship at the 10th annual tournament at the Swedish golf course yesterday. Other winners were Irvin Ullman, manager of the Mohawk Drive-In, and William Rennie of the Rennie Nut Co.

**Paper Raizes Ad Rates**

Columbus, O., July 1.—The Columbus Dispatch has announced an increase in amusement ad rates effective October 1. New rates will be 35 cents per line daily and 36 cents per line Sunday. Present rates are 23 cents per line. Businessman and management expect the increase in ad rates in the Columbus Citizen went into effect today. The new rate is 25% cents per line daily and Sunday.

**GOP Convention May Get Special ‘Reels’**

Full crews of cameramen and technicians of the five major newsreels are already in Chicago setting up arrangements for complete coverage of the Republican Convention there next week. Whether or not there will be any special issues depends on the nature of the convention according to newsreel officials here.

The reels will be sent by air to accounts all over the country. If wanted there will be daily editions.

**Walsh Executive Art Director of Columbia**

Everett Walsh has been appointed to the post of executive art director here, a position last held by Jack Meyer, who died early in 1951, the company reports. Walsh assumes his new duties immediately.

Walsh goes to Columbia from the Buchanan Ad Agency, where he has been art director for a number of years. Prior to that he held the same post with Warner Brothers, and for some time was associated with McCafferty, publications in an executive capacity.

**SAG Sets Support Of ’52 ‘Movietime’**

Hollywood, July 1.—The Screen Actors Guild today voted unanimously to support the Council of Motion Picture Organizations’ 1952 “Movietime” U.S.A. tour, and appointed Ronald Reagan, Walter Pidgeon, Richard Derr, and Robert Young to a committee which will meet immediately with Bob O’Donnell, national director, and Martin Goodman, chairman of the board of the Screen Actors Guild.

**Motion Picture Daily, Wednesday, July 2, 1952**
PARDON US FOR POINTING!
(and with pride!)

"LOVELY TO LOOK AT"
(Technicolor)

Here's great news! First engagement following the Music Hall rocks Philadelphia. Tops "Show Boat" by $89. Three day total is second highest non-holiday M-G-M gross in 3 years, beaten only by Mario Lanza personal appearance!

Starring Kathryn Grayson • Red Skelton • Howard Keel • Marge and Gower Champion • Ann Miller • with Zsa Zsa Gabor • Kurt Kasznar

"PAT AND MIKE"

Biggest M-G-M first week in 11 months at Capitol, N.Y. Everybody's eager to see the picture that Time Magazine calls: "One of the season's gayest comedies" and syndicated columnists like Louis Sobol rate as: "The happiest picture of the season." Just what the fans ordered for summer diversion.

Starring Spencer Tracy • Katharine Hepburn co-starring Aldo Ray • with William Ching

"IVANHOE"
(Technicolor)

M-G-M's Giant Spectacle that broke a 23-year-old record in its World Premiere engagement has won the acclaim of the entire trade press. Variety says: "In the same lavish class as 'Quo Vadis.' Big scale Technicolor box-office natural that cannot miss." Boxoffice Magazine says: "Star-studded, magnificently produced, superbly photographed Technicolor box-office winner." Film Daily says: "High spot of the film year. Will shine brightly and long." M. P. Daily says: "Just about everything an enthusiastic showman could hope for." Film Bulletin says: "It will be one of the biggest grossers in movie history." M. P. Herald says: "Guaranteed to any audience, anywhere, anytime. They'll tell their friends about it." Showmen's Trade Review says: "Big in every sense of the word." The Exhibitor says: "Outstanding. Big box-office." Daily Variety (Coast) says: "Top flight spectacle for solid box-office returns." Hollywood Reporter says: "Magnificent epic that should be packing theatres for long, long time to come."

Starring Robert Taylor • Elizabeth Taylor • Joan Fontaine • George Sanders • Emlyn Williams
Spencer Tracy Named 1st Honorary President of Boys' Town Alumni

Spencer Tracy was elected the first honorary president of the Boys Town National Alumni Association at its first meeting held at Boys Town, Omaha, this week, Metro-Goldwyn-Mayer announced here yesterday.

At the same meeting, Tony Villone was elected its active president.

Born in 1938, Tony was a member of Boys Town and met Tracy who was starring as Father Flanagan in M-G-M's “Boys Town.” The two became friends and together with Dore Schary, the writer of the picture, were a close knit trio—so close that following his graduation Tracy went to Hollywood to work in the studio at Universal, of which he has since become an important part, M-G-M reported.

The star, the boy, and Schary, now head of production at M-G-M, are still the pals they were at Boys Town 11 years ago.

Arbitration

(Continued from page 1)

Tax Coordinator

(Continued from page 1)

cause of his work with the industry arbitration conference.

Also mentioned has been Maurice Bergman of Universal, who also worked to prevent his own company from being implicated in any way. Bergman is brought up in the old National Screen Service, Dallas, an official of Texas registration and the only name being mentioned.

Additional names are sure to be introduced at next week's meetings of the campaign directors.

Preliminary Work Advances

Preliminary organization work for the industry's campaign is being advanced daily by COMPO personnel here under the direction of Robert Coyne, special counsel, and Charles Einfeld, director of information. Policy matters, basic campaign strategy and instructions are expected to be well in hand for transmission to all parts of the country as soon as the campaign directors complete their national organization.

Designation of regional and local campaign directors, constituting the organizational framework, may be completed at next week's sessions, it is believed.

COMPO Warned

(Continued from page 1)

Wall Street Journal had advised COMPO officials that the survey was in progress and that, from the tenor of the questions being asked, it appeared to the exhibitors that the article in preparation would be incomplete, erroneously interpreted or wrongly emphasized.

Acting on information, COMPO officials urged that industry counsel on the article in preparation be sought in order to be sure that cooperation would be held until an accurately interpretive article could be prepared. The Wall Street Journal ignored the requests and published its misleading running of the article in question last Friday, widely regarded in the industry as unfair and injurious.

TOA Headquarters

(Continued from page 1)

charge of two minor clerical employees. Seven weeks ago the TOA was disposed of the office telephone switchboard system.

TOA's executive director, Gail Sullivan, is on leave of absence to manage the campaign for President aspirant Estes Kefauver. Dick Pitts is serving as acting executive director.

Einfeld Concludes

(Continued from page 1)

in November, the company reported here yesterday, it is understood the discussions aided by Fritz Mucie, 20th's manager for Italy, during which distribution personnel of the company's Italian subsidiaries and leading exhibitors took part.

Einfeld will leave tomorrow for Central Europe where he is scheduled to hold similar conferences in Munich over the weekend before continuing on to Switzerland, Holland and France.

Kalmine Chairman

(Continued from page 1)

and Edward L. Fabian of Fabian Theatres, are co-chairman of the industry-wide JDA. The JDA is seeking $5,000,000 to finance the activities of the American Legion Committee and the Anti-Defamation League of B'nai B'rith.

Defense Appeal Luncheon

The importance of the local Joint Defense Appeal was stressed recently at an industry luncheon at the Hotel Astor here yesterday, Speakers included Leon Goldberg, Ed Fabian, Harry Braidt and Irving Engel.

Approve Cinecolor Financing Plan

Hollywood, July 1.—Cinecolor's financing plan which was favorably acted upon by the majority of stockholders and the board of directors, Earl Martin, has been approved by the California Corporation Commissioner.

The securities to be issued under the plan will be available to stockholders immediately after the registration statement has been declared effective by the Securities and Exchange Commission.
ALBANY
Fox Screening Room
1052 Broadway
Tues. 7/8 2:00 P.M.

ATLANTA
RKO Screening Room
195 Luckie St., N.W.
Tues. 7/8 2:30 P.M.

BOSTON
RKO Screening Room
222-28 Arlington St.
Wed. 7/9 10:30 A.M.

BUFFALO
Mr. Plc. Oper. Scr. Rm.
498 Pearl Street
Tues. 7/8 2:00 P.M.

CHARLOTTE
Fox Screening Room
308 S. Church St.
Tues. 7/8 2:00 P.M.

CHICAGO
RKO Screening Room
1300 S. Wabash Ave.
Tues. 7/8 2:00 P.M.

CINCINNATI
RKO Screening Room
12 East 6th St.
Wed. 7/9 8:00 P.M.

CLEVELAND
Fox Screening Room
2219 Payne Ave.
Tues. 7/8 2:30 P.M.

DALLAS
Republic Screen, Room
412 South Harwood St.
Tues. 7/8 2:30 P.M.

DENVER
Paramount Screen, Rm.
2100 Stout Street
Tues. 7/8 2:00 P.M.

DES MOINES
Fox Screening Room
1300 High Street
Tues. 7/8 2:00 P.M.

DETOIT
Blumenthals Ser, Rm.
2310 Cass Avenue
Tues. 7/8 2:30 P.M.

INDIANAPOLIS
Universal Screen, Rm.
817 N. Illinois Street
Tues. 7/8 1:00 P.M.

KANSAS CITY
Paramount Screen, Rm.
3800 Wardottte Street
Tues. 7/8 2:30 P.M.

LOS ANGELES
RKO Screening Room
1980 S. Vermont Ave.
Tues. 7/8 2:00 P.M.

MEMPHIS
Fox Screening Room
151 Vance Avenue
Tues. 7/8 12:15 Noon

MILWAUKEE
Warner Screen Room
212 W. Wisconsin Ave.
Tues. 7/8 2:00 P.M.

MINNEAPOLIS
Fox Screening Room
1015 Carnegie Avenue
Tues. 7/8 1:30 P.M.

NEW HAVEN
Fox Screening Room
60 Whiting Street
Tues. 7/8 2:00 P.M.

NEW ORLEANS
Fox Screening Room
200 S. Liberty Street
Tues. 7/8 10:30 A.M.

NEW YORK
RKO Screening Room
630 Ninth Avenue
Tues. 7/8 2:30 P.M.

OKLAHOMA
Fox Screening Room
16 North Lee Street
Tues. 7/8 10:30 A.M.

OMAHA
Fox Screening Room
1802 Davenport St.
Tues. 7/8 1:00 P.M.

PHILADELPHIA
RKO Screening Room
250 N. 13th Street
Tues. 7/8 2:30 P.M.

PIFFSBURGH
RKO Screening Room
1809-13 Blvd., of Allies
Tues. 7/8 2:30 P.M.

PORTLAND
Film Exch. Screen, Rm.
925 N. W. 19th Avenue
Tues. 7/8 2:30 P.M.

ST. LOUIS
RKO Screening Room
3143 Olive Street
Tues. 7/8 1:00 A.M.

SALT LAKE CITY
Fox Screening Room
216 East 1st St. S.
Tues. 7/8 1:00 P.M.

SAN FRANCISCO
Fox Screening Room
245 Hyde Street
Tues. 7/8 2:30 P.M.

SEATTLE
Jewel Box Ser, Rm.
2318 Second Avenue
Tues. 7/8 2:30 P.M.

SIoux Falls
Hollywood Theatre
212 N. Phillips Ave.
Tues. 7/8 10:00 A.M.

WASHINGTON
Film Center Ser, Room
932 New Jersey Ave.
Tues. 7/8 2:00 P.M.
Lippert TV Unit

(Continued from page 1)

producer of filmed television programs.

Tele-Pictures signed an agreement on April 1, 1951 with the AFM, and at the same time contracted with the trustee of the music Performance Trust Fund to pay a fee per cent royalty on this carrying music sound tracks and shown for television broadcast. In addition, Tele-Pictures agreed that in making available to television music-scored movies, originally produced for theatre showing, it would make a new music track, using the same number of musicians employed in the making of the original track for theatre use, it was stated.

At the Federation’s office it was pointed out that the Lippert company had been the first motion picture producer to accept the union’s royalty contract for filmed television sound track use. Under the agreement the trust fund will provide “live” music for worthy causes and events, at no cost to the listeners, the AFM added.

FCC Goes to Work

(Continued from page 1)

groups, the first grants will probably come where there are fewer applicants than the number of channels available, and some of these might be okayed with 30 days or less.

Even after an applicant gets his request approved, considerable time following would have to elapse before the station was actually built and on the air.

For Lease

GRAND CENTRAL: Opposite Chrysler Building, a powerful permanent location. Entire building $7,200. 57 E. 42 St.

One-story commercial building, 7,000 sq. ft. side drive for cars, new heating system, 620 2nd Ave., JOURNAL SQUARE, Jersey City, opposite rear Loew’s Theatre.

Owner, L. N. Reuben, Inc. & So. Financing & Reorganizations 555 Fifth Ave., N. Y. Plaza 3-3730

Television—Radio

Comment and Opinion

INFORMATION was the keynote and Edward R. Murrow again proved his ingenuity as a television reporter Sunday when he presented a filmed interview with Gen. Dwight D. Eisenhower on CBS-TV’s “See It Now” show. It was the kind of program that makes politics on TV both dramatic and enlightening.

Murrow’s expert handling of the questioning, his relaxed approach and the excellence of the photography combined to give viewers an intimate closeup of the Eisenhower personality. The interview produced many good and useful quotes, but more important still, it caught candidate Eisenhower in a variety of moods and situations with a minimum of staging.

“See It Now,” the Alcoa-sponsored TV documentary, has maintained consistently high standards from the very start. The second half of last Sunday’s show was a filmed account of a mock air attack on New York and its factual and skillful coverage packed a dramatic punch.

Self-regulation and not government controls must guide radio and TV in setting and maintaining moral standards for broadcasts and telecasts, Harold E. Fellows, president of the NARTB, told a Congressional sub-committee investigating offensive programming last week. Speaking of the radio and TV code, Fellows declared, “It has produced no miracle, no overnight, but the evidence of tangible progress... is very gratifying.”

Whether Americans in a hundred years from now will still be listening to radio is questionable, but ABC apparently banks on the longevity of the medium in its radio presentation of “Time Capsule.” Arthur van Horn is the narrator of the series which is designed to enlighten citizens of 2052 on the “spirit and flavor” of our day. “Time Capsule” leans heavily on the arts and their practitioners. It’s a lively show with a nice twist.

If WNBC and WNBT, NBC’s flagship stations in New York City, today command a vast and appreciative audience, the credit must go largely to restless, imaginative Ted Cott, NBC vice-president and general manager of these key outlets. With a fine sense for the “different” in radio and TV entertainment, Cott has been responsible for a string of outstanding public service and educational programs which have brought credit to himself and to the industry. This year, on WNBT, he originated the provocative “Inside Our Schools” series, the charming “Through the Enchanted Gate” children’s art education programs, “It’s a Problem, etc.” On radio, he set the industry back again when he instituted WNBC’s all-night classical music program. Cott joined NBC in 1950, having started his radio career at the age of 16 on the staff of New York City’s WNYC. In 1939 he joined CBS and in 1944 moved over to WNEW as director of programming. Versatile and ever on the prowl for new ideas, Cott has written books and taught radio writing and directing.

As a replacement for the “I Love Lucy” show on CBS-TV Monday nights, “My Little Margie” has the difficult task of following in the footsteps of TV’s most popular program. Unfortunately, producer Hal Roach, Jr., hasn’t outdone himself with this filmed series which stars Charles Farrell and Gale Storm. The situation comedy is hackneyed and performances are not up to par. Director Hal Yates seems unable to overcome the show’s static quality and Miss Storm’s characterization is void of charm or warmth, which doesn’t help any.

“Information Please” made its TV debut Sunday over CBS-TV and while the show retains its appeal, it was not an unqualified success. There were some who found it humorous, but not all the grain still has once foot in radio. Clifton Fadiman was on hand again as the genial master-of-ceremonies, and so were Franklin P. Adams and John Kieran. James Michener was a somewhat unraveled guest. A little more visual appeal could improve the show a great deal. It certainly has the stuff to make it top TV entertainment.

—FRED HUFF

‘Ned Depinet Sales Drive’ Completed

RKO Radio’s “Ned E. Depinet 1952 Sales Drive” concluded this week, and members of the drive committee have begun selecting the winners.

The drive was for 27 weeks. Leaders at the end of the 26th week were Snoo Falls, New Orleans, Portland and Dallas. In Canada, top executives were Montreal, Winnipeg and Toronto. Among the districts, leaders were Canadian, Southeastern and Southwestern.

Skiatron Deal Points To Pay TV Test

Skiatron Electronics and Television Corp. is further clearing the way for the formal test of its Subscriber-Vision pay-as-you-see television system here later this year by entering into a joint working agreement with Hanovia Chemical and Manufacturing Co. of Newark, a unit of the Engelhard Industries, Skiatron president Arthur Levey reports.

Gives Company Facilities

Pointing out that Skiatron has concentrated its technical activities this past year on its pay-as-you-see system, Levey said that the agreement gives the company facilities to produce the components for the subscription system, as well as to carry on extensive research and development of products under Skiatron patents not yet ready for commercial markets.

CBS Anticipates Mass. Transmitter

Bosbox, July 1.—The Columbia Broadcasting System has taken an option covering the purchase of acres of land in Yakville, Mass., on which would be built a television transmission station. Taking the option is in anticipation of new channels to be assigned to the Boston area. The project is also contingent on the Nactech Board of Appeals giving the owner of the land a permit to build.

Pinacoes to Make Films

Norman and Irving Pincus, producers of “Ellery Queen,” “Mr. I. Magination” and “Authors League Theatre,” have formed a television film production unit. Norm Pincus will leave for the Coast shortly to complete arrangements for the new setup, including acquisition of a studio and key personnel.

MORALITY MAY, Jr.

CO. INC.

Specializing in requirements of the Motion Picture Industry

75 Maiden Lane, New York

3720 W. 6th St, Los Angeles

INSURANCE

m.
Sen. Nixon Praises ‘Walk East,’ Murphy

WASHINGTON, July 1.—Senator Richard Nixon (R., Calif.), has included in the Congressional Record a long statement of Louis de Rochemont's 'Walk East on Beacon' and of the picture's star, George Murphy.

Nixon lauded the film for 'dramatically portraying the FBI's never-ending battle against the intrigue of Soviet espionage.' He said it was particularly appropriate that Murphy, star of the film because Murphy "has carried on a long, unremitting and effective fight against the factors explaining the film capital."

While Murphy was president of the Screen Actors Guild, he was aware of the attempts of anti-American forces to subvert the motion picture industry and turn it into a pill for the dissipation of Red propaganda," Nixon declared. "His group took effective counter-measures. They studied Communists' publications in order to become acquainted with party terminology.

They learned to recognize the portent, and got to know the tricks which the Communists employed in their attempts to control meetings, knowing those tricks was the key to combating them.

Nixon included various newspaper articles and editorials endorsing the picture.

Same Show in Every House, Fan Grips

CHICAGO, July 1.—Mae Tinee, Chicago Tribune film critic, quotes a letter from a movie fan in her column on Sunday, June 29, "Dear Mae Mae Tinee," the letter reads, "Can you do something about all the theatres showing the same picture at the same time.

I had one of my few urges to go to the movies, but could find nothing at the better second run houses but a film I had already seen. I think the theatre owners are making a mistake."

Mae Tinee answers the letter, saying, "Judging from the number of letters containing the same complaint, I am inclined to agree that such booking is not profitable, but I have been unable to obtain any satisfactory explanation for the practice. When a new film is booked in such fashion, it is generally for the purpose of quick return for the money expended. The process was once ably described to me by a bright young press agent as 'saturation penetration.' I regard it with the 'satura- tion' part of it as."
Progress Slow In New Talks On Arbitration

Continuations Unit May Adjourn Meetings Today

While the Industry Arbitration Conference's Continuations Committee at its meetings here so far this week is proving to be less unwieldy than the full conference was in analyzing and amending the Drafting Committee's blueprint for a system of arbitration, indications following the Continuations session yesterday were that a few headway had been made toward producing a universally acceptable document.

Another meeting of the Continuations group, the third in as many days, will be held today at the Fabian Theatres home office. Prior to the opening of the session at 10 A.M., exhibition members of the committee will gather at breakfast in the Hotel Astor to consult on a number of points which will be taken up today.

A strong possibility existed when the meeting ended yesterday that the committee would adjourn this afternoon.

TOA Headquarters Being Streamlined

Streamlining of operations and facilities at Theatre Owners of America headquarters has been instigated by Mitchell Wolfson, organization president.

With the commencement of a new fiscal year this month, Wolfson has called for the elimination of at least half the space occupied by TOA on the fourth floor of the Paramount Building on Times Square. The room which will be unloaded will be used primarily for storage purposes and no longer are needed.

Other changes included the disbanding of Girard E. Zanuck's "The Snows of Kilimanjaro.

Einfeld Concludes Meetings in Italy

Charles Einfeld, vice-president of 20th Century-Fox, concluded a "highly successful" series of merchandise meetings in Italy yesterday following sessions held in Naples, Genoa and Rome on plans for the merchandising of forthcoming company pictures, as well as preliminary talks setting up the global premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro.

FCC Goes to Work on TV Applications

Washington, July 1.—The Federal Communications Commission today began processing 200 applications for new television stations.

There's a chance that some of the applications might be approved by the end of the month.

When the Commission lifted the television "freeze" back in March, it said it would begin processing applications on July 1. As of today, there were 379 new or amended applications on file, and more were coming in.

First priority is being given to areas which have never had TV stations or which are going to pioneer in the use of the new UHF band. Within those (Continued on page 6)

Kalmine Chairman Of JDA Unit Drive

Harry M. Kalmine, president and general manager of Warner Brothers Theatres, has been named chairman of the home office division of the industry's drive in behalf of the Joint Defense Appeal, it was announced here yesterday by Irving M. Engel, chairman of the 1952 Joint Defense Appeal of New York.

Leon Goldberg of Universal Pictures, (Continued on page 4)

Lippert TV Unit Renews with AFM

Describing the deal as being "significant of the growing acceptance by industry of the American Federation of Musicians' royalty contract for filmed music on television," the AFM national headquarters announced here yesterday that it is renewing without change, and at the request of Robert L. Lippert, Jr., in behalf of Tele-Pictures, Inc., its contract with that (Continued on page 6)

Tax Campaign Puts Compo on Survival Road, Mayer Says

The new industry drive for repeal of the 20 per cent Federal admission tax is a project into which the Council of Motion Picture Organizations can "sink its teeth," to the extent that COMPO now has reason for surviving and thriving.

Arthur L. Mayer, former COMPO executive vice-president, declared here yesterday following his return from a tour of Europe, Mayer held that the reason COMPO "looked forward to even a few months" (Continued on page 4)

Name Anderson WB District Manager

The promotion of Art Anderson, Warner Brothers acting Prairie district manager, to the post of Midwest district manager, succeeding Harry A. Seid, has been granted an indefinite leave of absence due to ill health, was announced here yesterday by Ben Kalmine, company vice-president.

Anderson will make his headquarters in Chicago.

The Minneapolis branch office, which returns to the Midwest district which will now comprise the Chicago, Detroit, Milwaukee and Minneapolis branches, Hall Walsh, it was also announced, has returned from a leave of absence to resume his duties as the company's Prairie district manager, with headquarters in St. Louis. The Prairie (Continued on page 4)

COMPO Warned on Journal's Article

The Council of Motion Picture Organizations protested to the Hollywood Journal in advance of the publication last week of its roundup reprinting articles written by a reporter and technical editor who protest the organization's here prominently last month.

Exhibitors in various parts of the country from whom interviews had been sought by the writer and editor of the (Continued on page 4)

Co-ordinator Sought for Tax Campaign

Weigh Appointment at COMPO Meeting Here

Designation of a coordinator for the industry's campaign to win repeal of the Federal admission tax will command the attention of Council of Motion Picture Organizations' officials when they meet here next Tuesday, it is learned.

In addition, formal organization work for the campaign is expected to be materially advanced at next week's sessions which may be attended by J. J. Cole and Pat McGee, COMPO's chairman for the tax campaign, as well as the COMPO governing body, consisting of Al F. Sills, Ben Reumke and Sam Fine.

Numerous names have been mentioned for the post of coordinator of the campaign, a full-time post. Among them are H. M. Richley of Loew's, who served in a similar capacity in the last anti-tax campaign, but who is believed not to be available now be- (Continued on page 4)

Record Booth Sale For TESMA Show

LOS ANGELES, July 1.—In the first 24 hours during which the booths were on sale, 48 were sold to equipment manufacturers, concessionaires and candy and beverage purveyors for the joint trade show to be sponsored by the Theatre Equipment and Supply Manufacturers' Association, Theatre Equipment Dealers Association and Allied States Association. This was reported here today by Ray Boomer, secretary-treasurer of TESMA, who said that the sale breaks the former record of 1950.

Wage Hike for Mass. Theatre Employees

BOSTON, July 1.—A 7½ cent an hour pay increase for employees in the amusement and recreation businesses in Massachusetts was set by the State Department of Labor and Industries to be effective on August 18, as an order for a 62½ cent basic minimum wage for regular and casual employees and for theatre ushers employed in the theatres in Massachus- (Continued on page 5)
Business Better in Corn Belt; Exhibitor Tears, Once Walnut-Sized, Now Pea Size

Des Moines, July 1.—When business improves nowadays, the signs are to be found in smaller-sized tears on exhibitors’ cheeks, according to a confidential source of the Iowa-Nebroaska and Mid-Central, in his current bulletin to members.

Here is his report on an improvement in the state of the theatre business in this territory: “Things have picked up quite a bit locally and, in general, a new look to the way and their tears seem to be a little more than the size of peas.”

“Actually, the weather has turned out good, the corn looks good and the walnut trees are starting to bloom. We have a sneaking suspicion that economic trends have much more to do with this business than we credit them with.”

D. of J.’s Crescent Appeal Docketed

WASHINGTON, July 1.—The Justice Department’s appeal in the Crescent case has been formally docketed at the Supreme Court.

The Department is appealing the action of the Nashville District Court, dismissing the Department’s civil contempt charges against Crescent. A comparison case, involving contempt charges, has been appealed to the Sixth Circuit Court of Appeals. Justice argues that Crescent has failed to bring the case up to the terms of its consent decree.

The high court will not indicate whether or not it will hear the appeal before the start of its new term in October.

W. Pa. Allied to Name A New President

PITTSBURGH, July 1. — A special meeting of the executive board of Allied Motion Picture Owners of Western Pennsylvania has been called for next Tuesday to name a successor to Fred Beedle of Canonsburg, who was resigned the position because of illness. Norman Mervis is vice-president, but it is understood that he has declined the position of president.

100 NY Houses Will Play ‘King Kong’

Some 100 theatres in New York will play “King Kong” when the picture is brought here on August 12, Robert Mochrie, RKO Radio sales vice-president, reports.

The area opening will be preceded by an all-out television campaign of a minimum of 150 spots.

Silver Is Leaving Souvaine Post

Milton Silver, director of advertising for Souvaine, the Popular Picture for the year, completes his 10-picture special assignment and will leave the company on July 11. Jack Souvaine, president of the company, organized the advertising publicity set-up for the firm, including accessories, trailers and screening schedule.

N. E. Drive-ins to Aid ‘Jimmy Fund’

BOSTON, July 1.—A committee consisting of Ray Carver, Everett, and others and Ray Feeley with co-chairmen Michael Redstone and James Malmgren of the Newman Arthur H. Lockwood, and Variety Club’s William S. Koster, to plan for drive-in theatres’ cooperation in the forthcoming “Jimmy” Fund campaign.

Redstone and Malmgren, who were appointed by Mr. Lockwood, have formulated a plan for: taking up collections at the drive-ins. The committee expects to visit each main drive-in in New England and explain the method to be used in showing a “Jimmy” Fund trailer and taking up collections.

Sen. Sam Rosen, of Rosen Film Delivery, New Haven; George Schwartz of the Lake Drive-in at Waterville, and George Brennan of Lorne’s of Hartford, will serve on the committee for Connecticut.

Senate Group Okays Crowe Judgeship

WASHINGTON, July 1.—The Senate Judiciary Committee today approved the nomination of Godfrey W. Crowe of Ohio as a life judge of the United States Circuit Court of Appeals for the Sixth Circuit District for the Canal Zone. Nominations of the committee are expected later in the week.

Blatter Champion

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Walsh goes to Columbus from the Buchanan Ad Agency, where he has been a member of the staff for many years. Prior to that he held the same post with Warner Brothers, and for some time was associated with McFadden publications in an executive capacity.

SAG Sets Support Of ’52 ‘Movietime’

PARDON US FOR POINTING!
(and with pride!)

"LOVELY TO LOOK AT"
(Technicolor)
Here's great news! First engagement following the Music Hall rocks Philadelphia. Tops "Show Boat" by $89. Three day total is second highest non-holiday M-G-M gross in 3 years, beaten only by Mario Lanza personal appearance!

Starring Kathryn Grayson • Red Skelton • Howard Keel • Marge and Gower Champion • Ann Miller • with Zsa Zsa Gabor • Kurt Kasznar

"PAT AND MIKE"

Biggest M-G-M first week in 11 months at Capitol, N.Y. Everybody's eager to see the picture that Time Magazine calls: "One of the season's gayest comedies" and syndicated columnists like Louis Sobol rate as: "The happiest picture of the season." Just what the fans ordered for summer diversion.

Starring Spencer Tracy • Katharine Hepburn co-starring Aldo Ray • with William Ching

"IVANHOE"
(Technicolor)
M-G-M's Giant Spectacle that broke a 23-year-old record in its World Premiere engagement has won the acclaim of the entire trade press. Variety says: "In the same lavish class as 'Quo Vadis.' Big scale Technicolor box-office natural that cannot miss." Boxoffice Magazine says: "Star-studded, magnificently produced, superbly photographed Technicolor box-office winner." Film Daily says: "High spot of the film year. Will shine brightly and long." M. P. Daily says: "Just about everything an enthusiastic showman could hope for." Film Bulletin says: "It will be one of the biggest grossers in movie history." M. P. Herald says: "Guaranteed to any audience, anywhere, anytime. They'll tell their friends about it." Showmen's Trade Review says: "Big in every sense of the word." The Exhibitor says: "Outstanding. Big box-office." Daily Variety (Coast) says: "Top flight spectacle for solid box-office returns." Hollywood Reporter says: "Magnificent epic that should be packing theatres for long, long time to come."

Starring Robert Taylor • Elizabeth Taylor • Joan Fontaine • George Sanders • Emlyn Williams
RKO RADIO PICTURES, Inc.,
TRADE SHOWINGS of
"FAITHFUL CITY"

ALBANY
Fox Ser. Rm., Tues. 7/8 3:30 P.M.
1052 B’way

ATLANTA
RKO Ser. Rm., Tues. 7/8 3:30 A.M.
195 Luckie St., N.W.

BOSTON
RKO Ser. Rm., Wed. 7/9 2:30 P.M.
122-28 Arlington St.

BURLINGTON
Mo. Pie. Oper. Ser. Rm., 499 Pearl St.
Tues. 7/8 3:30 P.M.

CHICAGO
Fox Ser. Rm., Tues. 7/8 3:30 P.M.
608 S. Church St.

CHICAGO
RKO Ser. Rm., Tues. 7/8 11:40 A.M.
219 W. Madison Ave.

CINCINNATI
RKO Ser. Rm., Wed. 7/9 10:30 A.M.

CLEVELAND
Fox Ser. Rm., Tues. 7/8 10:30 A.M.
28 Park Ave.

DALLAS
RKO Ser. Rm., Tues. 7/8 10:30 A.M.
312 S. Harwood St.

DENVER
Par. Ser. Rm., Tues. 7/8 3:30 P.M.
2100 Stout St.

DES MOINES
Fox Ser. Rm., Tues. 7/8 10:30 A.M.
1500 High St.

DETROIT
Bennenthal Ser. Rm., 2310 Cass Ave.
Tues. 7/8 10:30 A.M.

ELMONT
Univ. Ser. Rm., Tues. 7/8 2:30 A.M.

FRESNO
RKO Ser. Rm., Tues. 7/8 10:30 A.M.

GOLDEN: Cent. Ser. Rm., 1015 Carrizo Ave.

HANOVER
Fox Ser. Rm., Tues. 7/8 3:30 P.M.
40 Washington St.

NEW ORLEANS
Fox Ser. Rm., Tues. 7/8 2:30 P.M.
200 S. Liberty St.

NEW YORK
RKO Ser. Rm., Tues. 7/8 11:00 A.M.

OKLAHOMA
Fox Ser. Rm., Tues. 7/8 2:30 P.M.
130 N. Lee St.

OMAHA
Fox Ser. Rm., Tues. 7/8 10:00 A.M.

PITTSBURGH
RKO Ser. Rm., Tues. 7/8 10:30 A.M.
201 N. 13th St.

PHILADELPHIA
RKO Ser. Rm., Tues. 7/8 10:30 A.M.
1909-13 Blvd. of Allies

PORTLAND
Film Exchange Screen Room
Tues. 7/8 10:00 A.M.
925 N. 9th Ave.

ST. LOUIS
RKO Ser. Rm., Tues. 7/8 2:30 P.M.
3143 Olive St.

SALT LAKE CITY
Fox Ser. Rm., Tues. 7/8 3:00 P.M.
216 E. 1st St. S.

SAN FRANCISCO
Fox Ser. Rm., Tues. 7/8 10:30 A.M.
245 Hyde St.

SEATTLE
Jayzel Box Ser. Rm., 23rd Ave.
Tues. 7/8 3:00 P.M.

SIOUX FALLS
Hollywood Theatre
Tues. 7/8 9:00 A.M.

WASHINGTON
Film Center Ser. Rm., Tues. 7/8 10:30 A.M.
932 New Jersey Ave.

Spencer Tracy Named 1st Honorary President of Boys’ Town Alumni

Spencer Tracy was elected the first honorary president of the Boys Town National Alumni Association at its first meeting held at Boys Town, Omaha, this week, Metro-Goldwyn-Mayer announced yesterday.

At the same meeting, Tony Villone was elected its active president.

Back in 1938, Tony was a member of Boys Town and met Tracy who was starting his Father Flanagan in M-G-M’s “Boys Town.” The two became friends and together with Doris Schary, the writer of the picture, were a close knit trio—so close that following his graduation Tony went to Hollywood to work in the studio development, of which he has since become an important part, M-G-M reported.

The star, and Schary, now head of production at M-G-M, are still the pals they were at Boys Town 11 years ago.

Tax Coordinator
(Continued from page 1)

cause of his work with the industry arbitration conference.

Also mentioned has been Maurice Bergman of Universal, who also was prevented from serving by pressure of other duties. Paul Short of National Screen Service, Dallas, an official of Texas COMPO, is another, whose name was suggested. Additional names are sure to be introduced at next week’s meetings of the campaign directors.

Preliminary Work Advances

Preliminary organization work for the industry’s campaign is being ad-

anced daily by COMPO personnel here under the direction of Robert Coyne, special counsel, and Charles E. McGinn, director of information.

Policy matters, basic strategy and instructions are expected to be well in hand by the time it is possible to call all parts of the country as soon as the campaign directors complete their national organization.

Designation of regional and local campaign directors, constituting the or-

ganizational framework, may be completed at next week’s sessions, it is believed.

Compo Survival
(Continued from page 1)

ago was its lack of a “sufficiently specific” program. “The vague term public relations,” he said, has not served the purpose of the industry. COMPO is trying to make the program work, and recently, Mr. Mayer, the head of the organization, suggested a number of possible projects, many of which are still to be completed.

Tony was present at the conference and said that he was pleased with the progress that had been made. He also said that he would be willing to serve as an advisor to the committee in any capacity that they might need.

Einfeld Concludes
(Continued from page 1)

in November, the company reported here yesterday.

Einfeld conducted the discussions aided by Ed Fabian, 20th’s man-
ager for Italy, during which distribution personnel of the company’s Italian office and leading exhibitors took part.

Einfeld will leave tomorrow for Central Europe where he is scheduled to spend a few days in Munich before returning to Switzerland, Holland and France.

Kalmene Chairman
(Continued from page 1)

and Edward L. Fabian of Fabian Theatres, are co-chariman of the industry-wide H-JA Committee.

The JDA is seeking $5,000,000 to finance the activities of the Ameri-

can Jewish Committee and the Anti-Defamation League of B’nai B’rith.

Defence Appeal Luncheon

The importance of the local Joint Defence Appeal luncheon was stressed here yesterday. Speakers included Leon Goldberg, Ed Fabian, Harry Brandt and Irving Engel.

Approve Cinecolor Financing Plan

Hollywood, July 1.—Cinecolor’s financing plan which was favorably act-

ated upon by the majority of stockholders and the board of directors, last March, has been approved by the California Corporation Commissioner.

The securities to be issued under the plan will be made available to stockholders immediately after the registration statement has been declared effective by the Securities and Exchange Com-

mittee.

Arbitration
(Continued from page 1)

for a week or more before completing its work or setting a date for resum-
HOWARD HAWKS’

THE BIG SKY

TRAD SHOWINGS

ALBANY
Fox Screening Room 1032 Broadway
Tues. 7/8 2:00 P.M.

ATLANTA
RKO Screening Room 193 Luckie St., N.W.
Tues. 7/8 2:30 P.M.

BOSTON
RKO Screening Room 122-28 Arlington St.
Wed. 7/9 10:30 A.M.

BUFFALO
Mo. Pac. Op. Ser. Rm. 549 Pearl Street
Tues. 7/8 2:00 P.M.

CHARLOTTE
Fox Screening Room 308 S. Church St.
Tues. 7/8 2:00 P.M.

CHICAGO
RKO Screening Room 1300 S. Wabash Ave.
Tues. 7/8 2:00 P.M.

CINCINNATI
RKO Screening Room 12 East 6th St.
Wed. 7/9 8:00 P.M.

CLEVELAND
Fox Screening Room 2219 Payne Ave.
Tues. 7/8 2:30 P.M.

DALLAS
Republic Screen, Room 412 South Harwood St.
Tues. 7/8 2:30 P.M.

DENVER
Paramount Screen Rm. 2100 Stout Street
Tues. 7/8 2:00 P.M.

DES MOINES
Fox Screening Room 1300 High Street
Tues. 7/8 2:00 P.M.

DETROIT
Blomsthal’s Ser. Rm. 2100 Cass Avenue
Tues. 7/8 2:30 P.M.

INDIANAPOLIS
Universal Screen, Rm. 317 N. Illinois Street
Tues. 7/8 1:00 P.M.

KANSAS CITY
Paramount Screen, Rm. 1800 Wyandotte Street
Tues. 7/8 2:30 P.M.

LOS ANGELES
RKO Screening Room 1905 S. Vermont Ave.
Tues. 7/8 2:00 P.M.

MEMPHIS
Fox Screening Room 151 Vance Avenue
Tues. 7/8 12:15 Noon

MILWAUKEE
Warner Screen Room 212 W. Wisconsin Ave.
Tues. 7/8 2:00 P.M.

MINNEAPOLIS
Fox Screening Room 1015 Hennepin Avenue
Tues. 7/8 1:30 P.M.

NEW HAVEN
Fox Screening Room 40 Whiting Street
Tues. 7/8 2:00 P.M.

NEW ORLEANS
Fox Screening Room 200 S. Liberty Street
Tues. 7/8 10:30 A.M.

NEW YORK
RKO Screening Room 630 Ninth Avenue
Tues. 7/8 2:30 P.M.

OKLAHOMA
Fox Screening Room 10 North Lee Street
Tues. 7/8 10:30 A.M.

OMAHA
Fox Screening Room 1502 Davenport St.
Tues. 7/8 1:00 P.M.

PHILADELPHIA
RKO Screening Room 230 N. 13th Street
Tues. 7/8 2:30 P.M.

PITTSBURGH
RKO Screening Room 1809-13 Blvd. of Allies
Tues. 7/8 1:30 P.M.

FORTLAND
Film Exch. Screen. Rm. 925 N.W. 19th Avenue
Tues. 7/8 2:30 P.M.

ST. LOUIS
RKO Screening Room 3143 Olive Street
Tues. 7/8 11:00 A.M.

SALT LAKE CITY
Fox Screening Room 216 East 1st St. S.
Tues. 7/8 1:00 P.M.

SAN FRANCISCO
Fox Screening Room 245 Hyde Street
Tues. 7/8 2:00 P.M.

SEATTLE
Jewel Box Ser. Room 2318 Second Avenue
Tues. 7/8 1:30 P.M.

SIOUX FALLS
Hollywood Theatre 212 N. Phillips Ave.
Tues. 7/8 10:30 A.M.

WASHINGTON
Film Center Ser. Room 932 New Jersey Ave.
Tues. 7/8 2:00 P.M.

Based upon the novel “THE BIG SKY” by Pulitzer Prize winner A. B. GUTHRIE, Jr. - A Winchester Production
Television -- Radio
Comment and Opinion

INFORMALITY was the keynote and Edward R. Murrow again proved his ingenuity as a television reporter Sunday when he presented a filmed interview with Gen. Dwight D. Eisenhower on CBS-TV's "See It Now" show. It was the kind of program that makes politics on TV both dramatic and enlightening.

Murrow's expert handling of the questioning, his relaxed approach and the excellence of the photography combined to give viewers an intimate closeup of the Eisenhower personality. The interview produced many good and useful quotes, but more important still, it caught candidate Eisenhower in a variety of moods and situations with a minimum of staging.

"See It Now," the Alcoa-sponsored TV document, has maintained consistently high standards from the very start. The second half of last Sunday's show was a filmed account of a mock air attack on New York and its factual and skillful coverage packed a dramatic punch.

★★★★

Self-regulation and non-government controls must guide radio and TV in setting and maintaining moral standards for broadcasts and telecasts, Harold E. Fellows, president of the NARTB, told a Congressional sub-committee investigating offensive programming last week. Speaking of the radio and TV code, Fellows declared, "we have produced no miracles overnight, but the evidence of tangible progress . . . is very gratifying."

★★★★

Whether Americans in a hundred years from now will still be listening to radio is questionable, but ABC apparently banks on the longevity of the medium in its radio presentation of "Time Capsule." Arthur van Horn is the narrator of the series which is designed to enlighten citizens of 1952 on the "spirit and flavor" of our day. "Time Capsule" leans heavily on the arts and their practitioners. It's a lively show with a nice twist.

★★★★

If WNBC and WNBW, NBC's flagship stations in New York City, today command a vast and appreciative audience, the credit must go largely to restless, imaginative Ted Cott, NBC vice-president and general manager of these key outlets. With a fine sense for the "different" in radio and TV entertainment, Cott has been responsible for a string of outstanding public service and educational programs which have brought credit to himself and to the industry. This year, on WNBW, he originated the provocative "Inside Our Schools" series, the charming "Through the Enchanted Gate" children's art education programs, "It's a Problem," etc. On radio, he set the industry pace again when he instituted WNBC's all-night classical music program. Cott joined NBC in 1950, having started his radio career at the age of 16 on the staff of New York City's WNYC. In 1939 he joined CBS and in 1944 moved over to WNEW as director of programming. Versatile and ever on the prowl for new ideas, Cott has written books and taught radio writing and directing.

As a replacement for the "I Love Lucy" show on CBS-TV Monday nights, "My Little Margie" has the difficult task of following in the footsteps of TV's most popular program. Unfortunately, producer Hal Roach, Jr., hasn't outdone himself with this filmed series which stars Charles Farrell and Gale Storm. The situation comedy is hackneyed and performances are not up to par. Director Hal Yates seems unable to overcome the show's static quality and Miss Storm's characterization is void of charm or warmth, which doesn't help any.

★★★★

"Information Please" made its TV debut Sunday over CBS-TV and while the show retains its appeal, it was not an unqualified success. There were some nice touches of humor, but the program still has one foot in the old "Information Please" format, again as the genial master of ceremonies, and so were Franklin P. Adams and John Kieran. James Michener was a somewhat unrelaxed guest. A little more visual appeal could improve the show a great deal. It certainly has the stuff to make it top TV entertainment.

--Fred Hief

Lippert TV Unit
(Continued from page 1)

producer of filmed television programs.
Tele-Pictures signed an agreement on April 1, 1951 with the AFM, at the same time it contracted with the Trust Fund to pay a five per cent royalty on all sound tracks and shown for television broadcast. In addition, Tele-Pictures agreed that in making available to television music-scoring, originally produced for theatre showing, it would make a new music track, using the same number of musicians employed in making the original track for theatre use," it was stated.

At the Federation's office it was pointed out that through Tele-Pictures, Lippert had been the first motion picture producer to accept the union's royalty contract for filmed television sound track use. Under the agreement the trust fund will provide "live" music for worthy causes and events at no cost to the listeners, the AFM added.

FCC Goes to Work
(Continued from page 1)

groups, the first grants will probably come where there are fewer applicants than the number of channels available, and some of these might be okay within 30 days.

Even after an applicant gets his request approved, considerable time would have to elapse before the station was actually built and on the air.

For Lease

GRAND CENTRAL: Opposite Chrysler Building, a powerful permanent location. Entire building. 107 E. 42nd St.

One-story commercial building, 7,000 sq. ft., side drive for cars, now being erected on Magnolia Ave., Glendale, N.Y., opposite Glendale Theatre. Owner, L. N. Rosenbaum & Son. Financing & Reorganization

SKANTON DEAL POINTS TO PAY TV TEST

Skatron Electronics and Television Corp. has further refined the way for the formal test of its Subscriber-Vision pay-as-you-see television system here later this year by entering into a plant working agreement with Hanovia Chemical and Manufacturing Co. of Newark, a unit of the Engelhard Industries, Skatron president Arthur Levy reported.

Gives Company Facilities

Pointing out that Skatron has concentrated its technical activities this past year on its pay-as-you-see system, Levy said that the agreement gives the company facilities to produce the components for the subscription system, as well as to carry on extensive research and development of products under Skatron patents not yet ready for commercial markets.

CBS ANTICIPATES MASS. TRANSMITTER

Bosross, July 1.—The Columbia Broadcasting System has taken an option on eight acres of land in Natick, Mass., on which would be built a television transmission station. Taking the option is in anticipation of new channels to be assigned to the Boston area. The project is also contingent on the Natick Board of Appeals giving the owner of the land a permit to build.

Pincuses to Make Films

Norman and Irving Pincus, producers of "Ellery Queen," "Mr. I. Magnification" and "Authors League Theatre," have formed a television film production unit. Norman Pincus will leave for the Continent shortly to complete arrangements for the new set up, including acquisition of a studio and key personnel.

MITCHELL MAY, Jr., CO., INC.

INSURANCE

Specializing in requirements of the Motion Picture Industry

75 Maiden Lane, New York 3270 W. 6th St., Los Angeles
Sen. Nixon Praises ‘Walk East,’ Murphy

WASHINGTON, July 1.—Senator Richard Nixon (R., Calif.), has included in the Congressional Record a long statement in support of Ragnar Rochemont’s “Walk East on Beacon” and of the picture’s star, George Murphy.

Nixon lauded the film for “dramatically portraying the FBI’s never-ending battle against the intrigue of Sadowspionage.” He went on to say it was particularly appropriate that Murphy, star in the film because Murphy “has carried on a long, unrelenting and efficient fight against Communism in the film capital.”

While Murphy was president of the Screen Actors Guild, he was among the first in the industry to attempt to subvert Communists by keeping motion picture industry and turn it into a mill for the dissemination of Red propaganda,” Nixon declared. “His group took effective counter-measures. They studied Communist publications in order to become acquainted with party terminology. They learned to recognize the party line, and got to know the tricks which the Communists employed in their attempts to control meetings. Knowing those tricks was the key to combating them.”

Nixon included various newspaper articles and editorials endorsing the picture.

Same Show in Every House, Fan Grips

CHICAGO, July 1.—Mae Tinee, Chicago Tribune film critic, quotes a letter from a movie fan in her column of Sunday, June 29. “Dear Mae Tinee,” the letter reads, “Can you do something about all the theaters showing the same picture at the same time? I have one of my few urges to go to the movies, but could find nothing at the better second-run houses but a film I had already seen. I think the theatre owners are making a mistake.”

Mae Tinee answers the letter, saying “Judging from the number of letters containing the same complaint, I’m inclined to agree that such booking is not profitable, but I have been unable to obtain any satisfactory explanation for the practice. When a new film is booked in such fashion, it is generally for the purpose of quick return for the money expended. The process was once admirably described to me by a bright young press agent as ‘satisfaction pecuniaria.’ I agree with the ‘satisfaction’ part of it.”

Crescent Gets Tax Cut

NASHVILLE, July 1.—The City Board of Equalization has granted the Crescent Amusement Co. a reduction in the tax valuation of the new Tennessee Theatre from $1,225,000 to $1,000,000 and on the Press Theatre from $600,000 to $425,000. Headquarters of Crescent are in the Princess Theatre Building.

N. O. In Blood Drive

NEW ORLEANS, July 1.—The American Red Cross Blood Bank program is richer by over 100 pints given by the film industry in New Orleans. Chairmaned by Henry Pitt and Billy Brant, the Red Cross set up a blood service in the 20th Century-Fox exchange with all the firms participating by giving employees time off.

‘Hall’ Gets Ready For New Prosperity

To accommodate holiday audiences New York’s Radio City Music Hall has scheduled extra performances of the show starring Ray Bolger, and its stage spectacle on the Fourth of July, with the doors opening at 8:30 a.m. during the weekend holidays.

Selling Away from Cincinnati 1st-Runs

CINCINNATI, July 1.—With the temporary closing of the Capitol and Keith’s theaters here, product is being sold away from first-runs, the initial booking being 20th Century-Fox’s, “Wait Till the Sun Shines, Nellie,” currently playing the suburban Twin Drive-In, a unit of the Reuben Show circuit.

At Jackson, O., Roamount has sold 14 first-runs to the Town and Country Drive-In, with the proviso that the product has not been and will not be shown at any regular theatres there until after the drive-in runs.

Two Theatres Sold, Being Converted

ALABANY, July 1.—Neil Hellman has sold the Palace, Troy neighborhood house, to the Papermakers Union for use as a combined bowling center and union office building. The Palace has been dark since April, when it was damaged by fire.

The Colonial, Manchester, Vt., served out of Albany exchanges, has been sold to Mrs. Helen Hadley and her father, Charles Orr, who will convert it to commercial purposes. The house had been operating weekend only. Mrs. Hadley also operates the Playhouse in Manchester.

Gives an At Home New "OVERTIME HOLLYWOOD"

on United’s luxurious
only 10 hrs. 55 min. one-stop!

All the luxury that has made "the Hollywood" and "the Advance Hollywood" famous is now yours when you fly United’s "Overtime Hollywood" to Los Angeles. You enjoy a delicious brook trout or breakfast steak aloft, and every mile of the way United’s courteous stewardesses are on hand to bring you famous “Service in the Mainliner Manner.”

“The Overtime Hollywood” leaves New York at 12:45 a.m., stops only at Denver en route, and arrives in Los Angeles at 8:40 a.m., giving you the full day for business.

Daylight Savings: Times Quoted

United AIR LINES
One of the Scheduled Airlines of the U. S.

Airlines Terminal, 80 E. 42nd St., Hotel Statler, 1 Wall Street, Rockefeller Center (7 W. 49th St.), Brooklyn Airlines Terminal (opposite Grand Central and Street), and to Guardia and Newark Airports, Call Murray Hill 2-7300, Newark: 13 Commerce St. Call Market 3-6207 or an authorized travel agent.
HOT FLASH

FIRST
4 DAYS
BIGGEST
OF ANY
WARNER
PICTURE IN
HISTORY OF
RADIO CITY
MUSIC HALL!

RAY BOLGER
IS BOWLING 'EM OVER IN
"Where's Charley?"

WITH
ALLYN MCLERIE
SCREEN PLAY BY
JOHN MONKS, JR.
DANCE AND PRODUCTION NUMBERS
STAGED BY MICHAEL KIDD
DIRECTED BY DAVID BUTLER
COLOR BY TECHNICOLOR
Report French
Negotiations
In Stalemate

Talks End with France
Still Seeking Subsidy

PARIS, July 2.—Franco-American
negotiations for a new film import
agreement apparently reached a
stalemate here today following
day and night meetings.

Both sides exchanged pro-
poses at the key today indicated
but it was apparent, when they
adjourned, that no agreement
and very little progress had
been made. Moreover, no date
was set for the next session,
presumably in order to permit
the American industry repre-
sentatives to confer with their
principals.

It is understood that F. W. Allport,
representing the Motion Picture
Association of America, will return
to his London headquarters and that Al-
fred W. Crown, representing the So-
ciety of Independent Motion Picture
(Continued on page 4)

Smith Named MPAA
Manager in Europe

Theodore Smith, administrative as-
sistant to John G. McCarthy, Motion
Picture Association of America
international division vice-president, has
been appointed Continental European
representative, it was announced yes-
terday by Eric Johnston, MPAA pres-
ident.

Johnston at the same time disclosed
that Robert Corkery, former Eu-
ropean Coordinator of the U. S. Dis-
placed Persons Commission, will fill
(Continued on page 4)

N. J. Allied Prepares
For Anti-Tax Drive

Asbury Park, N. J., July 2—Al-
lied of New Jersey, it was
said here yesterday that it is ready to hold a special mem-
bership meeting to get started on the
drive for repeal of the 20 per cent
Federal admission tax. All the organ-
ization is waiting for are the direc-
tives that are expected to come from
the Council of Motion Picture Organ-
izations leadership and tax commit-
tee chairmen following their meeting in
New York on Tuesday.

Willard Spigner reported following the
business meeting held in conjunc-
(Continued on page 4)

Newsreels Set for Record
Coverage of Conventions

The newsreels are gearing for the greatest coverage and fastest job in
their histories. For the most part they will rush footage shot at the
Chicago political conventions to theatres within a few hours after filming.

Edmund Reek, production chief of 20th Century-Fox’s Movietonews,
yesterday reported that his reel has
been assigned to the convention scene head cameraman Jack Fincher and a crew
of nine lensmen; make-up editor Louis Teutone; Arthur Linner, of the
Washington Bureau, and chief cutter
Fred Ahrens from New York.

A crew of 26 Movietonews men will
handle the on-the-spot film processing
within hours, while an expediting
platoon of eight will forward prints

WASHINGTON, July 2—House-Sen-
ate conference on a bill to make major
drives in the set-up and powers of
the Federal Communications Commis-
sion have resulted in a provision
now in the Communications Act
authorizing the FCC to refuse radio
permits to persons convicted of
trust violations in the
radio communications field.

The conference added, however, that
it felt this did not “impair or modify”
the Commission’s basic authority to
examine into all factors relevant to
the character of a licensee.

The most likely effect of the change
(Continued on page 4)

Mary Pickford Puts
In TV Station Bid

WASHINGTON, July 2—Additional
film industry applications for televi-
sion stations were filed or disclosed
today here.

WSMB of New Orleans, controlled
by a group of prominent Paramount-wor-
ers, is applying for a television station in
New Orleans. Exhibitor W. S. But-
chelder is seeking a channel in Flint,
Mich., and Mary Pickford is an appli-
cant for a station at Winston-Salem.

(Continued on page 4)

Testifies Paramount
‘Rescued’ Scophony

WASHINGTON, July 2.—Paramount
Pictures attorney Paul Porter today
introduced documents in the Federal
Communications Commission’s
Paramount hearings designed to show
that Paramount and General Precision
Equipment Corp. were “bailing out”
Scophony Corp., when they invested
in the latter company.

FCC attorneys have attempted to
prove that Paramount invested in
(Continued on page 4)

SEMINAR OF SOUTHERN OWNERS
AND PUBLISHERS IS PROPOSED

MEMPHIS, July 2—A joint seminar
of Allied Independent Theatre Own-
ers of the Mid-South and the Tennes-
see Press Association has been pro-
posed by John Mohrstadt of Hayti,
Mo., president of the exhibitors group.
Mohrstadt, in a letter to James W. R.
White of Martin, Tenn., president of
the exhibitors’ group, suggested that
the meet be held here December 9-11.

Inquiring the joint gathering, Mohr-
stadt wrote: “Publishers of dailies and
weeklies and theatre owners have been
getting together all over the country
in meetings which have developed a
good deal of mutual interest and profit.”

Copies of Mohrstadt’s letter were
sent to the other officers of the press
association.

Exhibitor-publishers seminars, first
launched in Hartford, where a second
session was held weeks ago, have also
been held in Boston, N. Y., Chicago,
Rochester, N. Y., and Minne-

Marciano - Matthews
Bout Off Home TV

The International Boxing
Corp. has decided not to sell
rights to the Marciano-Matthews
fight at Yankee Stadium here on
the night of July 28 to home television
and radio.

No deal for an exclusive
theatre telecast of the fight
had been concluded yesterday.
Motion Picture Daily

Thursday, July 3, 1952

Arbitration

(Continued from page 1)

that the Conference itself, which adjourned June 18 when debate over the blueprint became too complex, would reconvene before the fall. Vacation, and other commitments of members of the Conventions Committee during August may compel the group to meet only sporadically, if at all.

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Personal Mention

George A. Schaefer has returned to New York following consultation with Stanley Kramer on the Coast.

Robert Lamont, office manager for Lanterme Theatres and brother of Alby TOA president Harry Lamont, and his wife announce the birth of a daughter, a daughter, in St. Mary's Hospital in Troy on Sunday.

Charles Rossman, RKO radio manager for Argentina, accompanied by Mrs. Rossman, has arrived here for sever weeks stay.

General E. P. Curtis, vice-president of Eastman Kodak Co., and Mrs. Curtis, will arrive in Europe aboard the S.S. Monarchia.

Charles A. Shatzky, Warner Brothers' dome manager, is here from Albany.

Lynn Farbholz and Mrs. Farbholz will leave here by plane tonight for two weeks' vacation visit to Europe.

Arthur Cant, M-M-F motion picture press representative, is due back today from a tour Upstate.

John P. Byrne, Eastern M-M-F sales manager, has returned from a vacation.

WB Gets Month's Decree Extension

WASHINGTON, July 2—Justice Department officials said they were giving Warner Brothers a one-month extension, until August 4, to get rid of one theatre which was supposed to have been disposed of under the consent decree by this weekend.

They said Warners had done very well in complying with the divestiture agreement, which requires them to get rid of 27 theatres by July 5. Warners has actually sold and transferred 26, they said, and would have the 27th, Empire, down in the next two weeks. The Department of Justice said it would cover the sale of the 27th house.

U. K. Awards to Four U. S. Documentaries

WASHINGTON, July 2—British Ambassador Sir Oliver Franks today presented awards to U. S. officials for four government documentary films which won honors at last year's Edinburg Film Festival.

The presentation was at a ceremony at the British Embassy. Assistant Secretary of State, John F. Findley, received the awards on behalf of the War Department and the Interior Robert R. Rose accepted an award for a film produced by the Department of the Interior, and International Information Administration Wilson F. Compton accepted an award for a film produced by the Department of Agriculture.

Recruitment Short Effectively Made

A special press screening of the 10-minute short subject, "The Real Miss America," and a series of Council of Motion Picture Organizations acting in cooperation with the Department of Defense, was held here yesterday. The short, designed to explain to the recruitment of women for the Armed Forces, was produced by Frank E. Sherwood and Jerome Bronfond.

The subject is well made and, despite its purpose, has an entertaining and informative value. Shown are the various opportunities open to women in the Armed Forces as well as the opportunities for service in the United States and travel opportunities offered.

Henry Fonda does the narration for the subject which was produced by Jay Bonfield of RKO-Pathé. The picture goes into release today with all the major companies participating in the distribution.

4 Mono. Films Before Cameras This Month

Hollywood, July 2—Monogram-Allied Artists will have four films before the cameras this month. On Monday, Lindsay Parson's "Deception," is due to go into production at New London, Conn. Currently shooting at Chatsworth, Calif., is Walter Wanger's "Zora Zora," and other Wanger film, "Kansan Pacific," is set to roll Monday. Later this month, Jerry Thomas will begin filming his "The Two Mrs. Carrolls.'"
M-G-M's very proud of last week's festive World Premiere of "WASHINGTON STORY" right in the Capital itself! And proud of the results!

This ballyhoo was heard across the nation and will help launch the picture throughout America.

Everybody was there and everybody loved M-G-M's grand entertainment.

We wish you could have seen the turn-out of Washington's top names, Congressmen, officials, celebrities, with Speaker of the House Sam Rayburn as Guest of Honor.

There was a reception at the Willard Hotel, from which the guests marched to the Palace Theatre. They were attended by an honor guard, each of whom held a flag of one of the 48 states. M-G-M sent stars from the studio, there were lights, music, newsreels and showmanship!

"WASHINGTON STORY" has lots to offer of action, youthful romance, and fun. We put a big show behind its Premiere and at press time, the opening day's business beats top hits like "Father's Little Dividend" and proves it's the kind of entertainment the fans go for.
French Pact

(Continued from page 1)

Producers, will leave for New York by an early plane.

The negotiations were conducted on the government side by Gerald Seton, Secretary of the American Embassy in Paris. Special insistence upon the contract in some form, if only to finance the sale, and exploitation of their films in the U.S., was being done for the Italian industry. Both the U. S. State Department and SIMP are opposed to recognition of a subsidy in any form in the new agreement.

Despite the present apparent stalemate, it seemed certain the negotiations would be resumed at any time in the immediate future that either side was ready to present a new proposal or compromise, which it felt might lead to a conclusion after the just completed exchange of views. Thus, a new meeting might be set next week or the week after.

There appeared to be no danger of the American industry discontinuing shipments of films here, despite the fact that the agreement expired June 30. The American companies have been unable to withdraw any monies from France for the past year, so they have essentially been selling without an agreement for that length of time, anyhow.

The information on that basis involves no change of status and does not require a new agreement. The companies have about $4,500,000 in blocked francs here.

It was considered possible that John McCarthy, head of MPA’s international department, might be sent to France. Johnston, president, might on the scene if and when the negotiations are resumed.

Smith Named

(Continued from page 1)

Smith’s position at the New York office.

Smith, who returned recently from a seven-month assignment in Indonesia and the Philippines, will depart for Paris later this month to assume his new duties. The Continental post has been temporarily filled by Marc Spiegel and Eugene Van De, MPAA representatives in Germany and Italy respectively, since the resignation last August of Gold Mayer.

Prior to serving with the DP Commission, Collery, from 1945 to 1947, was director of UXRA activities in the U. S. zone of Austria, and later served as director of Field Services of the International Refugee Organization with headquarters in Geneva, Switzerland.

TV and Radio

with Pinky Herman

JAMES L. CADDIGAN, Production Chief at WABD has a dramatic series lined up for the fall that will introduce a brand new technique in TV presentation. . . . Series will be scripted by freelance writers and will star different personalities each week. . . . Ace Sportscaster Harry Wismer has traveled more miles to witness and describe sporting events than any other contemporary. . . . Mel Allen is runner-up. . . . After but four performances, Dennis James’ sparkling personality captivated a nationwide audience giving a rating of 16.5, making it the sixth most popular daytime series on ABC-TV. . . .

Have a little inside stuff: ... As late as the end of the Crosby-Holmes sale exists a chance for the U.S. Olympics, the only one of the four Milwaukee Beer companies (Pabst, Schlitz, Blatz and Hi-Life) which didn’t make a donation was the latter, despite personal pitch on the program by Lou Costello, who is sponsored by that outfit. . . . Bing also stated that he’s never made a TV appearance before, but must very quickly change his TV film for a sequence he made exclusively for a Philco Telecast two years ago . . .

Aly West has been named musical director for the new “Bob & Ray Show” which will NBC-tee off Saturday night for Alka-Seltzer. . . . Aly’s big little has practiced the music for perhaps years. . . . Watch DuMont execs like Frank Bunetta’s salary. . . . The energetic director of “Cavalcade of Stars” has justixed a fine offer to move over to NBT. . . . Charlie Curran of Times Square Productions, has been named co-ordinator by Herbert Swope, Jr., producer of the forthcoming “Fu Manchu” series of NBT Telecasts. . . . First episode, “The Zayat Kiss,” directed by William Cameron Menzies and filmed in New York, stars Sir Cedric Hardwicke as Inspector Smith with John Carradine as “Dr. Fu Manchu” and Colin Keith-Johnson as Sir Gritchon Davie. . . .

Look for several DuMont programs to originate at that net’s new studios located at 62nd St. and 3rd Ave. in New York starting in October. Executive and administration offices will follow gradually. . . . Dick Rubin radio and TV exec at MCA sails tomorrow on the new liner “United States” to scout new talent and to set up subsequent TV deals. He’ll be gone about a month. . . . After producer Peter Arnell sold his TV Audience-Participation package to Sealy Mattress Co. for fall presentation via CBS, he discovered he’d forgotten to include his own salary within the program budget (Peter isn’t done right by Arnell) . . .

Believing that they are another “Marge & Gower Champion,” Max Liebman has signed the team of Bambi Linn and Rod Alexander to an exclusive pact for next season’s “Your Show of Shows.” . . . He’s due back from Europe late this month. . . . Ever since the recent whole lot, they’ve been catching jitters-bugs. . . . Just retrenching? (just asking). . . . Thanks to the Chicago political conventions, Producer-Director Robert Stevens whose CBS-vehicle “Suspense,” has been telecast uninterrupted for 156 consecutive weeks, can snatch himself a two-week vacation. He’ll fly to Europe to relax. . . . Jack N. Costello announces new and prolific sportscaster, started out as a cub reporter on the St. Paul Dispatch. . . . As we go to press we’re not informed of Guy Gabrielson to the wire sent him by NBC proxy Joseph M. McCornell in which he asked the Republican National Committee to reconsider its decision for (and we quote Mr. McCornell), “The banning is contrary to the public interest and to the spirit of the First Amendment to the Constitution” (unquote) (first Amendment, of course, is Freedom of Speech or in this case Freedom of the Press).

Golden Returning Soon

WASHINGTON, July 2—Commerce Department film chief Nathan D. Gerber, recently scheduled to return to his desk here in mid-July, after a three-month tour of European film centers. Golden, who left on April 16, is slated to sail from Le Havre on July 22 and arrive in New York on the 18th or 19th. Most recently, he has been taking part in the Paris negotiations for a new U.S.-French film pact.

Cleveland Council Elects

CLEVELAND, July 2—The Motion Picture Council of Greater Cleveland has elected the following new slate of officers: President, Mrs. Margaret Brown, director of education of the Cleveland Museum of Art; vice-president, Virginia Beard, head of the film bureau of the public library; secretary, Ruth Thompson of Young America Films; treasurer, Mrs. E. V. Burt, of the Lakewood PTA.

Talk TV License

(Continued from page 1)

would be to decrease the weight that can be given by the FCC to previous anti-trust violations in the radio communication trades. Therefore, the FCC would indirectly decrease the weight that can be given by the FCC to anti-trust violations in other fields such as broadcasting, which has been the subject of hearings on the United Paramount Theatres-American Broadcasting Co. merger and has been considered in connection with film industry applications for TV channel.

Both House and Senate had previously passed differing versions of the bill. The Senate measure included the anti-trust provision; the House measure would have left the present law unchanged. The conferences agreed to the Senate version. Both House and Senate are expected to approve promptly the new compromise conference bill.

The final bill would drop a House-approved provision to forbid the FCC from discriminating against an applicant because he owned a newspaper or other medium for gathering and disseminating information. The conferences said they felt the Commission is not now authorized to discriminate against this industry and that therefore the provision was unnecessary.

Pickford Bid

(Continued from page 1)

N. C. Turner-Farrar Association, Allied with Turner-Farrar Theatres, has applied to the Federal Communications Commission, for a new station in Dayton, Ohio. William P. W. Seman, who was revealed earlier as a stockholder in a company seeking a station in Rockford, III., is also a majority stockholder in a company which today applied for a new station in Duluth. Bing Crosby was revealed as owning a 47 per cent interest in a film seeking a Spokane TV outlet.

Paramount-Scophony

(Continued from page 1)

Scophony to suppress any attempts by Scophony to achieve technical advances in the radio-television field. Skiatron president Arthur Levee, a former Scophony official, was back on the stand at the hearings today for further cross-examination by Porter. Porter indicated documents which he said would show that Scophony was on the verge of bankruptcy and was being helped by creditors when Paramount-GPE came along and supplied new funds.

N. J. Allied

(Continued from page 1)

Association with New Jersey Allied’s one- day summer outing at the Berkeley-Carteret Hotel here that members who voted for special meetings to request “to get going” on the anti-tax campaign. Discussion also centered around availability. Also, the charge was levelled that BPA was asking for “excessive playing time” for “The Greatest Show on Earth.” Plans for stimulating business during the summer were examined. It was agreed that steps should be taken to encourage greater attendance at theatres by children.
UPT Heads Meet on Product, Promotions

Dernor, July 2.—United Paramount Theatre executives met here this week to discuss new product for the summer and fall, and the methods of promotion which will be accorded them. A topic of interest, also, was developments in big screen theatre television, and the experiences of theatres here and elsewhere with the closed-channel telecast last Thursday to thousands of Civil Defense workers in the first public service program of its kind.

In Detroit more than 3,000 policemen and civil defense workers were briefed on procedures in protecting the public in case of atomic attack.

Discuss TV of Fight

In addition, the recent sell-out TV shows at the Michigan and Palms theatres here of the Robinson-Maxim title bout last week in New York were discussed.

Attending the sessions were Edward L. Hyman, vice-president of United Paramount and Simon Siegel, controller of the corporation, both of New York; Eugene Street, general manager of Paramount Theatres, Poughkeepsie; Ira Epstein, general manager of Monroe Amusement Co., Rochester; Arthur Krolick, general manager of Paramount Theatres of Buffalo; Ben Rosenberg, general manager of Penn-Paramount Corp. of Wilkes Barre, Pa., and Selig Seligman, of Northio Theatres, Cincinnati.

Host to the group was Earl J. Hudson, president of United Detroit Theatres.

Review

"Junction City"

(Columbia)

CHARLES STARRETT once again dons the robes of the Durango Kid.

In "Junction City" he has a good deal more plot to work with than ordinarily. The tale concerns the efforts of some scheming guardians to murder their pretty ward. Much of the story, written by Barry Shipman, is told in flashbacks which are easy to follow and make the film a bit different from standard Durango fare. Comic Smiley Burnette and stalwart Jack Mahoney, Durango's long-time pals, are also on hand in major supporting roles.

Pretty Kathleen Case is the ward in question. When she runs away from her guardians, her pretty ward, Jack Mahoney, an innocent stage driver, who is accused of kidnapping her. While Kathleen hides, the Junction City sheriff jails Mahoney and a hanging is threatened unless Kathleen appears. Starrett saves the day when he reveals that the supposedly grieving guardians actually are out to murder the ward and Kathleen is found before any harm can be done to her or Mahoney. The flashback sub-plot, tells of Kathleen's childhood when Durango was instrumental in bringing her feuding grandparents together and securing her rights to a fabulously rich gold mine.

The story is told briskly and features a song from the Sunshine Boys as well as one from Burnette. Colbert Clark produced the picture and Ray Nazarro directed.


Final Dedication of Will Rogers Highway

SANTA MONICA, Calif., July 2.—Culminating nine days of cross-country ceremonies, the final dedication of the Will Rogers Highway was conducted at Palisades Park here, with state, civic and screen celebrities participating.

Will Rogers, Jr., who portrays his father in Warner Brothers' "The Story of Will Rogers," assisted Lt. Gov. Goodwin Knight, Santa Monica's Mayor Russell K. Hart and other officials in dedicating the marker for the 'Caligari,' 'Laugh' To Be Reissued

Two top silent films, "The Cabinet of Dr. Caligari," and "The Laugh," will be reissued by Famous Films Productions in their original versions, with new synchronized musical scores being prepared abroad. National release is scheduled following their opening in New York shortly.

Pacific Coast terminus of the memorial dedication ceremonies were conducted at state borders all along the 2,200-mile highway.

Shor Renews Suit Vs. RKO Pictures

CINCINNATI, July 2.—The S. & S. Amusement Corp., headed by Reuben Shor, operating the Twin Drive-in, only outdoor theatre within the city limits, has filed suit in U. S. District Court here against RKO Pictures, RKO Midwest Corp. and Ciné Theatres of Ohio, seeking an injunction to restrain them from continuing practices which were said to deprive the plaintiff from booking first-run product. The suit also asks for $150,000 in damages.

Similar Action Before

In November, 1951, the papers state, the plaintiff had released the defendants in a similar action when the defendants agreed to cease "monopolistic and discriminatory practices," but the agreement was not lived up to, it is alleged.

Additionally, it is charged that RKO Midwest has failed to comply with the decree of the U. S. District Court of New York, whereby it was required to dispose of two of its seven theatres here. All seven have continued to operate as a "monopolistic group," the suit alleges.

Extra 'Hall' Shows Sat.

Radio City Music Hall, which had previously announced extra performances of its holiday stage show and the film, "Where's Charley?" for Friday, has also scheduled extra performances and an early opening for Saturday. Doors will open on Friday at 8:30 A.M. and on Saturday at 8:45 A.M.
Our big summer and fall product is music at the boxoffice! And it includes plenty of tune-filled hits—one every month, starting with:

**JULY**

HAL WALLIS’

**Jumping Jacks**

starring Dean Martin and Jerry Lewis co-starring Mona Freeman

**AUGUST**

**SON OF PALEFACE**

starring Bob Hope, Jane Russell, Roy Rogers and Trigger Color by TECHNICOLOR

**OCTOBER**

**JUST FOR YOU**

starring Bing Crosby, Jane Wyman, Ethel Barrymore Color by TECHNICOLOR

**PERLBERG-SEATON’S**

**Somebody Loves Me**

starring Betty Hutton, Ralph Meeker Color by TECHNICOLOR
Report French Negotiations In Stalemate

Newsreels Set for Record Coverage of Conventions

TV License Refusal For Violation of Trust Law Removed

Mary Pickford Puts In TV Station Bid

Testifies Paramount 'Rescued' Scophony

Arbitration Sessions End Until August

10 Conferees Will Report Back to Own Groups

After meeting here two and a half days, during which only limited progress was made in analyzing and amending the blueprint for an industry arbitration system, the Arbitration Conference's Continuing Committee of 10 yesterday adjourned its sessions until "early next month."

In the interim the committee members will report to the various distributors and exhibitor organizations participating in the Conference on the topics discussed at the sessions held at the Fabian Theatres home office. The success or failure of the whole conference may hinge on the instructions the participating organizations give their representatives after hearing their reports.

There was said to be little likelihood

SEMINAR OF SOUTHERN OWNERS AND PUBLISHERS IS PROPOSED

BOSTON, July 2.—Nine hundred sixty-seven theatres in six New England states have pledged their support to the 1952 "Jimmy Fund Drive" co-sponsored by Variety Club Tent No. 23 and the Boston Braves. It was disclosed here today by Arthur Lockwood, chairman of the campaign, who noted that it was the greatest number ever to participate.

Rights to the Marciano-Matthews fight at Yankee Stadium here on the night of July 28 will not be sold to home television and radio, the International Boxing Corp. has decided. No deal for an exclusive theatre telecast of the fight had been concluded yesterday.
Arbitration

(Continued from page 1)

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journeyed June 18 when debate over
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reconvene before the fall. Val
cations and other commitments of mem-
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the discussions which commenced Mon-
day has been observed by the Con-
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was not sweet agreement” behind the
closed door of the meeting room. In
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at no point in their deliberations did any
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Newsreels

(Continued from page 1)

set-up in Chicago, Floyd Trayan
, head of U-F’s Chicago operation,
has already set all preliminary ar-
rangements. U-F is also sending sev-
eral men from New York and will have
an augmented crew of soundmen and
electricians.

While it is understood that the
newsreels have indicated they will not
attempt to interpret decisions on
this matter will probably be deter-
mined by the way things go at the
conventions.

Charles Mack, Washington contact
man for News-of-the-Day, will be
in complete charge of that news-
reel’s coverage of Allied National Con-
vention. He regular
lar will be on hand as well as
the regular crew and a spe-
sial assistant. Brooklyn, Martin
Barnett heads the Chicago unit and
Walter Bredin, assignment editor, will
head the New York contingent.

Paramount News said it also is
organizing its most comprehensive
coverage in history for the conven-
tion. Also, Managing Editor of
the reel, has left New York for
Chicago to organize the prepara-
tions, “designed to handle every type
of the event.” He will work with a
staff of 15 camera and soundmen
recruited from Paramount News’
office in Washington, New York and
Chicago offices.

Loew’s Circuit Here

Sets Film Festival

Reporting that efforts of Loew’s
Theatres ad-publicity department
and individual theatre managers and
tests will be away from the
film-theatre promotion for summitt
product, Ernest Emerling, ad-publicity
chief of the Loew’s circuit
the circuit is planning a “Film Festival” as
the peg on which to hang its
pro-motional campaigns.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

RAY Bolger in
WHERE’S CHARLEY?

“COLOR by TECHNICAL
A WILBER GRIFFIN PICTURE
plus A SPECULAR STAGE PRESENTATION

BABAR SHANKWITZ-PHIL DUSEA
BOB SYKES-MARYLENE MONROE

CLASH by NIGHT

DARKMOUNT

Barbara Stanwyck-Phil Dusea
Bob Sykes-Marylene Monroe

Walt Disney's Story of
ROBIN HOOD

Color by TECHNICAL
Walt Disney's
WALT DISNEY "LIVE ACTION"
A True Life Adventure
Technicolor Car
distributed by RKO

COOL CRITIERON B-way at 9:30
IT HAPPENED IN WASHINGTON!

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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
French Pact

(Continued from page 1)

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permanent level with Gerald Mayer of the American Embassy sit-
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Insist on Subsidy

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(Continued from page 1)

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Prior to serving with the DP
Commission, Corkery, from 1945 to 1947,
was director of PRAA activities in the
U. S. zone of Austria, and later
served as director of Field Services of the International Refugee
Organization with headquarters in Geneva, Switzerland.

Golden Returning Soon

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months ill, William Golden is
scheduled to return to his
desk here in mid-July, after a three-
month tour of European film centers.

Golden, who left on April 16 to
across Europe late this month, will
be taking part in the Paris negotia-

Cleveland Council Elects

CLEVELAND, July 2.—The Motion
Picture Council of Greater Cleveland
has named representatives for its offices:
President, Mrs. Margaret Brown, director of education of the
Cleveland Museum of Art; Vice-president,
Virginia Beard, head of the film
bureau of the public library; secretary,
Ruth Thompson of Young America
Films; treasurer, Mrs. E. V. Burt of
the Lakewood PTA.

TV License

(Continued from page 1)

would be to decrease the weight that
can be given by the FCC to previous
decisions on the radio communications
field, and this, of course, would indirectly decrease the weight that the FCC can give
its anti-trust violations in other fields such as
has been the subject of hearings on the
United Paramount Theatres
motion pictures branch and
has been brought to the attention of
the House of Representatives.

Both House and Senate have previ-
ously passed differing versions of the
bill. The Senate measure included the
ban on discriminating against anyone
on the radio broadcast license, while the
House measure would have left the
present law unchanged. The con-
ference committee, the Senate version
of the bill is expected to be the new
conference bill.

The final bill would drop a House-
approved provision to forbid the FCC
from discriminating against anyone who
owns a newspaper or other medium for
gathering and disseminating information.

Pickford Bid

(Continued from page 1)

N. C. Turner-Farrar Association,
Inc., owner of Turner-Farrar Theatres, has
applied for permission to take over a
theater in Rockford, Ill., while Ferguson Theatres, Inc., is
an applicant in Mansfield, Ohio.

Miss Mary Pickford, who was revealed earlier as a stockholder in
this company seeking a station in Rockford, Ill., is also a minority
stockholder in a company which today
applied for a new station in Dubuque, Iowa.

Bing Crosby was revealed as owning a
freelance interest in a film seek-
ing a Spokane, Wash. outlet.

Paramount,Scophony

(Continued from page 1)

Scophony to suppress any attempts by
Scophony to achieve technical
advances in the radio-television field.

And among the recent successful
undertakings of the company is the
sound arrangement of NBC's
"Suspense," which has been telecast uninterruptedly for 156
successive weeks, without a single
week. The film was then made available for
Europe to receive.

Jack NBCastello, announcer emcees and
newscaster, started out as a cub reporter on the St. Paul Dispatch.

As we go to press there is no reply from Guy Gabrielson to the
wire sent him by NBC proxy Joseph M. McConnell in which he asked the
Republican National Committee to reconsider its decision for (and we
quote Mr. McConnell), "It is not consistent with the public
interests and to the spirit of the First Amendment to the Constitution
(unquote) (first Amendment, of course, is Freedom of Speech or in this
case Freedom of the Press)."

N. J. Allied

(Continued from page 1)

tion with New Jersey Allied's one-
day summer outing at the Berkeley-
Carteret Hotel here that members
of the anti-tax campaign were
"getting tough on the tax campaign."

Discussion also centered around
examen of the existing charge

was made that Paramount was asking for
e"excessive playing time" for "The
Greatest Show on Earth."
**Review**

**“Junction City”**

(Columbia)

Charles Starrett once again dons the robes of the Durango Kid. In “Junction City” he has a good deal more plot to work with than in previous pictures. The tale concerns the efforts of some scheming guardians to murder their proper ward. Much of the story, written by Barry Shipman, is told in flashbacks which are easy to follow and make the film a bit different from standard Durango fare. Comic Slimie Burnette and staidway Jack Mahoney, Durango’s long-time pals, also are on hand in major supporting roles.

Pretty Kathleen Case is the ward in question. When she runs away from her guardians, however, it’s Jack Mahoney, an innocent stage driver, who is accused of kidnapping her. While Kathleen hides, the Junction City sheriff jails Mahoney and a hanging is threatened unless Kathleen appears. Starrett saves the day when he reveals that the supposedly grieving guardians actually are out to murder the ward and Kathleen is found before any harm can be done to her or Mahoney. The flashback sub-plot, tells of Kathleen’s childhood when Durango was instrumental in bringing her feeding grandparents together and securing her rights to a fabulously rich gold mine. The story is told briskly and features a song from the Sunshine Boys as well as one from Burnette. Colbert Clark produced the picture and Ray Nazarro directed.


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**Final Dedication of Will Rogers Highway**

Santa Monica, Calif., July 2—Culminating nine days of cross-country ceremonies, the final dedication of the Will Rogers Highway was conducted at Paltisades Park here, with state, civic and screen celebrities participating.

Will Rogers, Jr., who portrays his father in Warner Brothers’ “The Story of Will Rogers,” assisted Lt. Gov. Goodwin Knight, Santa Monica’s Mayor Russell K. Hart and other officials in dedicating the marker for the

**Caligari, ‘Laugh’ To Be Reissued**

Two top silent films, “The Cabinet of Dr. Caligari” and “The Last Laugh,” will be reissued by Famous Films Productions in their original versions, with new synchronized musical scores being prepared abroad. National release is scheduled following their opening in New York shortly after the end of the San Francisco showings.

Pacific Coast terminus of the memorial dedication ceremonies were conducted at state borders all along the 2,200-mile highway.

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**Shor Renews Suit Vs. RKO Pictures**

Cincinnati, July 2.—The S. & S. Amusement Corp., headed by Reuben Shor, operating the Twin Drive-in, only outdoor theatre within the city limits, has filed suit in U. S. District Court here against RKO Pictures, RKO Midwest Corp. and Cino Theatres of Ohio, seeking an injunction to restrain them from continuing practices which were said to deprive the plaintiff of booking first-run product. The suit also asks for $150,000 in damages.

**Similar Action Before**

In November, 1951, the papers state, the plaintiff had released the defendants in a similar action when the defendants agreed to cease “monopolistic and discriminatory practices,” but the agreement was not lived up to, it is alleged.

Additionally, it is charged that RKO Midwest has failed to comply with the decree of the U. S. District Court of New York, whereby it was required to dispose of two of its seven theatres here. All seven have continued to operate as “a monopolistic group,” the suit alleges.

**Extra ‘Hall’ Shows Sal**

Radio City Music Hall, which had previously announced its performances of its holiday stage show and the film, “Where’s Charlie?,” for Friday, has also scheduled extra performances and an early opening for Saturday. Doors will open on Friday at 8:30 A.M. and on Saturday at 8:45 A.M.

---

**Once in a Generation... Entertainment Like This!**

"You've noticed that I'm wearing my official black coat as marriage broker."

"For your dear friend here, I presume?"
Our big summer and fall product is music at the boxoffice! And it includes plenty of tune-filled hits—one every month, starting with:

**JULY**

**HAL WALLIS'**

**Jumping Jacks**

starring Dean Martin and Jerry Lewis
co-starring Mona Freeman

**AUGUST**

**SON OF PALEFACE**

starring Bob Hope, Jane Russell, Roy Rogers and Trigger
Color by TECHNICOLOR

**SEPTEMBER**

**JUST FOR YOU**

starring Bing Crosby, Jane Wyman, Ethel Barrymore
Color by TECHNICOLOR

**OCTOBER**

**PERLBERG-SEATON'S**

**Somebody Loves Me**

starring Betty Hutton, Ralph Meeker
Color by TECHNICOLOR
**MOTION PICTURE DAILY**

**FIRST IN FILM NEWS**

**VOL. 72, NO. 4**

NEW YORK, U.S.A., MONDAY, JULY 7, 1952

**TEN CENTS**

**Tradewise...**

By SHERWIN KANE

THE characteristically initiated
prognostications of television "authorities" are currently another radical revising — downwards, of course.

When the Federal Communications Commission issued its April 14 order lifting the ban on new TV stations there were predictions from all corners of the television arena that "hundreds" of new stations would be on the air by the end of 1952 and "thousands" later.

In the initial period for filing applications for new stations, ended on July 1, there were fewer than 400 new or amended applications on file as FCC prepared to start processing them. The most optimistic estimates from TV sources now are that about 25 new stations may be on the air this year.

Certainly, there has been no great rush for new station permits and, as this department pointed out back in April, the market will not stand any huge number of additional stations and still yield a profit to broadcasters. No doubt several hundred more can make a living. But add "thousands" of new TV stations and you have financial chaos in that industry.

... From the cryptic and uninformative statement of the industry arbitration conferences at the conclusion of their two and one-half days of meetings held last week it was impossible to tell whether or not it was being demonstrated that a few individuals are capable of reaching agreement more rapidly than could a large number.

It was the first time the new committee of 10 had convened and relieved the large and unwieldy Arbitration Conference which preceded it of the burden of drafting an industry arbitration plan. It had been hoped that greater harmony and more rapid progress might be achieved by reducing the number of architects around the board.

Granted that too much in the way of results cannot be expected from two and one-half days of meetings, the many in the industry who were looking for a progress report from the new streamlined drafting committee with special interest, because of the hope it might offer for the future, were doomed to disappointment by the committee's uncommunicative statement.

**Hit US Quota
Defaults Again in Commons**

By PETER BURNUP

LONDON, July 6.—Labourite M.P.'s returned to their attack on Film Quota Act defaulters in Commons late last week, goading Peter Thorneycroft, president of the Board of Trade, into revealing that he has ordered a review of industry trade quota prosecutions to be instituted as soon as possible.

Labourite M.P. Stephen Swingler charged that the procedure of the Board of Trade in taking recommendations for prosecution or non-prosecution of quota defaulters from the Films Council, whose members include persons connected with defaulting theatres, "is in direct conspiracy to defy the law."

Swingler was especially critical of Loew's Empire Theatre here, which

(Continued on page 3)

**U. K. Films Earned $6,300,000 Abroad**

London, July 6.—British films earned for their producers £2,250,000 ($3,791,830) in foreign markets in 1950. Peter Thorneycroft, Board of Trade president, told the House of Commons in reply to a question. He added that 1950 is the first year

(Continued on page 3)

**Planners Named for Allied Convention**

CHICAGO, July 6.—Jack Kirsch, president of Allied Theatres of Illinois and general-chairman of the fortieth annual Allied States national convention, to be held at the Morrison Hotel here, November 17-19, at the weekend announced the names of

(Continued on page 3)

**Congress Prober to Coast Tomorrow on Trade Inquiry**

By J. A. OTTEN

WASHINGTON, July 6.—An investigator for the Senate Small Business Committee flies to Los Angeles on Tuesday to start the Committee's full-scale investigation of industry trade practices.

William D. Amis is the man who is going to conduct the investigation on the West Coast, and in the other cities which the Committee has tentatively set as "sore spots," from which exhibitor complaints have been received. The West Coast investigation is first on the list because the Committee was impressed with the lengthy brief submitted by the Southern California Theatre Owners Association. Mr. Amis' Committee counsel, will supervise the investigation by remote control. He is slated to spend the next six months serving on the Senate Small Business Committee.

(Continued on page 2)

**Can't Afford Convention on Theatre Video**

Price to Houses for GOP Show Is 50c Per Seat

Television-equipped theatres throughout the country, facing, along with thousands of other theatres the competition of the free home telecasts of proceedings this week at the Republican National Convention in Chicago, will be unable to pick up the telecasts without paying for them.

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The charge effectively thwarts those exhibitors with large screen TV equipment who had any idea of using them for a tune-in on the Chicago proceedings, along with their regular film programs. Many had hoped that might be possible and had toyed tentatively with putting on their screens

(Continued on page 3)

**Actors Get More for Re-Televising Film**

Hollywood, July 6.—Added payment to actors for re-television entertainment films made for television is provided for, for the first time, in the collective bargaining contract between Screen Actors Guild, Alliance of Television Film Producers, and other independent producers aggregating 80 per cent of the present teletainment production, it was announced at the weekend.

The contract, the first ever negotiated by the guild, covering wages and conditions for actors in television entertainment films, takes effect July 21 and runs three years.

(Continued on page 3)

**Harvey Resigns from ITO Presidency**

San Francisco, July 6.—Rotus Harvey, president of Western Theatre Owners Association, has resigned his dual post of president of the Independent Theatre Owners of Northern California. His stated reason for resigning was because of his WTO and other activities.
NPA Ups Allotments of Copper and Aluminum

WASHINGTON, July 6.—Most manufacturers of film and theatre equipment have had their copper and aluminum allotments for the third quarter increased, and will get fourth quarter allotments at the same high third quarter rate, the National Production Authority revealed.

The total supply, however, remains an unknown quantity.

NPA announced that firms would get third quarter allotments of about 30 per cent of their pre-Korean copper consumption and about 55 per cent of their pre-Korean aluminum consumption.

This compares with earlier limits of 35 per cent for copper in the third quarter and 25 per cent for aluminum in the fourth quarter consumption will be at about the same level, NPA said.

May Revise Upward Again

The agency said it had increased the amount of copper allotted to the third division for parceling out to industry firms in the current three months from 1,162,000 pounds to 1,284,000 pounds.

Initial fourth quarter allotments will be based on sales, with a possibility of a later upward revision.

The aluminum division’s third quarter allotment of aluminum has been boosted to 3,206,000 pounds from an initial allotment of 2,900,000 pounds.

The total allotment for the fourth quarter is 3,101,000 pounds.

Companies will be allowed to place advance fourth-quarter orders for 45 per cent of their third quarter steel allotments, NPA said.

This limit is due to the steel strike, and could be increased later.

Tax Meeting

(Continued from page 1)

Henderson Rich, Sun Rosen, Harry Braith, Chris P. Fister, Ben Marcus, Emanuel Frisch, Sam Gilbert, Allen Johnson, John J. Motte, Nate Wemers, Abe Berenson and Rosat Harvey.

The meeting was designed to bring about the completion of plans for the industry’s campaign for repeal of the 20 cent Federal tax admission.

The COMP0 governing committee are Samuel Farnik, Trumun T. Koolman and Al Lichtman. Presiding at the meeting will be Col. H. C. Cole and Pat McGee, co-chairmen of the tax committee.

Walter Shirley

(Continued from page 1)

behef of a television film production center in New York, will speak on “New York—The Television Film Production Center of the World”.

Mann to Europe on New Film Deals

SAN FRANCISCO, July 6—George M. Mann, president of Mann’s Theatres Service Company, will leave New York on Thursday en route to a two months European trip during which he will seek product.

Franco-US Impasse Seen Not Serious

Motion Picture Association of America and Society of Independent Motion Picture Producers officials here expressed no undue concern over the Franco-American disagreement which has now reached late last week in the negotiations for a new film import and remittance agreement with France.

The talks, it was pointed out, are being conducted on the government level and can be resumed at any time by French and American representatives at American embassies in Washington.

The situation does not call for the presence of American press representatives except as observers, it was stated.

Should the government principals succeed in advancing the negotiations to the point at which the American industry representative sent to Europe could return to the scene.

Alfred W. Campbell of Samuel Gold-

All Area Premiers Now Set for ‘Kong’

Dates for area premiers of “King Kong” have now been set for the entire country, Robert Mochrie, RKO Radio sales vice-president, disclosed.

“King Kong” gets the head-off spot on July 12.

On July 6 “King Kong” will open in Boston, Buffalo, Albany, New Haven, New York, Scranton, Philadelphia, New Orleans, St. Louis, Chicago, Cleveland, Milwaukee, Minneapolis and Sioux Falls fall on August 6, and two days later the film will open in Seattle.

July 9 is set for New York; July 12 for Boston, New Haven, New York, Detroit, Chicago, Cleveland, Minneapolis and Sioux Falls.

July 19 is set for New York; August 2 for Boston, Detroit, and New York; and July 26 for New York.

The final stop is San Francisco, July 28.

Gardening Outlines A 3-Point Program

SAN FRANCISCO, July 6.—A 3-point program is presented in the latest Editorial, “Household Doings” by Roty Harvey, president of Western Theatre Owners, “if thousands of theatres are to be saved to give livelihood to thousands of theatre owners and employees, and saved to keep revenues flowing to the producers.”

The first step, he said, is to work toward the repeal of the 20 cent admission tax. The tax is the difference between the number of thousands of theatre owners who believe the tax is good for thousands of theatres, he added.

“Secondly, ways and means must be found to stop ‘multiple runs.’” He then showed a picture in a number of theatres in the same area at the same time “has done more to reduce boxoffice than any other single factor.”

Cited by Harvey as the third point was the need for incentive selling and freedom to book.

5,000 Attended 20th’s Eidophor Showings

More than 5,000 persons witnessed 20th Century-Fox’s recent series of 20 demonstrations of Eidophor there, it was revealed by the company.

Urban In New Post

Gasper Urban, formerly office manager- head booker of the Paramount branch in Boston, has been assigned to the Charlotte branch in the same position, following his discharge from the Marines.

Newsread Parade

GOP pre-convention events and the new U. S. Army tanks are current news topics. Other topics include sports, human interest stories and personalities in the news. Complete contents follow.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher: Sherwin Kneuer, Editor, Terry Rustay, Consulting Editor. Published daily, except Saturdays, Sunemic, Inc., 1270 Sixth Avenue, Rockefeller Center, New York, N. Y. Martin Quigley, President, Martin Quigley, Jr., Vice-President, Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James F. Cimmin, Advertising Manager. Entered as second-class matter, Sept. 21, 1931, 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 $5 foreign, single copies, 50c.
Hit Quota

Review

"Fearless Fagan"

(Metro-Goldwyn-Mayer)

A SPRIGHTLY COMEDY has been worked out of a real-life incident in "Fearless Fagan." The title derives from a pet circus lion of the same name. When its master, a former U.S. Army captain, leaves the circus, its greatest fear is to lose his name and become a caged animal. The story is quite funny and has a strong novel appeal, although, in time, the idea begins to thin. Shapely Janet Leigh, playing an entertainer visiting Army post in Germany and pretending to be a circus lion, and this lead opposite her as the unsophisticated master of the pet.

When Carpenter receives his call to service he weighs the alternative of losing his beloved Fagan. He must choose between his love for his circus lion and this lead opposite her as the unsophisticated master of the pet.

As usual, Keenan Wynn, top sergeant, turns in a strong and affecting characterization that provide some of the film's best laughs. Presently he becomes the problem kid of the group, and this involves considerable doings. The whirligig chums round and round and the situation grows darker and darker for Fagan. When all seems lost, in steps Wynn, and he offers the pet a luxurious death in her Hollywood mansion for the duration. Stanley Donen directed and Edwin H. Knopf produced. Thorneycroft

Can't Afford Convention

(Carried from page 1)

for which such figures are available and that 1951 figures are not complete yet.

Thorneycroft said that excluding British films made by American subsidiaries here, 10 British films have been booked on American television circuits during the past six months, namely, two in 1949; two in 1950 and six in 1951.

U. K. Films Gross

(Carried from page 1)

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Karl Macdonald's Father

Wallace A. Macdonald, 87, father of Karl Macdonald, vice-president of Warner Brothers, died last Wednesday in San Diego, Calif. Macdonald left for his father's home in Los Angeles, where funeral services will be held early this week.

Okay Overhauling Communications Act

Washington, July 6.—Both House and Senate have approved the conference report on legislation to overhaul the Federal Communications Act, clearing the bill for the President.

Congress Probe

(Carried from page 1)

Committee, and will not actually go to Senate any of the other cities on the Committee's list. However, he worked over the program with Amis and will keep in constant touch with him.

Long said present plans were for Amis to conduct on-the-spot investigations in six or seven cities during the next few months, possibly starting in Chicago. He said he doubted any hearings will be held before then, "because of the political situation.

Chicago Next

The Committee's plan for investigations and industry meetings in these cities in the following order: Los Angeles, for the lead-off probe and hearings; Chicago and New York; Washington, D.C., and Minneapolis or Omaha.

The Small Business Committee functions in a bi-partisan line this, basis, and plans for the probe are not likely to be affected by any change in the make-up of the Committees. Long said he did not know how long Amis would be on the West Coast or in any of the other cities, since this would depend on how the investigation goes in each place.

After the exhibitor hearings around the country are finished, there will probably be hearings in Washington for testimony from the Justice Department and other government officials, Long said. There will also be hearings here or in New York to get the "distributors' side of the case."

Allied Convention

(Carried from page 1)

by Carfax to head the various committees are: S. J. Papas, chairman, and Arthur Schoenstein, vice-chairman yearbook; Richard surg, chairman, entertainment; Bruce Trinck, chairman, publicity; Arthur Sass, chairman, radio exhibition; Jack Rose, chairman, special events and Sam Krimstein, chairman, decorations.

Wives of members of Allied of Illinois will serve on a women's committee to arrange a program of activities and events for wives accompanying members to the convention.

Members of the committee set up to handle it promised to be the largest industry convention ever held as a result of running consistently with the Theatre Equipment Dealers and Theatre Supply Manufacturers' Association conventions and trade shows.

Leading figures appointed by Carfax to head the various committees are: S. J. Papas, chairman, and Arthur Schoenstein, vice-chairman yearbook; Richard surg, chairman, entertainment; Bruce Trinck, chairman, publicity; Arthur Sass, chairman, radio exhibition; Jack Rose, chairman, special events and Sam Krimstein, chairman, decorations.

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PARAMOUNT writes this fact down in black and white:

These are the two great
released in one month by

Cecil B. DeMille's
THE GREATEST SHOW ON EARTH
Color by TECHNICOLOR

Starring
BETTY HUTTON · CORNEL WILDE
CHARLTON HESTON · DOROTHY LAMOUR
GLORIA GRAHAME
with HENRY WILCOXON · LYLE BETTGER · LAWRENCE TIERNEY
EMMETT KELLY · CUCCIOLA · ANTOINETTE CONCELLO
and JAMES STEWART

Produced and Directed by CECIL B. DEMILLE
Produced with the cooperation of Ringling Bros.-Barnum & Bailey Circus
Screenplay by FREDRIC M. FRANK, BARRE LYNDON and THEODORE ST. JOHN
Story by FREDRIC M. FRANK, THEODORE ST. JOHN and FRANK CAVETT

It has awarded boxoffices up to 600% of normal business in pre-release dates, Boxoffice Magazine reports. There has never been a grosser like it — anywhere — any time!

AND SPEAKING OF AWARDS

Photoplay Magazine
Achievement Award
Parents' Magazine Medal
Seventeen Magazine Plaque
Christian Herald Award
Southern California
M. P. Council Award
Hollywood Foreign
Correspondents Award
Exhibitor Magazine Laurel
Award
Advertising Club of Los Angeles
Award
Consolidated Freightways
Award
Golden Peanut Award
Volunteers of America Award
Cine Review Award
Greenfield-Ashfield, Mass., Award
Swan, Iowa, Citation
Foreign Press of Hollywood
Award
—and more honors daily
Trade shows and sneak previews have established it as the biggest for the biggest team in show business! Full of fast fun—musical production numbers and a terrific score of hit songs...

“Top laugh-getter for the team to date!” —Hollywood Reporter

“Should outgross all their other pictures.” —Showmen’s Trade Review

“Will literally roll audiences in the aisles.” —Variety

“Sure-fire seat-selling attraction!” —Boxoffice

“Will create boxoffice pandemonium.” —M. P. Herald

“Never enjoyed Martin & Lewis as much!” —M. P. Daily

“Surefire returns in every playdate.” —Daily Variety

ALSO IN JULY: W. Somerset Maugham’s Mass Appeal Hit “ENCORE”... the wonderful comedy about the foolish things people sometimes do when they’re in love!
SEEING IS BELIEVING!

"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!

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By SHERWIN KANE

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When the Federal Communications Commission issued its April 14 order lifting the ban on new TV stations there were predictions from all corners of the television industry that "the burden of drafting applications would be on the air by the end of 1952 and "thousands" later.

In the initial period for filing applications for new stations, ended on July 1, there were fewer than 400 new or amended applications on file as FCC prepared to start processing them. The most optimistic estimates from TV sources were for about 250 new stations, or as many as on the air five years ago.

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Walter Shirley to Address NTFC Weds.

Walter T. Shirley, Commissioner of Commerce and Motion Picture and Television Commissioner for New York City, will be the Guest Speaker at the National Television Film Council's fourth anniversary luncheon meeting at the Warwick Hotel on Wednesday, it was announced by Melvin L. Gold, NTFC president.

Shirley, who is sparking a move in

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The charge effectively thwarts those exhibitors who own their own TV equipment who had any idea of using it for a tune-in on the Chicago proceedings, along with their regular film programs. Many had hoped that might be possible and had toyed tentatively with putting on their screens.

NEWS FLASHES

Hollywood, July 6.—In a collective bargaining contract between Screen Actors Guild, Alliance of Television Films Producers and other independent producers aggregating 80 per cent of present telefilm production, added payment to actors for re-television entertainment films is for the first time provided for, it was disclosed here at the weekend.

San Francisco, July 6.—Western Theatre Owners president Rotus Harvey has resigned his dual post of president of the Independent Theatre Owners of Northern California, reportedly because of his WTD and other business activities.
**Personal Mention**

L. C. MONTGOMERY and Edward W. Barry left yesterday for New Orleans after several days of conferences with home office sales executives on their new film highlights and booking organization in that city.

Harry H. Levere C. Montgomery, Jr., and Mrs. E. Levere are parents of a daughter, Leah Anne, born at Memorial Hospital, Staten Island, last week. Eds. L. C. Montgomery is the son of L. C. Montgomery, New Orleans film and theatre executive.

William Zimmerman, assistant to RKO Radio sales vice-president Robert Mohr, will leave here for Houston today.

Edward L. Hueman, vice-president of United Paramount Theatres, has returned here from Detroit and Des Moines.

Reavis Winkler, publicist for Jerry Fairbanks, Inc., becomes publicity-promotion director for Filmcraft as of today.


E. Walker Chapman, assistant general manager of Royal Amusement Co., is in San Francisco until August 1.

**State Reports Col. in Capital Reduction**

Albany, N. Y., July 6—Columbia Pictures Corp. filed a certificate with the Secretary of State showing elimination of 7,451 shares of $4.25 cumulative preferred stock valued at $37,625, or 14 percent of capital from $17,609,306.91 to $17,625,879.91.

The total number of shares is henceforth 9,743,567; 16,206.77 percent of which are par value classified, so that 63,714 remain $4.25 cumulative preferred and one million common.

**New York Variety Plans an Ousting**

Edward Fabian has been named chairman of a committee consisting of Marvin Kriech, Martin Korbuth, Edward Lieberman and Ira Meirhardt to formulate plans for a New York Variety Club Tent No. 35 to be held late in August.

**Senate Approves Crowe Judgeship**

Washington, July 6—The Senate has confirmed President Truman's nomination of Guthrie F. Crowe as U. S. District Court Judge for the Canal Zone. Crowe has been a member of the past several years president of the Kentucky Association of Theatre Owners.

**NPA Ups Allotments of Copper and Aluminum**

Washington, July 6—Most manufacturers of film and theatre equipment have had their copper and aluminum allotments for the third quarter increased. The former allotments amounted to the same high third quarter rate, the National Production Authority revealed.

Steel supplies, however, remain an unknown quantity.

Mrs. NPA announced that firms would be able in the third quarter to use about 30 percent of their pre-Korean copper consumption and about 55 percent of their pre-Korean aluminum usage. This compares with earlier limits of 35 percent per cent of copper in their third quarter and 45 percent of aluminum. Fourth quarter consumption will be at about the same level, NPA said.

**Franco-US Impasse Seen Not Serious**

Motion Picture Association of America and Society of Independent Motion Picture Producers officials here expressed no undue concern over the Franco-American film negotiations which stalemated last week and are expected to reach a new impasse in the negotiations for a new film import and remittance agreement with France.

The talks, it is pointed out, are being conducted on the government level and can be resumed at any time by French and American government officials in Washington. The situation does not call for the presence of industry representatives in their capacity as observers, it is stated. Thus, should the government principals succeed in advancing the negotiations later on, the American industry representatives could return to the table.

Alfred W. Crown, of Samuel Goldwyn pictures, who is chairman of the SIMPP at the conferences, returned to New York from Paris by plane last Thursday.

**All Area Premieres Now Set for 'Kong'**

Dates for area premieres of "King Kong" have now been set for the entire country, Robert Mohr, RKO Radio sales vice-president, disclosed.

Philadelphia gets the lead-off spot on July 12.

On July 16 "King Kong" will open in Los Angeles, Denver, Portland, San Francisco, Fort Worth, Seattle and Salt Lake City. On July 17 it is scheduled for Chicago, Detroit, Milwaukee, Minneapolis and Sioux Falls following the opening in Boston, New York and Philadelphia. It will open in Washington, Memphis, Chicago, Milwaukee, Minneapolis and Sioux Falls following the New York premiere on July 20, and two days later it will break out in New Orleans, Savannah, Charleston, Atlanta, Norfolk, Richmond, Pittsburgh, Cleveland, Chicago, Indianapolis, St. Louis, Philadelphia, New York, Boston, Washington, Dallas, and Houston.

**Paras, Winners End in Hollywood**

Hollywood, July 6—Seven Paramount branch managers, winners of the "Y. Frank Freeman Championship Contest" have wound up a week's stay in Hollywood, where a trip to Hollywood is awarded for placing first in their respective sales division in the contest to obtain maximum bookings for the summer. The winners were: John Moore, Boston; Ed Chambers, Jacksonville; Ulric Smith, Philadelphia; Don Hedges, Seattle; John Smallrock, Chicago; Arthur Baker, Atlanta; Dave Kinnison, Hollywood; H. N. Neal, East San Francisco; Robert Murphy, Vancouver.

**5,000 Attended 20th's Eidophor Showings**

More than 5,000 persons witnessed 20th Century-Fox's recent series of 20 demonstrations of Eidophor here, it was revealed by the company.

**Urban In New Post**

Gasper Urban, formerly office manager—head booker of the Paramount, has been assigned temporarily as the Charlotte branch in the same position, following his discharge from the Marines.
Hit Quota

(Continued from page 1)

be termed the "most notorious default" that has not been prosecuted.

The Parliamentary quota critics are friends and mouthpieces of the Left-Wing studio unions here which are busily engaged in a campaign to create an anti-theatrical atmosphere in advance of the coming governmental monetary agreement talks governing remittances for American films.

Their campaign in Commons is expected to be intensified with the next likely step being a demand that the government give them the U.S. State Department, rather than with American film industry representatives, following the current example of the French government when the talks on the new pact open here next month.

Another anticipated political demand of the Left-Wing unions is expected to be one for full employment of studio technicians who, as justified by the production potential of the Quota, are said to be underemployed.

Swinger asked how many cases of quota defaults Thorn- croyct had decided to prosecute where prosecution was not recommended by the Films Council. Asserting that six members of the Council are associated with some of whose theatres did not meet their quota in 1950 and 1951, Thorncroyct said he always considers the Council's advice very carefully and finds it very valuable, but that the responsibility for prosecution of defaults is entirely his.

Swinger then suggested that Thorncroyct either disregard the Council's recommendations or ask its members concerned with defaulting circuits to resign. Another Labourite, Woodrow Wyatt, demanded that the people concerned with management of defaulting theatres be removed from the Council.

Thorncroyct retorted he didn't accept the Quota's version of the Council, which consists of 22 members, seven of whom are independents.

He hinted that changes in the Council are necessary, adding that it is part of the Council's procedure that members of its defaults committee withdraw during the consideration of cases in which they have a personal interest, and that such members take no part in the subsequent discussion of the case by the full Council.

U. K. Films Gross

(Continued from page 1)

for which such figures are available and that 1951 figures are not complete yet.

Thorncroyct said that excluding British films made by American subsidiaries here, 10 British films have been given a run in the major London theatre circuits in the last three years, namely, two in 1949; two in 1950 and six in 1951.

Kod Macdonald's Father

Wallace A. Macdonald, 87, father of Carl Macdonald, owner of the Warner Brothers International, died last Wednesday in San Diego, Cal. Macdonald was a native of Chicago.

Kod's home in Mesa, Arizona where funeral services will be held early this week.

Review

"Fearless Fagan"

(Metro-Goldwyn-Mayer)

A SPOOKILY COMEDY has been brought out of a real-life incident in the films "Fearless Fagan." The title derives from a pet circus lion of the same name. When its master is inducted into the Armed Forces a knotty problem arises of how to dispose of the domesticated king of the beasts. The story has strong novel appeal, although its treatment begins to thin. Shapely Janet Leigh, playing an entertainer entering Army camps, is the name for the marquee, with Carleton Carpenter playing the lead opposite her as the unphilosophized master of the pet.

Theircepheat service he weges the alternative of giving his pet to a zoo or selling it. Neither seems satisfactory so Carpenter secretes the lion in a caged automobile and takes it off with him to an army post. As he proceeds with the investigation the presence of the animal is detected, and the screenplay by Charles Lederer milks it for many laughs.

As usual, Keenan Wynn, top sergeant, turns in a strong and affecting characterization that, probably, will sell the film's best laughs. Presently it becomes the problem of the Army to find a home for the lion and this involves considerable doings. The whirringer chums round and round and the situation grows darker with each passing week. Miss Leigh, now in love with Carpenter, and she offers the pet a luxurious berth in her Hollywood mansion for the duration. Stanley Donen directed and Edwin H. Knopf produced.

Running time, 79 minutes. General audience classification. For August release.

Can't Afford Convention

(Continued from page 1)

some part of the Republican going- on, such as General MacArthur's key speech at three o'clock today, or Herbert Hoover, the last Republican President and the only living U. S. ex-President, who addressed here last night, and arraying the political developments of the balloting later in the week.

Exhibitors, familiar with large portions of the public who know that's what's being given away, so they can't boost their admission prices to cover the TV point's charges without losing TV spots from Chicago. If they absorb the charge, the net result would be bad, or worse, on the exhibitors of TV packages from other points the patrons are being driven away from the home-theater circuits.

Most exhibitors, small and large, appear resigned to facing tough competition this week, and some in the west coast. When the Democratic National Convention gets under way, many who participate will have arranged the strongest possible bookings for both weeks and are going out on exploitation maneuvers to capture all but the dyed-in-the-wool TV addict.

They take comfort in the fact that the political proceedings will be of only passing interest to the teen-age and early 20's age groups which form so large a segment of their patronage. Bookings and special campaigns were planned even on many of their shows to that end during the balloting period in the hope of offsetting the indicated loss of customers in the older age brackets during the weeks in question.

If the convention, which opens today and lasts a week, is a dud, the results will be disclosed on an early ballot this week, the theatre business is not going to suffer to any appreciable degree from the home television of a large number of circuits engaged here.

Therefore, as one executive put it, "a lot of exhibitors' fingers are going to be crossed" as the convention gets underway. Memories of the telecasting of the Kansas City Convention investigations into theatre business in many localities will occupy exhibitors' minds, he said.

"Political convention," the Republican convention won't offer the kind of "entertainment" that kept so many thousands glued to their TV sets during testimony of witnesses before the Kefauver group, was the general opinion. Only the balloting for President and for Vice-President will capture radio and TV audiences, for little else at political conventions has been of the slightest interest to such voting, the audience content.

Thus if the race between General Eisenhower and Senator Taft is something to do with the eventual choice, the big talking point will be the outcome of the Senate contest. If, on the other hand, a long, drawn-out balloting battle develops, "people aren't going to be thinking about going to the movies," showmen said.

"TV City" Planned by St. Louis Amusement

St. Louis, July 6.—The St. Louis Amusement Co. has announced its intention of converting the St. Louis Theatre into the "nucleus of a television city." Hence, the company has refiled its application for TV channel No. 11 pursuant to the ruling of the Federal Communications Commission requiring all applicants to file by July 1.

Edward B. Arthur, president of the company, said: "We will use a 500-foot tower to transmit and will utilize RCA equipment in our operation. A 500-foot tower will be erected behind the Theatre building, with a 12-bay transmitting antenna which will take advantage of full available effective radiated power."

Johnson Amnesia Victim

Toronto, July 6.—Missing since last August, 40-year-old Ken Johnson, former manager of the Odeon Theatre, London, Ont., turned up at the Toronto home of his mother-in-law and is undergoing hospital treatment after reportedly being a victim of amnesia.

Okay Overhauling Communications Act

Washington, July 6.—Both House and Senate have approved a report on legislation to overhaul the Federal Communications Act, clearing the bill for the Presi- dent.

Congress Probe

(Continued from page 1)

Committee, and will not actually go to the Coast or to any of the other cities on the Committee list. However, he has worked over the program with Aniss and will keep in constant touch with him.

Long said present plans were for Aniss to conduct on-the-spot investigations in six or seven cities during the next few months, and to have Long and Aniss meet for hearings in each of the cities at some future date, possibly starting in January. He said he doubted any hearings will be held before July 1, "because of the political situation."

Chicago Next

The Committee's plan for investigations and hearings lists these cities in the following order: Los Angeles, for the lead-off probe and hearings; Chicago next; then Atlantic or New Orleans; New York; Washington, D.C., and Minneapolis or Omaha.

The Small Business Committee functions on a more or less bi-partisan basis, and plans for the probe are not likely to be greatly affected by any change in the make-up of the Senate.

Long said he didn't know how long Aniss would work on the West Coast or in any of the other cities, since this would depend on how the investigation goes in each place.

After the exhibitor hearings around the country are finished, there will probably be hearings in Washington on the test market from the Justice Department and other Government officials, Long said. Then there will be hearings here or in New York to get "the distributive effect of the cases." Long and Aniss had a lengthy three-hour session last week with Maurice Silverman, general counsel of the Division of the Antitrust Division of the Justice Department, and got an exhaustive briefing on the Paramount case and the current industry situation.

Allied Convention

(Continued from page 1)

members of the committees set up to handle the event. He said it promises to be the largest industry convention ever and as a result of running concurrently with the National Theatre Equipment Dealers and Theatre Equipment Supply Manufacturers Association convention in Chicago.

Local industry members appointed by the Kirsch '46 head the various committees are: S. J. Papas, chairman, and Ralph I. Hillin, vice-chairman, yearbook; Richard Salkin, chairman, entertainment; Bruce Trinz, chairman, operating; Neil DeBono, chairman, reception and registration; Jack Rose, chairman, special events and Sam Kranz, chairman, decorations. Wives of members of Allied in Illinois will serve on a women's committee to arrange a program of activities and events for wives accompanying members to the convention.
PARAMOUNT writes this fact down in black and white:

These are the two great released in one month by

Cecil B. DeMille’s
THE GREATEST SHOW ON EARTH
Color by
TECHNICOLOR

Starring
BETTY HUTTON • CORNEL WILDE
CHARLTON HESTON • DOROTHY LAMOUR
GLORIA GRAHAME

with HENRY WILCOXON • LYLE BETTGER • LAWRENCE TIERNEY
EMMETT KELLY • CUCCIOLA • ANTOINETTE CONCELLO
and JAMES STEWART

Produced and Directed by CECIL B. DEMILLE
Produced with the cooperation of Ringling Bros.-Barnum & Bailey Circus
Screenplay by FREDRIC M. FRANK, BARRE LYNDON and THEODORE ST. JOHN
Story by FREDRIC M. FRANK, THEODORE ST. JOHN and FRANK CAVETT

It has awarded boxoffices up to 600% of normal business in pre-release dates, Boxoffice Magazine reports. There has never been a grosser like it — anywhere — any time!

AND SPEAKING OF AWARDS

Photoplay Magazine Achievement Award
Parents’ Magazine Medal
Seventeen Magazine Plaque
Christian Herald Award
Southern California M. P. Council Award
Hollywood Foreign Correspondents Award
Exhibitor Magazine Laurel Award
Advertising Club of Los Angeles Award
Consolidated Freightways Award
Golden Peanut Award
Volunteers of America Award
Cine Review Award
Greenfield-Ashfield, Mass., Award
Swan, Iowa, Citation
Foreign Press of Hollywood Award
—and more honors daily
Trade shows and sneak previews have established it as the biggest for the biggest team in show business! Full of fast fun—musical production numbers and a terrific score of hit songs...

"Top laugh-getter for the team to date!" —Hollywood Reporter

"Should outgross all their other pictures." —Showmen's Trade Review

"Will literally roll audiences in the aisles." —Variety

"Sure-fire seat-selling attraction!" —Boxoffice

"Will create boxoffice pandemonium." —M. P. Herald

"Never enjoyed Martin & Lewis as much!" —M. P. Daily

"Surefire returns in every playdate." —Daily Variety

**ALSO IN JULY: W. Somerset Maugham's Mass Appeal Hit "ENCORE"**

...the wonderful comedy about the foolish things people sometimes do when they're in love!
SEEING IS BELIEVING!

“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
Six-Point Tax Plan Before Compo Today

Timing, Organization, Financing on Agenda

A six-point program in mapping the industry's fight for repeal of the Federal admission tax will be weighed at today's meeting here at the Hotel Astor of the Council of Motion Picture Organization's governing committee and the chairman of the COMPO tax committee.

The program revolves around these six topics which will be slated to be discussed: Organization for the tax fight, publicity, financing, operation, timing and general policy.

Presiding at today’s meeting, slated to open at 10:00 A.M., will be Col. A. C. Cole and Pat McGee, co-chairmen of the tax committee. Due to be on hand are Samuel Finanzi, Trueman T. Rembusch and Al Liebman, the three members of the COMPO governing committee, in addition to circuit operators and industry executives.

See Franco-US Pact Talks Off for Week

Resumption of negotiations of a new film agreement with France is unlikely for another week or two, American industry officials were inclined to believe yesterday after receiving reports from industry observers who sat in at the last session in Paris which ended in a stalemate last week.

During the interim, both sides are expected to review their respective positions. A meeting of the Motion Picture Association of America is

British Wants More Films Shown Here

London, July 7.—Significance is being attached here to the statement to Commons last week by Peter Thorneycroft, president of the Board of Trade, that in the coming negotiations of a new Anglo-U. S. film agreement he will do everything possible to enable a larger number of British films to be shown in the American market than heretofore.

Thorneycroft had reported to Commons that 10 British pictures, excluding

First Day’s Free Convention TV Does Mild Damage

Early reports from a limited number of key cities last night indicated that the feared competition from free home teletaps of the Republican National Convention in Chicago may not have been as drastic for the first day as had been anticipated.

Hot weather in many sections of the country was offered as one explanation for theatre attendance only slightly below normal for a summer Monday, the convention teletaps notwithstanding. But the weather was that the discomfort of the home living room sent many people away from their TV sets and into air conditioned theatres for respite.

Also, in the Far West, Gen. Douglas MacArthur in Russia at 8:00 A.M., Friday and Saturday set the pace with a strong $155,000 estimated for “Where’s Charley.”

‘Charley’ Paces New York 1st-Runs

The three-day Fourth of July weekend produced grosses that ranged from expected to fair among New York’s first-runs. Radio City Music Hall, which opened its doors at 8:30 A.M. Friday and Saturday set the pace with a strong $155,000 estimated for “Where’s Charley.”

Would Curb Films Of ‘Red’ Writers

WASHINGTON, July 7.—A bill to prohibit the exhibition in educational institutions of their use by government agencies of films based on scripts written by persons with “Red” ties has been introduced by Sen. Joseph McCarthy (R. Wisc.), Sen. William Benton (D., Conn.)

Eric Johnston Optimistic Over Business Generally

Spokane, July 7.—Radiating optimism over the future growth of the Inland Empire and Spokane particularly, Eric A. Johnston, president of the Motion Picture Association of America is back home for a visit and said he looked for business to be good for the balance of the year, as well as for 1953. He fears no setback to business through any possible political changes this year nor does he expect war or a market collapse to the “foreseeable future.”

But he prudently pointed out that the “foreseeable future” to the next 12 months. He admitted, however, that war could “happen by mistake” as it did

in Korea, which he blamed on the Russian high command.

“We are going to live in a world of revolution for a long time which means that we must keep ourselves strong physically and economically,” he stated.

Johnston predicted that the Republican convention in Chicago will be a bigger one. He will fly to Chicago to see the balloting.

He based his prediction of good times upon continued Federal spending for defense, upon a bumper wheat crop and upon the inflationary effects of borrowing by the Federal Treasury.

‘U’ Presidency to Rackmil Next Week

Milton R. Rackmil, president of Decca Records, controlling stockholder in Universal Pictures, who is slated for election to the Universal board of directors at the company’s annual meeting today in Wilmington, Del., will be elected president of Universal at the organization meeting of the board next Tuesday, July 15.

Rackmil will continue as president of Decca Records, dividing his time, as required, between the two companies. Most of his attention, however, in coming months will be devoted to Universal. He will headquarter both here and on the Coast as has been the custom of Nate J. Blumberg during his 14-year presidency of Universal. Blumberg is scheduled to be elected chairman of the board, a post now vacant.

‘U’ Holdings

Remaining $500,000 Due In Yearly Installments


Decca also disclosed a modification of its loan agreement with the First National Bank of Boston allowing it to increase its indebtedness for the stock purchase.

The SEC report was made public on the eve of today’s annual meeting in Wilmington, Del., of Universal stockholders. Attending will be Decca president Milton R. Rackmil, who left here last night for Wilmington. Rackmil, who now controls about 42 per cent of Universal stock, has been nominated by Universal to its board of directors. Presiding at today’s

MOTION PICTURE DAILY

VOI. 72. NO. 5 NEW YORK, U.S.A., TUESDAY, JULY 8, 1952

$2,200,000 in Cash for Rank

NEWS FLASHES

SAN FRANCISCO, July 7.—The Colosseum of Motion Pictures Salesmen is taking an opinion poll on Film Row here in order to determine what percentage of film exchange bookers are desirous of having the Colosseum negotiate for them on working conditions through a merger with the group.

MINNEAPOLIS, July 7.—Milwaukee neighborhood houses have experienced a very decided pickup in business in the past two weeks, and there is a number of other healthy signs of an upward trend in box-office grosses including the Minneapolis area,” it is reported here by M. A. Levy, 20th Century-Fox manager.
**MOTION PICTURE DAILY**

**Personal Mention**

SPYROS P. SKOURAS, president of 20th Century-Fox, is scheduled to leave here for the Coast tomorrow for a visit of a week to 10 days.

G. RALPH BRANTON, Monogram-Alfred Artists vice-president, left Hollywood for a month's trip to Paris for conferences with STEVE BINOY, president, and HAROLD MIKSI, vice-president, who were due here late yesterday from Europe.

JOHN ZIMMERMAN, manager of the New York for the last two months after illness at his home, will return from the Deaconess Hospital. He is expected back at work next week.

F. J. A. McCARTHY, Universal Southern and Canadian sales manager, will leave here today for Oklahoma City.

TOM ROGERS of M-G-M's house office in New York, who publicized his departure last week, is back here today from a vacation in the Virgin Islands.

ARTHUR LEE-WHITE, manager of the RKO Radio exchange in St. John, N.B., recently married NORA BROCK, of Keatsy, New York.

BARNY TARANTAL, partner in the Burnside Theatre, East Hartford, Conn., has returned there from an extended Southern trip.

TED R. GAMBLE, head of Gamble Enterprises, has left here to leave today for Portland, Ore.

JULES LAPIUS, Warner Brothers Eastern and Canadian sales manager, is in Buffalo today from New York.

VICTOR A. PEARS, general manager of Transatlantic Productions, has arrived in Los Angeles from Quebec.

Life of Christ to Be Filmed by Cathedral

Hollywood, July 7.—Cathedral Films of Hollywood will produce "Day of Triumph," a feature length film portraying the life of Christ, in color on a half-million dollar budget, for theatre, church and television exhibition, Reverend James K. Friedrich, president, announced.

Following theatre release, beginning with roadshow exhibition, the film will be broken up into 12 or more episodes for church study purposes, and later made available for TV. Reverend Friedrich said, "My primary goal in producing this project at this time is to help in a concrete way to launch a strong counter-offensive against the living religion of Communism. There is no greater weapon of evangelization than the motion picture screen. We must graphically portray for people throughout the world for the first time the true nature of God as revealed in Jesus Christ instead of employing primarily negative tools in their desperate struggle with Communism."

**Greene, Oresman Increase RKO Theatres Holdings**

WASHINGTON, July 7.—David J. Greene now holds 18,800 shares of RKO Theatres common stock through a trust, after acquiring 4,500 shares on May 27. According to the SEC and Exchange Commission, Greene disposed of his shares in his own name, and 10,000 in a partnership. In addition, members of Greene's family disposed of another 6,100 shares.

The latest SEC report on security transactions and holdings of corporate officers and directors covers the period June 1-20.

A. Louis Oresman, another RKO Theatres director, acquired 3,000 shares of RKO's 10-Year, 4% convertible preferred stock for $112.50 a share, and sold 2,000 shares of RKO's 10-Year, 4% convertible preferred stock for $113 a share. Oresman sold 1,000 shares of his total holdings to 22,100 shares.

Harry M. Warner sold six small blocks of Warner Brothers common stock totaling 1,500 shares, according to the report, and now holds 237,958,400, as well as 16,000 in a trust.

Two purchases of RKO Pictures common stock last month, amounting to 1,000 shares, were reported by Noah Dietrich.

A. H. Blank of United Paramount disposed of 500 shares of the company's common stock held in the name of3,000 shares of RKO Stock Trust, 4,000.

He now holds 12,238 shares in his own name and in a number of trusts.

Robert E. Herrman, Trans-Lux director, doubled his common stock holdings in May by buying 1,000 shares of his own stock, which he disposed of later in the month. W. Ray Johnson of Monogram, through a series of transactions in March and April, reduced his holdings in Universal's stock from 4,517 to 4,300 shares.

C. H. Peiden, a new officer of Lowe's Inc., reported the purchase of 200 shares of common stock in march.

**Report Selig Offered Roxy Directorship**

DENVER, July 7.—It is reported here that Robert Selig, executive assistant to the president of Fox Intermezzo Theatres, has been offered the management directorship of the Roxy in New York by National Theatres president Charles Skouras, and that he is considering the idea.

**Shanklin a Delegate To Dem. Convention**

ROCKVILLE, W. Va., July 7.—C. Shanklin, a director of the Theatre Owners of America and operator of the Greenbrier Theatre, Charleston, and the recently opened LaSalle, W. Va., has been elected an alternate delegate-at-large from West Virginia to the Democratic National Convention.

**Walter Long, Actor**

LOS ANGELES, July 7.—Walter H. Long, 70-year-old veteran film villain, died here on Saturday of a heart attack. He entered St. Thomas Hospital on Friday after feeling badly, including "The Birth of a Nation." His widow and a son survive. Military funeral services will be held later this week in Hollywood Cemetery Chapel.

**US Admission Tax Collections Off**

WASHINGTON, July 7.—General admission tax collections in May, reflecting April business, amounted to $25,211,046, the Bureau of Internal Revenue revealed in a report yesterday. This was well below the $28,686,692 reported for May of 1951, but only slightly below the $25,787,461 reported in April of this year. It was the second highest month so far in 1952.

General admission collection includes taxes on receipts from sports events, concerts and other entertainment, and as well as from motion picture theatres. They do not, however, include collections from roof garden and cabaret receipts, broker sales and several other items. Total admission tax collections in May amounted to $25,179,190, compared to $26,622,284 in the previous May.

**Einfeld Will Hold Munich Meet Today**

Charles Einfeld, vice-president of 20th Century-Fox, will hold meetings today in Munich with Robert Krier, company manager for Germany, following his arrival there yesterday from Salzburg, the home office reports.

Einfeld will discuss releases for the remainder of the year with distribution personnel, and also meet with exhibitors. Emphasis will be placed on the German premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro," which will open simultaneously around the world in November.

**Sochin Promoting 'U's Short Subjects**

Irving Sochin, newly-appointed short subjects sales manager for Universal Pictures, was in Boston yesterday for the first of a series of meetings with field sales representatives which will take the company's 32 branches during the coming weeks.

Purpose of the meetings is to seek ways of cutting out of the U.'s short subject program and to map preliminary planning of next year's shorts line up.

**NEW YORK THEATRES**

**Eugene, Ore., Enacts 25-Cent Seat Tax**

Eugene, Ore., July 7.—The City Council has adopted a seat tax to be imposed on all theatres and exhibition halls. The new tax will be based on a rate of 25 cents a year per seat in theatres and all other amusement establishments which charge admission. Drive-in theatres will pay $1 a year for each parking space.

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Review

"The Merry Widow" (Metro-Goldwyn-Mayer)

TIMES may change, but "The Merry Widow" goes on and on. We have now M-G-M's third version—the first in color by Technicolor—of Franz Lehar's charming operetta about Count Danilo of the mythical Balkan country of Marshovia and the pretty, rich American widow who King好评's him to woo for reasons material. The stars this time are Lana Turner and Fernando Lamas, and they wear ably enough the shoes filled by Mae Murray and John Gilbert in the 1925 film and by Jeannette MacDonald and Maurice Chevalier in a 1934 release. There is little reason to doubt that this sumptuous production from Joe Pasternak, which Curtis Bernhardt directed, will capture the present generation's fancy to the extent that business will be substantial wherever it plays.

In film colorful costumes and surroundings continually delight the eye, while pouring forth under the musical direction of Jay Blackton are the familiar "Merry Widow Waltz," "Maxim's," "Girls, Girls, Girls," "Night and other Léhar numbers. Lamas and Miss Turner contribute the principal vocal interpolations which, while falling short of the MacDonald-Chevalier capacities, are adequate at least. But in whatever light the 1952 edition of "The Merry Widow" is judged, on the plane of production values it emerges as a tour de force. Whether the camera focuses on rocco interiors of palaces, the well-executed dance sequences, costumed frolicking in public squares or the vividly beautiful attire of the stars, the thought that cost was no object dominates the viewer's impressions.

The screenplay, by Sonya Levien and William Ludwig, follows more or less faithfully the incidents set forth in the work by Lehar, Victor Leon and Leo Stein. Miss Turner, widow of a wealthy Marshovian-American industrialist, is invited to the land of her late husband's birth, where all sorts of complications arise as she falls in love with Lamas. There is the matter of Lamas' mistaking Miss Turner's secretary, Una Merkel, for the rich widow as the fat king (Thomas Gomez) compels him, under penalty of death, to woo the lady for her money so Marshovia may free itself of rumors of debt. Meanwhile, of course, Lamas falls for Miss Turner in her pose as Fifi, a chorus girl. There are a number of comic sequences featuring Marshovian government dignitaries Richard Haydn and John Abbott and police sergeant Marcel Dalio that are genuine rib-ticklers. Paris and Maxim's famous night spot share in the milieu as romance, comedy and song are borne on their merry course through a melodic, eye-filling motion picture.

Running time, 105 minutes. General audience classification. For September release.

Charles L. Franke

Johnston

(Continued from page 1)

 empire. He said that America should encourage more private investments abroad. He believed that capitalism needed a more favorable climate and the assurance of some protection, such as guarantees against expropriation and the assurance of convertibility of earnings into dollars.

Films Big Abroad

Johnston further declared the motion picture producers are doing a bigger business abroad than ever before. Brazil is now the fourth largest market for American films, and Venezuela buys as many pictures as France. He said that two-thirds of all motion pictures produced are American and that 42 per cent of the U.S. film dollar revenue now comes from outside the U.S.A.

He expressed no fear from TV declaring that this new form of entertainment only will stimulate the motion picture industry. "You can't have a capitalistic society unless it is constantly expanding," he added.

Set 'White Christmas' For Crosby-Astaire

"White Christmas," a musical comedy in Technicolor, has been set as a Big Crosby-Fred Astaire co-starring vehicle at Paramount. Based on an original idea by Irving Berlin, it will be filmed next spring for a Christmas, 1953 release.

Norman Krasna has been signed by the studio to write the screenplay, to be produced by Robert Emmett Dolan.
Convention TV
(Continued from page 1)

dle West at 8:30 P.M., the peak theatre hour, and on East, too, took good thea
tures of contemporary TV shows later, E.D.T.

Reports of theatre attendance from the field were too limited and too con
tradictory last night to reveal a defi
nate pattern but it appeared certain that the big Republican show had an audi
ence of many thousands for the potted Crawford network to 107 TV stations in 65 cities.

Grosses Only Slightly Dented

Nevertheless, with Monday night one of the weak attendance nights nor
mally for most theatres, some exhibi
tors regarding their only slightly dented grosses were of the opinion that very little of that TV audience would have been there had the con
vention proceedings not been fed to the nation's living rooms. They anticipate perhaps a slightly larger loss of atten
tance today as convention activities warm up and the worst of that bad news a day or two later as the ballott
ing count comes.

The real damage will be done at that juncture, if at all, they expect.

Film Group Buys
Into Europe Films

Hollywood, July 7—Europe Films, Inc. will be now known as Film
Group-European Films Worldwide Inc., with Forrest Judd, Film Group head
in Hollywood, becoming president of the new organization. The deal in
which the Group, represented by Judd acquired 51 percent of Europe
Films stock.

The group will distribute for
gey productions after dubbing into English, concentrating on American
theatre outlets. Theatre distribution in England and other markets abroad will also be handled, Judd announced.

Hope A Commentator

Bob Hope, NBC radio and tele
vision comedian, will become a radio and TV commentator for five minutes a day during the Republican and
Democratic conventions in Chicago, giving his own impression of the
governmental developments.

For Lease

GRAND CENTRAL: Opposite
Chrysler Building, a powerful
permanent location, entire
building, 137 E. 43rd St.

One-story commercial building,
7,000 sq. ft. side, 5 cars
now being erected on Magnolia
Ave., JOURNAL SQUARE, Jer
nys City, opposite Loew's
Theatre.

Owner, L. N. Rosenthal & Son
Finance & Reorganizations
565 Fifth Ave., N. Y.: Plaza 3-7518

Television--Radio

with Pinky Herman

"BREAK THE BANK," the biggest "Money-Giveaway" program
on the air, has just been signed for its eighth consecutive year by
Bristol-Myers and Tony (latter is co-sponsor with Bristol-Myers of
the annual "Stop Smoking Contest" and has been a main benefactor of the
motion and Bert Parks do the honors at the evening sessions . . .
the sun given away on the ABC (radio) and CBS-TV station totals well
above the three million mark (not major-D-O-L-A-R-S) and
has utilized every type of broadcast in order to do so, namely, radio, TV
and syndicated. Leon and Harry, second Arabber, the auto
mechanic, who broke the bank for the sum of $11,510.00 just a
year ago, was a visitor to yesterday's program and told Producer
Ed Wohl that while driving past the Bristol-Myers factory at Hill
side, N. J., en route to New York, they stopped their car and "how
deedly and reverently in the direction of the B-M bldg." and for
the record, the all-time high for the radio portion of the fabulous
series, $11,840.00 was won December 14, 1951, by Corporal Martin
Diamant . . . . . .

Nat M. Abramson, WQR exec who donated several hundred
ads at Hunter, N. Y., to be used for promotional activities for New York City's unprivileged children, will deliver the dedication address Sunday during the festivities at the official
opening of the new buildings there . . . Among the honored
guests will be many motion picture and radio and television celeb
and exec who made personal contributions to this most
worthwhile enterprise . . . So to the 400 happy little "Hunters" of
this column's "congrats" and to their benefactors, "don't you
feel better already?" . . .

Jackie Gleason, whose WAB-Dunn series, "Cavalcade of
Stars," captured him into the big move, broke Frankie Laine's
opening day box office record at Loew's Penn Theatre in Pitts
burgh, breaking the mark of $13,000 set by that star in 1942.
(Tuesday) 6 (the hour program will be produced by Jack Hurdle) Gleason's
marquee billing was "TV Star of CBS. . . . Paul Taubman, musical
curator of the "Bob & Ray Show" (NBC) and Milt Haste at
the Penn Instrument overlooking Central Park, has just
acquired about four acres off the old Whitney Estate at Old
Frenchy, L. I., not bad for a youngster who but five years
ago was a piano player at the Pennrose. . . . Her performance
opposite Robert Cummings in a recent Robert Montgomery TV show, "Ella, My Love," may reward German-born actress Gaby Rodgers with
the lead opposite Montgomery Cliffs in Warner's soon-to-be
lensed "I Confess." . . .

When little Eugenie Baird took a chirping job two years ago with
Papa Tosch's Orchestra, she never dreamed of ever doing the
Mary Martin role in "South Pacific." . . . However, that's exactly
what the little song 'Baird' has done . . . Eugenie, who was featured
for a solid year with Bing Crosby on the "Kraft Music Hall" radio series, was the ingenue in the Broadway production "Angel in
the Wings" and was the featured vocalist at the Gershwin Memorial
Concert recently held at the Hollywood Bowl, is back in New York
but a week and already is knee-deep in video offers. She is cur
ently heard Friday nights from 8:00 to 9:00 P.M. singing with Earl
Wrightson on "Monday Night S.A." over CBS and until Sunday, will star in her own program, "Main Street Music," slotting on the
4:00-4:40 P.M. spot via CBS. . . . EUGENIE BAIRD—our can
date for the title of "TVenus of 1952." . . .

Producer Milton Douglas, Director Frank Bunetta, Announcer
Don Russell, Orch Pilot Sammy Spear and Scene Designer Ed Gil
berg have been associated with Donn-Corinovelade of Stagg since
the program's WABDebut June 4, 1949 . . . Larry Storch, current
star, like his predecessors, Jack Carter, Jerry Lester and Pinky
Gleason was "discovered" by Douglas in a night club and is definitely
headed for stardom . . . .

LOTSA POTS: Butler, Cotsworth and her husband, Muriel Kurk
land, a "reading" on "Dragnet," and "Fibber McGee and airy,"
relocated two weeks ago and were booked forthwith by William Miles to co
star in the production of the Shakespeare classic at the Berkeley
Playhouse in Stockbridge, Mass., Aug. 25. Said Miles, "theirs is the
finest 'Macbeth' performance I can ever recall," unquote . . .
Gertrude Berg sails for Europe tomorrow for a vacation.

NY 1st-Runs
(Continued from page 1)

Charley,' in its second week. The figure tops the opening week's gross
by $5,000. The house also featured a highway day.

The second week of "Story of Robin Hood" at the Criterion brought
a moderate $1350. Also in its second week, "A Woman's Astor, 3 for Bosco's C
gerister a poor $10,000. "The Story of Will Rogers" will make its debut
at the house on July 11th week.

The Rosy showed a fair $6300 for
the second week of "Wait 'Til the Sun Shines, Nellie" with a stage show
headed by Billy De Wolfe. "We of the West Married" is slated to open there
Friday.

At the Paramount, "Clash by Night" was headed for a fairly good $4200
for a third and last week, a slight boost over the previous week's $3500.
Les Paul and Mary Ford head the stage bill. Warner Brothers' "She's
Working Her Way Through College" starts there tomorrow.

A anybody in My Gal" fin
ished its first week at the Mayfair with a modest $1100, while at the
Copley they topped the profit from "Lassie" making a similar showing of
$1100.

At the State "The Washington
Story" showed a fair $11000 in its
first week. The fourth week of "Call me and Mike" at the Capitol did a mod
erate $2900. At the Victoria "Walk
in the Clouds" was headed for a
good $17000 for its third week.

Among off-Broadway houses "The
Man in the White Suit" brought in a
wealthy $10,200 for its 16th week. At the Trans-Lux "High Treason" show
ed a modest $3500. The film finished its seventh week at the house.
It was erroneously reported that the film
will premiere in its opening week as being its opening week.
At the Park Ave, "Island Rescue"
did a fair first week of $8500.

Mochrie Reports Bookings
for Big Sky, Sudden Fear

New York bookings have been set for pictures being distributed by
KRO Radio. Robert Mochrie, sales
vice president, announced.

Howard Hawks' "The Big Sky" will
be the opening attraction at the end of
July or early in August. The picture will have a world premiere at the Woods in Chicago on July 29.
Joseph Kaufman, president of the Big Sky concern, will open at Loew's City on
Broadway early in August.

CBS Coast 'TV City'
Now 70% Complete

With work now 70 per cent com
plete, construction in Hollywood of CBS Television City, the world's first
exclusively designed TV plant, is moving into its final phase, it was an
ounced by Herman Scher, president of the CBS Television Network.

Barring interruptions the plant will be ready for completion on the October deadline established at the out<table...
slated to be held later this week at which industry heads will be briefed on the Paris negotiations. The meeting is scheduled to be attended by Eric Johnston, MPAA president, who is due here from Spokane, on Thursday. It was also learned that either Johnston, or John G. McCarthy, MPAA vice-president and director of international affairs, or both plan to go to Paris when negotiations resume. Tentative plans call for their leaving about July 19.

Alfred W. Crow, foreign distribution head for Samuel Goldwyn Productions and representative of the Society of Independent Motion Picture Producers at the Paris sessions, returned here late last week and reported to his principals over the weekend. F. W. Alport, London representative of the MPAA, who was present as an MPAA observer, forwarded his report to the Association.

The statement resulted from continued French insistence on some form of subsidy for the French industry in a new import and conversion agreement. The subsidy principle is opposed by SIMPP and the U. S. State Department, which is conducting the Paris negotiations with French government officials.

Industry executives here pointed out that the negotiations may be resumed in a week or two on the government level in Paris, with or without industry observers present, in the event no compromise formula is produced. The old agreement with France expired on June 30. No sessions this week are possible, it was immediately coupled the introduction of the bill with "the grave danger of the increasing tendency toward censorship," and warned against "these tactics of blackmail against media of communications, whether they be newspapers, magazines, or motion picture companies."

**Language Not Limiting**

McCarthy explained to the Senate that the bill "has to do with the shipment of educational films in interstate commerce," but the language of the bill does not confine its effect to these fields. The prohibition in the bill is against the exhibition of "motion picture films," without language limiting the effect to educational films.

McCarthy said he had his staff pick the names of some of the script writers listed in a catalog entitled "Educational Film Guide." He asserted that he submitted 17 names to the House Un-American Activities Committee, and that of the 17 the Committee said that eight "had very extensive records of Communist-front activities."

The Wisconsin Republican cited only one case, that of Columbia University Professor Robert S. Lynd, who said he was connected with the list because he wrote for Encyclopedia Britannica Films, owned by Senator Benton.

McCarthy argued, "the Communists believe they can infiltrate our educational system, they can control our nation without firing a shot."

**Hired By A. T. & T.**

Benton said that Lynd was hired by Western Electric, and only as a consultant. The film he worked on, "The Growth of Cities" and "The Arteries of Cities," were highly technical and gave no opportunity for any type of propaganda, even if Western Electric and American Telephone and Telegraph so desired. Other seven referred to by McCarthy were also hired by AT&T.

**Woolners Buy Liberty**

NEW ORLEANS—Lawrence and Bernard Woodner, principal stockholders of Woolner Theatres, Inc., have acquired Liberty b.v. for an undivulged number of years. It was formerly operated by RKO Theatres.

**Britain Wants**

The British government in the United States, in an agreement that it is "a most disappointing" Reservists of those made here by subsidiaries of American companies, had received circuit bookings in the U. S. in the last three years—twice each in 1949 and 1950, and six films in 1951.

Thorneycroft said he agreed with a member of Parliament who termed the figures "disappointing."
Let's remove the SHUSH! ... and get some PUSH!
your BOXOFFICE is Only as GOOD as your SHOWMANSHIP!
Six-Point Tax Plan Before Compo Today

Timing, Organization, Financing on Agenda

A six-point program in mapping the industry's fight for repeal of the Federal amusement tax will be weighed at today's meeting here at the Hotel Astor of the Council of Motion Picture Organization's governing committee, and the co-chairmen of the COMPO tax committee.

The program revolves around these six topics which are slated to be discussed: Organization for the tax fight, publicity, financing, operation, timing and general policy.

Presiding at today's meeting, slated to open at 10:30 A.M., will be Col. H. A. Cole and Pat McGee, co-chairmen of the tax committee. Due to be on hand are Samuel Pinzaci, Trueman T. Rembush and Al Lichtman, the three members of the COMPO governing committee, in addition to circuit operators and industry executives.

See Franco-US Pact Talks Off for Week

Resumption of negotiations of a new film agreement with France is unlikely for another week or two, as American industry officials were inclined to believe yesterday after receiving reports from industry observers who sat in at the last sessions in Paris which ended in a stalemate last week.

During the interim, both sides are expected to review their respective positions. A meeting of the Motion Picture Association of America is (Continued on page 5)

Britain Wants More Films Shown Here

London, July 7—Some significance is being attached here to the statement to Commons last week by Peter Thorneycroft, president of the Board of Trade, that in the coming negotiations of a new Anglo-U. S. film agreement he will do everything possible to enable a larger number of British films to be shown in the American market than heretofore.

Thorneycroft had reported to Commons that 10 British pictures, exclusive (Continued on page 5)

First Day's Free Convention TV Does Mild Damage

Early reports from a limited number of key cities last night indicated that the feared competition from free home telecasts of the Republican National Convention in Chicago may not have been as drastic for the first day as had been anticipated.

Hot weather in many sections of the country was offered as one explanation for theatre attendance only slightly below normal for a summer Monday, the convention telecasts notwithstanding. The theory was that the discomfort of the home living room sent many people away from TV sets and into air conditioned theatres for respite.

Also, in the Far West, Gen. Douglas MacArthur's keynote address was over in time for many who wished to do so, to go out to theatres. It hit the mid-(Continued on page 4)

'Charley' Paces New York 1st-Runs

The three-day Fourth of July weekend produced grosses that ranged from $15,000 to $20,000 at fair to average New York's first-runs.

Radio City Music Hall, which opened its doors at $3.50 A.M., Friday and Saturday set the pace with a strong $155,000 estimated for 'Where's (Continued on page 4)

Eric Johnston Optimistic Over Business Generally

Spokane, July 7.—Radiating optimism over the future growth of the Inland Empire and Spokane particularly, Eric A. Johnston, president of the Motion Picture Association of America is back home for a visit and said he looked for business to be good for the balance of the year, as well as for 1953. He fears no setback to business through any possible political changes this year nor does he expect war and Russia in the foreseeable future.

But he prudently limited the "foreseeable future" to the next 12 months. He admitted, however, that war could "happen by mistake" as it did in Korea, which he blamed on the Russian high command.

"We are going to live in a world of revolution for a long time, which means that we must keep ourselves strong physically and economically," he stated.

Johnston predicted that the Republican convention in Chicago "will be close." He will fly to Chicago to see the balloting.

He based his prediction of good times upon continued Federal spending for defense, upon a bumper wheat crop and upon the inflationary effects of borrowing by the Federal Treasury.

(Continued on page 3)

'U' Presidency to Rackmil Next Week

Milton R. Rackmil, president of Decca Records, controlling stockholder in Universal Pictures, who is slated for election to the Universal board of directors at the company's annual meeting today in Wilmington, Del., will be elected president of Universal at the organization meeting of the board next Tuesday, July 15.

Rackmil will continue as president of Decca Records, dividing his time, as required, between the two companies.

Most of his attention, however, will be devoted to Universal. He will headquarter both here and on the Coast as has been the custom of Nate J. Blumberg during his 14-year presidency of Universal. Blumberg is scheduled to be elected chairman of the board, a post now vacant.

Would Curb Films Of 'Red' Writers

WASHINGTON, July 7.—A bill to prohibit the exhibition in educational institutions or their use by government agencies of films based on scripts written by persons with "Red" ties has been introduced by Sen. Joseph McCarthy (R., Wis.).

Sen. William Benton (D., Conn.)

(Continued on page 5)

$2,200,000 in Cash for Rank 'U' Holdings

Decca Records, Inc., paid $2,200,000 in cash and $500,000 in non-interest bearing promissory notes for J. Arthur Rank's 134,375 shares of Universal Pictures' stock.

Decca reported to the Securities and Exchange Commission yesterday.

Decca also disclosed a modification of its loan agreement with the First National Bank of Boston allowing it to increase its indebtedness for the stock purchase.

The SEC report was made public on the eve of today's annual meeting in Wilmington, Del., of Universal stockholders. Attending will be Decca president Milton R. Rackmil, who left here last night for Wilmington.

Rackmil, who now controls about 42 per cent of Universal stock, has been nominated by Universal to its board of directors. Presiding at today's

Poll Bookers on Colosseum Merger

SAN FRANCISCO, July 7.—An opinion poll is being taken on Film Row by the Colosseum of Motion Picture Salesmen in order to determine what percentage of film exchange bookers are deatrons of having the Colosseum negotiate for them on working conditions through a merger with the salesmen's organization.

The Colosseum points out that bookers are essentially part of the sales organization of exchanges and should not be held down with stenographers, clerks and other office personnel now belonging to the IATSE union.

Business Pickup Reported by Levy

Minneapolis, July 7.—Twenty-four tickets for a Fox's Prairie district manager M. A. Levy reports that Milwaukee neighborhood houses have experienced "a very decided pickup in business in the past two weeks."
**Personal Mention**

**SPYROS P. SKOURAS,** president of 20th Century-Fox, is scheduled to leave here for the Coast tomorrow for a visit of a week to 10 days.

**G. RALPH BRANTON,** Monogram-Allied Artists vice-president, left Hollywood for New York by plane last night for conferences with Steve Brody, president, and Harold, Mich., vice-president, who were due here late yesterday from Europe.

**JOHN ZIMMERMAN,** manager of the New York for many years, is ill in his home at Philadelphia after returning from the Deaconess Hospital. He is expected back at work next week.

**F. J. A. McCARTHY,** Universal Southern and Canadian sales manager, will leave here today for Oklahoma City.

**TOM ROGERS** of M-G-M's home office returned to his home in California, back here today from a vacation in the Virgin Islands.

**ARTHUR LEE-WHITE,** manager of the RKO Radio exchange in St. John, N.B., recently married Norah Brock of Rothssey.

**BARNY TARANTAL,** partner in the Burnsise Theatre, East Hartford, Conn., has been elected to an extended Southern trip.

**TED R. GAMBLE,** head of Gamble Enterprises, is on a trip to leave here today for Portland, Ore.

**JULES LAPIKIS,** Warner Brothers Eastern and Canadian sales manager, is in Buffalo today from New York.

**VICTOR A. PEARS,** general manager of Transatlantic Productions, has arrived in Los Angeles from Quebec.

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**Life of Christ to Be Filmed by Cathedral**

**HOLLYWOOD, July 7.—** Catholic Films of Hollywood will produce "Day of Triumph," a feature-length film portraying the life of Christ, in color on a half-million dollar budget, for theatre, church and television exhibition, Reverend James K. Friedrich, president, announced yesterday.

Following theatre release, beginning with roadshow exhibition, the film will be broken up into 12 or more episodes for church study units and later made available for TV. Reverend Friedrich said, "My primary goal in producing this picture is the desire to help in a concrete way to launch a strong counter-offensive against the living religion of Communism. There is no greater threat to civilization than the motion picture screen. We must graphically portray for people through this picture the true image of God as revealed in Jesus Christ instead of employing primarily negative propaganda in your struggle against Communism with Communism."

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**Greene, Oresman Increase RKO Theatres Holdings**

**WASHINGTON, July 7.—** William J. Greene now holds 18,800 shares of RKO Theatres common stock through a trust, after acquiring 5,400 shares this morning, according to the announcement of the Securities and Exchange Commission. Greene also was reported as holding 16,450 shares in his own name, and 10,000 in partnership. In addition, members of his family, possibly his own children, own another 3,600 shares directly.

The latest SEC report on security transactions and holdings of corporate officers and directors covers the period through June 10.

**A. Louis Oresman, another RKO Theatres director, acquired 3,000 shares of common stock in his own name, raising his total holdings to 22,100 shares.

Harry M. Warner sold six small blocks of Warner Brothers common stock for about 1,000 shares, according to the report, and now holds 245,400, as well as 16,000 in a trust.

Two purchases of RKO Pictures common stock last November, amounting to 1,000 shares, were reported by North Dietrich.

A. H. Blank of United Paramount disposed of 500 shares of the company's common stock held in the name of the Blank trustees for $375,900. He now holds 12,377 shares in his own name and in a number of trusts.

Robert E. Herrman, Trans-Lux director, doubled his common stock holdings in May by buying 1,000 shares for $31,500.

W. Ray Johnson of Monogram, through a series of transactions in March and April, reduced his holdings in Monogram stock to 4,317. He sold 8,300 shares.

C. H. Phelan, a new officer of Loew's Inc., reported the purchase of 200 shares of common stock in March.

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**US Admission Tax Collections Off**

**WASHINGTON, July 7.—** General admission tax collections in May, reflecting April business, amounted to $25,221,046, the Bureau of Internal Revenue reported.

This was well below the $28,868,692 reported for May of 1951, but only slightly below the $25,767,401 reported in April of this year. It was the second highest month so far in 1952.

General admission collections include taxes on receipts from sports events, concerts and other entertainment, as well as from motion picture theatres. They do not, however, include collections from roof garden and cabaret receipts, broker sales and other items. Total admission tax collections in May amounted to $29,175,190, compared to $32,652,284 in the previous May.

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**Davis Becomes a Wilby Executive**

**ATLANTA, July 7.—** The appointment of Willis Davis to an executive post in the Warner Brothers organization has been disclosed by R. B. Wilby, president of the company, who has decided to himself in charge of Warner production offices.

In the affiliate company Ponce de Leon and Buckhead theatres in 1927, was for 14 years associated with the Lucas and Jenkins theatre organization here, first as assistant to Arthur Lucas, and later as assistant to William K. Jenkins, who succeeded as Lucas as head of the company. Davis also formerly served as a theatre manager in the State of Georgia.

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**Robert Clark Joins San Francisco Unit**

**SAN FRANCISCO, July 7.—** Robert Clark, recently appointed sales manager for Paramount in San Francisco, has been named administrative head of the organisation here for Northern California interests.

Uncorched is headed by Hans de Schultehoff and G. Carleton Hunt who recently purchased the Paramount Laboratory in Hollywood. They plan to spend the major part of their time there. Clark will have his quarters in the Golden Gate Building.

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**Alison Skipworth Dies**

Services for screen and stage actress Alison Skipworth, 89, who died here on Saturday, will be held today at the Walter B. Cooke West 72nd Street Funeral Home. She went to Hollywood last year after an acting career and appeared in many films.
Decca Deal

(Continued from page 1)

stockholders' meeting will be vice-

president John J. O'Connor. Nate J.
Blumberg, president, is not expected
to attend.

Under the agreement by which
Decca Records purchased Rank’s 12
percent interest in Universal, Decca
promised to pay the remaining $500-
000 over a five-year period, $100,000
per year, with the first payment due
June 19, 1953.

Current Value $12

The payment of $2,700,000 in cash
and promissory notes for Rank’s en-
tire stock holdings in Universal
brought the amount paid per share to
$20.09 and a fraction. The current
market value of Universal common
stock is about $12 per share.

Previously, Decca paid $15 per
share for approximately 271,800
shares and 7,300 option warrants.
Total Universal stock held now by
Decca is 406,175 shares, giving Decca
an investment of nearly $7,000,000 in
Universal.

According to the SEC report,
Decca’s refunding loan agreement
with the First National Bank of Bos-
ton was amended to allow Decca to
create the indebtedness of $500,000 in
connection with its Rank purchase.
One clause in the modification calls
upon Decca, under certain conditions
of indebtedness, to pledge with the
bank its Universal stock holdings.

Namrick House Closing

Portland, Ore., July 7—John
Namrick’s Music Box Theatre here
will close tomorrow.

Review

“The Merry Widow”
(Metropolitan—Mayer)

TIDES may change, but “The Merry Widow” goes on and on. We have
now M-G-M’s third version—the first in color by Technicolor—of Franz
Lehar’s singing operetta about Count Danilo of the mythical Balkan coun-
try of Marschovia and the pretty, rich American widow his king compels him to
woo for reasons material. The stars this time are Lana Turner and
Fernando Lamas, and they wearably enough the shoes filled by Mae Murray
and John Gilbert in the 1925 film and by Jeanette MacDonald and Maurice
Chevalier in a 1934 release. There is little reason to doubt that this sumptuous
production from Joe Pasternak, which Curtis Bernhardt directed, will capture
the present generation’s fancy to the extent that business will be substantial
whenever it plays.

In this film colorful costumes and surroundings continually delight the eye,
while pouring forth under the musical direction of Jay Blackton are the
familiar “Merry Widow Waltz,” “Maxim’s,” “Girls, Girls, Girls,” “Night”
and other Lehar numbers. Lamas and Miss Turner contribute the principal
vocal interpolations which, while falling short of the MacDonald-Chevalier
performances, are adequate at least. But in whatever light the 1952 edition
of “The Merry Widow” is judged, on the plane of production values it emerges
as a tour de force. Whether the camera focuses on rococo interiors of palaces,
the well-executed dance sequences, costumed frolicking in public squares or the
vividly beautiful attire of the stars, the thought that cost was no object
dominates the viewer’s impressions.

The screenplay, by Sonya Levien and William Ludwig, follows more or
less faithfully the incidents set forth in the work by Lehar, Victor Leon and
Leo Stein. Miss Turner, widow of a wealthy Marchovian-American indus-
trialist, is invited to the land of her late husband’s birth, where all sorts
of complications arise as she falls in love with Lamas. There is the matter
of Lamas’ mistaking Miss Turner’s secretary, Una Merkel, for the rich
widow as the fat king (Thomas Gomez) compels him, under penalty of
death, to woo the lady for her money so Marschovia may free itself of ruindous
debt. Meanwhile, of course, Lamas falls for Miss Turner in her pose as
Fifi, a chorus girl. There are a number of comic sequences featuring
Marchovian government dignitaries Richard Haydn and John Abbott and
police sergeant Marcel Dalio that are genuine rib-ticklers. Paris and Maxim’s
famous night spot share in the milieu as romance, comedy and song are
borne on their merry course through a melodic, eye-filling motion picture.

Running time, 105 minutes. General audience classification. For September
release.

Charles L. Franger

Johnston

(Continued from page 1)

ury. He said that America should
encourage more private investments
abroad. He believed that private cap-
ital needed a more favorable climate
and the assurance of some protec-
tion, such as guarantees against ex-
propriation and the assurance of con-
vertibility of earnings into dollars.

Films Big Abroad

Johnston further declared the mo-
tion picture producers are doing a
bigger business abroad than ever be-
fore. Brazil is now the fourth larg-
est market for American films, and
Venezuela buys as many pictures as
France. He said that two-thirds of
all motion pictures produced are
American and that 42 per cent of the
U.S. film dollar revenue now comes
from outside the U.S.A.

He expressed no fear from TV de-
claring that this new form of enter-
tainment only will stimulate the mo-
tion picture industry. “You can’t have
a capitalistic society unless it is
constantly expanding,” he added.

Set ‘White Christmas’
For Crosby-Astaire

“White Christmas,” a musical com-
edy in Technicolor, has been set as a
Big Crosby-Fred Astaire co-starring
vehicle at Paramount. Based on an
original idea by Irving Berlin, it will
be filmed next spring for a Christmas,
1953 release.

Joel Gordon Kraus has been signed by
the studio to write the screenplay,
to be produced by Robert Emmett
Dolan.
**NY Ist-Runs**
(Continued from page 1)

Charley?; in its second week. The figure tops the opening week's gross by $5,000. The house also featured a holiday stage presentation.

The second week of "The Story of Robin Hood" will make its debut at the house on July 17. The epic scored $63,000 for the second week of "Wait Till the Sun Shines, Nellie" with a stage show headed by Billy Daniels. "We're Not Married" is slated to open there Friday.

At the Paramount, "Clash by Night" was headed for a fairly good $62,000 for a third and last week, a slight boost over the previous week's $60,000. Les Paul and Mary Ford head the stage bill. Warner Brothers' "She's Working Her Way Through College" starts there tomorrow.

"Has Anybody Seen My Gal?" finished its first week at the Mayfair with a modest $11,000, while at the Globe "The Lady in the Iron Mask" made a loss of $11,000.

At the State "The Washington Story" showed a fair $11,000 in its first week. The fourth week for "Pat and Mike" was $11,000 and it did not generate $29,000. At the Victoria "Walk East on Beacon" was headed for a good $17,000 for its sixth week.

Among off-Broadway houses "The Man in the White Suit" brought in a healthy $10,200 for its 14th week. At the Orpheum "The Headless Horseman" showed a modest $5,500. The film finished its seventh week at the house. It's was then transferred here last week as being in its opening week.

At the Park Ave, "Island Rescue" did a fair first week of $8,000.

Mochrie Reports Bookings for "Big Sky", "Sudden Fear"

New York bookings have been set for two pictures being distributed by RKO. "Big Sky," with Mervyn LeRoy, sales vice president, announced.

Howard Hawk's "The Big Sky" will open at the Criterion at the end of July. "Sudden Fear" will open at Loew's State on Broadway early in August.

**CBS Coast TV City Now 70% Complete**

With work now 70 per cent complete, construction in Hollywood of CBS's West Coast television city, the world's only one, is essentially completed. The multi-million dollar project, which was originally planned to be completed in 1955 but was delayed due to the価格の上昇, is now on schedule. The network plans to begin test broadcasts from the facility within the next few months.

**For Lease**

**GREAT CENTRAL: Opposite Chrysler Building, a powerful permanent location. Entire building, 137 E. 43rd St.**

One-story commercial building, 7,000 sq. ft., side drive for cars, now being erected on 2 Avenue, JOURNAL SQUARE, Jersey City, opposite rear Loew's Theatre.

Owner, L. N. Rosebaum & Son Financing & Reorganizations

65 Fifth Ave., N. Y. Plaza 7-7530

**LOTSA DOTS...**

Stats Cotsworth and his wife, Muriel Kirkland, gave a "reading" performance of "MacBeth" in Philadelphia two weeks ago and were booked forthwith by William Miles to co-star in the production of the Shakespeare classic at the Berkshire Playhouse in Stockbridge, Mass., Aug. 25. Said Miles, "theirs was the finest MacBeth performance I can ever recall." unquote.

Gertrude Berg sails for Europe tomorrow for a vacation.
slated to be held later this week at which industry heads will be briefed on the Paris negotiations. The meeting is scheduled to be attended by Eric Johnston, MPAA president, who is due here from Spokane, on Thursday.

It was also learned that either Johnston or John G. McCarthy, MPAA vice-president and director of international affairs, or both plan to go to Paris when negotiations resume. Tentative plans call for their leaving about July 19.

Alfred W. Crown, foreign distribution head for Samuel Goldwyn Productions and representative of the Society of Independent Motion Picture Producers at the Paris sessions, returned here late last week and reported to his principals over the weekend, F. W. Alforth, London representative of the MPAA, who was present as an MPAA observer, forwarded his report to the Association.

The statement resulted from continued French insistence on some form of subsidy for the French industry in a new import and conversion agreement. The subsidy principle is opposed by SIMPP and the U. S. State Department, which is conducting the Paris negotiations with French government officials.

Industry executives here pointed out that the negotiations may be resumed in a week or two on the government level in Paris, with or without industry observers present, in the event a compromise formula is proposed. The old agreement with France expired on June 30. No sessions this week are possible, it was immediately coupled the introduction of the bill with “the grave danger of the increasing tendency toward censorship,” and warned against “these tactics of blackmail against media of communications, whether they be newspapers, magazines, or motion picture companies.”

Language Not Limiting

McCarthy explained to the Senate that the bill “has to do with the shipment of educational films in interstate commerce,” but the language of the bill does not confine its effect to these fields. The prohibition in the bill is against the exhibition of “motion picture films,” without language limiting its effect to educational films.

McCarthy said he had his staff pick the names of some of the script writers listed in a catalog entitled “Educational Film Guide.” He asserted that he submitted 17 names to the House Un-American Activities Committee, and that of the 17 the Committee said that eight “had very extensive records of Communist-front activities.”

The Wisconsin Republican cited only one case, that of Columbia University Professor Robert S. Lynd, whom he said was convicted in 29 different organizations listed as subversive. He said that “Lynd and the other Communists they can infiltrate one educational system, they can control our nation without firing a shot.”

Hired By A. T. & T.

Benton said that Lynd was hired by Western Electric, and only as a consultant. The films he worked on, “The Growth of Cities” and “The Arteries of Cities,” were highly technical and gave no opportunity for any type of propaganda, even if Western Electric and American Telephone and Telegraph so desired. Other seven referred to by McCarthy were also hired by AT&T.

Woolner Buy Liberty

New Orleans, July 7—Lawrence and Bernard Woolner, principal stockholders of Woolner Theatres, Inc., have acquired the Liberty by lease for an undivided number of years. It was formerly operated by RKO Theatres.

said, because of the absence from Paris of key negotiators.

Curb Films of ‘Red’ Writers

(Continued from page 1)

of those made here by subsidiaries of American companies, had received circuit bookings in the U. S. in the last three years—two films each in 1949 and 1950, and six films in 1951.

Thornycroft said he agreed with a member of Parliament who termed the figures “disappointing.”

Woolner bought Liberty

(Continued from page 1)

Britain Wants

(Continued from page 1)

Thornycroft said he agreed with a member of Parliament who termed the figures “disappointing.”

Writ Served on UA By Pathé Industries

Chesapeake Industries, formerly Pathé Industries, served United Artists with a summons and writ of attachment for claims aggregating in excess of $10,000 on the eve of the July 4th holiday last Thursday, it was learned yesterday.

The action is an outgrowth of claims and counter-claims which proceeds from distribution by United Artists of certain former Eagle-Lion films acquired from Pathé Industries last year and other disputed phases of the purchase contract. Total claims by Pathé Industries are in excess of $400,000.

United Artists is preparing an action for counter-claims against P. I. aggregating more than $500,000, company officials stated yesterday. The attachment obtained by P. I. applies to a separate UA fund, held in escrow, the company stated.

Progress Seen for ‘U’ Western Drive

San Francisco, July 7—Universal’s “Barney Rose Sales Drive,” named for its Western district manager, is making good progress in this district, San Francisco sales manager Dick Colbert reports. The drive is using the physicians’ “MD” as its slogan, in this case standing for “More Dates.” Other territories participating are Seattle, Portland, Los Angeles, Salt Lake City and Denver.

FRANCO-AMERICAN

(Continued from page 1)

Color by TECHNICOLOR

Produced by ROBERT L. WELCH
Directed by FRANK TASHLIN
Written by Frank Tashlin
Robert L. Welch and Joseph Quillian

PARAMOUNT TRADE SHOWS

Monday, July 14, 1952

BOB JANE ROY
HOPE • RUSSELL • ROGERS
and TRIGGER in
“SON of Paleface”
Let's remove the SHUSH! ... and get some PUSH!
your BOXOFFICE is Only as GOOD as your SHOWMANSHIP!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY
Para. Sales Drive Will Open Aug. 31; $40,000 in Prizes

"Paramount's Greater Confidence Parade of 1952," designated by A. W. Schwalberg, president of Paramount Film Distributing Corp., as the most important sales drive in his company's history, and with a prize jackpot of more than $40,000 set for the top 10 branch managers, sales managers, salesmen, office-buying managers and booker-salesmen, will get underway on August 31, the date which also will usher in "Paramount Week," the company reported here yesterday. The drive is set for a 13-week period, ending November 29.

In addition to the $40,000 jackpot, there will be an extra week's salary for the entire personnel of the three leading branches. Furthermore, an additional $5,000 has been set aside (Continued on page 2)

Rouvier, Steinhardt, Soulat Promoted

Supervision of Georges Rouvier, United Artists general manager in France since 1936, has been extended to Switzerland by Arnold M. Picker, UA vice-president in charge of foreign distribution. Leon Favre will continue as manager in Geneva.

At the same time, UA's foreign chief announced the promotion of George Soulat, manager in Belgium, to the post of sales supervisor in France. Also in this capacity is Albert Steinhardt, former manager in Puerto Rico, has been promoted to replace Soulat in Belgium. (Continued on page 2)

Production Steady: 37 Before Cameras

Hollywood, July 8.—Production, during a week shortened by the holiday, only dropped off one point, for a total of 37 pictures in work. Four new pictures were started and five were completed.

Started were: "Lost Women of Zorba" (Howco Productions), Independent; "Down Periscope" (Allied Artists—Lindsay Parsons), Monogram; "Pony Express," Paramount; "The Master of Ballantrae," Warner (Continued on page 2)

Exhibitors Now Asking: Where’re the Republicans?

Exhibitors throughout the country who started the week off braced for some hard raps on their box-offices from the free home telecasts of the Republican National Convention proceedings in Chicago were still waiting last night for the first painful feeling.

The second day of the convention telecasts on 107 stations in 65 cities passed very much like the first—noticeable effect on theatre attendance. Receipts were down mildly here and there, were normal for the day elsewhere, and in a few TV regions there were reports of better than average business.

Executives of national circuits agreed with Motion Picture Daily's reports from the field that the effects on the box-office, where any were discernible, were extremely slight. Many theaters having television lounges tuned in the convention proceedings for the convenience of their patrons and reported that few people remained for more than a minute or two in the lounges.

Some circuit executives here said yesterday they felt that lack of dramatic highlights at the convention thus far explained the mild effects of the telecasts partially. This could be reversed when the balloting gets under way tomorrow or Friday. Others said the actual effects of the telecast were (Continued on page 2)

Kalmenson Presides

At Toronto Meet

Following the divisional sales meetings recently held in New Orleans, Pittsburgh and Chicago, Ben Kalmenson, Warner Brothers' sales vice-president, has called the company's Canadian sales force to a similar two-day meeting at the Royal York Hotel in Toronto beginning today. District and branch managers and salesmen will attend. Kalmenson will call upon each delegate for a full report on his territory. A stepped-up program of selling (Continued on page 2)

ANTI-TAX DRIVE PLANS COMPLETED

Rackmil Now On Universal Board

Stockholders of Universal Pictures, at their annual meeting in Wilmington, Delaware, yesterday elected to the board Milton R. Rackmil, president of Decca Records, and reelected all 12 members to the board.


Rackmil, controlling stockholder in Universal, attended the meeting. He is scheduled to be re-elected president of (Continued on page 3)

Lippert in Exchange Participation Talks

Hollywood, July 8.—Robert Lippert, head of Lippert Productions, who has left here for New York, tomorrow will discuss with Arthur Greenblatt and William Pizor, vice-presidents, his plans for exchange-participation.

Lippert also will discuss the project with Lippert exchange heads in the New York territory while there. The deal recently concluded with the Dallas branch is expected to serve as a (Continued on page 2)

Steve Brody, president of Monogram—Allied Artists, who has just returned here from two weeks abroad, reported that while there he had made arrangements for the production of two pictures in England in association with Associated British Pictures Corp. Both films will be completed by the end of the year. Brody also reemphasized his belief that there is a market for good "B" pictures.

Hollywood, July 8.—The monthly bulletin of the California Department of Industrial Relations reports that the weekly earnings of studio craft workers for May averaged $112.61. The average for April was $110.40.

COMPO Organizing an All-Industry Campaign On ‘Grass Roots’ Level

A "grass roots" all-industry drive for the complete elimination of the 20 per cent Federal admission tax was outlined here yesterday by Pat McGee, co-chairman of the Council of Motion Picture Organizations' tax committee.

The strategy for repeal of the tax in the next session of Congress was ironed out at an all-day meeting at the Hotel Astor, attended by the COMPO governing committee and some 27 other circuit and industry executives.

Within the next few days, McGee disclosed, anti-tax drive groups will be organized on the state and Congressional level to press for repeal of the tax, which the COMPO group labeled "unconstitutional."

Col. H. A. Cole, the other co-chairman of the COMPO tax committee, said that he expects to have state and local exhibitor anti-tax committees (Continued on page 4)

NEWS FLASHES
Convention TV Not Hurting

Continued from page 1

LOS ANGELES, July 8—There has been no noticeable drop in first-run grosses this week and neighborhood attendance has been affected only slightly by the Republican convention telecasts. Exhibitors generally are telling that they noted loss of effects from the Bob Hope-Bing Crosby Telethon for the Olympic Team fund-raising last month far more. They feel now that the first-broadcast convention will do their business far less damage than they had anticipated in advance.

Boston, July 8—Box office business here was normal yesterday and today. Some theatres reported grosses a little below average, which indicated their appraisal of the effects on attendance of the Republican convention telecasts and now believe that business will continue normal through the week, except for the possibility of some dramatic development when balanced. The check-up here was made in neighborhoods with the highest TV set saturation.

Cleveland, July 8—Theatre business here yesterday and today was only slightly below average despite the Republican national convention in town. Although the loss of effects of attendance was at the class neighborhood houses. No particular effort is being made by Cleveland exhibitors to combat the telecast telecasts.

New Orleans, July 8—New Orleans, getting its first TV this week, showed at loss of change from the Republican convention telecasts. Business this week is mild but not abnormal, with exhibitors attributing conditions as much to the post-holiday weekend letdown as to the telecasts.

Para. Sales Drive

Continued from page 1

for the special "A. W. Schwalberg Merit Awards" which will be divided among branch personnel who display outstanding achievement in their branch operations above their normal duties. This will give members of the sales staff of non-vumbling branches as well as members of Fred Beedle at Canada as president. The committee requested Norman Mervis, the vice-president of the unit, to assist in making official duties of these awards a success.

Theек

The new directors, directors of the Allied Motion Picture Theatre Owners Association of Western Pennsylvania today refused to accept the resignation of Fred Beedle at Canada as president. The committee requested Norman Mervis, the vice-president of the unit, to assist in making official duties of these awards a success.

Production Steady

Continued from page 1

Brothers.

Opened were: "Savage Mutiny" (Essy Pictures) and "Winding of the West" (United Artists) and "The Outlaw Marshall" (Royal West Productions) and "Kans City 1-1-7" (Associated Players and Producers). For P. B. Blumberg, "The Great White Search," Metro-Goldwyn-Mayer.

Lippert Talks

Continued from page 1

pattern for others. Although details have not yet been divulged, it is be- lieved the plan contemplate in the near future acquiring property interest in the pictures to be financed by Lippert in the future, Lippert is expected to produce two pictures this fall.

J. T. Woodruff Dies at 50

Hollywood, July 8—J. T. (Buch) Woodruff, 50, died yesterday of a heart attack at Mount Gilhead, Ohio, where he was setting up production details for a forthcoming Floyd Lewis Productions feature. Funeral arrangements were pending.

Arbitration

Continued from page 1

voiced their intent of dealing only with the company. If the company presidents decline to sit and negotiate with them, it appears that this juncture that efforts to reach a settlement will be at an end for the present.

Attitude Unanimous

The exhibitor attitude is unanimous. It is not confined to any single organization. Unanimous is its attitude that further progress will not be made until the convention is over and the journment of last week’s sessions after two and one-half days conferences with little or no progress resulting. The exhibitors attribute the inability to make progress to the lack of complete and final authority of the district vice-presidents and their lack of authority, and the resultant necessity for those executives to consult with and obtain instructions from their principals.

Some projected arbitrations in the convention were overcome when it was revealed that the company was negotiating body from the original large and unwieldy conference group to a negotiating committee of 10. The new state- ment announced when exhibitors felt that the new arrangement was producing, and promised, not better results than the original.

Rackmik

Continued from page 1

"U" next Tuesday. Blumberg, presi- dent for the past 14 years, is slated to be elected chairman of the board, a position he has held for 20 years. Some 860,000 shares out of 960,000 outstanding, were voted at yesterday’s meeting. John J. O’Connor, Universal vice-president, was endorsed as chairman, to be seconded by stockholders Lewis D. Gilbert and John J. Gilbert that future meetings of the company’s stockholders be held at least once a year.

S. T. Masters, Harry C., Brooklyn, and Anthony Ranicar.

And playing in the Canadian territory is the aim of the Warner sales chief.


A few other productions in addition to Kalmenson and Lapidus will include Noman Moray, Bernard R. Goodman, Howard Levinson, and last but not least, Goldkron.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsamy, 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 7-3196. Cable address: "Quiglinc, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Thee J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President and Manager; Hollywood Bureau, Yuma-Biprise, 1270 S. Broadway, Los Angeles 10, Calif. Subscription, $6.00 per year, in the District of Columbia, 50¢ additional. Pathe, North Clark Street, Chicago, Ill. Printed in the United States of America. POSTMASTER: Please send Form 3579 to the above address.

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RIGHT ON THE BUTTON!

Vote M-G-M, the ticket that sells the tickets!
Tax Drive

(Continued from page 1)

meeting by next week. Chairmen and
members of the 48 state committees
will be named shortly, it was added.

At the same time, it was dis-
closed that the anti-tax campaign
will be financed through the
COMP general fund. In order
to build up the fund, Al Licht-
man, a member of COMP’s
three-man governing board,
anounced that the week of Aug.
11-18 has been designated for a
COMP dues collection drive
at which time all exhibitors will
be canvassed by film salesmen
with dues pledge cards.

Current plans call for the naming of
general tax committee, or perhaps geographical
co-committees to tie in the efforts
of anti-tax exhibitor committees.

No Appeal to Public

The 30-man tax group, it was
disclosed, agreed that no appeal for aid
in the fight would be made to the
general public, and that there
would be no direction from the general
COMP tax committee to the exhibi-
tor on whether he should or should
not pass on the tax saving to the
public.

Members of the general COMP
tax committee expressed their con-
viction that “there is good reason to
believe that the drive will be suc-
cessful.” The need and the urgency of
every exhibitor to get behind the
drive was underlined by Samuel
Pinanski, a member of the COMPO
governing triumvirate.

Review

“The Big Sky” (Winchester-RKO Picture)

A BIG SPRAWLING WESTERN crammed with violence, suspense,
battles with Indians and evil white men, and touched off with a bit
of romance, has been fashioned by Howard Hawks in “The Big Sky.”
The picture rolls on tirelessly and shows considerable substance in its 140 minutes
of running time, but at times it suggests the need for sharper cutting. Kirk
Douglas and Dewey Martin play the leads as a pair of steel-fisted Kentucky
mountaineers who wander into a hostile Indian reservation in the
uncharted Missouri River in 1836. Elizabeth Threatt provides the feminine allure as an
Indian girl who is taken along as a hostage in order that the expedition’s
safety be insured among hostile Indians in the Northwest, with whom it is
designed to establish a trading post.

After some tumultuous beginnings, the expedition gets underway and the
first encounter with adventure is provided by a dangerous stretch of rapids.
As the voyage goes on there is the constant dread of violence from the
Indians. These battle scenes are excitingly staged. There are assorted
encounters with the white marauders of opposition agents who also are bent
on establishing trading posts. The screenplay, by Dudley Nichols, gradually
develops a love rivalry between Douglas and Elizabeth Threatt.

As the story wends its perilous way the latter finally marries Miss Threatt in a
spirited Indian ceremony. Arthur Hunnicutt, as a grizzled, Indian-wise
scout, provides excellent support along with the giant Buddy Baer, a sort of
watchdog of the expedition.

Hawks, who produced and directed this Winchester Pictures presentation,
provides the exhibitor with a solid piece of Western merchandise. The
colour of the large-scale Western will find in it enough “meat” to satisfy
the hearts of appetites.

The film was based on the novel of the same name by A. B. Guthrie, Jr.,
which the author was a partner in the ambitious undertaking.

Running time, 140 minutes. General audience classification: August
release. MANUEL HERBSTMAN

Declared Pinanski: “We’re seeking to
get relief for an industry that’s
being crushed by taxation.”
Pinanski added that he has eight houses
closed that would be open today if
the Federal admission tax was re-
pealed.

Col. Cole, while pointing out that
the tax could only be repealed at the
next session of Congress which con-
venes in January, said he hoped to
change that tax sooner than the
lawmakers convinced of the injustice of the tax.
The time pressure in the
intervening time by exhibitors
to eliminate the tax, he added. The rest
of the “mopping up” operation,
Cole declared.

Remaining in New York for the
next few days to “tie up loose ends”
with his Col. Cole, is member of the
COMP

removing his name from the
comex

Music box

It’s
HIGH
Time

for GARY COOPER in “HIGH NOON”

“Gripping, high tension suspense! Universal appeal!”

—Hollywood Reporter

Seven Majors File
Percentage Suits

HOUStON, July 8.—The Bryan
Amusement, Continental, United Artists
Palace and New Dixie theatres in
Bryan, Texas, have been named in seven
percentage action filed in Fed-
eral court by Paramount, Loew’s, 20th Century
Fox, Warners, RKO Pictures, United
Artists and Universal, ask recovery for
wages based on alleged un-
der-reporting of receipts on
percentage engagements.

Representing the distributors
are Sargin and Stein,
New York, of counsel.

National
Pre-Selling

ARLENE DAHL must be running
for Vice President. Recently she
appeared on the front covers of Look,
Collier’s, Quick, and Life, with four
pages, including a center double-spread
Arlene in “Yolanda.” The
in the latter magazine. Then she appeared
last Sunday on the front cover of the
New York Daily News with all of the
appearances adding up to a combined
inflation of 16,700,000.

Constant watchers will feel well acquainted,
eXcept they may disapprove as to the exact
shade of her red hair. What we want to
see is a full-page, full-color picture of
Arlene’s press agent, blushing with
modest pride for his superior
accomplishment.

Ernest V. Heyn, new editor of
Heast’s American Weekly, is a
veteran of the fan magazine field,
and maybe that’s another reason
why you will find this widely-read
Sunday newspaper with its
20,000,000 readership, carrying
the box-office line. The

RULING: Running time, 140 minutes. General audience classification: August
release.

The committee said it had
statistics showing that the total
percentage tax takes of exhibitors
throughout the nation, both on
the national and local level, in
1951 was seven times the net

WALTER BROOKS

red tape for minor

Distributed by

Distributed by
Check List
of recent or forthcoming
releases featured in advertising in
MOTION PICTURE DAILY

<table>
<thead>
<tr>
<th>Title</th>
<th>Distributor</th>
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<td>DON'T BOTHER TO KNOCK (3 Pages)</td>
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Howard Hughes Presents

"One Minute To Zero"

An EDMUND GRAINGER production

Starring

ROBERT MITCHEUM • ANN BLYTH

WILLIAM TALMAN • CHARLES McGRaw
MARGARET SHERIDAN

Directed by TAY GARNETT • Written by MILTON KRIMS and WILLIAM WISTER HAINES
Para. Sales Drive Will Open Aug. 31; $40,000 in Prizes

"Paramount's Greater Confidence Parade of 1952," designated by A. W. Schwaberg, president of Paramount Film Distributing Corp., as the most important sales drive in his company's history, and with a prize jackpot of more than $40,000 set for the top 10 branch managers, sales managers, salesmen, office-buying managers and booker-salesmen, will get underway on August 31, the date which also will usher in "Paramount Week," the company reported here yesterday. The drive is set for a 13-week period, ending November 29.

In addition to the $40,000 jackpot, there will be an extra week's salary for the entire personnel of the three leading branches. Furthermore, an additional $5,000 has been set aside (Continued on Page 2)

Rouvier, Steinhardt, Soulat Promoted

Supervision of Georges Rouvier, United Artists general manager in France since 1930, has been extended to Switzerland by Arnold M. Picker, UA vice-president in charge of foreign distribution. Leon Favre will continue as manager in Geneva.

At the same time, UA's foreign chief announced the promotion of George Soulat, manager in Belgium, to the post of sales supervisor in France, with headquarters in Paris. Albert Steinhardt, former manager in Puerto Rico, has been promoted to replace Soulat in Belgium. (Continued on Page 2)

Exhibitors Now Asking: Where're the Republicans?

Exhibitors throughout the country who started the week off braced for some hard raps on their boxes-offices from the free home telecasts of the Republican National Convention proceedings in Chicago were still waiting last night for the first painful feeling.

The second day of the convention telecasts on 107 stations in 65 cities passed very much like the first—no noticeable effect on theatre attendance. Receipts were down mildly here and there, for the day elsewhere, and in a few TV regions there were reports of better than average business.

Executives of national circuits agreed with Motion Picture Daily's reports from the field that the effects on the box-office, where any were discernible, were extremely slight. Many theatres having television lounges tuned in the convention proceedings for the convenience of their patrons and reported that few people remained more than a minute or two in the lounges.

Circuit executives here said yesterday that they felt that lack of dramatic highlights at the convention thus far explained the mild effects of the telecasts partially. This could be reversed when the balloting gets underway tomorrow or Friday. Others said the actual effects of the telecast were

ANTI-TAX DRIVE PLANS COMPLETED

Rackmil Now On Universal Board

Stockholders of Universal Pictures, at their annual meeting in Wilmington, Delaware, yesterday elected to the board Milton R. Rackmil, president of Decca Records, and reelected all 12 members to the board. Rackmil, controlling stockholder in Universal, attended the meeting. He is scheduled to be elected president (Continued on page 2)

Lippert in Exchange Participation Talks

Hollywood, July 8—Robert Lippert, head of Lippert Productions, who had left here for New York, tomorrow will discuss with Arthur Greensblatt and William Piror, vice-presidents, his plans for exchange participation. Lippert also will discuss the project with Lippert exchange heads in the New York territory while there. The deal recently concluded with the Dallas branch is expected to serve as a

Broydi Sets Plans For Two in England

Arrangements for the production of two pictures in England in association with Associated British Pictures Corp., were made by Steve Broydi, president of Monogram-Allied Artists, who has just returned from two weeks abroad. Walter Mirisch, company production head, is remaining in England to iron out final details, according to Broydi. Both films will be completed by the end of the year.

Broydi re-emphasized his belief that there is a market here for good "B" pictures. "Exhibitors need them and the customers want them," he said. To support his point, Broydi stressed that "Monogram is now playing to more and better theatres here and in Great Britain," than ever before.

Studio Workers' Pay Jumps to $12 a Week

Hollywood, July 8—Weekly earnings of studio craft workers for May averaged $112.61, according to the monthly bulletin of the California Department of Industrial Relations. The average for April was $101.40, and for May a year ago it was $103.72.
**Personal Mention**

STANLEY KRAMER and Mrs. KRAMER will sail from here today for Europe aboard the S.S. Queen Mary.

Ewart Davytryk, director; his assistant, Milton Feldman; production designer Rutolphi Sternak and sketch artist Frank McFadden have returned from Israel, where they made preparations for the filming of "The Juggler."


GEORGE K. Arthur, Meteor Films president, returned here yesterday from England aboard the S.S. Queen Mary.

**Colvin Brown, Film Veteran, Dies Here**

Colvin W. Brown, veteran film industry executive, died at St. Luke's Hospital here yesterday at the age of 64. Although he had suffered from a heart ailment for several years, he was admitted to the hospital only last week.

After newspaper work in his native Illinois, Brown joined Mutual Film Co. in 1917 in the advertising-publicity department. He was subsequently associated with Gaumont News and was general manager of Associated Screen News; was associated with RKO in distribution and was manager of distribution for Thomas H. Ince Corp. From 1925 to 1927 he was vice-president and manager of foreign distribution for FBO, predecessor of RKO, and from 1927 to 1930 he was executive vice-president of RKO. He joined Qualifying Publishing Co. as vice-president and treasurer in 1930, resigning in 1945. At the time of his death he was head of the General Amlin & Film Corp. and of other corporations.

He was survived by his widow, Mrs. Regina Brown, and two brothers, Walter of Elgin, Ill., and Capt. James P. Brown, USNR, of Palatine, Ill., all of whom have been completed late yesterday. Burial will be at Elgin, Ill.

**Kalmenson Presides**

(Continued from page 1)

Kalmenson presides and playing-day in the Canadian territory is the aim of the Warner sales chief.

Pending will be: Jules Lapidus, Haskell Masters, Arthur Hersh, J. Bernard, Gratian Kieyl, A. Cohen, Melvin Kowalsky, Covel, C. P. Pearcy, Earl H. DuLac, Fred Saps, B. Brookler and Anthony Ranicar.

Home office executives attending in addition of those mentioned will include Nomon Moray, Bernard R. Goodman, Howard Levinson and Larry Golob.

**Convention TV Not Hurting**

(Continued from page 1)

difficult to assay in that the excellent weather over the July 4 weekend hurt business somewhat and an upturn reasonably might have been expected Monday and as a result. Since there was no actual upturn, the free convention TV may or may not have been justified. In any event, exhibitors generally were relieved that the effects on their business the first two days of the conventions were as painless as they proved to be.

CHICAGO, July 8—Chicago exhibitors turned very nervous because of fears of bad business during the Republican convention were grossly exaggerated. Many circuits and indepen- dents had expected business to be grossly higher yesterday, the first day of the convention, than on the past few days of the week. One circuit executive reported that the action houses were about normal, with the sure-seaters and drive-ins experiencing a drop. Carl M. DeHoff had given to heavy rain in the evening and reaction after the long holiday weekend, but the downtown houses, fitting from an influx of visitors, with the hotels filled to capacity, did well above average business, but the unexempted theatres were not doing good business in the outlying theatres.

COLUMBUS, O., July 8—Even though Ohio exhibitors resorted to no special efforts to counteract anticipated decreased geographic-box office effects from telecasts of the Republican national convention, receipts thus far this week appear to be normal. Business is reported by both downtown and neighborhood houses. Some loss in attendance is expected as the convention gets down to balloting.

**Paras. Sales Drive** (Continued from page 1)

for the special "A. W. Schwebel's Record" which will be divided among branch personnel who display outstanding individual effort and work. The plan provides for the dissemination of data on the number of members of the sales staff of non-winning branches as well as members of the staff not directly connected with sales or looking for an opportunity to participate.

The drive will cover such productions as "J. J. For You," "Chichibou Loves Me," "Hurricane Smith," "The Turning Point," and "The Savage."

**Convention TV Not Hurting**

(Continued from page 1)

Los Angeles, July 8—There has been no noticeable drop in first-run grosses this week and neighborhood attendance has been affected only slightly by the Republican convention telecasts. Exhibitors generally are agreed that they noticed the effects of the telecasts, but they point to the action which the Olympic Team fund-raising last month far more. They feel now that the two political conventions will do little to hurt business far less than they had anticipated in advance.

BOSTON, July 8—Box office business here was normal yesterday despite the telecasts. Some theatres reported grosses a little above average. Exhibitors are revising their plan of the attendance of the Republican convention telecasts and now believe that business will continue normal throughout the week, except for the possibility of some dramatic development when balloting begins. The check-up here was made in neighborhoods with the highest TV set saturation.

Cleveland, July 8—Theatre business here yesterday and today was slightly above average as a result of the Republican national convention telecasts. The most noticeable drop was noticed at neighborhood houses. No particular effect was being made by Cleveland exhibitors to combat the telecast competition.

New Orleans, July 8—New Orleans, getting its first TV this week, showed no apparent loss of theatre business from the conference telecasts. Business this week is mild but not abnormal, with exhibitors attributing conditions as much to the lack of a full weekend leftover as to the telecasts.

Para. Sales Drive (Continued from page 1)

Brothers.

Completed were: "Savage Mutiny" (Esskay Pictures) and "Winning of the West" (Gene Autry); Columbia; "The Confession in Royal West Productions) and "Kansa City 1-L-7" (Associated Players and Producers), United Artists; "The Desperate Search," Metro-Goldwyn-Mayer.

Lippert Talks (Continued from page 1)

pattern for others. Although details have not yet been divulged, it is believed the plan contemplates exchanging properties, acquiring pictures to be financed by Lippert in the future. Lippert is expected to provide clarification while East. J. T. Woodruff Dies at 50

Hollywood, July 8—J. T. (Burt) Woodruff, 50, died yesterday of a heart attack at Mount Gilhead, Ohio. Woodruff was setting up production details for a forthcoming Floyd Lewis Productions feature. Funeral arrangements are pending.

**Production Steady**

(Continued from page 1)

**Arbitration**

(Continued from page 1)

voiced their intent of dealing only with company presidents in the future. The representatives decided to sit and negotiate with them, it appears at this juncture that efforts to draft an arbitration plan will be at an end.

**Attitude Unanimous**

The exhibitor attitude is unanimous. It is not confined to any single organization. Inability to make further progress, last week's meetings and the conference table on disputed phases of arbitration of competitive bidding complaints led to the exhibitor stand and the ad- dendum that last week's sessions added two and one-half days of conferences with little or no progress resulting. The exhibitors attribute the inability to make progress to the lack of compre- hension and settling of the distribution executives and attorneys with whom they have been negotiating, and the resultant necessity for those executives to consult with and obtain instructions from their principals. On the other hand the arbitration conferences were over when it was decided to reduce the negotiating group to its large and wide form of a widely conference group to a negotiating com- mittee of 10. The new stalem- mate developed when exhibitors felt that the new arrangement was producing, and promised, no better results than the original.

**Rackmill**

(Continued from page 1)

"U" next Tuesday, Blumberg, president for 34 years, is slated to be elected chairman of the board, a post now vacant.

Some 864 shares out of 96,000 outstanding were voted at yesterday's meeting. John J. O'Connor, Universal vice-president, presented the proposal, and John J. Gilbert, who future meetings of the company's stockholders be held in New York was defeated.

**Newsreel Parade**

(Continued from page 1)

THE Republican convention high- lights all current newsreels. Other items include the transit-Arctic records and sports. Complete contents follow:}


PARAMOUNT NEWS, No. 93—Republican Convention.

TELENEWS DIGEST, No. 22A—Huron harbor fire; warning on Tennessee fire at Waterfall, Paradise jump; Chaidock fire.

UNIVERSAL NEWS, No. 274—S.S. United States, Korea, Republican Convention.

RIGHT ON THE BUTTON!

Vote M-G-M, the ticket that sells the tickets!
Tax Drive  
(Continued from page 1)  
meeting by next week. Chairman and members of the 48 state committees will be named shortly, it was added.

At the same time, it was disclosed that the anti-tax campaign will be financed through the COMPO general fund. In order to build up the fund, Al Lichtman, a member of COMPO's three-man governing board, announced that the week of Aug. 11-18 has been designated for a COMPO dues collection drive, at which time all exhibitors will be canvassed by film salesmen with dues pledge cards.

Current plans call for the naming of a co-ordinator, or perhaps geographical co-ordinators to tie-in the efforts of anti-tax exhibitor committees.

No Appeal to Public

The 30-man tax group, it was stated, agreed that no appeal for and in the fight would be made to the general public, and that there would be no direction from the general COMPO tax committee to the exhibitor on whether he should or should not pass on the tax saving to the public.

Members of the general COMPO tax committee expressed their conviction that "there is good reason to believe that the drive will be successful." The need and the urgency of every exhibitor to get behind drive was underlined by Samuel Pinanski, a member of the COMPO governing triumvirate.

Review

"The Big Sky"  
(Chesapeake-KKO Pictures)

A BIG SPRAWLING WESTERN crammed with violence, suspense, battles with Indians and evil white men, and touched off with a bit of romance, has been fashioned by Howard Hawks in "The Big Sky." The picture rolls on tressels and shows considerable substance in its 140 minutes of running time, but at times it slogged with the three-eyed hero cutting. Kirk Douglas and Dewey Martin play the leads as a pair of steel-fisted Kentucky mountaineers who wander into a keelboat expedition up the uncharted Missouri River in 1830. Elizabeth Taylor provides feminine allure as an Indian girl who is taken along as a hostage in order that the expedition's safety be insured among hostile Indians in the Northwest, with whom it is desired to establish a trading post.

After some tumultuous beginnings, the expedition gets underway and the first encounter with adventure is provided by a dangerous stretch of rapids. As the voyage goes on there is the constant outbreak of violence from the Indians. These battle scenes are exciting, and there are some superb encounters with the white marauders of opposition agents who are also bent on establishing trading posts. The screenplay, by Dudley Nichols, gradually develops a love rivalry between Douglas and Martin for the Indian girl. As the story wends its porous way the latter finally marries Miss Taylor in a spirited Indian ceremony. Arthur Hunnicutt, as a grizzled, Indian-wise scout, provides excellent support along with the giant Buddy Baer, a sort of watchdog of the expedition.

Hawks, who produced and directed this Chesapeake Pictures presentation, provides the exhibitor with a solid piece of Western merchandise. The devotee of the large-scale Western will find in it enough "meat" to satisfy the heartiest of appetites.

The film was based on the novel of the same name by A. B. Guthrie, Jr. Edward Lasker was associate producer of the ambitious undertaking. Running time, 140 minutes. General audience classification. For August release.

Declared Pinanski: "We're seeking relief for an industry that's being crushed by taxation." Pinanski added that he has eight hours in which to be disclosed that would be open today if the Federal admission tax was repealed.

The committee said it had statistics showing that the total taxes collected from exhibitors throughout July, as compared for the national and local level, in 1951 was seven times the net profits earned by all theatres that year.

Col. Cole, while pointing out that the tax could only be repealed at the next session of Congress which convenes in January, said he hoped by that time to have every lawmaker convinced of the injustice of the tax. There will be constant pressure in the trade magazines and other trade media for the tax to be eliminated. The tax, he added. "It should be a 'mopping up' operation," Cole declared.

Remaining in New York for the next few days to "tie up loose ends" will be Cole, McGee, Truean T. Roberts Jr., a vice-president of the COMPO governing triumvirate, and Pinanski, who was also disclosed. "Others involved in the meeting were: Abe Berenson, Lou Johns, Robert Bryant, A. I. McGee, W. J. Pollock, D. Martin, Alfred Sturr, Martin J. Mollin, Mort Sunshine, Howard Bryant, Dick Pitts, D. John Phillips, Robert Harvey, Mrs. Hannah Oaten, Sam Gillette, Oscar Doob, Wilbur Snapir, Allen Johnson, Henderson Richey, Nathan Yamin, Charles E. McCarthy, Robert W. Cruse, Emanuel Feisch, Sam Rosen, Harry Brandt, Lee Newbury, Ed Lachman, Ben Marcus, Josh Goldberg, Sidney Schroeder and Carlton Duffit.

Seven Majors File Percentage Suits  

HOUSTS, July 8.—The Bryan Amusement Co., operating the Queen, Regal and Bluebird theatres, and Alice W. Bryan, Bryan, Texas, has been named in seven percentage actions filed in Federal Court here. The action, by Patrons Protective, Inc., 20th Century-Fox, Warner, RKO Pictures, United Artists and Universal, asked recovery for damages based on alleged underreporting of receipts on percentage engagements.

Thompson, Knight, Wright and Simon, local attorneys, represent the distributors with Sargoy and Stein, New York, of counsel.

It's HIGH time for GARY COOPER in "HIGH NOON"  

"Gripping, high tension suspense! Universal appeal!" —Hollywood Reporter  

National Pre-Selling

ARLENE DAHL must be running for Vice-President. Recently she appeared on the front covers of Look, Collier's, Quick and Life, with four pages, including a center double-spread of Arlene in her nightie, in the latter magazine. Then she appeared again last Sunday on the front cover of the rotogravure color section of the New York Daily News, with all of these appearances adding up to a combined circulation of 16,700,000. Constant readers will feel well acquainted, except that of the one-page spread, with the exact shade of her red hair. What we want to see is a four-page, full-color picture of Arlene's press agent, blushing with modest pride for his superior accomplishment.

* * *

Ernest V. Heyn, new editor of Hearst's American Weekly, is a gift to this magazine field, and maybe that's another reason why you will find this widely-read Sunday newspaper magazine with 200,000,000 copies, bowing closely to the box-office line. The entire issue of American Weekly for August 31 will be devoted to these motion pictures, and there are rumors afloat that the newspapers represented across the board will fall in with a similar policy. The Bildungsroman for Pinoy and top-selling, with balleting directly by the public at the point of sale, to determine what is really the best picture of the year, in terms of box-office appeal.

* * *

An advance copy of the new Look, out next Tuesday and dated July 29, has a color cover on "To Angil, and an inside story of "Two Picasso," meaning Pier and her unlikely twin sister, Moris. Attractive everyone that has appeared in the trade press, and in the pressbook of United Art's "Island of Desire" will appear as a four-color page in Pictorial Review for pinpoint advertisement to 14,000,000,000 members of a ready-made audience to coincide with play-dates in towns where the picture plays. The magazine has selected RKO Radio's "Sudden Fear" as its choice of the picture of the month. The July 9th issue, now available, has a two-page feature story on Dale Robertson, star of "Lydia Bailey," under the title, "Sofie Drapel in High Boots."

The current Collier's, by the way, has a fine feature story on Barbara Stanwyck, illustrated in color, by Frank Nugent, which theatremen can file and post with appropriate playdates, as a special lobby display. Continuing publicity for 20th Century's "Lydia Bailey" turned up in last Sunday's issue of This Week with a color picture and story about Anne Francis, written by Louis Berg. Coronet has the New York premiere of a stage cheesecake photographs in the July 16 issue of People Today. Add to Paramount's colorful pre-selling "The Greatest Show on Earth" the new packet of souvenir post cards which are now available to theatres and retail stores, or for free distribution, at the discretion of the exhibitor.

WALTER BROOKS
# Check List

of recent or forthcoming releases featured in advertising in

**MOTION PICTURE DAILY**

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<td>Classic</td>
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<td>CARRIE</td>
<td>Paramount</td>
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*Pictures featured in *M. P. Daily* advertising during past 6 weeks.*
HOWARD HUGHES PRESENTS

"One Minute To Zero"

An EDMUND GRAINGER production

starring

ROBERT MITCHUM • ANN BLYTH

WILLIAM TALMAN • CHARLES McGRAW
MARGARET SHERIDAN

Directed by TAY GARNETT • Written by MILTON KRAMS and WILLIAM WISTER HAINES

**TRADE SHOWINGS**

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<th>Address</th>
<th>Screening Room</th>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>DETROIT</td>
<td>Blumenthal Screen, Rm. 2310 Cass Ave</td>
<td>Tues. 7/15</td>
<td>2:30 P.M.</td>
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<td>INDIANAPOLIS</td>
<td>Universal Screen, Rm. 517 N. Illinois St</td>
<td>Tues. 7/15</td>
<td>1:00 P.M.</td>
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<td>KANSAS CITY</td>
<td>Paramount Screen, Rm. 1800 Wyandotte St</td>
<td>Wed. 7/16</td>
<td>1:00 P.M.</td>
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<td>LOS ANGELES</td>
<td>RKO Screening Room 1950 S. Vermont Ave.</td>
<td>Tues. 7/15</td>
<td>2:00 P.M.</td>
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<td>MEMPHIS</td>
<td>Fox Screening Room 151 Vance Avenue</td>
<td>Tues. 7/15</td>
<td>12:15 Noon</td>
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<td>MILWAUKEE</td>
<td>Warner Screen, Rm. 212 W. Wisconsin Ave.</td>
<td>Tues. 7/15</td>
<td>2:00 P.M.</td>
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<tr>
<td>MINNEAPOLIS</td>
<td>Fox Screening Room 1015 Carrie Avenue</td>
<td>Tues. 7/15</td>
<td>1:30 P.M.</td>
<td></td>
</tr>
<tr>
<td>NEW HAVEN</td>
<td>Fox Screening Room 40 Whiting Street</td>
<td>Tues. 7/15</td>
<td>2:00 P.M.</td>
<td></td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td>Fox Screening Room 200 S. Liberty Street</td>
<td>Tues. 7/15</td>
<td>10:30 A.M.</td>
<td></td>
</tr>
<tr>
<td>NEW YORK</td>
<td>RKO Screening Room 630 Ninth Avenue</td>
<td>Tues. 7/15</td>
<td>3:00 P.M.</td>
<td></td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>Fox Screening Room 10 North Lee Street</td>
<td>Tues. 7/15</td>
<td>10:30 A.M.</td>
<td></td>
</tr>
<tr>
<td>OMAHA</td>
<td>Fox Screening Room 1502 Davenport Street</td>
<td>Tues. 7/15</td>
<td>1:00 P.M.</td>
<td></td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>RKO Screening Room 250 North 15th Street</td>
<td>Tues. 7/15</td>
<td>2:30 P.M.</td>
<td></td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>RKO Screening Room 1809-13 Blvd, 6th Ave</td>
<td>Tues. 7/15</td>
<td>2:00 P.M.</td>
<td></td>
</tr>
<tr>
<td>PORTLAND</td>
<td>Star Screening Room 925 N.W. 19th Ave.</td>
<td>Tues. 7/15</td>
<td>2:30 P.M.</td>
<td></td>
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<tr>
<td>ST. LOUIS</td>
<td>RKO Screening Room 3115 Olive Street</td>
<td>Tues. 7/15</td>
<td>1:30 P.M.</td>
<td></td>
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<tr>
<td>SALT LAKE CITY</td>
<td>Fox Screening Room 216 E. 1st St, South</td>
<td>Tues. 7/15</td>
<td>1:30 P.M.</td>
<td></td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>Fox Screening Room 245 Hyde Street</td>
<td>Thurs. 7/15</td>
<td>10:30 A.M.</td>
<td></td>
</tr>
<tr>
<td>SEATTLE</td>
<td>Jewel Box Ser. Room 2218 Second Avenue</td>
<td>Thurs. 7/15</td>
<td>1:30 P.M.</td>
<td></td>
</tr>
<tr>
<td>SIOUX FALLS</td>
<td>Hollywood Theatre 212 S. Phillips Ave.</td>
<td>Thurs. 7/15</td>
<td>10:00 A.M.</td>
<td></td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>Film Center Ser. Room 932 New Jersey Ave.</td>
<td>Thurs. 7/15</td>
<td>2:00 P.M.</td>
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</tbody>
</table>
Exhibitors to Help Test Ohio Censors Law

Will Show Unlicensed Newsreels Next Week

COLUMBUS, O., July 9.—Five independent exhibitors have agreed to join distributors in what is believed to be the first deliberate exhibition of a motion picture without the license of a censor board in a state wherein a license is required, to test the legality of censorship.

Specifically, the move is intended to test the legality of Ohio’s censoring of newsreels and is backed by the five major newsreel distributors and the Motion Picture Association of America. Each of the five will furnish an identical reel consisting of regular newsreel footage not submitted in advance to the Division of Education of the Ohio Department of Education for approval. The reel will carry the identifying title of “American News.” The newsreels will also service their regular reels which will be submitted in advance to the censors for licenses.

The five theatres will start showing (Continued on page 3)

N. Y. Law Is Attacked

Albany, N. Y., July 9.—Another court test of state censorship and constitutional rights advanced a step further here yesterday when notice of appeal was filed with the clerk of the New York Court of Appeals from an Appellate Court decision of June 16 upholding the banning of the French film, “La Ronde,” by the State Board of Regents.

Mrs. Florence Shientag, New York attorney, filed for Raymond Hakim and Commercial Pictures, U. S. distributors of the imported production, stating that the ban was arbitrary and capricious and that the statute under which an exhibition license was refused was unconstitutional, a restraint of constitutional rights, and a denial of the rights to free speech.

The complaint states that the New York statute providing for censorship is unconstitutional.

Delay Indefinitely FCC Para. Hearings

WASHINGTON, July 9.—The Federal Communications Commission’s “catchall” hearings on the proposed American Broadcasting-United Paramount Theatres merger and the qualifications of Paramount as a television licensee were suspended today until the Commission acts on petitions to halt the proceedings. The move of Paramount to try to have the anti-trust issues eliminated today and to transfer the case to the Commission for immediate action was rejected.

Paramount filed its petition in support of this course of action today—(Continued on page 3)

MGM Heads Confident of the Future, Backed by Pledge of Company’s Support

Hollywood, July 9.—Optimism for the future underlined the Nicholas M. Schenck-Dore Schary statement of operating policy announced to studio employees here today.

“We believe strongly,” the statement said, “that the problems that beset us are soluble—that the obstacles surrounding us can be overcome—but we know what we need and we have been pledged the whole-hearted and full-hearted cooperation of our entire organization.

With this cooperation we hope to achieve a goal of having a studio which turned out top-flight product without waste, with a maximum of profit and with a high degree of integrity and taste.” (Continued on page 3)
**Personal Mention**

STEVE BRODY and HAROLD MINSCH, president and vice-president of Downtown Artists, respectively, will leave here today for the Coast.

HUGO STRAMER, RKO Radio manager for Columbia, and his wife and children are currently vacationing in New York. They will leave shortly for a visit to Canada.

EDWARD L. KINGSLEY of Arthur Mayer & Sons, Inc., will return here from London by plane this morning.

A. LOWE, Universal-International home office representative for Latin America, has left here for an extended tour of his territory.

CLOVER A. JOHNSON, owner of the Cherokee and Eddy theatres at Centre, Ala., and his wife are visiting Anchorage, Alaska.

HENRY GLOVER, branch manager of Monogram Southern Exchanges, New Orleans, was in Atlanta from that city.

BEN BERGER, North Central Allied president, has been a member of the board of the Minneapolis Round Table of Christians and Jews.

BERNARDO GLUCKSMANN, RKO Radio distributor in Uruguay, is in New York from that country.

ROBERT LIPPERT, head of Lippert Productions, will arrive here from the Coast today.

DANNY GRAYSON of Hopalong Cassidy Enterprises left here by plane yesterday for London.

ZOLTAN KOBA, British producer, flew to London from here yesterday.

**U' Elevates 3 to Producer Status**

HOLLYWOOD, July 9—Universal-International has announced the elevation of Ross Hunter, Richard Wilson and Anton Leader, all associate producers, to producer status.

Hunter has been assigned "Vermilion O'Toole" and "Stopover;" Wilson has been assigned "The Golden Sword" and "Street of Cairo," and Leader's first production assignment will be "Men of Iron."

**Alliance Theatres Seeks TV Permit**

WASHINGTON, July 9—Fort Wayne, Indiana, the first television market to join the AMPTP in connection with the Federal Communications Commission for a UHF channel for Fort Wayne, Ind.

The decision to join the Alliance in Indiana, Illinois and surrounding territory, is headed by P. J. Deec.

**UK Exhibitors Hit Critics of Theatre Quota Defaulter**

By PETER BURNUP

Hollingshead, 60, Dies on the Coast


The film unit in Europe was composed of Marilyn Silverstone, who was associate producer of the series and did the research upon which the scripts, written by Mildred Barish Vermont, were based. Ross Oser, director, and Cyril J. Knowles, Technicolor camera man, and his staff, photographed. The films were produced by Boris Vian and the original music score for each was written by Jacques Belasco.

**Darnell Circuit Sold to Louis Lazar Group**

BUFFALO, July 9—Darnell Theatres Inc., which operated 19 theatres in New York State and Maryland from its Buffalo headquarters, has been sold to a group headed by Louis Lazar, formerly vice-president in charge of international operations of Paramount Theatres, Inc., Paris.

The sale has not been disclosed.

The company has been renamed Lazar Theatres Inc. and will continue its headquarters in Buffalo in the Elbridge building. Elmer F. Lux, formerly vice-president and general manager of the circuit, will continue in that position.

**Mass. Transit Strike Ends After 4 Months**

BOSTON, July 9—The 122-day strike of 1,800 Eastern Massachusetts Street Railway drivers and mechanics ended late today. It hit hard at the 75 cities and towns serviced by the transportation system, causing an estimated loss to the theatres of over $1,500,000 in box office revenue.

Theatre closings were considered if the strike would continue much longer.

**Krivat$ Advertising Manager of Fimlack**

CHICAGO, July 9—Lou Krivatz, editor of Fimlack's *Inspiration*, organization publication, has been appointed director of sales of the Trail Co., Irving Mack company head.

Krivatz is well known in exhibition circles that have worked for theatre circuits and advertising organizations throughout the country.

**Colvin Brown Services**

Funeral services for Colvin W. Brown, veteran film industry executive who died here on Tuesday, will be held at 2 P.M. today at St. James Episcopal Church on 11th Street and Madison Avenue. Burial will be at Elgin, Ill., Brown's native city.
the test reel on Wednesday, July 16. The exhibitors and directors were then given the chance to see whatever legal action may be taken by the state board—if any. The industry is certain to care for a court test to the Supreme Court, if necessary.

Announcement of the test was made jointly here today by the five theatres and the MPAA. The announcement was made "to strike down censorship and give the newsreels full equality under the Constitution with other media of communication, information and expression," it was stated.

Folows Court Decisions

The move follows the recent decisions of the U.S. Supreme Court which said in "The Miracle" and the "pranky" cases that motion pictures are entitled to the free speech and free press guarantees of the Constitution.

One is one of the few states in America that requires newsreels to have a censor's okay and one of seven states censoring all motion pictures before they can be shown in the theatre. The five theatres that will show the uncensored newsreels are: Little Theatre, Columbus; Lower M. Theatre, Cleveland; Westwood, Toledo Park, Cincinnati; and Palace, Youngstown. The exhibitors conducting the test are members of the Independent Theatre Owners of Ohio, of which Robert A. Wile is executive secretary. Wile and Manning Clagett of the MPAA's new office in New York, jointly released the announcement of the test. E. J. Holheimer of the Little Theatre, Columbus, said in a joint statement issued by the group, "As exhibitors we are pleased to cooperate in this test. The press and public and all media of communications are not censored, and should not of course be censored. In our judgment, there is no more justification to censor the newsreel than to censor a newspaper."

"The people not only of Columbus but all the people in Ohio and in the United States have a vital stake in the outcome of this test. It is their freedom, in reality, that is at issue.

"We feel sure that public-spirited citizens who believe in freedom want to make their own decisions as to what they read, see or hear. They don't want somebody else to usurp their constitutional rights and make their decisions for them."

Eric Johnston, MPAA president, said:

"In cooperation with the five exhibitors in Ohio, we are deliberately making this move to invite a test court of newel censorship."

"In view of the Supreme Court's recent decisions, it is certainly clear that censorship of newsreels violates the provisions of the Constitution that safeguard freedom of expression in the United States."

"We had hoped that the Ohio censors, upon reading the Supreme-Court's decisions, would have promptly on their own discontinued censoring the newsreels. As that is the case, we have had no recourse but to get the issue into the courts."

"We are sufficiently confident of the outcome. Surely the courts in Ohio, in light of what the Supreme Court has said, will quickly hold that censorship of newsreels cannot longer be permitted" by requiring a full-time job in exchange for all work.

"We will continue to provide opportunity for young directing, acting producing and writing talent," the statement continued, "and such talent will be channeled through a planned program of films. Casting and cost factors will be altered to suit individual projects in this program."

"We have analyzed during these conferences the cost of waste factors, including, interference, wastage, temperature, lack of preparation and loss of working time, of all talent working at the studio. As a result, each person in every field of activity concerned with the making of films has been asked and has agreed to cooperate more fully in eliminating these factors."

The statement pointed out that the conferences leading to formulation of the plan included all visiting personnel, creative talent and labor leaders. All phases of studio operations were examined and the conferences were carried.

"We wanted to be certain," the statement said, "that decisions made as a result of these conferences would be practically enforceable and not merely paper and, consequently, on injurious thinking.

C. C. Moskowitz, Loew's vice-president and treasurer, participated in the conferences. During a three-week period and Howard Dietz, vice-president in charge of advertising-publicity, was at the sessions for a week from the beginning.

Schenck will complete his sixth weeks stay here on Friday when he leaves for New York by train. Howard Strickling, studio publicity head, also will leave for New York this week-end, arriving there Monday.

Diplomatic Corps at "Rogers" Premiere

Hollywood, July 9.—More than 40 foreign government wills pay tribute to the memory of the late Will Rogers tomorrow evening when the complete consular corps of Los Angeles attends the formal premiere of "The Story of Will Rogers," starring Will Rogers, Jr., and Jane Wyman, at Warner's Beverly Hills Theatre.

Moreover, Beverly Hills itself has joined the list of American communities which have established memorials to the cowboy humorist. Will Rogers Park in the name of Civic Center Park just off Sunset Boulevard in mid-city.

World Premiere of 'Will Rogers' Held In Claremore, Okla.

Claremore, Okla., July 9.—World premiere of "Will Rogers" was held here tonight at the Yale Theatre, with Will Rogers, Jr., who portrays his father in the film, and sister Virginia Rogers, participating in the event.

"Rogers" in Hollywood, the story of the cowboy humorist, is the first of a series of pictures to be released in connection with the World's Fair. The film has been praised by the critics and is expected to be a great success.

Arbitration Meet (Continued from page 1)

Arbitration talks could only be rescued if distribution company presidents personally participated in future arbitration conferences. The position of many exhibitor delegates is that they are not dealing with principals, although they, themselves, are principals representing various exhibitor organizations.

Stalled Last Week

Last week's arbitration conference ended after two-and-a-half days, following the inability to make further progress on a new contract covering competitive bidding complaints.

Johnson, who has been visiting his home in Spoleto, was due here last night.

Anti-Tax Drive (Continued from page 1)

repeat the 20 per cent admission tax is expected to be completed by the end of the week. Cole and McGee, in the meantime, remain in New York until that job and other problems in the anti-drive are dealt with. Rembush left here yesterday for his home in Indianapolis.

MGM Has No Plans For Films for TV

Culver City, July 9.—At the present time we have no plan, nor are we contemplating any plan ofLillie's production. Film. Nicholas M. Schenck and Dore Schary told the studio organization in their statement of policy here today.

"The field of television production," they said, "is one which will be examined and re-examined as time goes on, because the economic factors involved are changing constantly. But no plan for M-G-M to enter that field exists now, they emphasized.

Para. Hearings (Continued from page 1)

centrating on the elimination of the anti-trust problem should we get the action late Tuesday by UPT, and the Columbia Broadcasting System of a similar plan as part of the merger discussion set by its chairman. Should the FCC accept this proposal, it would mean that the license of Paramount station KTLA in Los Angeles would be renewed on a permanent basis, the merger of ABC and UPT consummated, and the sale of television station WBBR, Chicago also approved.

The FCC broadcast bureau, whose attorneys, headed by Frederick Ford, has been examining the side of the case in the hearings, will, however, oppose this step. He is expected to file his reply within a few days.

And DuMont, whose status also is involved, as to whether or not it is "actively controlled by" Paramount, will also file a reply petition early next week, according to attorney Morton Galane. Under the proposed action, the DuMont approval would be decided directly by the commission.

Galane said DuMont's position had not been finally determined that it is likely the company will not take a stand one way or the other on the elimination of the anti-trust issue, but will insist on an examiner's report before the matter is taken up by the full commission.

The petitions of the other parties asked that the hearings be canceled and the report of examiner Leo Resnick waived, and that the commission itself issue a license for the 20-day period of the filing of proposed findings by all those concerned.

WB Studio Fire (Continued from page 1)

accoutrements were stored. Police were holding four boys on suspicion of setting fire.

A brisk wind carried flames across adjacent dry Los Angeles River into the Hollywood foothills where firemen were attempting to stem the spread.

NBC's television station, KNBH, picked up the fire at its outbreak from NBC's partially completed Firehouse station adjacent to Warners. Later KTLA, independent station, also picked up the event.
"Just what the doctor ordered to hypo the B.O.!"

"From beginning to end, from the first song-and-dance number to the romantic finish, the picture spells entertainment with a capital E!"

M. P. HERALD

"Bolger runs riot! Should knock the customers silly and make the exhibitor exceedingly thankful!"

FILM DAILY

"Just about the most perfect musical to come the exhibitor's way in years! There is everything right about this picture and not a thing wrong. Has everything to I'em up at the box office and be a terrific moneymaker everywhere!"

SHOWMEN'S TRADE REV

Everybody's a Fan for

RAY BOLGER in "Who"

AS THE SUPER-SMASH 2nd WEEK TOPS SMASH

WITH

ALLYN MCLERIE

SCREEN PLAY BY

JOHN MONKS, JR.

DANCE AND PRODUCTION NUMBERS STAGED BY

MICHAEL KIDD

DIRECTED BY

DAVID BUTLER
An exceptionally strong contender at the box office. Lavish and hilarious and will give great delight to millions!

HOLLYWOOD REPORTER

All the gay abandon and sweep that it had on the stage! Delightful!

N. Y. TIMES

It's perfect! Ray Bolger is the greatest comedy dancer of this era!

N. Y. MIRROR

Overwhelmingly mirthful! Bolger's greatest triumph!

N. Y. WORLD-TELEGRAM-SUN

Bolger's as wonderful on the screen as on the stage!

N. Y. JOURNAL-AMERICAN

This will be cheering news to the multitudes!

M. P. DAILY

A song-loaded, comedy-crammed package of entertainment! Top box office!

INDEPENDENT FILM JOURNAL

Should prove to be Warner's big money-maker of the year!

VARIETY

Bros.
Here's Charley?

1 WEEK AT RADIO CITY MUSIC HALL!
At Last! THE BOXO

AN ALL-WALT DISNEY SHOW

...that's doing bonanza business for the Criterion, New York; Hillstreet, Los Angeles; Pantages, Hollywood; Golden Gate, San Francisco; Keith, Washington; Town, Baltimore; Palace, Montreal!...Rave reviews!...Audience applause—

...ALL YOURS FOR THE WONDERFUL MID-SUMMER SEASON!

"...for a wonderful feeling that the movies are still the
ADVENTURE'S FAVORITE HERO fight for freedom and for love!

Walt Disney's STORY OF ROBIN HOOD
AN ALL-LIVE-ACTION PICTURE
Color by TECHNICOLOR
STARRING
RICHARD TODD WITH JOAN RICE
Produced by PERCE PEARCE Directed by KENNETH ANNAKIN
Screenplay by LAWRENCE E. WATKIN

You'll love — or hate — each one: FIGHTING PRIOR TUCK TOWERING LITTLE JOHN VILLAINOUS PRINCE JOHN DASHING WILL SCARLET TRAITOROUS SHERIFF OF NOTTINGHAM — and many, many more!

Stirring drama of the gallant outlaw of Sherwood Forest and his merry men, rising to deeds of daring against the evil enemies of their king!

AND TO COMPLETE THIS GREAT ENTERTAINMENT PROGRAM PERSONALLY PLANNED BY WALT DISNEY

Greater than his Academy Award winners "BEAVER VALLEY", "SEAL ISLAND" and "NATURE'S HALF-ACRE"

Walt Disney's NEWEST TRUE-LIFE ADVENTURE
Water Birds
Print by TECHNICOLOR

Plus
Walt Disney's heart-warming cartoon
The LITTLE HOUSE
Color by TECHNICOLOR

AN ALL-NEW ALL-COLOR ALL WALT DISNEY WONDER SHOW!

STARTS THURSDAY 9 A.M. COOL CRITERION B'WAY AT 45th

And here's how they're advertising it for the big dough!

(These motion pictures available individually or as a combination)

medium in the entertainment field" — LOS ANGELES EXAMINER
<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.-INTL.</th>
<th>WARNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 1</td>
<td>(June Releases)</td>
<td>PAULA</td>
<td>Lorelei Young</td>
<td>20th Century Fox</td>
<td>(June Releases)</td>
<td>OUTLAW WOMEN</td>
<td>Color</td>
<td>Marie Windsor</td>
<td>D-34 min.</td>
<td>(Rev. 4/16/52)</td>
<td>LADY GODIVA</td>
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<tr>
<td>June 8</td>
<td>(June Releases)</td>
<td>BRAVE WARRIOR</td>
<td>Jan Hall</td>
<td>Warner Bros.</td>
<td>(June Releases)</td>
<td>GLORY ALLEY</td>
<td>Color</td>
<td>Ralph Monk</td>
<td>Linda Lawrence</td>
<td>D-30 min.</td>
<td>(Rev. 5/19/52)</td>
</tr>
<tr>
<td>June 15</td>
<td>(June Releases)</td>
<td>TERRY LAND</td>
<td>Larry Kent</td>
<td>United Artists</td>
<td>(June Releases)</td>
<td>PAT AND MIKE</td>
<td>Color</td>
<td>Egyptian</td>
<td>Cabaret</td>
<td>D-65 min.</td>
<td>(Rev. 5/19/52)</td>
</tr>
<tr>
<td>June 22</td>
<td>(June Releases)</td>
<td>THE ROUGH WEST</td>
<td>Charles Starrett</td>
<td>Columbia</td>
<td>(June Releases)</td>
<td>AFRICAN EXPERIENCE IN CANBERRA</td>
<td>Color</td>
<td>Robert Young</td>
<td>Lita Leitz</td>
<td>D-70 min.</td>
<td>(Rev. 5/19/52)</td>
</tr>
<tr>
<td>June 29</td>
<td>(June Releases)</td>
<td>CALIFORNIA CONQUEST</td>
<td>Clark Gable</td>
<td>Columbia</td>
<td>(June Releases)</td>
<td>STOLEN FACE</td>
<td>Color</td>
<td>Paul Muni</td>
<td>Wanda Hendrix</td>
<td>D-55 min.</td>
<td>(Rev. 6/5/52)</td>
</tr>
<tr>
<td>July 6</td>
<td>(June Releases)</td>
<td>THE BRIGADIER</td>
<td>Anthony Dexter</td>
<td>Columbia</td>
<td>(June Releases)</td>
<td>LOVELY TO LOOK AT</td>
<td>Color</td>
<td>Stewart Granger</td>
<td>Elizabeth Taylor</td>
<td>D-110 min.</td>
<td>(Rev. 6/5/52)</td>
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<tr>
<td>July 13</td>
<td>(June Releases)</td>
<td>STORM OVER THE NORTHERN MOUNTAINS</td>
<td>Dick Powell</td>
<td>United Artists</td>
<td>(June Releases)</td>
<td>HERE COME THE MARINES</td>
<td>Color</td>
<td>Clive Brook</td>
<td>Leo Gorcey</td>
<td>D-65 min.</td>
<td>(Rev. 6/5/52)</td>
</tr>
<tr>
<td>July 20</td>
<td>(June Releases)</td>
<td>WAVES WEST</td>
<td>Color</td>
<td>Republic</td>
<td>(June Releases)</td>
<td>THE JUNGLE</td>
<td>Color</td>
<td>Ray Milland</td>
<td>John Hodiak</td>
<td>D-75 min.</td>
<td>(Rev. 6/5/52)</td>
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<tr>
<td>July 27</td>
<td>(Aug. Releases)</td>
<td>CAPTAIN PIRATE</td>
<td>Bill Williams</td>
<td>Columbia</td>
<td>(June Releases)</td>
<td>THE GENERAL'S PIRATE</td>
<td>Color</td>
<td>William Boyd</td>
<td>Ruth Hussey</td>
<td>D-69 min.</td>
<td>(Rev. 6/5/52)</td>
</tr>
<tr>
<td>Aug. 3</td>
<td>(Aug. Releases)</td>
<td>LAST TRAIN FROM BOMBAY</td>
<td>Al Jolson</td>
<td>United Artists</td>
<td>(Aug. Releases)</td>
<td>HELLHOUND ON MY TRAIL</td>
<td>Color</td>
<td>Jean Leslie</td>
<td>Fredric March</td>
<td>D-95 min.</td>
<td>(Rev. 6/5/52)</td>
</tr>
<tr>
<td>Aug. 10</td>
<td>(Aug. Releases)</td>
<td>THE KID FROM BROKEN GUN</td>
<td>Charles Starrett</td>
<td>United Artists</td>
<td>(Aug. Releases)</td>
<td>YOU FOR ME</td>
<td>Color</td>
<td>Claire Trevor</td>
<td>Jane Greer</td>
<td>D-95 min.</td>
<td>(Rev. 6/5/52)</td>
</tr>
<tr>
<td>Aug. 31</td>
<td>(Aug. Releases)</td>
<td>THE BIG SKY</td>
<td>Kirk Douglas</td>
<td>Republic</td>
<td>(Aug. Releases)</td>
<td>DREAM BOAT</td>
<td>Color</td>
<td>Donald O'Connor</td>
<td>Ginger Rogers</td>
<td>D-70 min.</td>
<td>(Rev. 6/5/52)</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 Release Date.
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The five theatres will start showing

(Continued on page 3)

Plan Big TV Center For Manhattan

New York City officials and television industry representatives are scouting around in Manhattan for property to build an all-inclusive television center, Walter T. Shirley, city Commissioner of Commerce, disclosed here yesterday at a luncheon meeting of the National Television Film Council, held at the Warwick Hotel.

Shirley said that four or five sites are currently being considered for the project.

Hopes for Early Move on Bldg. Ban

WASHINGTON, July 9.—The National Production Authority today promised early reconsideration of the ban on motion picture theatre and other amusement construction, once the steel strike is ended.

The promise is contained in a letter from NPA Administrator Henry H. Fowler to J. Robert Hoff, president of the Theatre Equipment and Supply Manufacturers Association.

N. Y. Law Is Attacked

ALBANY, N.Y., July 9.—Another court test of state censorship and constitutional rights advanced a step further here yesterday when notice of appeal was filed with the clerk of the New York Court of Appeals from an Appellate Court decision of June 16 upholding the banning of the French film, "La Ronde," by the State Board of Regents.

Mrs. Florence Shientag, New York attorney, filed for Raymond Hakim and Commercial Pictures, U. S. distributors of the imported production, stating that the ban was arbitrary and capricious and that the state statute under which an exhibition license was refused was unconstitutional, a restraint of constitutional rights, and a denial of the rights to free speech. The complaint denied that the picture is immoral, as charged by the Regents Board in refusing a license.

In a three-to-two split by the Appellate Court, the minority decision by presiding Justice Sydney F. Foster and Justice O. Byron declared that the New York statute providing for censorship is unconstitutional.

Delay Indefinitely FCC Para. Hearings

WASHINGTON, July 9.—The Federal Communications Commission's "catch-all" hearings on the proposed American Broadcasting Co.-United Paramount Theatres merger and the qualifications of Paramount as a television licensee were enjoined indefinitely today until the Commission acts on petitions to halt the proceedings, throw out the anti-trust issue involving Paramount, and transfer the case to the Commission for immediate action without waiting for an initial opinion by the hearing examiner.

Paramount filed its petition in support of this course of action today.

(Continued on page 3)

LOEW'S ECONOMY PROGRAM IS SET

Executive Salary Cuts; 38 Films at Realistic Cost; Full Day's Work

Hollywood, July 9.—A program calling for a general tightening up of operations in the interest of greater efficiency and including salary cuts of 25 to 50 per cent on amounts over $1,000 per week for a period of one year was announced by Nicholas M. Schenc, president of Loew's, and Dore Schary, vice-president in charge of production and studio operations at the Culver City Studio today.

The program, which resulted from five and one-half weeks of conferences here by Schenc with company officials, was disclosed to a mass meeting of nearly 4,000 M-G-M studio employees.

Its primary objective, the company heads stated, is "to adjust our economy to meet potential box office returns, and at the same time maintain traditional quality."

As part of the program it was de-

(Continued on page 3)

Anti-Tax Heads Meet On Drive Leaders

Preliminary work on the selection of state anti-tax committee chairmen got underway here yesterday at a meeting of the co-chairmen of the Council of Motion Picture Organizations' tax committee, Pat McGee and Col. H. A. Cole, and Trueman T. Rembausch, member of COMPO's governing triumvirate.

The job of selecting state commit-

tee chairmen in the industry's drive to

(Continued on page 3)

Fire Again Sweeps WB Coast Studio

Hollywood, July 9.—A conflagration again struck Warner Brothers studio late this afternoon causing greater damage, reportedly, than the million and a half dollar blaze which swept the premises May 16.

Flames broke out at the back lot and destroyed New York street and other permanent exteriors as well as a property building where valuable

(Continued on page 3)
Personal Mention

STEVE DROHDI and Harold Miersch, president and vice-president of Monogram-Allied Artists respectively, will leave here today for the Coast.

- HUGO STRAMIS, RKO Radio manager for Columbia, and his wife and children are currently vacationing in New York. They will leave shortly for a visit to Canada.

EDWARD L. KINGSLEY of Arthur Mayer-Edward Kingsley, Inc., will return here from London by plane this morning.

AL LOWE, Universal-International home office representative for Latin America, has left here for an extended tour of his territory.

Glover A. Johnson, owner of the Cherokee and Emsny theatres at Centre, Ala., and his wife are visiting Anchorage, Alaska.

Henry Glover, branch manager of Monogram Southern Exchanges, New Orleans, was in Atlanta from that city.

-BEN BERGER, North Central Allied president, has been added to the board of the Minneapolis Round Table of Christians and Jews.

BERNARDO GLUECKSMANN, RKO Radio distributor in Uruguay, is in New York from that country.

ROBERT LIPPERT, head of Lippert Productions, will arrive here from the Coast today.

DANNY GRAYSON of Hopalong Cassidy Enterprises left here by plane yesterday for London.

ZOLTAN KORDA, British producer, flew to London from here yesterday.

"U" Elevates 3 to Producer Status

Hollywood, July 9.—Universal-International has announced the elevation of Ross Hunter, Richard Wilson and Andrew Marx to the status of associate producers, to produce studios.

Hunter has been assigned "Vernilson, Chairman, Co." Wilson has been assigned "The Golden Sword" and "Streets of Cairo," and Leader's first production assignment will be "Mad of Iron."

Alliance Theatres Seeks TV Permit

Washington, July 9.—Fort Wayne Television, owned by the Alliance Theatre Corp., today filed an application with the Federal Communications Commission for a UHF channel for Fort Wayne, Ind.

Alliance, operating theatres in Indiana, Illinois and surrounding territories, is seeking the channel.

UK Exhibitors Hit Critics with Theatre Quota Defaulters

By PETER BURNUP

LONDON, North Wales, July 9—The Cinematograph Exhibitors Association, in annual convention here, today decided to strike back at Parliament critics of theatre quota defaulters.

Plans were made to prepare documents and letters proving the necessity of meeting the quote in every instance; to vigorously contest and defend all exhibitors who may be prosecuted for non-compliance, and friends of the industry in Parliament on quota problems and implications of strict enforcement of the law in order to show that MP's will be bound to reply to critics in Commons in the future.

The program of action resulted from high resentment among convention delegates to the recent attacks on exhibitor quota defaulters by Members of Parliament. The producers were regarded as mouthpieces for Left Wing studio unions furthering an anti-American campaign. M-G-M's Empire Theatre was particularly called for criticism as a quota defaulter.

The discussion was brought off at the convention today by Theo Fligelstone, former C.E.A. president, who said that quota defaulters are due solely to a lack of suitable product. He called upon a trade to take a healthy interest in promoting by a Commons clique in order to blackmail exhibitors into quickies, documentaries and features and documentaries which drive patrons away from the theatres.

The purpose of the Quota Act, it was pointed out, is to improve the standard of production, whereas the present supporting program quota of 25 per cent not only is encouraging the production of "quickies" but is driving away customers.

Meet Tomorrow on France and Japan

The deadlock in the French pact negotiations and the situation in Japan will be highlighted at a meeting of foreign sales managers who will be called to Hollywood for a joint meeting, called for tomorrow at the Motion Picture Association of America, according to W. S. Hunter, MPAA president, will attend.

A decision is also expected to be reached tomorrow on whether John D. Sweeney, MPAA vice-president and director of international affairs, will go to Paris for a negotiation scheme for a new French film agreement.

A meeting of foreign sales managers was held yesterday at which Mr. Sweeney briefed the group on the recent Paris talks.

CBS Names Perkinson

William Perkinson, formerly with Ziv Television Programs, Inc., has been appointed president of the CBS television film sales office in Chicago, Fred J. Mahlstedt, director of the Chicago office, announced.

Goldenwyn, RKO Radio Heads to Hollywood

Jame A. Mulvey, president of Samuel Goldwyn Pictures, Inc., has announced the appointment of Sidney DePinit, RKO Pictures president; Robert Mochrie, RKO Radio general sales manager, and Phil Reisman, RKO theatrical sales manager, to a group headed by Louis Lazar, formerly vice-president in charge of international operations of Paramount Theatres, Inc. Paris.

The price has not been disclosed.

The company has been renamed Lazar Theatres, Inc. which theatres in New York, Ohio, Kentucky, Virginia and Maryland from its Buffalo headquarters, has added to a group headed by Louis Lazar, formerly vice-president in charge of international operations of Paramount Theatres. Inc. Paris.

The price has not been disclosed.

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Darnell Circuit Sold To Louis Lazar Group

BUFFALO, July 9.—Darnell Theatres, Inc., which theatres in New York, Ohio, Kentucky, Virginia and Maryland from its Buffalo headquarters, has announced the sale to a group headed by Louis Lazar, formerly vice-president in charge of international operations of Paramount Theatres. Inc. Paris.

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Mass. Transit Strike Ends After 4 Months

Boston, July 9.—The 122-day strike of 1800 Eastern Massachusetts Street Railway bus drivers and mechanics ended today. It hit hard at the 125 theatres in the 75 cities and towns serviced by the transportation system, causing an estimated loss to the theatres of over $1,300,000 in box office revenues.

Theatre closings were considered if the strike would continue much longer.

Colvin Brown Services

Funeral services for Colvin W. Brown, veteran film industry executive, will be held Tuesday at 2 p.m. at St. James Episcopal Church, 71st Street and Madison Avenue. Burial will be at Glenwood Cemetery in Wethersfield, Conn.

20thReleasing Series on Art

A series of seven one-reel subjects, presented by Art Films Productions, dealing with the lives of masters of art and their paintings, will be released by First Fox beginning in September, it was announced here by Peter J. Levathes, short subjects sales manager.

The shorts, filmed in color by Technicolor in the galleries and museums of Italy, England, France and Holland, will be the first time that the screen the works of both modern and ancient masters in all their grandeur," said the company.


The 20th series in Europe was composed of Marilyn Silverstone, who was associate producer of the series and who, during the shooting in Paris, written by Mildred Barish Vermont, was based, and Jean Oser, director; Cyril J. Knowles, Technicolor cameraman; John Grierson, director. The films were produced by Boris Vorontzov and the original music score for each was written by Jaques Belasco.
Test Law
(Continued from page 1)
the test ree on Wednesday, July 16. The exhibitors and distributors will then sit back and await whatever legal action may be taken by the state board — if any. The board is demonstrably inclined to carry a court test to the Supreme Court, if necessary.
Announcement of the test was made jointly here to reporters by the five theaters and the MPAA. The test is designed "to strike down censorship and give the newsreel full equality with other forms of communication with the same freedom," it was stated.

Follows Court Decisions
The move follows the recent decision of the U.S. Supreme Court which designated "Pinky" cases that motion pictures are entitled to the same free speech and free press guarantees as the Constitution.
Ohio is one of the few states in America that requires newsreels to have a censor's okay and one of the states using censorship before they can be shown to the public.
The five theaters that will show the uncensored newsreels are:
Columbus: Little Theatre, Columbus; Lower Mall Theatre, Cleveland; Woodstock, New York, and Overseas, "including ourselves. It is designed to provide leadership in the drive of cinema," the Schenck-Schary statement asserted, and "no part of the salary given up during this period will be returned under any circumstances."

Diplomatic Corps at "Rogers" Premiere
Hollywood, July 9—More than forty foreign governments will pay tribute to Will Rogers, the American humorist, at his "Rogers Memorial Day" celebration tomorrow evening when the complete consular corps of Los Angeles attends the formal premiere of "The Story of Will Rogers," starring Will Rogers, Jr., and Jane Wyman, at Warner's Beverly Hills Theatre.
Meanwhile, Beverly Hills itself has joined the list of American communities which have established memorial parks. The Rogers Memorial Park is the new name of Civic Center Park just off Sunset Boulevard in mid-city.

World Premiere of "Will Rogers' Held In Claremore, Oklahoma.

Arbitration Meet
(Continued from page 1)
tions talks could only be rescued if distribution company presidents person to person in future arbitration con-

Anti-Tax Drive
(Continued from page 1)
repeal the per cent admission tax is expected to be completed by the end of the week. Cole and McGuire, in the anti-tax drive, are due in New York until the first and other problems in the anti-tax drive are dealt with. Remus, when he left yesterday for his home in Indianapolis.

Loew's Economy Program
(Continued from page 1)
cidated that M-G-M will make 38 films in the next fiscal year, beginning September 1. The company had 42 releases in the current fiscal year, count-
ing it in a "special" sales category.
The Schenck-Schary statement said that an average cost for the 38 films has been determined which we believe is consistent with present box-office conditions. Our budget will be aimed at eliminating waste factors which have resulted from lurch operations in earlier fiscal years."

Loew's Economy Program
(Continued from page 1)
already full, and cost factors will be altered to suit individual projects in this program.
We have analyzed during the current fiscal year the cost of waste factors such as tardiness, interference, temper-
ament, lack of preparation and loss of working time, of all talent working in Hollywood, and at the studio. As a result, each per-
son in every field of activity concerned with the making of films has been asked and has agreed to cooperate more fully in eliminating these factors.
The statement pointed out that cooperation led to the formulation of the program had included top executive personnel, creative talent and labor leaders. All phases of studio operations were examined and the conferences were unfruitful.

Para. Hearings
(Continued from page 1)
recting on the elimination of the anti-trust phase, following the joint action late Tuesday by UPT, ABC and the Columbia Broadcasting Sys-

WB Studio Fire
(Continued from page 1)
acounts were stored. Police were holding four boys on suspicion of arson.
A brisk wind carried flames across adjacent dry Los Angeles River into the Hollywood foothills where firemen late that night were attempting to stem the spread.

MGM Has No Plans For Films on TV
Culver City, July 9—At the present time we have no plan, nor are we contemplating any television filming," Nicholas Schenck and Dore Schary told the Senate subcommittee on their statement of policy here today.

The field of television production, they said, "is one which will be examined and re-examined as time goes on, because the economic factors involved in television are changing." But no plan for M-G-M to enter that field exists now, they emphasized.
"Just what the doctor ordered to hypo the B.O.!

"Bolger runs riot! Should knock the customers silly and make the exhibitor exceedingly thankful!"

"From beginning to end, from the first song-and-dance number to the romantic finish, the picture spells entertainment with a capital E!"

M. P. HERALD

"Just about the most perfect musical to come the exhibitor's way in years! There is everything right about this picture and nothing wrong. Has everything to make 'em up at the box office be a terrific moneymaker everywhere!"

SHOWMEN'S TRADE REV.

Everybody's a Fan for

RAY BOLGER in "What a Way"

AS THE SUPER-SMASH 2nd WEEK TOPS SMASH

WITH ALLYN MCCLERIE

SCREEN PLAY BY JOHN MONKS, JR.

DANCE AND PRODUCTION NUMBERS STAGED BY MICHAEL KIDD

DIRECTED BY DAVID BUTLER
"An exceptionally strong contender at the box office. Lavish and hilarious and will give great delight to millions!"
HOLLYWOOD REPORTER

"Go to see it and have fun!"
N. Y. POST

"Top-notch! Bolger will have audiences singing with him wherever the picture is shown!"
N. Y. DAILY NEWS

"All the gay abandon and sweep that it had on the stage! Delightful!"
N. Y. TIMES

"A song-loaded, comedy-crammed package of entertainment! Top box office!"
INDEPENDENT FILM JOURNAL

"It's perfect! Ray Bolger is the greatest comedy dancer of this era!"
N. Y. MIRROR

"Overwhelmingly mirthful! Bolger's greatest triumph!"
N. Y. WORLD-TELEGRAM-SUN

"Bolger's as wonderful on the screen as on the stage!"
N. Y. JOURNAL-AMERICAN

"This will be cheering news to the multitudes!"
M. P. DAILY

"Should prove to be Warner's big money-maker of the year!"
VARIETY

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VARIETY

Bros.

There's Charley?

1st WEEK AT RADIO CITY MUSIC HALL!
At Last! THE BOXOFFICE

AN ALL-WALT DISNEY SHOW

...that's doing bonanza business for the Criterion, New York; Hillstreet, Los Angeles; Pantages, Hollywood; Golden Gate, San Francisco; Keith, Washington; Town, Baltimore; Palace, Montreal!...Rave reviews!...Audience applause—

...ALL YOURS FOR THE WONDERFUL MID-SUMMER SEASON!

"...for a wonderful feeling that the movies are still the g
Stirring drama of the gallant outlaw of Sherwood Forest and his merry men, rising to deeds of daring against the evil enemies of their king!

Walt Disney's

STORY OF

ROBIN HOOD

AN ALL-LIVE-ACTION PICTURE

Color by TECHNICOLOR

STARRING

RICHARD TODD with JOAN RICE

Produced by PEACE PEARCE Directed by KENNETH ANNAKIN
Screenplay by LAWRENCE E. WATKIN

You'll love — or hate — each one:
FIGHTING FRIAR TUCK
TOWERING LITTLE JOHN
Villainous PRINCE JOHN
Dashing WILL SCARLET
Traitorous SHERIFF
OF NOTTINGHAM
—and many, many more!

STARTS THURSDAY 9 A.M. COOL CRITERION

And here's how they're advertising it for the big dough!
(These motion pictures available individually or as a combination)

medium in the entertainment field" — LOS ANGELES EXAMINER
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<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
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<td>June 8</td>
<td>PAKU</td>
<td>Loretta Yang</td>
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<td>June 8</td>
<td>BRAVE WARRIOR</td>
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<td>June 29</td>
<td>STOLEN FACE</td>
<td>Paul Henreid</td>
<td>Elizabeth Scott</td>
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<td>July 6</td>
<td>THE HOUND</td>
<td>Tony Curtis</td>
<td>Finlay Currie</td>
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Tax Leaders To Be Picked At Local Level

Letters to Top Exhibitors Will Go Out Shortly

Letters to leading exhibitors throughout the country calling upon them to organize state anti-tax committees will be sent out shortly by the Council of Motion Picture Organizations' tax committee, it was learned here today. This method rather than the naming of state anti-tax heads by the COMPO tax committee will be utilized, according to present plans. State anti-tax chairmen, under the current plan, will be selected at the "grass roots" level, by the various groups themselves, rather than being named by the COMPO committee organized to work for repeal of the 20 per cent tax on admissions. Pat McGee and Col. H. A. Cole, co-chairmen of the COMPO tax committee, plan to leave here Saturday for their homes in Denver and Texas, respectively.

NCA in Industry's Campaign vs. Tax

MINNEAPOLIS, July 10.—North Central Allied, headed by Benjamin Berger, is the latest exhibitor organization to undertake an open, active and militant part in the industry's campaign for the repeal of the 20 per cent Federal admission tax, because "many exhibitors have expressed the view that elimination of the tax would mean business salvation." In a bulletin to NCA members and other independent exhibitors, Berger urged every owner to see his Con- (Continued on page 8)

Universal Redemns $213,195 Debentures

Washington, July 10.—The redemption of 217,000 sinking fund debentures for a cash consideration of $213,195 during June was reported here today by Universal Pictures to the Securities and Exchange Commission.

The value of Universal debentures, bearing 3 1/2 per cent interest, still outstanding is $2,657,900.

Doob Named Head of Tax Repeal Group

Oscar A. Doob is chairman and Sam Rosen and Robert Weitman are members of a new policy and publicity committee for the industry's tax repeal campaign, it was disclosed here yesterday by Col. H. A. Cole and Pat McGee, co-chairmen of the tax repeal campaign committee of the Council of Motion Picture Organizations. The committee was authorized at Tuesday's meeting here of the full tax repeal campaign committee.

TV Held 'Frantic' as It Turns to Films

MINNEAPOLIS, July 10.—The "real controversy" between the film industry and television revolves around the "frantic efforts by TV to obtain the best motion pictures with which to bolster its own unsatisfactory program," according to Allied general counsel Abram F. Myers. In a current membership bulletin, Ben Berger, North Central Allied president, quotes Myers as also saying that the public needs to be told that TV interests have employed an ex-Democratic United States Senator and a Collector of Internal Revenue in an attempt to persuade the Department of Justice and the Federal (Continued on page 6)

Early Chicago Telecast Aided Box-Offices, Says Lux

BUFFALO, July 10.—"There has been great concern among exhibitors in this area about getting outstanding pictures for showing during the period of the two big political conventions, because owners felt that the telecasting of the proceedings in Chicago would adversely affect the box-office," said Elmer F. Lux, vice-president and general manager of Lazar Theaters, Inc. (formerly Darrell Theatres) and president of the Buffalo Common Council.

"But it seems that the monotony of the early proceedings and the fact that a televiewer, because of only one TV channel here can see nothing else but those proceedings, drove folks into theatres, so that the TV convention programs really helped, instead of hurt business," continued Lux. "Less than 10 per cent of the people are interested in politics anyway," said Lux, "so that the great mass did not watch the telecasts. In our own case, business from Sunday to Wednesday was better in every situation than similar periods going away back to Easter time. I understand that drive-ins have been doing the biggest business of the season." Telecasting of the convention early this week certainly did not hurt our business," said William P. Rosenow of Skyway Drive-In Theatres, operators of the Lake Shore and Niagara drive-ins. "We have had some top notch shows in both our situations and business has been very good. The one channel TV situation in Buffalo means that televiewers cannot get anything else but the convention stuff which undoubtedly sends

Open Probe Based On Complaints by SCTOA on Coast

Hollywood, July 10.—The probe into trade practices on the grounds of the complaint by the Southern California Theatre Owners Association to the Senate Small Business Committee got under way today when special investigator William D. Amis met with SCTOA trade practice committee members in his chambers in Federal Building No. 2, Los Angeles.

Committee chairman Cecil Vinnicoff, accompanied by members Al Hanson and Gus Metzger, spent several hours outlining post-consent decree practices they consider contrary to the spirit of the decree, and volunteered to document their charges.

Amis, who expects to remain here a fortnight, told MOTION PICTURE DAILY (Continued on page 8)

Ask Company Heads to Join In Arbitration

Johnston to Advance Exhibitors' Proposal

The possibility of having distribution company presidents negotiate personally with officials of exhibitor organizations on the establishment of an industry-wide arbitration system will be explored by Eric Johnston, Motion Picture Association of America president.

This was announced at the conclusion of yesterday's meeting here at MPAA headquarters of distribution representatives called by Johnston in an apparent attempt to spur the progress of negotiations.

Johnston, who was briefed on the exhibition sentiment in favor of holding the arbitration talks with company presidents, told distribution delegates on arbitration that he would check with company presidents to see if such (Continued on page 9)

Michelson Resigns RKO Pathe Post

Harry J. Michelson has resigned from the post of president of RKO Pathe, subsidiary specializing in the production of short subjects. The resignation is effective on August 1. Michelson desires to take a long rest.

Ned E. Depinet, president of RKO Radio Pictures said the company is losing one of its ablest executives and (Continued on page 8)

Employees' Morale at W.B. Fire Lauded

Burbank, July 10.— Warner studio officials were high in their praise today of the conduct of employees yesterday in the face of the second serious fire to occur on the lot in a period of six weeks.

"Studio employees' morale again was as high as that demonstrated at the last fire, with everyone participating to help the fire-fighting forces save valuable props and studio properties, an official statement said. (Continued on page 8)
Higher Prices No Solution
In Britain, ABPC Reports

BY WILLIAM PAY

LONDON, July 8. (By Air Mail)—Relief for theatres from Britain's heavy entertainment tax, rather than increased admission prices, is the need of exhibition here, Sir Philip Statham, head of the Associated British Picture Corporation, revealed in his annual message released this week.

Theatre attendance has been well maintained, Sir Philip reported, but the continuing wave of new imports is causing exhibitors to need the best possible films, which are the industry's best answer to television. Although the British cinema is becoming increasingly discriminatory there is ample evidence to show that there has been no decline in appreciation of the best type of motion pictures.

Although the industry as yet has been unsuccessful in obtaining any worthwhile entertainment tax concessions, Sir Philip said, last year's efforts resulted in increases in certain admission rates. This is no answer to the problem. Mass entertainment at prices within the reach of everyone is always our aim. Sir Philip reminded.

It is absolutely essential, he said, that our industry should receive substantial relief from the burden of the entertainment tax. If we are to continue to attain any measure of success.

Results achieved by ABPC's production groups in the past fiscal year revealed an improvement over the preceding year, due partly to operation of the Eady Fund, the report stated. However, unless the Fund is given more permanent basis, the outlook for British film production is not encouraging, Sir Philip said. Summed up by two full-length features for the year, 1950, the industry's business was lowest during the year were greatly in excess of the benefits received on film sales and rentals.

Sir Philip said the company believes it would be in the best interests of all concerned if the Eady Fund were to be put on a permanent and independent basis. Even with the Eady Fund, he said, production still is a speculative business. He endorses its risks by joint production with Warners and other American companies.

Attendance at the company's theatres during the current year have been adversely affected by weather and other causes, while operating costs, mainly wages, continue to rise, the report said. It is too early to estimate results for the year's operations, it was added.

Relying on ABPC's financial report, published in Motion Picture Daily on June 27, Sir Philip reported the company's total assets at £20,539,386, excluding fixed assets of £9,451,401 and film productions, rights, etc., of £4,473,729. Reserves and undistrubuted profits were put at £4,763,166.

The group's theatres had 207,070,017 admissions during the year, a decrease of approximately two per cent from the year before, ended March 31, 1951. Nevertheless, gross receipts rose to £9,960,394, an increase of £1,059,200, over the previous year. Of this, £1,695,200 was earned from entertainment tax and Eady levy absorbed £9,320,000.

The total entertainment tax and Eady levy absorbed by the group was £7,941,415, or approximately 40 per cent of the gross.
How BIG is "IVANHOE"?
Here's the Popularity Poll of Film Research Surveys, Inc. on the Preview at Loew's Lexington Theatre, N.Y., July 1st:

"IVANHOE" TOPS "QUO VADIS"!

"IVANHOE": 96.5% - "QUO VADIS": 96%

Great news for the entire industry. Imagine! "Ivanhoe" tops famed "Quo Vadis". Day after day the fame of "Ivanhoe" is spreading. First, the sensational World Premiere shattering a 23-year-old record! Then, the unprecedented trade raves! Now the amazing audience reaction, best rating of any adventure spectacle in the history of Film Research Surveys, Inc.

NEVER A SHOW LIKE "IVANHOE"!
...WILL BE PRE-SOLD WITH FULL-COLOR ADVERTISEMENTS...

TO OVER 138,000,000 READERS OF SIXTEEN NATIONAL PUBLICATIONS

...AND 87 NEWSPAPERS IN 64 INDIVIDUAL CITIES!

THE MOST POWERFUL NATIONAL ADVERTISING CAMPAIGN

IN U-I HISTORY!
Universal International presents

GREGORY PECK
ANN BLYTH

in Rex Beach's
The WORLD IN HIS ARMS
COLOR BY Technicolor

Anthony Quinn • John McIntire • Andrea King • Directed by Raoul Walsh • Screenplay by Borden Chase • Produced by Aaron Rosenberg
Chi. Telecast

(Continued from Page 1)

people outdoors and into theatres," he added.

On the other hand, Vincent R. McFaul, general manager of Shea Theatres, said: "There is no doubt that any affair such as a national convention does some harm to our boxoffices. Any time you get personalities of Talk of the Town, McCarthy, on radio or TV, you are going to have some people stay at home to listen. To what extent or what percentage of our attendance is affected is hard to say because there are so many elements now that all combine and are making it more onerous to normal business. The extremely hot weather we have been experiencing and the steel strike, which has crippled industry on the Niagara frontier, are other major items that affect our business," concluded McFaul.

MINNEAPOLIS, July 10.—The home telecasts of the Republican national convention so far this week apparently have taken their toll of suburban fans away from the 4,000-seat Radio City Theatre here Monday, usually one of the poorest days of the week, showing receipts of $100,000. Subsequent week-day grosses were good but it is expected that Ray will gross only about $65,000 for the full week, against nearly $75,000 garnered by Martin and Lewis recently at the same theatre.

CINCINNATI, July 10.—Box-office receipts at first-run and neighborhood theatres were reported to be lower this week than last, with only the downtown houses doing well here in the Republican national convention. The drop in Senator Taft's home town was more pronounced Monday than that of General Douglas MacArthur and former President Herbert Hoover were telecast.

DETROIT, July 10.—Box-office business in Detroit is just about normal. Few first-runs reported above average business. Exhibitors here say the national convention does not hurt business. If the box-office does slump, it is because of heavy lay-offs at auto factories due to the steel strike. No effort is being made to combat telecast competition, Drive-ins are doing very well.

ALBANY, N. Y., July 10.—The national Republican convention, with its interrupted flow of telecasts and broadcasts, however, has made no material difference in the business done by theatres in Albany. The halting for the presidential nomination, nationwide, has been negligible. No grosses, if it takes place at all.

KANSAS CITY, July 10.—There has been no pronounced effect discernible in theatre attendance from the Republican national convention. Though the country is in the grip of a steel strike, and some radio stations give extensive coverage afternoon and evening, there seems insufficient excitement to engender the crowds that are expected to receive at the expense of good theatre entertainment.

BALTIMORE, July 10.—First-run exhibitors here are agreedly surprised that the Republican convention TV

Television--Radio

with Pinky Herman

"FOR many are called but few are chosen" is an oft-quoted line that is definitely more truth than poetry. With a slight variation in subject matter, we find that "Many ask questions but few supply the answers," all of which is merely to advise all and sundry that the cycle of quiz shows, instead of showing signs of slowing down, is in fact accelerating. Syl Eiges' fourth floor cubicle in Radio City gives detailed accounts of two forthcoming video quizzes which will bow onto the scene starting July 28.

"I've Got News for You," emceed by Jack Paar, will be seen and heard Monday, Wednesday and Friday, 7-7.30 P.M. and then will slot as follows: Thursday with Jack Pearl; Friday with O'Keefe's "The Mayor of Hollywood." While on the subject of quizzes, "Masquerade Party," which NBC teas Monday night will feature a nationally famous Democrat who will masquerade as a Republican. "Timely, no..."

In Tuesday's "Break the Bank" story, we reported that all the time record sum ever won by a contestant on that program was $11,840 dollars. But because it was a terribly hot night, the Giants lost a close game, the Republican Convention was getting underway or perhaps you can even think up a better reason for the error, the fact is that the printer inadvertently made a slight mistake and gave as the record payoff of $11,840.

Of course one might argue that with the devaluation of the dollar to the extent where the current dollar is worth the equivalent of about 21/2 cents of the 1931 dollar the error was really of minor consequence and with that view we might concur, but in all fairness to all concerned, for it is a matter of record and may be necessary to assure Corporal Martin Diamant (who won the record sum of $11,840 in December, 1951) that the sponsors of "Break the Bank" do NOT owe him an additional $12,718,600... Someplace there must be a moral to this story and because we can't seem to find an appropriate one we have turned the use of Larry N., a big puppy, to Ed Wolf (Ed Wolf), unless you have a idea for another giveaway program that is as durable, exciting and commercial as 'Break the Bank.'

From here it looks like the Max Liebman-Sid Caesar-Imonioe Coca Cola film deal may be closed with 20th Century-Fox... If and when completed, it will be a participatory deal... Producer Max Liebman, due next week from Europe, will fly to the Coast for final talks. Is NBC trying to interest Alexander Korda in a pact which will have A.K. produce special hour-long flickers for exclusive NBT telecasts? Ben Frye, executive producer of Studio Films, commutes from Solon, Ohio, to East Coast Studios here, where he supervises the editing of several musical short subjects made especially for TV. Films will be ready about August 1, and will be distributed by United Television Programs, Inc.

After several months of casting different personalities to handle the M.C. chores for "Stars in Khaki and Blue," heard Saturday nights, 8:30-9:00 P.M. via NBC, producer Robert Jennings has signed Wendy Barrie as the permanent face as a result of her terrific job on the program two weeks ago... Stay-up late who like soft music and soft discussions on topics of the day should like the 11-to-1 A.M. series that Paul Dennis features nightly via WNVJ from the Blue Ribbon Restaurant... Paul has the sincerest wishes of every fourth estater in town... Don Russell, announcer for the "Cavalcade of Stars" series via DUmont and ence of his own "Take the Break" WABDeejay series, has come a long way since he was a page at NBC only three years ago... He's ready for a late-night show of his own. If you are seeking a gal trio that has the smooth tones and close harmony of the Andrews Sisters, then give a listen to the Simmonis Twins & Amy... Ad agencies are getting a pitch on a new TV series titled, "The Farmer's Daughter," starring Loretta Young... Did you know that Ted Mack was once a side man in Ben Polkhech's Orchestra?

has not been in competition with boxoffices. Business is just the same, or slightly better, at downtown houses and also in neighborhood theatres. "Jumping Jacks," which opened yesterday at Keith's drew capacity business all day and evening. Jack Sidney, city manager for Loew's houses here, said "business was better," and Rodney Hunter, national manager, said there isn't any evidence of the convention cutting-in on grosses at present.

Theatremen in Tilt For Video Channel

DENVER, July 10.—Two theatre groups in Denver are involved in a campaign for the contest for television channel No. 7, and this contest is expected to be the most bitter of the three now in sight.

Denver Telecast, organized by Harris and John Wollfgang, owner producer of the Silver Screen, is going to try four drives, is asking for channel No. 7, and so is Aladdin Radio & Television Co., owners of KLZ. Partners in Aladdin include Frank H. Ricketson Jr., president of Fox Intercontinental Theatres, and Harry Huffman, who recently made Denver city manager all but certain.

There are five other applicants for television channels in Denver, which is the only city due to the "freeze." Applicants include Eugene O'Fallon, Inc. (KFEL), asking for channel No. 9; Colorado Television Co. (KVDO), and Clarke Co., New Rochelle, N. Y., asking for channel No. 8; asking for channel No. 4 are K.M.W.R. Broadcasting Co. and Metropoli
tan Television Co., organized for the purpose of buying KAO here from NBC, with Bob Hope as a possible recipient. It is thought that channel No. 1 will be the NBC outlet in Denver.

There are no applicants for channel No. 10, educational, nor for 20 and 26 (UHF).

Newsreelers (Continued from page 1)

the ban stems from a decision by the committee to "commercialize the news," and that "a feature film filters the contests for "profitable distribution," it was charged by Telenews. U. S. TV newscast agencies have protested the committee ban in a call addressed to E. Von Freneck, Olym
pic Committee chairman, and signed by Frank Ryan, II, news director of NBC, and the NBC-TV network; by Jack Haney, UP-TV, and by E. P. Genock, Telenews editor-in-chief.

TV 'Frantic' (Continued from page 1)

Communications Commission to build
doze the motion picture industry into
turning over its product to TV."

Myers scored the widespread impression held by the public that the film industry, terrified by television, is desperately trying to prolong its own life by withholding its current and choice pictures from TV.

1st Oregon TV Sends Grosses Down 20%

PORTLAND, Ore., July 10.—Down
town theatre grosses here were down 20 per cent as four stations and TV set distributors combined to bring in the first full TV coverage for Portland this week.

The excessive heat and the number of vacations in the area were also given as reasons for the box-office dip.

Swanson Back in Mexico

MEXICO CITY, July 10.—Gloria Swanson has returned here from Hol
lwood to resume making the TV.

"Boy" in the short series in English she began in New York, which was finished by Mr. Aleman, Jr., the President's son, heads.
JOSEPH KAUFMAN presents

Joan Crawford

Sudden Fear!

with

JACK GLORIA BRUCE PALANCE • GRAHAM • BENNETT

VIRGINIA HUSTON • TOUCH CONNORS

Produced by

JOSEPH KAUFMAN • DAVID MILLER

Directed by

LENORE COFFE and ROBERT SMITH

Screenplay by

LENORE COFFEE and ROBERT SMITH

Based Upon Edna Sherry’s Story, “Sudden Fear”

A NEW HIGH IN SUSPENSE

MELODRAMA!
Michalson

(Continued from page 1)

his resignation is regretted by the en-
tire organization.

Michalson, a native of Pittsburgh, au-
collected his 30th anniversary with RKO and its predecessor company last April. He entered the industry in the capacity of salesman, from which he rose to branch manager, division man-
er and short subject sales manager.

On Aug. 13, 1947, he was elected presi-
dent of RKO Pathé in addition to his short subject sales manager and finding his duties as president of RKO Pathé in-
creasingly demanding, he relinquished his position as short subject sales man-
er in 1950, to give all of his time to RKO Pathé.

Campaign Vs. Tax

(Continued from page 1)
gressman and Senator, “and get a firm commit-
tment to vote against the tax.”

Berger declared that Congress and the public both “realize that our in-
dustry is sorely distressed...and aware of our plight.” He said elimina-
tion of the tax will aid materially in keeping many theatres open.

“We believe the tax can be entirely elimin-
ed if each and every exhibitor does his job,” said Berger.

Canti in Paramount Post

SAN FRANCISCO, July 10.—Edward Canti who has been operating his own chicken ranch in Southern Cali-
ifornia, is reported to be the next office-
ager at the Paramount film exchange here, replacing James Merry who resigned to live in Los Angeles. Canti was previously with Paramount.

Reviews

“The Story of Will Rogers” (Warner Brothers)

T HE LIFE OF WILL ROGERS was a full one, rich with humor and deep with understanding. In recreating it on the screen, in color by Technicolor, the studio skilfully keeps Rogers’ life unfoldings, from his humble beginnings as a cowpuncher to his rise to the eminent position in American life, there also unfoldings in nostalgic review a history of the first third of the 20th century.

Quite obviously, as biographical drama, the picture becomes a procession of events in the life of the subject, and as such it has none of the soaring elements of fiction. But it has an appeal in every sequence that will touch the heart. As the story of Rogers’ life unfolds, from his humble beginnings as a cowpuncher to his rise to the eminent position in American life, there are unfoldings in nostalgic review a history of the first third of the 20th century.

Eddie Cantor appears briefly and refreshingly, as himself, and as another highlight there has been fitted into the picture footage of such grand per-
fomers as Al Jolson, Fanny Brice, Marilyn Miller, and others. There are also unfoldings in nostalgic review a history of the first third of the 20th century.

Some of the most entertaining sequences are the early ones, after Rogers’ marriage, in which he performs as a rope artist. One day, while nervously awaiting the birth of his first child, Rogers goes on stage and begins talking spontaneously. That moment Rogers found his forte and he goes steadily onward to achieve prestige and fortune. The picture has President Wilson say in citing him, was the “voice from the heart of the people.

Rogers’ patriotic speeches were numerous. Between these many deeds he found time to go to Hollywood, silent film, silent and sound. And it was in Hollywood that he met Wiley Post, resulting in a deep friendship, and a concomitant interest in aviation.

Robert Arthur produced and Michael Curtiz directed.


“Don’t Bother to Knock” (20th Century-Fox)

A SERIOUS DRAMATIC ROLE is given shapely and enticing Marilyn Monroe in provocatively-titled “Don’t Bother to Knock.” Playing a psychically distressed young lady, she serves as the agent in reuniting two estranged lovers, Richard Widmark and Anne Bancroft.

A forceful, novel story and a good cast combine to make the picture a piece of merchandise. As entertainment, it is uneven, sometimes excellent and sometimes just fair.

Miss Monroe’s acting talent is difficult to assess, since playing an unbal-
anced, girl, most any type of portrayal could be considered as stemming naturally from her disturbance. At any event it looks on the surface like a professionally competent job, and there is nothing wanting in the perform-
ance of the others in the lead.

The screenplay, by Daniel Taradash, throws the spotlight on a handful of people during a night at a Manhattan hotel, Widmark, a commercial pilot, returns there to locate his estranged love of Miss Bancroft, who is in the cocktail lounge. Miss Monroe is there through the good services of her operator venom-fier uncle, Elisha Cook, Jr., who has arranged for her to do some baby-sitting for newspaper producer Mr. Backus and his wife, Laneur Tuttle.

On the rebound of a rebuff from Miss Bancroft, Widmark flirts with neglige-clad Miss Monroe through the hotel windows, and presently he becomes a guest in her room. It develops that Mr. Monroe spent some time in a mental institution following the death of her lover in an airplane mishap. In Widmark she begins to see the image of her lover and verges on irrationality. Among the series of incidents that erupt is an attempt by her to kill the child for whom she was baby-sitter. The story culminates in a scene in which Miss Monroe, beset and baffled, tries to kill herself with a razor blade, but soothing talk by Widmark prevents the tragedy. Miss Bancroft, now seeing that Widmark has the depth of understanding she needs, tells him all.

Julian Blaustein produced and Roy Baker directed.

Running time, 76 minutes. General audience classification. For August release.

SCTOA

(Continued from page 1)

the committee’s complaints, as pre-
sented, “agreed to terms” but indi-
cated, if further investigation shows them to be valid, that he will suggest to the general managers of the Small Theatres Committee that a Senatorial commit-
tee come here to hold hearings on the matter. This probably could not be worked into the general election, however, Anis said.

Anis, who tomorrow and over the weekend will see individual inde-
pendent exhibitors in the Los Angeles territory, intends also to meet with the Society of Independent Motion Picture Theaters.

Noel Barrow, FP-C

Executive, Dies

TORONTO, July 10.—Noel Gaskin Barrow, 59, a director and secretary-
manager of the Barrow-Cadet Indi-

dian Corp., is dead. A native of Bar-

bados British West Indies, he entered the film industry in 1926 but came to Toronto two years later to join the first Paramount organiza-
tion in Canada. On the formation of the Cadet Corp., he was elected president in 1920 to enter its head office and eventually became the company’s sec-
tary. The funeral will be held tomorrow afternoon with burial here. The widow and two daughters survive.

Col. Signs New Pact

With Sam Katzman

HOLLYWOOD, July 10—Columbia signed a new seven-year contract with independent producer Sam Katzman calling for 15 productions annually; eight in color by Technicolor and seven in black-and-white. The latter in-
cluding two serials. The pact, efect-
ive next January, supersedes the present seven-year contract, now in its final year.

RCA Conducts Color

TV Test in N. Y.

The first of a series of three field tests of the RCA compatible all-elect-

color television system was held in broadcast between 9:45 and 10:00 A.M. Wednesday over WNYT here.

The other two tests will be held at the same time today and Tuesday. Set owners in the New York area can receive the test signals in black-and-
white.

J. T. Woodruff

CLEVELAND, July 10—J. T. Woodruff, affiliated with Floyd Lewis in the distribution of “Joseph and Potiphar’s Wife,” died unexpectedly Monday night in the Mount Vernon, Ohio, hospital, of a heart attack.
J.J. Theatres Suit To Trial on Jan. 12

A trial date of Jan. 12 has been set here by Federal Judge Knox in the $3,075,000 triple damage anti-trust suit of J. J. Theatres, Inc. and Luxor Group, Inc. against 20th Century-Fox and Skouras Theatres.

Damages are claimed from 20th-Fox and Skouras Theatres since March 15, 1941. The complaint alleges failure to get the entire first-run split at the plaintiff’s Luxor Theatre in the Bronx. Other companies named by the plaintiff, RKO, Pictures, Warner Brothers and Universal, are named co-conspirators in the complaint, which claims that unlike the defendants that they have offered first-run neighborhood bookings to the defendant’s theatre since February, 1949.

A counter-claim and a cross-claim, in the meantime, have been entered by Skouras Theatres against the plaintiff, naming the following other defendants, Warner Brothers, RKO Theatres, RKO Pictures and Universal. The counter-claim alleges violation of the trust laws with added defendants giving the Luxor a day and date first-run with the Park Plaza and Croton since 1949.

3 Mono. Films for July

Three Monogram films, one in color, will be put into national release during July, it was disclosed here by Morey Goldstein, vice-president and general manager. The films and their release dates are: “Wagons West,” July 6; “Dead Man’s Trail,” July 20; “Sea Tiger,” July 27.

To Join in Arbitration

(Continued from page 1)

an arrangement could be worked out.

The probability of company presidents taking part personally in the controversial phases of setting up an arbitration system was viewed as dim in trade quarters, however. In addition to the many days which would have to be devoted to the problem, it was suggested that it would be most difficult to set a date in New York when the presence of all company presidents could be assured.

Currently, Loew’s-M-G-M president Nicholas M. Schenck is just returning to New York after many weeks on the Coast. Spyros O. Skouras, 20th Century-Fox president, Harry Warner, president of Warner Brothers, and Harry Cohn, Columbia president, are on the Coast. Barney Balaban, Paramount president, is in Europe.

The situation in Universal Pictures is in a state of flux with Milton Rackmil, Decca Records president, slated to assume the presidency of Universal next Tuesday. Ted E. DePine, RKO Pictures president, leaves for the Coast Thursday.

It is believed the result of Johnston’s move is more apt to result in the delegation of additional authority to the company sales managers and attorneys currently participating in the arbitration talks. The limitation of authority of distribution representatives was one of the major objections of exhibition representatives who contend that it makes it necessary for the distributor negotiators to continually delay decisions for consultations with their principals, with the result that progress on an arbitration plan is slowed to a snail’s pace.

If negotiating progress is not expedited through delegation of greater authority to the distributor negotiators, then it would be up to the company presidents to decide whether they wanted arbitration badly enough to engage in the negotiations themselves. Even if they did, it was pointed out, they still would require the presence of their sales executives and attorneys as consultants.

Exhibitor negotiators at the same time point out that they are the principals of their organizations and are in a position to make decisions on the spot. Discouraged by the slow rate of progress, they ended the arbitration talks a week ago following continued inability to reach agreements on arbitration of competitive holding complaints.

At the conclusion of yesterday’s meeting, Johnston called for another conference of the distribution representatives on July 21 here. Yesterday’s talks, it was stated, centered around the arbitration meetings held over the past two months.

Besides Johnston the following attended: William F. Rodgers, Charles Reagan and Henderson Richey of M-G-M; Theodore Black, Richard Yates, Republic; Robert Mochrie, RKO Pictures; Robert Perkins, Ben

Sues to Determine Cryptix Validity

CINCINNATI, July 10.—Frank W. Huss, Jr., president of Associated Theatres, local suburban circuit, has filed suit in U. S. District Court for the Southern district of Kentucky against Selbom R. Glenn, U. S. Collector of Internal Revenue, to obtain a ruling on the validity of using Cryptix numbered tickets in filing admission tax returns for the Hilland Theatre, an Associated Theatres subsidiary, at Fort Thomas, Ky., just across the Ohio river from here.

The suit also seeks an injunction to restrain Glenn and A. B. Grollling, deputy collector, from enforcing an order to destroy the tickets which they claim are not valid.

Each of the approximately 100 theatres using Cryptix tickets, developed and distributed by Willis Vance, head of the local Central Ticket Office, has an individual numbering system combining letters and a code, which are filed with the Internal Revenue Department. The code is designed to prevent improper or unauthorized persons from checking theatre receipts.

Kalmenson, Warner Brothers; Al Schwalberg, Austin Keough, Monroe Goodman, Paramount; Abe Montague, Columbia; Charles Feldman, Universal; Al Lichtman, 20th Century-Fox; Bernard Kranze, United Artists; and Maurice Goldstein, Monogram.

The MPAA was represented by Joyce O’Hara, Ralph D. Hetzel, Jr., and Sidney Schreiber, in addition to Johnston.
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.
Letters

July 7, 1952.

To the Editor: I certainly enjoyed reading your editorial in the June 30th issue of the Motion Picture Daily.

Enclosed, herewith, is a copy of a letter I wrote to the Wall Street Journal and a copy of their reply.

The article they published certainly met with my expectations and regardless of what type and kind of article they publish now, great harm will have been done to our industry.

Kurtis Harvey, President
Western Theatre Owners, Inc.

June 18, 1952.

Mr. Henry Gennill, Managing Editor
Wall Street Journal
44 Broad Street
New York 4, New York
Dear Mr. Gennill:

Yesterday I received a telephone call from a Mr. Thompson in your local office. He advised the Journal is planning a series of articles on the motion picture industry and he proposed several questions and requested answers. I informed Mr. Thompson I would not answer such questions over the telephone and asked him to submit them in writing as I did not care to answer such pertinent questions 'off the cuff' for they required thoughtful and in some instances, research. I was then informed there was not sufficient time to put the questions in writing as he had to submit his report within the next few days. So ended our telephone conversation. I have no doubt your reporter can find many local members of our industry who will answer his questions but any spur of the moment replies he will get cannot be accurate.

I have always felt, and I am sure the majority of your readers feel the same, that the Wall Street Journal's articles and editorials are conservative, thoughtful and factual studies of their subject matter. However, if this experience of mine is an indication of your methods of gathering information and statistics then I wonder if the Journal does publish reliable information.

Frankly, we are very disturbed about what is apparently your type of reporting for too many erroneous articles have already been published by various magazines and these damaging stories have done our industry a great deal of harm. The motion picture industry, like any other business, has its problems but if any industry's problems are to be aired in publications such as yours, then certainly the Wall Street Journal, as others, owe it to the industry involved to be sure of all facts and comments before publishing.

Sincerely,

Mr. Kurtis Harvey, President

July 10, 1952.

To Mr. Gennill:

I am forwarding your letter of June 18th to Mr. Joseph Taylor, the Managing Editor of our Pacific Coast Edition who is in charge of our Western news gathering activities.

Here's the Serial Hero of the Year in Columbia's Jet-Propelled Exploitation Natural!

The Miraculous Blackhawk
Freedom's Champion

...blazing from BLACKHAWK Comics

They'll See
Flying Discs!
Astonishing Escapes!
Phenomenal Explosions!
Electrifying Feats!
Spectacular Settings!

Starring KIRK Alyn with Carol Forman and John Crawford - Written for the Screen by GEORGE H. PLYMPTON, ROYAL K. COLE and SHERMAN L. LOWE - Based on the Blackhawk Comic Magazine - Drawn by Reed Crandall and Charles Caudle - Produced by SAM KATZMAN Directed by SPENCER BENT and FRED F. SEARS - A COLUMBIA SUPER-Serial
Lure of the Wilderness
Jean Peters · Jeffrey Hunter · Constance Smith
Color by Technicolor
Box Office Lure
Tradewise...

By SHERWIN KANE

FAILURE of the elaborate and costly television and radio cov-
erage of the Republican National Convention in Chicago to affect na-
tional theatre attendance to any noticeable degree throughout most
of last week is interpreted by many theatre operators as another illu-
stration of the truth of the maxim that you have to have a show, even
on TV, to draw the crowds.

For its first four days the con-
vention was without a real show. The result was that its audience
was an audience of stay-at-homes. They were not the theatre patrons;
certainly not that huge segment of the theatre's patronage found in
the key 25-year age groups.

Moreover, some theatre oper-
ators surmise, the great group of
TV viewers who are not hopelessly addicted, were forced out of their
homes (and some of them into the-
aters) as a result of the cancelling
of standard entertainment programs
from the networks to accommodate
the convention coverage. When
the convention itself lacked drama
up to its final stages and there was
nothing else to turn to on the
midget screens, that's when many
must have gone out to a movie, these exhibitors believe.

The result of all this may reason-
ably be expected to hold true for the
Democratic National Convention
next week. Unless the Democrats
can furnish the living rooms of the
nation with something dramatic, the
telecasters and radio broadcasters
of their proceedings will be virtu-
ually without effect on theatre at-
tendance, at least until the balloting
begins in the last stages of the con-
vention.

WHAT impressed this depart-
ment most in the economic policy
statement of MGM last week was
its complete freedom from any
note of hysteria or, even, doubt.
There was, in fact, real encour-
gement not only for the people of
that company but for the industry
in the confident statement that "We
believe strongly that the problems
that beset us are soluble—that the
obstacles surrounding us can be
overcome."

Executives and contract person-
nel are to be congratulated for co-
operating. Others, if deserving,
will not be affected. All should be
benefited in the long run.

Republicans A 'Grand Old
Party’, Exhibitors Agree

To the very end, the Republican National Convention was kind to
the nation's theatres.

The early Eisenhower victory on
Friday was so perfectly tailored to
the orders for theatre business that many

Republican Pictures
In Newsreel Test

Cleveland, July 13.—When
the five independent theatres in Northern Ohio start the
test of the legality of censoring
newsreels, on Wednesday, the
subject will be the Repub-
lican convention reels which
will be shown without benefit
of the state censorship seal.

Houses involved in the test,
which has the backing of the
Motion Picture Association of America, are the West-
wood Theatre, Toledo; Palace,
Youngstown; Little, Columbus;
Park, Cincinnati, and the
Lower Mall Theatre here.

Youngstein to Meet
On Heineman Drive

Max E. Youngstein, United Artists
vice-president, who is serving as cap-
tain of the company's "Bill Heineman
San Drive," will leave by his first
drive sessions with Midwestern ex-
changes this week, flying from New
York today for a week of meetings
with presidents of the company's Det-
rroit and Cleveland branches.

During the past month, he has made
(Continued on page 3)

San Diego ITO Will
Aid Practices Probe

LOS ANGELES, July 13.—The Inde-
pendent Theatre Owners of San Diego
has joined the Southern California
Theatre Owners Association in co-
operating with the Senate Small Busi-
ness Committee's special investigator, Wiliam D. Amis, in his study of trade
practices prevalent in this area which
independent exhibitors claim are injur-
ious to them and contradictory to the
intent of the consent decree.

Amis, who launched the in-
vestigation last Thursday, spent
his weekend on his continuing
round of visits to independent
exhibitors. Beginning tomor-
row-

(Continued on page 3)

“Son of Paleface”
[Paramount]

IT IS DOUBTFUL that anywhere there breathes a movie-goer who
will not erupt into ringing laughter and mirth upon seeing "Son of
Paleface." Someone at Paramount had the hilarious good sense to con-
bine Bob Hope, Jane Russell and Roy Rogers in one film and the idea
is sure to have a bonanza-reaaping effect at the box-office.

The production is extravagant in its entertainment values, including
color by Technicolor, eye-filling scenery and some songs, variously
and at times jointly sung by the principals. Gags, surprises and bits of
satire roll off in continuous luxury. And Bing Crosby makes his brief
but inevitable appearance.

The spoof opens as our boy Bob, a Harvard man and son of the
legendary Indian fighter Paleface, comes to Sawhuck Pass to claim the
hero's predestined throne. It happens that the territory is being terrorized
by an outlaw group led by a mysterious figure known as "The Torch." This
desperate fact brings to town none other than govern-
ment agent Roy Rogers who is determined to get at the roots of all the
(Continued on page 3)

Grant First
TV Permits
Since Freeze

WASHINGTON, July 13.—The first
grants for construction of new
television stations since the freeze
were issued on Friday by the Fed-
eral Communications Commission.

FCC granted permits for 14
new commercial TV stations, nine
of which are in cities pres-
ently without television service
and five stations assigned UHF
channels only.

In addition, the Commission ordered
hearings on 18 other channels in 10
cities for which competing applica-
tions had been received. Fourteen applica-
tions were tossed out, 13 because they
had not been amended since the freeze
and one because it was faulty.

Among the applications dropped
was one filed by United Paramount Theatres for Tampa-St. Petersburg, Fl. UPT would have five stations
if the proposed ABC-UTP merger
(Continued on page 3)

NEWS FLASHES

DETROIT, July 13.—Full
support to the Council of
Motion Picture Organiza-
tions' battle to repeal the
20 per cent Federal ad-
mission tax was pledged
by the board of directors
of Allied Theatres of
Michigan at a meeting here
at which Allen Johnson,
national representative
for Allied, reported on the
COMPO resolution.

The Council of Motion
Picture Organizations has
received a letter of
appreciation from Assist-
ant Secretary of Defense
Mrs. Anna Rosenberg
thanking COMPO for its
help in the production
and distribution of two
films promoting the en-
listment of women in the
Armed Forces.
Personal Mention

DAVID A. LIPTON, Universal vice-president in charge of advertising-publicity, will arrive here tomorrow to open the Coast for a two-weeks stay.

JOHN PETROSEL, former manager of the Warners in New York, who has been named manager of the Warner-Joyce in Bridgeport, replacing James Toma, will arrive here tomorrow, according to the bulletin from the head office in New York.

RCA at the 7th Street

On Wednesday the RCA 7th Street Theatre will become the first house here to be equipped with the new full shutdown RCA Synchro-Screen. The initial films to be presented thereon will be "Diplomatic Courier" and "Outcasts of Poker Flat."

Said RKO Theatres: "The RCA Synchro-Screen creates an illusion of the actual theater in every aspect of its involvement of the eye and the hearing of depth and a sense of greater intimacy. It softens the light and enhances color values as well as picture detail."

More Delay Is Seen for New Franco-U.S. Pact

No easy resumption of negotiations with the French government on a new agreement for importation of American films. It is expected that a sum of approximately $10,000,000 in blocked film earnings will be likely, it appeared following a Motion Picture Association council meeting today in New York, the executive committee of the Motion Picture Association, M. J. E. McCarthy, manager of the Monogram exchange in Los Angeles, left here at the weekend for a two-week vacation in the Pacific Northwest.

LUCKY PICKARD, formerly manager of the Esquire Theatre in San Francisco, is now a Lieutenant in the Army Signal Corps en route to Austria.

TEN HARRIS, managing director of the State Theatre, Hartford, and Mrs. Harris and their two daughters are in Nassau, Bahamas, on a vacation.

WILLIAM A. ZEBELL, manager of the Palace Theatre in Oregon, will arrive in Albany today, and will be in Buffalo on Wednesday for two days before returning here.

DICK RENDHARI, formerly with the Music Corp. of America in San Francisco, has opened his own agency here.

NICHOLS S. SCHENCK, president of the M.G.M. studios, is due back at his desk here today after six weeks at the studio.

HOWARD STERLING, M-G-M studio publicity head, is scheduled to arrive here today from the Coast.

HARRIS T. Fleet of Eastern Kodak, has been elected a fellow of the Amateur Cinema League.

JACK O'NEILL, with the Warner Circuit in New Haven for 15 years, is now an insurance salesman there.

Twin City Theatres Is Bowing Out

MINNEAPOLIS, July 13.—Twin City Theatres, less than a year ago a potent factor in the independent theatre field in St. Paul, is making its exit from the Twin Cities market in favor of the ice-cream business.

Bears Winter Myers of the Dairy Queen franchise for several years, has sold the other twin-theatres and Twin Theatres (M. E. Montgomery, Howard Dale and Bob Ryden) until last Feb. 23 operated the Strand and Tower first run business in Hamline and Lyceum and St. Paul last-run in the loop and the neighborhood Hamline in the Midway district.

On Feb. 23, they shuttered the Strand and Tower after starting court action to force Minnesota Amusement Co. to take the two theatres back and refund payments of $75,000, claiming possibilities of the houses had been misrepresented. (The two theatres are still dark.)

Recently Mrs. Howard Dale, wife of one of the Twin City owners negotiated a new lease with the owners of the Lyceum, and took over operation of the Hamline, on which she now has a lease with the property owners. This week, TCT is concluding negotiations for the sale of the equipment in the State and its lease.

The Production Remains Strong

Hollywood, July 13.—The production index gained back the one point lost last week, for a total of 38 pictures. Four new pictures were started and three were on their respective schedules.


Bliats Acquire Another

BUFFALO, July 13—Bliat Brothers, who operate theatres in Northern Pennsylvania and drive-ins along the shores of Lake Chautauqua, New York, have taken over the Star drive-in, South Park.

INS Appoints Williams

International News Service has appointed David Williams, former special photo-sales manager of the Shakopee Radio-United Television Productions, Inc., to work with its TV and radio staff in sales, station relations, research and for new products for the INS-Telesens services.

The Story, Gleason Get Record $48,000

PITTSBURGH, July 13—All records were broken at Locie's Penn with the "Washington Story" on the screen and Jackie Gleason's show on stage. "The Washington Story" grossed $48,000, compared to an average $15,000 for a week. Prices for the Gleason show, however, were liked to $1.10 top.

5 Para, Films Cited By Federation


Ream Resigns From CBS

Joseph H. Ream has resigned as executive vice-president and a director of Columbia Broadcasting. He will become effective August 1.
Republicans

(staring at their miniature screens, stretched, rubbed their tired eyes and resumed life among the living, away from the living room.

Theater owners in the Cleveland area were typical of the thousands throughout the land who hope that the Democratic convention home telecasts will follow the pattern of the Republican convention telecasts which resulted in a box-office boom. Practically all of Cleveland's exhibitors, both first and subsequent-run owners, reported the best three day's business in recent months. TV convention concentration drove people out of their homes in quest of amusement entertainment. Even mediocre programs drew heavy attendance, exhibitors reported.

They Have Two Heads
And Subsist on Democrats

BIRMINGHAM, Ala., July 13.—One local resident admitted to tuning in the Republican National Convention on her TV set the other day. She has never been to North and was curious to see for the first time what a Republican looked like.

Protection Policy for Cuba Under Study

HAVANA, July 13.—Declaring that Cuba should produce at least 10 motion pictures a year, President Batista took the first step toward adoption of a protective policy for his country's infant film industry by appointing a special commission to study what protective measures can be taken and to report on them at the next Cabinet meeting.

Carrera of Cuba
And UA in Deal

A full year's first-run circuit deal with Edelberto Carrera in Cuba assures United Artists of expanded playing time and top terms for its 1955 product, it was announced here by Arnold M. Pickler, UA vice-president in charge of foreign distribution. The deal was worked out by Alfred Katz, UA's supervisor in the Caribbean area, with Carrera, operator of 16 theatres.

Start Filming 'Crusoe'

Filming has commenced on the West Coast of Mexico on "Robinson Crusoe." Luis Bunuel, who won the director's first prize at the Cannes Film Festival last year for his "Los Olvidados," has been working for two years with writer Philippe Claudel on this version of the Daniel Defoe classic. Oscar Dancigers will produce.

Son of Paleface

(Continued from page 1)

skulduggery. "The Torch," it develops, is Miss Russell, who conceals her affectional enterprises by working at the local saloon as an entertainer with a smoldering way with a song.

When Hope, finds his father's treasure chest it is empty, a circumstance he would like to keep concealed in the light of the horde of angry debtors at his neck. Meanwhile Miss Russell lays plans to get Hope under the moonlight and then romance away his fortune. The adventures that follow are wildly imaginative.

Since things are done in a big way in Robert L. Welch's production there are two bubble baths, one that Miss Russell takes and one that Hope tackles.

In the course of events there are a series of holdings, battles with bandits and assorted encounters with peril. It all, however, leads to the end in which Hope finds his fortune, wins a reformed Miss Russell, and receives the blessing of outlaw-conquering Rogers.

As for the showman, he can be assured of the customer leaving the theatre in the gay mood which will bring him back.

Tashlin also directed.

Running time, 95 minutes. General audience classification. For August release.

MANUEL HERBSTMAN

Grant New Stations

(Continued from page 1)

is approved, the limit for any company or person under FCC regulations, and so UPT has not bothered to amend its pre-freeze applications.

Edward Lasker, two of whose five applications were among those dropped for lack of amending, is understood to have failed to amend the other three although he is vice-president of Winchester Pictures.

Film Personalities Involved

Personalities in the film industry were also involved in the hearings to be held by FCC. Bob Hope is a partner in Metropolitan Television, which seeks a Denver channel in competition with KMYR Broadcasting. Also in Denver, John Wolberg, a local exhibitor, owns 34 per cent of the same company, which seeks a channel in competition with Alladin Radio and TV.

A hearing was also ordered in the contest between Orange Television and WENT, broadcasting of which Wometco's Mitchell Wolfson owns five per cent, and Tampa Broadcasting Co. Involved is a Tampa-St. Petersburg, Fla., channel.

Mid-Continent Television, in which Los Angeles exhibitor Sherill Corwin has a total interest, will compete for a Wichita, Kans., channel with two other applicants, W. S. Butterfield. Theatres will contest for a Flint, Mich., channel.


Pine Sets 6,000-Mile 'Caribbean' Junket

William Pine will embark tomorrow from the Coast on a 6,000-mile tour to promote "Caribbean," the latest film of this year and his co-producer, William Thomas, for Paramount.

Pine will discuss advertising, publicity and exploitation ideas for the film with exhibitors. The tour will get underway in Dallas, and will include New Orleans, Charlotte, New York, Boston, Toronto, Chicago, Seattle and Los Angeles, where it will wind up on July 25.

Senate Probe

(Continued from page 1)

row, he is due to commence meetings with exchange executives as well.

Both major and independent producers are scheduled to be canvassed with respect to exhibitor complaints which induced Amis' investigation.

Sparked by SCTOA

The investigation was sparked by the complaints of the SCTOA to the Senate Small Business Committee. At an initial meeting last Thursday, Amis met with SCTOA trade practice committee members who outlined post-consent decree practices they consider contrary to the spirit of the decree and induced them to document their charges fully.

Amis expects to conduct similar investigations in Chicago, New York, and possibly other centers.

Youngstein to Meet

(Continued from page 1)

a sales swing of the South, meeting with the Dallas, Atlanta and Charlotte, exchanges, and of the East, covering the Buffalo and Boston branches.

The sales drive, named in honor of William J. Heineman, UA vice-president in charge of distribution, began on June 15 and will extend to December 6.

For the purpose of the drive, 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 continuous rotation; one being handled rather than the total sales organization.

Mexico Pledges TV Aid

The co-operation of the Mexican government in the production of the U.S. film for television has been promised to Nelson Morris Productions, according to the president of the independent video film firm bearing his name.

Morris said that all of his firm's productions will be staged in Mexico, either on location or at the Churubusco and Aztoca studios in Mexico City. The "Border Story" series will be the company's first production. Theodore B. Sills will direct.
Capital Takes Early Lead in U. A. Drive

United Artists exchanges in Washington, St. Louis, New York City have leaped to early leads in their respective groups in the second week of the eight-day Hill instant "Bill Hickok, Salesman." It was revealed here by Max E. Youngstein, U.A. vice-president and drive captain. The sales effort to honor William J. Hickok, U.A.'s vice-president in charge of distribution, will run to December 6. Each UA exchange is placed in one of three groups in order to establish greater opportunities for all. The drive is divided into three laps of six weeks each. First place honors and second and third prizes will be awarded. The last seven weeks will be utilized to determine grand prize winners.

Closely following the leaders in each group are Dallas and Atlanta, holding second and third spots, respectively, in the first group; Cleveland and Charlotte, second and third in the second group, and New Haven and Montréal, second and third in the third group. Central district manager Moe DuPlan is holding an early lead in the special contest with the districts with Southern manager George Pabs running a close second.

Cincinnati Buildings Get Valuation Cuts

CINCINNATI, July 13.—The State Board of Tax Appeals, in Columbus, has upheld a 10 per cent reduction in the valuation of three major urban theatres, which the Hamilton County Board of Taxation allowed to 19 theatres some time ago at the request of the theatre owners "because of economic conditions resulting from a definite decline in attendance." However, 13 owners, representing 14 theatres, appealed for larger reductions.


Chas. Snyder Heads Detroit Film Delivery

DETROIT, July 13.—Charles W. Snyder, retired head of the Detroit Police Bureau, has been elected president of Film Truck Service. Snyder is a former executive secretary of the Detroit Chamber of Commerce. Mrs. Gladys Pike retired as president of Film Truck Service because of ill health.

Set ‘Good Neighbor’ 'Rogers' Premieres

Warner Brothers is planning "good neighbor" premieres of "The Story of Will Rogers" in foreign capitals around the world, according to the company. Cities for which premieres already have been set are London, Paris, Rome, Stockholm, Sydney, Johannesburg, Tokyo, Rio de Janeiro and Managua, capital of Nicaragua.

**Reviews**

"Barbed Wire"

(Columbia)

GENE AUTRY, aided by his comic sidekick, Pat Buttram, pits his wit and guns against a would-be railroad magnate in his latest production, which Armand Schaefer produced and George Archainbaud directed. The film, a Universal film with a Western theme and from time to time is highlighted, as usual, with songs by the star.

Autry appears as a cattle buyer from a Kansas railroad who goes to Texas to buy the three-camp "Barbed Wire," a Universal Western where the stars have come off one of the state's most important cattle trails. The homecasters turn out to be "phony's," acting on orders of Leonard Penn, another cattleman, who hopes to create a demand by a group of cattlemen for a railroad in the Texas Panhandle, with a hope that Penn would be built over territory owned by Penn, who plans in that fashion to become wealthy and powerful. Gene, with the aid of Buttram and Anne James, pretty newspaper publisher, eventually marshals the cattlemen and brings the dubious schemes of Penn out in the open. A climactic gun fight between Penn and the homecasters.


"Desert Pursuit"

(Monogram)

CUSTOMERS have better be warned to see this film from the beginning, for a screenplay explaining the mysterious presence of three Arabs on an Arizona ranch, with the idea of a "fake" sale of cattle, has been sent to them, as one of the four "casino's" and their deaths will be used to cover the site. The only difference is that the "guilty" is not the Arabs but the four men who are responsible for the scheme. The film is a fine example of the Western, with the plot nicely handled and the acting of the cast is good, particularly by Otto Hoffman, who plays the lead role of the "guilty" man. The picture is a good one for the fan of the Western genre.

Running time, 71 minutes. General audience classification.

"The Duel at Silver Creek"

(Universal-International)

A FAST-MOVING Western tale in the conventional mold, "The Duel at Silver Creek" presents Andy Murphy, Faith Domergue and Stephen McNally as the leads. Leonard Goldstein produced, known in color by Technicolor.

Gerald Drayson Adams' story of some blood-thirsty claim jumper outlaws who force mine owners to sign over their claims at the point of a gun, offers a plot, the action of which is a find within the framework of the story. McNally, himself a再说 Ok. Of the Silver City area which has been terrorized by the claimjumpers, takes on his deputy as his able sidekick, and together they fight their way through the various situations which arise within the town. The picture is well done and is recommended for all fans of the Western genre.

Running time, 57 minutes. General audience classification. August release.

**Ask for Particulars In Percentage Suit**

FARGO, N. D., July 13.—A motion virtually requiring five film distributing companies to produce copies of contracts or other licensing agreements allegedly violated by three directors of the Film Rental Co. was presented in U.S. District Court here.

Paramount Film Distributing Corp., Universal Film Distribution Co., Warner Bros.-First National Pictures Distributing Corp., and 20th Century-Fox Film Corp., have charged, in a right-injunction action, that a Bottineau, N. D., and two Rugby, N. D., theatre owners misrepresented box-office receipts in film rental percentage reports.

The motion requesting the complaint be made "more definite and certain," was presented by L. H. Oelker, Fargo attorney, for Guy A. Troyer and Oote K. Engen, owners of the Lyric Theatre in Rugby, and Carter S. Troyer, owner of the State in Bottineau.

David Sherecr, Minneapolis attorney representing the companies, argued that the complaint is too vague to support an inspection of the theatres' records to determine if any fraud in reporting has occurred.

Judge C. J. Vodrel gave 10 days for the filing of the plaintiffs' supplemental brief and 10 days for filing of the defendants' answer.

The case will be heard in U.S. District Court in Grand Forks in November.

Asap to Weigh New Payoff for Writers

Otto A. Harbach, president of the American Society of Composers, Authors and Publishers, has sent a call to ASCAP members to attend meetings on both coasts in order to hear proposals on writer royalty distribution. The first meeting is scheduled for Wednesday, at the Waldorf Astoria, here, to be followed in a couple of weeks by a similar meeting on the West Coast.

The revised plan of writer royalty distribution, now under consideration by the ASCAP members, will be discussed. The giving members in the lower categories a greater opportunity to advance, and at the same time assure the stability of a substantial part of each writer's income over a period of years. Members of the Society who are veterans of World War II are given the benefit of selecting the best five-year average out of their last 10 years of membership.

Curtis Joins Tel America

D. Corbit Curtis, for the past eight years a PM consultant and director of "The Martha" and "Theated," will be affiliated with that to KPO Hatne, has joined Tel, the company disclosed.

Curtis will act as account consultant as well as produce and direct films.

Klaeger to Transfilm

Robert Klaeger, previously head of Motion Picture Productions, has been appointed vice-president in charge of production for Transfilm, Inc. Prior to a post as supervising executive for the U. S. Signal Corps, Klaeger was assistant manager for the Griffith Amusement Co.
The Industry's Most-Wanted, Most-Often-Used Reference Book

No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of both motion pictures and television.

* It is the ONLY WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

The 1952-53 Motion Picture and Television ALMANAC Revised E-x-p-a-n-d-e-d 1952-53 Edition

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### MOTION PICTURE DAILY'S BOOKING CHART

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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.)
Tradewise...
By SHERWIN KANE

FAILURE of the elaborate and costly television and radio coverage of the recent bipartisan National Convention in Chicago to affect national theatre attendance to any noticeable degree throughout most of last week is interpreted by many theatre operators as another illustration of the truth of the maxim that you have to show a show, even on TV, to draw the crowds.

For its first four days the convention was without a real share. The result was that its audience was an audience of stay-at-homes. They were not the theatre patrons; certainly not that huge segment of the theatre’s patronage found in the below-25-year age group.

Moreover, some theatre operators surmise, the great group of TV viewers who are not hopelessly addicted, were forced out of their homes (and some of them into the theatres) as a result of the cancelling of standard entertainment programs from the networks to accommodate the convention coverage. When the convention itself lacked drama up to its final stages and there was nothing else to turn to on the midget screens, that’s when many must have gone out to a movie, these exhibitors believe.

The hope here may reasonably be expected to hold true for the Democratic National Convention next week. Unless the Democrats can furnish the living rooms of the nation with something dramatic, the telecasts and radio broadcasts of their proceedings will be virtually without effect on theatre attendance, at least until the balloting begins in the last stages of the convention.

WHAT impressed this department most in the economic policy statement of MGM last week was its complete freedom from any note of hysteria or, even, doubt. There was, in fact, real encouragement not only for the people of that company but for the industry in the confident statement that “We believe strongly that the problems that beset us are solvable—that the obstacles surrounding us can be overcome.”

Executives and contract personnel are to be congratulated for operating. Others, if deserving, will not be affected. All should be benefited in the long run.

Republicans A ‘Grand Old Party’, Exhibitors Agree

To the very end, the Republican National Convention was kind to the nation’s theatres.

The early Eisenhower victory on order for theatre business that many Friday was so perfectly tailored to in the industry began to wonder if it had not been deliberately planned that way to court exhibitors’ votes next November. No patron planning to attend even a matinee on Friday found it necessary to alter his or her plans. All were able to go to the first afternoon performance knowing the identity of the Republican nominee.

All of exhibition now is hoping the Democratic leaders, in convention in Chicago next week, show the industry equal consideration.

Good weekend business appeared the rule with the inescapable TV addicts and chronic stay-at-homes, surfeitied with four and one-half days of (Continued on page 3)

San Diego ITO Will Aid Practices Probe

LOS ANGELES, July 13.—The Independent Theatre Owners of San Diego has joined the Southern California Theatre Owners Association in cooperating with the Senate Small Business Committee’s special investigator, William D. Amis, in his study of trade practices prevalent in this area which independent exhibitors consider injurious to them and contradictory to the intent of the consent decree.

Amis, who launched the investigation last Thursday, spent the weekend on his continuing round of visits to independent exhibitors. Beginning tomorrow (Continued on page 3)

Youngstein to Meet On Hebrew Drive

Max E. Youngstein, United Artists vice-president, who is serving as captain of the company’s “Bill Heimann S. D.” will launch his first drive sessions with Midwestern exchanges this week, flying from New York today for a week of meetings with personnel of the company’s Detroit and Cleveland branches.

During the past month, he has made (Continued on page 3)

“Son of Paleface” [Paramount]

IT IS DOUBTFUL that anywhere there breathes a movie-goer who will not erupt into ringing laughter and mirth upon seeing “Son of Paleface.” Someone at Paramount had the hilarious good sense to combine Bob Hope, Jane Russell and Roy Rogers in one film and the idea is sure to have a banana-reaping effect at the box-office.

The production is extravagant in its entertainment values, including color by Technicolor, eye-filling scenery and some eight songs, variously and at times jointly sung by the principals. Gags, surprises and bits of satire roll off in continuous luxury. And Bing Crosby makes his brief but inevitable appearance.

The spoof opens as our boy Bob, a Harvard man and son of the legendary Indian fighter Paleface, comes to Sawbuck Pass to claim the fortune presumably left by his father. It happens that the territory is being terrorized by an outlaw group led by a mysterious figure known as “The Torch.” This desperate fact brings to town none other than government agent Roy Rogers who is determined to get at the roots of all the (Continued on page 5)
More Delay Is Seen for New Franco-U.S. Pact

Twin City Theatres Is Bowing Out

Minneapolis, July 13.—Twin City Theatres, less than a year ago a powerful group of theatre operators, is making its exit from the movie business. Owners with Burt Myers of the Dairy Queen franchise for several states, the three owners of Twin City (M. L. Montgomery, Howard Davis, and Bob Ryden) until last Feb. 23, operated the Strand and Tower first-run houses and Lyceum and State last-runs in the loop and the neighboring Hamline in the Midway district.

On Feb. 23, they shuttered the Strand and Tower after starting court action to force Minnesota Amusement Co. to take the two theatres back and refund payments of $75,000, claiming possession of the theatres had been misrepresented. The two theatres are still dark.

Last week, Mrs. Howard Dale, wife of one of the Twin City owners negotiated a new lease with the owners of the Lyceum, and took over operation of the Hamline, upon which TCT holds the lease with the property owners. This week, TCT is concluding negotiations for the sale of the equipment in the State and its lease.

Coast Production Remains Strong

Hollywood, July 13.—The production index gained back the one point last week, for a total of 38 pictures in work. Four new pictures were started and three were completed.


Blatts Acquire Another

BUFFALO, July 13.—Blatt Brothers, who operate theatres in Northern Pennsylvania and drive-ins along the shores of Lake Chautauqua, New York, have taken over the Star drive-in, South Park.

InS Appoints Williams

International News Service has appointed David R. Williams, former assistant sales manager of Standard Radio University Television Programs, to the position of Eastern sales manager. Williams (see card data) will handle sales, station relations, research and development of new products for the sales service, effective immediately.

News reel Parade

T HE GOP CONVENTION and the Warner Brothers studio fire are current newsworthy highlights. Other items include a new speedboat record, people, and sports. Complete contents follow:


WARNER P. ATHE NEWS, No. 94.—GOP convention highlights. SS United States mail on. Paris after record run. Five sweeps in 4-D. Acheson returns. Water speed record.

Name Duren Sales Drive Captain

Albert H. Duren, Paramount’s Charlie branch manager, has been named captain of the company’s “Greater Confidence Parade of 1952” sales drive in the Eastern-Southern division. H. Duren, division sales manager, disclosed.

Duren, first of the drive captains to be appointed, is currently in New York for meetings with Owen, his assistant, Al Fitter, and Monroe R. Goodman, national drive co-ordinator.

‘Story’ Gleeson Get Record $48,000

PITTSBURGH, July 13.—All records were broken at Loew’s Penn with the opening of “The Story” on the opening day of the showing and Jackie Gleeson’s show on stage. The gross hit a big $48,000, compared to an average $15,000 for the week. Prices for the Gleeson show, however, were hiked to $1.10 top.

5 Para. Films Cited By Federation

Five Paramount pictures having been classified as “films of exceptional merit” by the Federation of Women’s Clubs in its new list of recommended films. They are: “The Greatest Show on Earth,” “Talbot’s Journals,” “A Woman’s Victory,” “Detective Story,” and “Rhubarb.”

Rein Resigns from CBS

Joseph H. Rein has resigned as executive vice-president and a director of Columbia Broadcasting. His resignation will become effective immediately.

RCA Synchro-Screen For RKO 81st Street

On Wednesday the RKO 81st Street Theatre will become the first house here to be equipped with the new RCA Synchro-Screen. The initial films to be presented therein will be “Diplomatic Courier” and Outcasts of Poker Flat.”

Said RKO Theatres: “The RCA Synchro-Screen creates an illusion of the picture being much larger, a feeling of being drawn into the picture and intimacy. It softens the light and enhances color values as well as picture detail.”

Call Report of Offer To Selig Unfounded

Hollywood, July 13.—Reports from Denver that Robert Selig had been offered the management of the Roxy Theatre by Charles P. Koutras appeared unfounded yesterday when Skouras spokesmen pointed out that National Theatres has not acquired the Roxy. It is understood that Koutras is here conferring with Skouras, there was no indication that his future status is concerned.
"Son of Paleface"

(Continued from page 1)

sulldudgey. "The Torch," it develops, is Miss Russell, who conceals her fluctuating enterprises by working at the local saloon as an entertainer with a smoldering way with a song.

These basic plot factors have been expanded by scriptwriters Frank Tashlin, Robert L. Welch and Joseph Quilllan into a joyous collection of tangled fancies that sends one's spirit soaring.

When Hope finds his father's treasure chest it is empty, a circumstance he would like to keep concealed in the light of the horse of angry debtors at his heel. Meanwhile Miss Russell lays plans to get Hope under the moonlight and then romance away his fortune. The adventures that follow are wildly imaginative.

Since things are done in a big way in Robert L. Welch's production there are two locale battles, one that Miss Russell takes and one that Hope tackles.

In the course of events there are a series of holdups, battles with badmen and Indians, and assorted encounters with peril. It all, however, leads to the end in which Hope finds his fortune, wins a reformed Miss Russell, and rescues the dashings of outlaw-conquering Roger.

As for the showman, he can be assured of the customer leaving the theatre in the gray noon that will bring him back.

To Tashlin also directed.

Running time, 95 minutes. General audience classification. For August release.

Grant New Stations

(Continued from page 1)

row, he is due to commence meetings with exchange executives as well.

Both major and independent producers are scheduled to be canvassed with respect to exhibitor complaints which induced Amis' investigation.

Sparked by SCTOA

The investigation was sparked by the complaints of the SCTOA to the Senate Small Business Committee. At an initial meeting last Thursday, Amis met with SCTOA trade practice committee members who outlined their protest against the investigation, which he considers contrary to the spirit of the Senate and vegetarian to document their charges fully.

Amis expects to conduct similar investigations in Chicago, New York, and possibly other centers.

Youngstein to Meet

(Continued from page 1)

a sales swing of the South, meeting with the Dallas, Atlanta and Charleston, exchanges, and of the East, covering the Buffalo and Boston branches.

The sales drive, named in honor of William J. Heimeman, UA vice-president in charge of distribution, began on June 15 and will extend to December 6.

For the purpose of the drive, all UA exchanges have been classified into three groups based on their grossing power over the past several years. Under this plan, exchanges of equal sales strength are placed in competition with one another, rather than with the total sales organization.

Mexico Pledges TV Aid

The co-operation of the Mexican government in the production of U.S. films for television has been promised to Nelson Morris Productions, according to the president of the newly formed video film firm bearing his name.

Morris said that all of his firm's productions will be staged in Mexico, either on location or at the Churubusco and Azteca studios in Mexico City. The "Border Story" series will be the company's first production, Theodore B. Sills will direct.
Capital Takes Early Lead in U. A. Drive

United Artists exchanges in Washington, St. Louis and Salt Lake City have leaped to early leads in their respective campaigns against the first lap of the "Bill Heimen Sales Drive," it was revealed here by Max E. Youngstein, UA vice-president and drive captain. The sales effort to honor William J. Heimen, UA's vice-president in charge of distribution, was launched in September.

Each UA exchange is placed in one of three groups in order to establish greater opposition to the drive. The driving force behind the drive, lasting three laps of six weeks each during which periods first, second and third prizes will be awarded. The prizes will be utilized to determine grand prize winners.

Closely following the leaders in each group are Dallas and Atlanta, holding second and third spots, respectively, in the first group; Cleveland and Charlotte, second and third in the second group, and New Haven and Montreal, second and third in the third group.

Central district manager of the UA has held the lead in the special contest among UA districts with Southern manager George Pabst running a close second.

Cincinnati Buildings Get Valuation Cuts

CINCINNATI, July 13.—The State Board of Tax Appeals, in Columbus, has upheld a 10 per cent reduction in the valuation of 14 Cincinnati suburban theatres, which the Hamilton County Board of Taxation allowed to 19 theatres some time ago at the request of the theatre owners "because of economic conditions resulting from a definite decline in attendance." However, 13 owners, representing 14 theatres, appealed for larger reductions.


Chas. Snyder Heads Detroit Film Delivery

Detroit, July 13 — Charles W. Snyder, retired head of the Detroit Police Censor Bureau, has been elected president of Film Truck Service. Snyder is a former executive of the Allied Theatres of Michigan. Mrs. Gladys Pike retired as president of Film Truck Service because of ill health.

Set 'Good Neighbor' 'Rogers' Premieres

Warner Brothers is planning "good neighbor" premieres of "The Story of Will Rogers" in foreign capitals around the world, the company represented for whom premieres already have been held in London, Paris, Rome, Stockholm, Sydney, Johannesburg, Tokyo, Rio de Janeiro and Managua, capital of Nicaragua. The film, co-produced with Warner Brothers, was released last week.

Reviews

"Barbed Wire"

(Columbia)

GENE AUTRY, aided by his comical sidekick, Pat Buttram, pits his wit and Horseman's "Frontier," to the "Barbed Wire" act, which should be a raucous affair in his latest production, which Armand Schaefer produced and George Archainbaud directed. The film is a period piece, with previous Autry pictures and from time to time to be highlighted, as usual, with songs by the star.

The story revolves around a cattle-ranching railroad, which grows to Texas to investigate a group of homesteaders whose barbed wire fences have cut off one of the state's most important cattle trails. The homesteaders turn out to be "phantom," contractors in the construction of a railroad, and cattlemen, who hope to create a demand by a group of cattlemen for a railroad in the area. The railroad would have to be built by territory owned by Penn, who plans in that fashion to become wealthy and powerful. Gene, accepting the offer of the contractor, is directed by his employer, eventually marshals the cattlemen to bring the crowded conditions of Penn service into the open. A climactic gun fight ends Penn's career.


"Desert Pursuit"

(Monogram)

COWBOYS have been bettered to see this film from the beginning, since a foreword explains the mysterious disappearance of three Arabs on camels in Death Valley as left-overs from an unsuccessful Confederate guerilla detachment organized during the Civil War. In other respects, the Western plot unfolds as the Arabs pursue Wayne Morris and his supply of freshly-fanned gold, and Virginia Grey, an erstwhile table dealer, intent on robbing them.

Produced by Lindsey Parsons, with Morris and Ace Herman in association, and directed by George Blair, the picture is hard to figure as to its production. Some action sequences are historically accurate, the sight of the beasts slogging across Death Valley hard to accept seriously in a projection room. It may look more credible in a theatre.

Running time, 71 minutes. General audience classification.

"The Duel at Silver Creek"

(1Universal-International)

A FAST-MOVING Western tale in the conventional mold, "The Duel at Silver Creek" presents Audie Murphy, Faith Domergue and Stephen McNally in the leads. Leonard Goldstein produced knowingly, in color by Technicolor.

Drayson Adams' story of some blood-thirsty claim jumpers out to force nine owners to sign over their claims at the point of a gun, offers plenty of opportunity for exciting action within a familiar framework.

McNally, marshal of the Silver City area which has been terrorized by the claim jumpers, takes the place of the law officer's trigger finger out of commission. Murphy, as quick as the draw as he is at cards, has a personal grudge against the claim-jumpers since it was his father who saved him from McNally's fall for beautiful Miss Domergue who, unknown to McNally and Murphy, actually is the great and good friend of Gerald Mohr, the head of the band.Posing as brother and sister, Mohr and Miss Domergue run a "phony" mining company while directing their underground activities.

The pace is continuous and builds nicely towards the climactic duel of the title. This occurs when McNally and Murphy, having uncovered Miss Domergue's treachery, move towards the landlout for a gun-blasting showdown with Mohr at the rescue of pretty Susan Cabot, Murphy's light-o-love, held as hostage by the bandits.

Don Siegel directed, with the emphasis on movement. The outdoor locales are guaranteed to please the action fans. Adams and Joseph Hoffman wrote the screenplay. The also featured in the cast are Eugene Inglesia, as a local Silver City boy-go-wrong, and James Anderson, one of Miss Domergue's hired assassins.

Running time, 77 minutes. General audience classification. For August release.

Fight Drive-in Building

ALBANY, N. Y., July 13.—Residents of three housing developments in Guilderland have appealed to the town board for a drive-in by John Gardner, owner of the Colony in Schenectady, who is on a plot that originally had been part of the Aurora farm. The property is now included in a housing development of the company, and the board yesterday was asked to declare the area a residential zone and halt construction of the theatre.

$4,152 Mono. Dual Gross

Hollywood, July 13.—"Wild Stallion" and "Here Come the Marines," a Monogram production, play the first run in Theatre in Salt Lake City, closed a seven-day run with a gross of $4,152, Harold Wirthlin, West Coast executive of the company, in reports here, noting that they topped all grosses for Monogram product in Salt Lake City for a year.

Ask for Particulars In Percentage Suit

Fargo, N. D., July 13.—A motion virtually requiring five film distributing companies to produce copies of films allegedly violated by three North Dakota theatre owners was presented in U.S. District Court here.

The motion for preliminary injunction presented by the 20th Century-Fox Film Corp., has charged, in eight damage actions, that a Bottineau, N. D., and two Rugby, N. D., theatre owners have violated the office rentals in film rental percentage reports.

The motion requesting the complaint be made is now being presented by L. H. Oehlert, Fargo attorney representing the companies, argued against the motion and moved for an inspection of the theatres' records to determine if any fraud in reporting existed.

Judge C. J. Vogel gave 10 days for the filing of the plaintiffs' supplemental briefs in opposition to filing of a reply by the defense.

The case will be heard in U.S. District Court in Grand Forks on November.

Asleep to Weigh New Payoff for Writers

Otto A. Harbach, president of the American Society of Authors, Poets and Publishers, has sent a call to ASCAP members to attend meetings on both coasts in order to hear a revised system of writer royalty distribution. The first meeting is scheduled for May 13 at the Westin Hilton Astoria, here, to be followed in a couple of weeks by a similar meeting on the West Coast.

The revised system of writer royalty distribution calls for changes in the present sustained performance fund, which will be managed by two lower categories a greater opportunity to and, at the same time assuring stability of a substantial part of each writer's income over a period of years.

Members of the Society who are veterans of World War II are given the benefit of selecting the best five-year average out of their last 10 years of membership.

Curtis Joins Telamérica

D. Corbit Curtis, for the past eight years unit manager and director of the March of Time and previously with RKO Pathé, has joined Telamérica as a consultant.

Curtis will act as consultant on a wide variety of subjects, including new production and direct film.

Klaeger to Transfilm

Robert Klaeger, previously head of Paramount Picture Productions, has been appointed vice-president in charge of production by Transfilm Inc. Prior to a post as supervising editor for U.S. Army Signal Corps, Klaeger was assistant manager for the Griffith Amusement Co.
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(Routes 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 Booking Date.)
Wolfson Hits Shortage of Carrier Lines

TOA Head Optimistic About Medium's Future

The "lack of carrier lines" needed to form national and regional theatre television circuits was pointed up yesterday in a report on the progress of the medium, rendered by Mitchell Wolfson, president of the Theatre Owners of America.

The nine-page report, sent to TOA members throughout the country, painted a rosy picture as to the potentialities of the medium. It stated that theatre television has already established itself as a "new and developing service," citing its growth since 1948 when only one theatre was TV-equipped. Currently, the report pointed out, there are 80 theatres in 46 cities equipped with theatre television, with a seating capacity of almost 200,000.

However, TOA president Wolfson stressed the rate of expansion depends in a large degree on the ready (Continued on page 4)

McClanahan Elected KATO President

LOUISVILLE, July 14.—Guthrie F. Crowe of Lamego, has resigned as president of the Kentucky Association of Theatre Owners, a position which he has held for several years, to accept the post of U. S. District Judge in the Canal Zone.

Succeeding Crowe as president of KATO at an election held here was Ralph E. McClanahan, of Estill & Irvine Theatres, at Irvine, Kentucky. Other officers elected were: First (Continued on page 4)

California Theatres Reelect Directors

SAN FRANCISCO, July 14.—California Theatres Association members have reelected the following to the board of directors; Mark Alling, manager, Golden Gate; Abe Blumenfeld, Blumenfeld Theatres; Roy Cooper, head booker, Golden State Theatres; L. S. Hamm, president, Westside Theatres; Graham Kislingbury, city manager, North Coast Theatres; Earl

Notes Upward Trend Here in Business

There has been a "definite upward trend" at the box-office at Loew's neighborhood theatres in New York for the past four weeks compared to the business done for the same period last year, according to a Loew's circuit spokesman.

The spokesman credited a combination of people getting tired of television, the heat wave and good product.

Beresin Names Committees For Variety's 25th Year

Charles P. Skouras, president of National Theatres, Los Angeles, and George Hoover, first assistant chief booker of Variety International, of Miami, have been named co-chairmen for the International organization's annual convention, to be held next spring in Mexico City, the first annual convention of the group to be held outside the United States. The last mid-winter meet was convened at Toronto.

At the same time, Jack Beresin, International chief booker, of Philadelphia, named the following committees for the organization's 25th year:


INTERNATIONAL REPRESENTATIVE AT LARGE: Edward Emanuel.

FAR EAST REPRESENTATIVE: Edward O'Connor.

INTERNATIONAL FIXERS: Edward Shafton, Omaha; Ezra E. Stern, Los

Circuits Study Plan To Put Stage Shows Into Idle Theatres

A proposal for re-opening darkened motion picture theatres in principal cities across the country with legitimate stage attractions has been submitted to such circuits as RKO, Warner and United Paramount, and to exhibitor leaders including Fred Schwartz, Robert J. O'Donnell and Samuel Pinanski, by Peter Lawrence, Broadway producer. Lawrence said here yesterday that he expected to be able to report in three or four weeks on the outcome of the proposal.

Theatre Owners of America meanwhile have cooperated with Lawrence to the extent of printing in its latest (Continued on page 5)

UPT-ABC Petition Opposed by DuMont

WASHINGTON, July 14.—DuMont Laboratories, operators of the DuMont Television Network, today filed a brief with the Federal Communications Commission strongly opposing petition to drop the anti-trust phases of the ABC-UPT merger hearing and to dispense with an examiner's report. DuMont and CBS last Tuesday asked the Commission to decide on the merger directly and on the following day Paramount requested that the (Continued on page 6)

Stage Is Set For Censor Test in Ohio

Columbus House Selected For Serving of Warrant

COLUMBUS, O., July 14.—L. J. Holheimer's Little Theatre here has been selected as the starting point of what is expected to be a long, drawn-out legal test of Ohio's right to censor newsreels.

Clyde Hisson, State Director of Education and head of the State Censorship Division, indicated today at a meeting with representatives of the Motion Picture Association of America and the Independent Theatre Owners of Ohio, that he was as anxious as they to bring to a head the dispute over newsreel censorship that was forecast by the Supreme Court's decisions in the "Pinky" and "Miracle" actions.

With Clyde M. Abbott and Robert H. Hinds of the law firm of Paxton & Seasongood sitting in on behalf (Continued on page 5)

Spiegel's Overseas Duties Broadened

The duties of Marc M. Spiegel, motion picture association of America international division representative in Germany, have been expanded to include management of Motion Picture Export Associates of America's terminal operations in Austria and supervision of Eastern Europe, it was announced by Eric Johnston, MPEA president.

Spiegel, effective at once, will actively take charge of distribution activities in Germany. The (Continued on page 5)

NEWS FLASHES

The Veterans of Foreign Wars have chosen Bob Hope as the recipient of their first "Al Jolson Award," according to VFV commander-in-chief Frank C. Hilton. Hope will receive the award on August 4 at the "Distinguished Guests Banquet," a highlight of the 53rd annual VFV national encampment to be held August 3-8 in Los Angeles.

It was learned here yesterday that a decision on whether Theatre Network Television will book the July 26th Marciano- Matthews bout is expected to be reached "in a day or two." THT president Nate Halpern met with International Boxing Club officials yesterday.
Herman M. Levy, Theatre Owners of America general counsel, is due here tomorrow from New Haven following his return from Chicago, where he attended last week’s Republican convention as a guest of the Connecticut delegation.

Herman Hoffman, assistant to Mr. Grainger, is due here from the Coast by plane today.

Allen W. Hidrom, Hartford Times motion picture editor, has resumed his duties after recovering from second and third degree burns.

James R. Grainger, Republican executive vice-president in charge of sales, has returned here from Toronto and Montreal.

Harry Feller, sales head of Universal’s special film division, is in Flower Hospital here for observation.


Mary Pickford and Charles (Buddy) Rogers left here for the Coast at the weekend.

Sid Kramer, RKO Radio short subject manager, is on a three-week vacation from New York.

RKO Radio Group to Coast on ‘Andersen’

Ned Deplin, president of RKO Radio; Robert Mochrie, sales vice-president; Philip Reisman, foreign distribution vice-president, and S. Barrett McCormick, national sales manager, will leave here for the Coast tonight to see a first print of “Hans Christian Andersen” and confer with Walter Goldwyn on future distribution arrangements.

Hedtolf Arrives to Talk with Goldwyn

Hans Hedtolf, former Prime Minister of Denmark, will arrive here this week to survey the motion picture industry and confer with Sam Goldwyn to discuss his latest production, “Hans Christian Andersen.”

Hedtolf now is chairman of the Danish Cultural Relations Committee which is interested in the production, since Andersen is Denmark’s national hero. Hedtolf plans to attend the Hollywood premiere of the film and discuss initial showings in Denmark.

Brandt and Roberts Form TV Company

Harry Brandt and Joseph Roberts announced here yesterday that they had formed a corporation known as Brandt, Inc., the purpose of which is the handling of television attractions, with emphasis on sports.

FCC Grants Four More Video Station Permits

Washington, July 14—The Federal Communications Commission has granted four more video television construction permits, one to a Spokane company in which Bing Crosby owns a 40 per cent interest.

Earlier, the FCC had announced granting of 14 licenses and the ordering of 18 hearings in 10 cities covering channels for which more than one application had been filed. The FCC has ordered four of the new television station licenses to Spokane. Two were for Spokane channels. The others were for channels in Austin, Tex.

Seven more hearings were ordered on as many channels in four more cities—Chicago, Minneapolis-St. Paul, Duluth-Superior, two; Sacramento, two; Fort Wayne, one.

Bing Crosby has actually filed for stations in Spokane, Yakima and Tacoma. He changed his mind about complete ownership and decided not to apply his applications after the freeze, as required by FCC rules, throwing in with the company now awarded a Spokane license. The commission threw out his old application for Spokane, and when it gets around to the other cities will dispose of those applications in the same way.

Brosdy Returns from Two-Month Jaunt

Hollywood, July 14—Steve Brosdy, president of Monogram and Allied Artists returned to his desk here today ending a two-months absence from the studio.

After conferring with Eastern executive of the companies, he participated in (eight) other meetings in industries in a conference in Washington on current defense problems which has been arranged by Secretary of Defence Robert S. Lovett.

Following the defense conference and accompanied by Harold Mirisch, producer, Brosdy returned to Hollywood with him, Brosdy went to England where they made arrangements with Associated Pictures executives to accelerate joint production plans. Under this arrangement, two such productions will be completed this year.

Burton Robbins Will Aid JDA Campaign

Burton Robbins, of National Screen Service, has accepted the chairmanship of the young men’s division of the motion picture industry’s 1952 Joint Defense Appeal campaign, it was announced by Leon Goldberg and Edward L. Fabian, chairman of the industry-wide drive.

Mrs. Florence Kelly

Funeral services will be held at the Paulist Church here on Thursday for Mrs. Florence Kelly, 61, of the New York office of the Motion Picture Association of America for the past 27 years, who died Saturday after an illness of six months. The widower, Walter J. Kelly, survives.

Exhibitors Stirred By ‘Free Movies’

Detroit, July 14—Independent theatres located mostly in Northern Michigan are being plagued by persons who pretend to run showings of so-called “free movies.”

A few months ago, Claxton Vanwinkle, independent booker, asked the Grand Rapids city officials to halt the showing of free films under the guise of educational films. Nothing happened.

Lately the situation has been becoming a serious threat to the small exhibitor.

Individuals rent 16 mm. films, many of which are of very recent issue and show in small towns with the cooperation of local merchants who cater to a few dollars to have their card on the screen.

The films are usually shown on vacant lots with signs proclaiming “free movie.”

After they are shown the audience is asked to make a contribution if they like the performance of this type of entertainment. No Federal administration tax is collected.

Theatres of Michigan has taken a stand in attempting to stop this situation. The U. S. Senate Small Business Committee in Washington has been asked to investigate.

‘Wilderness’ to Open in Duluth July 23

Minneapolis, July 14—Republic Pictures has opened a temporary public theatre in the Radisson Hotel here with Mickey Gross, Republic’s publicity man, and publicity chief in charge, assisted by Robert Stevenson of Minneapolis and Herbert Coleman of Duth, to handle publicity for the global premiere at the Norstar Theatre, Duluth, on July 23, and a premiere in Minneapolis on July 16, Pauel, president, of Republic, as the “Woman in the Wilderness.” Both theatres belong to the Minnesota Amusement Co. Republic showing in the three stars of the picture, Ruth Hussey, Rod Cameron and J. Carrol Naish to participate at both premieres.

Earl Herndon, 44, Of Affiliated, Dies

Indianapolis, July 14—Funeral services were held here today for Earl Herndon, 44, vice-president and general manager of Affiliated Theatres, Indianapolis, suddenly of a heart attack, July 11 while awaiting treatment in a doctor’s office. Herndon was active in Variety Club and Boy Scouts, was a director of the Salvation Army, and a son, Pitt, James Herndon of Ft. Riley, Kansas, survive.

Universal general sales manager Charles J. Feldman and Sam J. Swine, vice-president, of M. Swine and Sons, Inc., both of whom have been chosen to serve as distributor and executive chairman, respectively, of the 1952 Will Rogers Memorial Hospital “Christ—In-Sport” gala according to the Will Rogers Memorial Hospital Association, which is headed by Fred J. Schwiarts of Central Theatre Co.

The “Salute” last year raised approximately $93,000 for the Saranac Lake Sanitarium.

Cleveland, July 14.—Tom Mc tastes, 40th-Fox district manager, is holding a sales meeting here of branch managers, salesmen and publicity men in this territory. Branch managers present are I. J. Schmerz, Cleveland, Robert McNab, Cincinnati; J. J. Lee, Detroit and William Keith, Indianapolis. Publicity men include Eddie Solomol, Sol Gordon and Ted Todd.

Albany, July 14.—Benton’s, the only motion picture theatre in Ballast Spa, was closed on Saturday, after 30 years of operation. The manager said a decline in business led to the decision. Mechanicville, also a Benton theatre, has eliminated Tuesday performances until further notice.

Jackett Manager of Col. Albany Branch

Norman Jackett has been named branch manager of Columbia’s Albany exchange, it was announced here yesterday. Jackett, formerly a salesman in the Washington exchange, replaces Charles Dortie, the latter having been transferred from Hartford as a salesman at his own request.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

RAY BOLGER in

"WHERE’S CHARLEY?"

COLOR TELEVISION

SPECTACULAR STAGE PRESENTATION

Mayo Hennessy

Nelson & Nash

"Shes Working Her Way Through College"

by Technicolor

More B & W & 45th St.

Walt Disney’s Story of ROBIN HOOD

COLOR

by Technicolor

Walt Disney’s WATER BIRDS "LITTLE HOUSE"

A Live Action-Animated Cartoons

Printed by Technicolor—Distributed by RKO

Cool Criticism: B & W & 45th St.
Has everybody seen these figures!

Biggest opening in 33 weeks, Rialto Theatre, Atlanta

Set new opening day record at Five Points Theatre, Jacksonville, beating previous record-holder, "Bend of the River"

Set new opening day record for U-I film at Empire Theatre, Montgomery, Alabama

Huge first week at United Artists, Four Star, Paramount and Hollywood Theatres, Los Angeles and holding a second week. Also huge and holding a second week at Missouri Theatre, St. Louis

Has Anybody Seen My Gal

Color by TECHNICOLO

Color by TECHNICOLOR

the perfect picture for kids, adolescents, young couples, older folks and grandpappies—in short the midsummer night’s dream of every exhibitor

Universal-International presents

"HAS ANYBODY SEEN MY GAL"

Color by TECHNICOLOR • Starring PIPER LAURIE • ROCK HUDSON CHARLES COBURN • GIGI PERREAU • with LYNNE BARI • WILLIAM REYNOLDS • Directed by DOUGLAS SIRK • Written for the screen by JOSEPH HOFFMAN • Produced by TED RICHMOND

Keep your eye on U-I... the best friend your Box-office ever had!
Wolfson Hits
(Continued from page 1)
availability of multi-theatre hook-ups. Explained Wolfson: "At present, such linking together of theatres is limited in many areas of the U. S. by the lack of carrier lines which can be made available for this purpose by the telephone companies."
The report, prepared with the assistance of Robert H. O'Brien, secre-
tary-treasurer of United Paramount Theatres, and chairman of TOA's television committee, listed five types of theatre TV use, now seen. They are: public service, business service, entertainment, public events and sports.
On public events, the report stated that plans are being perfected for govern-
ment use of theatre TV as a quick and economical means of informing business, labor and farm leaders all over the country on aspects of defense production.
On the medium's relationship with home television, the report stated that "since theatre TV is so highly special-
ized, the area of competition with broadcast television is small."
On the telecasting of sports events, Wolfson pointed out that "experience of exhibitors indicate that only a relativ-
ely few sports events have sufficient appeal to make them national box-
office attractions."
The report, which was prepared with the assistance of Si Fabian, president of the National Exhibitors Theatre Television Committee, also stressed the importance of the indus-
try's bid for channels now before the Federal Communications Commission.

BBC to Make Own Films for Video

LONDON, July 14.—With exhibitors remaining adamant against the trade
supplying films for television, the British Broadcasting Corp. is going ahead with plans for producing its
own films.
Four films for pre-Coronation show-
ing on television are now to be made by the BBC television film unit. The
films will be offered to overseas tele-
vision organizations. Negotiations are proceeding with one American net-
work. It is understood that the BBC might agree to a reciprocal arrange-
ment whereby American films would be
made available to the corporation.
At the Cinematograph Exhibitors' Association annual convention at Llan-
afield last week, the exhibitors de-
cided to discontinue trading with any film renter or producer making or handling films for both television and theatre exhibition.
The exhibitors also turned down the British Film Producers Association
suggestion for an exploratory meeting with the BBC until something of a
substantial nature arises either from the
government or the BBC.

Brennan, Hunter and Francis to Premiere

ATLANTA, July 14.—Walter Bren-
nan, Jeffrey Hunter and Anne Fran-
cis, 20th Century-Fox stars, will take
part in the launching of "Lure of the Wilder-
ness" at the Waycross Theatre in this
city on Thursday, it was announced by Harry Ballance, Southern division
manager of the company.

Business Upswing Reported by Ullman

Albany, N. Y., July 14.—Business has improved since July 4, as it always does, said Saul J. Ullman, upstate gen-
eral manager for Fabian Theatres.
He added: "Our houses in this section are ahead of the figures for last year. Busi-
tess is not tremendous, but is getting better. I am op-
timistic."
Ullman reported "excellent weekend business for drive-
ings, when we get the weath-
er." Mid-week grosses are off.

KATO President
(Continued from page 1)
vice-president, E. L. Ornstein, Ort-
stein Theatres, Brandenburg; second
vice-president, Gene Lutes, Chakeres
district manager, Frankfort; re-elected
was Cliff Buechel, May Anderson
Theatre, Louisville, treasurer; Nell
G. Borron, Louisville, assistant trea-
surer and secretary; elected chairman
of the board, Joe Isaac, Cumberland
Amusement Co., Cumberland.

List Directors Elected
Directors elected were: First dis-
trict, Neil Greene, Mayfield; second
Leon Pickle, Henderson; third, Cliff
Buechel, Louisville; fourth, W. D.
Asley, Glasgow; fifth, H. Van
Snook, LaGrange; sixth, Gene Lutes,
Frankfort; seventh, L. O. Davis
Hazard; eighth, W. T. Cain, Lynn
ninth, Mrs. O. W. Minnix, London,
directors at large are Harold Siler,
Lexington, and E. L. Ornstein, Bran-
denburg.

The KATO group is making prepara-
tions for a farewell party to be
given in honor of the retiring presi-
dent.

California Theatres
(Continued from page 1)
W. Long, city manager, United Paura-
bella, Los Angeles, General
Theatrical Co.; Irving M. Levin, di-
visional director, San Francisco The-
ares; Richard Nisser, Nisser broth-
ners Theatre; Boyd Sparrow, mana-
ger, Loew's Warwick, and C. V. Tay-
lor, general manager, United Cali-
fornia Theatres. New members
elected to the board is John P. Par-
sinos of Telenews Theatre, San Fran-
cisco.

The directors will meet Thursday
to elect officers.

THE SKIPPER...
STERLING HAYDEN as the
steel-nerved Air Group
Commander whose "signals" from Midway
to Korea!

in BLAZING COLOR!

"Action-Packed! Cooper performs magnificently!"
—M. P. HERALD

N.Y. Grosses
(Continued from page 1)
ter on stage, hit a big $55,000 at the weekend, with another $25,000 indi-
cated for the remainder of the week which ends Thursday night.
"The Skipper" grossed $6,000 is forecast for
the initial week of "She's Working
Her Way Through College" at the
Parkview, which features Jan Mur-
ray and the Modernetres on stage.
Doing excellent business is "Where's
Charley?" at the Radio City Music
Hall, where a very good $15,000 is seen for the third inning.

'Robin Hood' Healthy
The third stanza of "Story of Robin
Hood" is expected to register a
healthy $30,000 at the Criterion, which
has booked "Big Sky" as its next at-
traction, with an August opening date set.

At the Capitol, a fair $21,000 is es-
timated for the fifth and final week
of "Pat and Mike." Opening there
for its second week is "Hold-
ing up well is "Walk East on
Beacon" at the Victoria, where a nice $14,500 is due for its seventh week.

"The Story of Will Rogers" bows in at the Astor Thursday, replacing "3
for Bedroom C," which is expected
to gross between $8,500 and $9,500 for its third and final round.

At the Mayfair, a not-too-bad $10-
$12,500 is estimated for the second week of "Have An Affair... My Girl." On
July 24, "High Noon" will begin its
run at the Astor. "Don't Bother to
Know," where a very good $12,000
was reported for its second week, is being replaced by "The Lady in the
Iron Mask," which is forecast to do a
moderate $9,000 for its second and final stanza.

'Paulea' Opens Today
The "Washington Story" at Loew's
State ended its two-week run there with
a weak $8,000 registered for its final
season. Opening today is "Paulea."

Among off-Broadway houses, "Man
in the White Suit" at the Sutton is
holding up excellently. The Sutton is
expected to rack up a neat $8,000 for
the 15th week of the film. Also do-
ing very well at the Nom-
mandic, where $6,700 is seen for the
film's 15th week.

A good $6,000 is indicated for the
eighth round of "High Treason" at the
Trans-Lux 52nd Street, while a fair
$5,000 was racked up by "Nar-
row Margin" at the Gran-
mandic, where $5,000 is seen for the
film's 15th week.

"Island Rescue" is doing fairly well
at the Park Avenue, with $5,700 indi-
cated for its second opening. The
"King Kong" reissue has been booked
to open at the Palace Aug. 8.
MOTION PICTURE DAILY

Tuesday, July 15, 1952

Censor Test

(Continued from page 1)

the industry, Hisson agreed at the meeting with Manning Clagett, MPAA associate director of public relations and information, and Robert Will, ITTO executive secretary, that Hofheimer's theatre should serve as the censorship violation point where a state field inspector Wednesday night will witness the exhibition of a Republican Convention newsreel without the censor's seal.

After making certain the seal was not borne by the film the inspector will swear out warrants returnable in municipal court against the exhibitor and the distributor, in this case Warner Brothers.

Penalties for exhibiting film in Ohio without the censors' seals are not less than $25 or more than $300 for a first offense, and not less than $300 and not more than $500 for each subsequent offense. Distributor penalties are not less than $25 or more than $300 for delivering to the exhibitor an uncensored print and not less than $300 or more than $500 for failure to submit a print for censorship. Subsequent such failures provide penalties of not less than $250 or more than $1,000.

Five Ohio theatres in all will initiate censorship violations on Wednesday with the showing of Republican Convention reels that were not submitted for the censors' approval. They include, in addition to the Little Theatre here, the Lower Mall Theatre, Clevland; Westwood, Toledo; Park, Cincinnati, and the Palace, Youngstown. The others may be subject to the fines, but the Little Theatre will be the only house to figure in the court test.

Await Ohio Censor Board Decision on 'Miracle'

COLUMBUS, O., July 14.—Decision on "The Miracle," viewed by the Ohio film censor board on July 1, is expected by tomorrow, according to Dr. Clyde Hisson, chief film censor.

The Columbus Citizen voiced its "regret" at the inaccuracy of its editorial statement that Ohio film censor fees of $3 per reel "netted $3-million per year." The Citizen printed a letter from Dr. Hisson in which he gave the correct yearly amounts of censor fees. Receipts in fiscal 1951 were $294,783, said Dr. Hisson. Receipts in 1952 were $297,892, in 1953, they were $300,573, and in 1949, $276,563.

Berenin Names Committee

(Continued from page 1)

Angeles.

INTERNATIONAL EUROPEAN REPRESENTATIVE:
C. J. Latta.

INTERNATIONAL REPRESENTATIVES:
Jack Dunestey, Miami, Atlanta; William Elson, Minneapolis, Des Moines, Omaha; Michael Felt, Philadelphia; James F. Washington, Baltimore; William German, Boston, New York; H. V. Rous Harvey, San Francisco, Salt Lake City, Denver, Los Angeles, Las Vegas; Herbert Kohn, Charlotte, Memphis; Elmer Lux, Buffalo, Cleveland, Luis Montes, Mexico City; William Onie, Cincinnati, Dayton, Indianapolis; Jack Rose, Chicago, Milwaukee, St. Louis; Julius Schepps, Dallas, Houston, Oklahoma City; Charles Smokvitz, Albany, New Haven; Jack Zide, Toronto, Detroit, Grand Rapids.

PUBLICITY AND PUBLIC RELATIONS ADVISORY BOARD: Jack Alcoute, Film Daily; Martin Quigley; Jay Emanuel, The Exhibitor; W. R. Willerson, Hollywood Reporter; Ben Slibey, Boxoffice; Tom Kennedy, Shoten's.

Trade Reviews: Mov Wax, Film Bulletin; Abel Green, Variety; Joe Schoenfeld, Daily Variety; Hy Bossin, Canadian Film Weekly.

A meeting of this group together with Beresin and International press guy Jack Chisholm will be held in New York early in September.

The trade paper publishers and editors, said International Variety, have accepted the responsibility of advising the international office on all matters involving publicity and in helping to publicize the charitable work of those members in the amusement industry who are supporting Variety. This board will also advise on publicity for such Variety events as the 25-year celebration to be held in Pittsburgh in November and the International convention to be held in Mexico City. They will also judge the contest to pick "Variety's Press Guy of the Year" and the best published photograph submitted by press and professional photographers on a Variety Club activity.

Study Plan

(Continued from page 1)

bulletin the details of the producer's plan.

Intent on securing at least 45 shuttered theatres at the outset, Lawrence said that with funds he has available he would prepare three musicals "with very broad appeal" that can be offered in theatres of 2,000 seats, or more, for a top price of $2,40.

Stars Available

"Stars from Hollywood are available for roles in these musicals," Lawrence added. He declared motion picture trailers would be used in the theatres to promote coming stage attractions. According to his estimate, "six months should be sufficient to set this plan properly, tastefully and economically into operation." If the plan should succeed, Lawrence said, it would mean that theatres that now are dark could be kept open and earn revenue at least 30 weeks out of a year.

Spiegel's Duties

(Continued from page 1)

activities in Austria until Sept. 1, 1952, when MPEA's license in that country will expire.

Liquidation of the MPEA setup in Austria following the return of that market to individual company operation will also be handled by Spiegel.

Spiegel's new assignments fill the gap created by the resignation last week of Louis Kanturek, former MPEA manager of Austria and supervisor of Eastern Europe.
**Television--Radio**

with Pinky Herman

**THE tumult and the shouting dies, the Captains and the Kings depart...**

Alfred Lord Tennyson's 'Recessional' aptly describes the scene in Chicago where the ghost of the 1982 Republican Convention is about all that remains of the charged atmosphere, heated words, dynamic demonstrations and the resultant nomination of General Dwight D. Eisenhower as that party's standard bearer... the millions of TV viewers in America both at home or at theatres who thrilled to the historic scenes depicting Democracy at work, will forever again be satisfied with mere reports of such gatherings. alone but rather will look upon printed reports as complements and component parts of the complete story, part of which they themselves witnessed. ... Starring the Democratic Party Bigwigs, Act 2 of the National Drama, will now take place at the same spot and over similar networks and tie-ins with the last and final Act (3) recorded, filmed and kinescoped for posterity across the length and breadth of the country, and starring Mr. and Mrs. John Q. Citizen ... and the best part of the entire picture is the unuttered yet heart-felt exhalation deep inside the American people which, if delivered audibly would clearly resound in 'Hooray. Republicans, Hooyay Democrats, HOORAY AMERICA!'

The Fred W. Ziv Company which has announced the production of a series of TV films, "Freedom, U. S. A." starring Tyrone Power as a staunch, zealous and keenly patriotic Soldier, remains the Twenty-Fourth salute for making the sight and courage with a bankroll of about $600,000 in order to present to America this civic program series... this is to remind Fred Ziv, John Sinn, Herb Gordon and the Ziv staff that about a decade and a half or so ago, Columbia Pictures produced two such pictures, "Mr. Town" (1936) starring Gary Cooper and "Mr. Smith Goes To Washington" (1939) starring James Stewart, both of which were nationally acclaimed and what was almost as important, created theatre box office records... so to the Ziv Organization, for your patriotism and civic-mindedness in the production and presentation of the "Freedom, USA" series, "Happy Hooping." ...

**COINCIDENCE:**—On his WVNI program, which originates from the Blue Ribbon Restaurant just off Broadway, columnist-commentator Paul Denis, interviewed screen star Melvna Cooper... along with Frady Bartholomew and nearby Paul told to make-up the former child star and introduced Melvna to Freddy, only to discover that several years ago both had appeared in a movie as a 'father and son' combo... then to make a good story even better, Freddy called over his wife who produces the "Paul Denis Show"...

... Peter Arnell, who originated many TV vehicles including, "The Name's The Same," "Rate Your Mate," "By Popular Demand," "Balance Your Budget" and several others, has become associated with CBS and will be executive consultant on audience-participation, panel and quiz program his, deal was set by Ted Ashley Associates. ... Sportscaster Harry Wisner will telecast the hole-by-hole description of the "Tam O'Shanter" golf tournament for the fifth consecutive year... program will come from Chicago and will feature the most famous golfers in the world, competing for a first place of $125,000 dollars... (boy, my niblick!) ... Brad Phillips is host this afternoon to the press and recording stars including Dick Haymes, Eddie Fisher, Don Cornell, Bill Harrington, Richard Hayes and Perry Como at a "Singing Battle Royal" Cocktail party at the Castleholm Hotel, to announce a new contest which "Smarty Pants," one of the sponsors of Brad's WINS plotter series will launch in a nation-wide search for nick names for the baritones.

Did you know that the oldest radio series is the Cities Service-sponsored "Cities Service Band of America" program, started 25 years ago on NBC and for the past eight years broadcast by, one of the country's foremost Conductors, notably Paul Lavalle. Many years ago, dropped all other programs to devote all his time and energies to the current series, heard every Monday night from 9:30-10 p.m... WGN. Morris Agency is handling "The Tinid Soul," series, based on H. T. Webster's famous nationally-syndicated cartoon strip, for Alan Sands who has acquired the TV and radio rights... (if you're a 'Casper Milquetoast' you won't call them... they'll call you.)
Wolfson Hits Shortage of Carrier Lines

TOA Head Optimistic About Medium's Future

The “lack of carrier lines” needed to form national and regional theatre television circuits was pointed up yesterday in a report on the progress of the medium, rendered by Mitchell Wolfson, president of the Theatre Owners of America.

The nine-page report, sent to TOA members throughout the country, painted a rosy picture as to the potentialities of the medium. It stated that where television has already established itself as a “new and developing service,” citing its growth since 1948 when only one channel was TV-equipped. Currently, the report pointed out, there are 80 theatres in 46 cities equipped with theatre television with a seating capacity of almost 200,000.

However, TOA president Wolfson stressed the rate of expansion depends in large degree on the ready (Continued on page 4)

McClanahan Elected KATO President

LOUISVILLE, July 14.—Guthrie F. Crowe of LaGrange, has resigned as president of the Kentucky Association of Theatre Owners, a position which he has held for several years, to accept the post of U. S. District Judge in the Canal Zone.

Succeeding Crowe as president of KATO at an election held here was Ralph E. McCandlan, of Estill & Irvine Theatres, at Irvine, Kentucky. Other officers elected were: First (Continued on page 4)

California Theatres Reelect Directors

SAN FRANCISCO, July 14.—California Theatres Association members have reelected the following to the board of directors: Mark Alling, manager, Golden Gate; Abe Blumenfeld, Blumenfeld Theatres; Roy Cooper, head booker, Golden State Theatres; L. S. Hamm, president, Westside Theatres; Graham Kilsingbury, city manager, North Coast Theatres; Earl (Continued on page 4)

Notes Upward Trend Here in Business

There has been a “definite upward trend” at the boxoffice at Loew’s neighborhood theatre in New York for the past four weeks compared to the business done for the same period last year, according to Loew’s circuit spokesman.

The spokesman credited a combination of people getting tired of television, the heat wave and good product.

‘Married’ Opens to Robust $80,000 in Midst of NY Heat

The opening week of “We’re Not Married” at the Roxy here is forecast to hit a robust $80,000, setting the pace for other New York first-runs.

The terrific heat wave starting at the weekend appeared to aid some Broadway houses while other theatres contend their box-offices were adversely affected with people flocking to the beaches and resorts. The final days of the televised Republican National Convention had little or no effect on the box-office, according to most local showmen.

The Roxy, which is currently featuring also an ice review and Roches—(Continued on page 4)

Stage Is Set For Censor Test in Ohio

Columbus House Selected For Serving of Warrant

COLUMBUS, O., July 14.—L. J. Hofheimer’s Little Theatre here has been selected as the starting point of what is expected to be a long, drawn-out legal test of Ohio’s right to censor newsreels.

Clyde Hissong, State Director of Education and head of the State Censorship Division, indicated today at a meeting with representatives of the Motion Picture Association of America and the Independent Theatre Owners of Ohio, that he was as anxious as they to bring to a head the dispute over newsreel censorship that was forecast by the Supreme Court’s decisions in the “Pinkie” and “Miracle” actions.

With Clyde M. Abbott and Robert H. Hinds of the law firm of Paxton & Seasongood sitting in on behalf of (Continued on page 5)

Beresin Names Committees For Variety’s 25th Year

Charles P. Skouras, president of National Theatres, Los Angeles, and George Hoover, first assistant chief banker of Variety International of Miami, have been named co-chairmen for the International organization’s annual convention, to be held next spring in Mexico City, the first annual convention of the group to be held outside the United States. The last mid-winter meet was convened at Toronto.

At the same time, Jack Beresin, international chief banker, of Philadelphia, named the following committees for the organization’s 25th year:

INTERNATIONAL AND FOREIGN COMMITTEE: John Harris, R. J. O’Donnell, Jack Beresin, J. J. Fitzgibbons, Lino Monte, George Hoover, Charles Skouras, C. J. Latta. INTERNATIONAL REPRESENTATIVE AT LARGE: Edward Emanuel. FAR EAST REPRESENTATIVE: Edward O’Connor. INTERNATIONAL FIXER: Edward Shatton, Omaha; Ezra E. Stern, Los Angeles; (Continued on page 5)

Spiegel’s Overseas Duties Broadened

The duties of Marc M. Spiegel, Motion Picture Association of America international division representative in Germany, have been expanded to include management of Motion Picture Export Association of America’s terminal operations in Austria and supervision of Eastern Europe, it was announced by Eric Johnston, MPEA president.

Spiegel, effective at once, will actively take charge of distribution acc—(Continued on page 5)

Decision Due Soon On Marciano Bout

A decision on whether Theatre Network Television will book the July 28 Marciano-Matthews bout is expected to be reached “in a day or two.”

Nate Halpern, TNT president, met with officials of the International Boxing Club yesterday. The question of the price to be paid for theatre televising the bout is still at issue, it was learned.
FCC Grants Four More Video Station Permits

WASHINGTON, July 14.—The Federal Communications Commission has granted four more television construction permits, one to a Spokane company in which Bing Crosby owns 40 per cent interest. Earlier, the FCC had announced granting of 14 licenses and the ordering of 18 hearings in 10 cities covering channels for which no application had been filed. Second four brought the total of new television station licenses to 18. Two were for Spokane channels. The other two were for channels in Austin, Tex.

Seven more hearings were ordered on as many channels in four more cities: Duluth-Superior, two; Sacramento, two; Fort Wayne, one.

Bing Crosby has formally filed for stations in Spokane, Yakima and Tacoma. He decided his mind about complete ownership and declared not to renew his applications after the freeze, as required by FCC rules, throwing in with the company now awarded a Spokane license. The commission threw out his old application for Spokane, and when it gets around to the other cities will dispose of those applications in the same way.

Brophy Returns from Two-Month Jaunt

HOLLYWOOD, July 14—Steve Brophy, president of Monogram and Allied Artists returned to his desk here today following a two-months' absence from the studio.

After conferring with Eastern executives of the companies, he participated in other important industries in a conference in Washington on current defense problems to which he was invited by Secretary of Defense Robert S. Lovett.

Following the defense conference and accompanied by Harold Mirisch, Monogram's vice-president, he turned to Hollywood with him, Brophy went to England where they made arrangements with Associated Producers and independent producers to accelerate joint production plans. Under this arrangement, two such productions will be completed this year.

Burton Robbins Will Aid JDA Campaign

Burton Robbins, of National Screen Service, has accepted the chairmanship of the young men's division of the motion picture industry's 1952 John Dewey Appeal campaign, it was announced by Leon Goldberg and Edward L. Fabian, chairman of the industry-wide drive.

Mrs. Florence Kelly

Funeral services will be held at the Paulist Church here on Thursday for Mrs. Florence Kelly, switchboard operator of the Motion Picture Association of America for the past 27 years, who died Sunday night in Newark, N. J.

Also buried will be Walter J. Kelly, survives.

Exhibitors Stirred By 'Free Movies'

DETROIT, July 14.—Independent theatres located mostly in Northern Michigan are being plagued by persons who have been showing so-called "free movies." A few months ago, Clive Waxon, independent booker, asked the Grand Rapids city officials to halt the showing of free films under the guise of educational films. Nothing happened. Lately the situation has been becoming a serious threat to the small exhibitor.

Individuals rent 16 mm. films, many of which are of very recent issue and show these in small towns with the co-operation of local merchants who contribute a few dollars to have their card on the screen.

The films are usually shown on vacant lots with signs proclaiming "free movies.

After they are shown the audience is asked to make a contribution if they wish. The将继续 entertainment. No Federal admission tax is collected.

Allied Theatres of Michigan has taken it upon itself to try to stop this situation. The U.S. Senate Small Business Committee in Washington has been asked to investigate.

Wilderness to Open in Duluth July 23

MINNEAPOLIS, July 14.—Republic Pictures has opened a temporary public theatre in the Radisson Hotel here, with Mickey Gross, Republic's playback manager, announcing the opening and charge, assisted by Robert Stevenson of Minneapolis and Herbert Coleman of Duluth, to handle publicity.

The premiere will be the global premiere at the Northshore Theatre, Duluth, on July 23, and a premiere in Minneapolis on July 24 at the State Theatre of Republic.

Both theatres belong to the Minnesota Amusement Co.

Republic is sending in the three stars of the picture, Ruth Hussey, Rod Cameron and J. Carrol Naish to participate at both premieres.

Earl Herndon, 44, Of Affiliated, Dies

INDIANAPOLIS, July 14.—Funeral services will be held today for Earl Herndon, 44, vice-president and general manager of Affiliated Theatres, who died suddenly of a heart attack July 11 while awaiting treatment in a doctor's office. Herndon was active in Variety Club and Boy Scout work.

A native of Texas, he was a graduate of the University of Texas and a son, Pvt. James Herndon of Ft. Riley, Kansas, survives.

Universal sales general manager Charles J. Feldman and Sam J. Switow, vice-president of M. Switow and Sons, have been chosen to serve as distributor and executive chairman, respectively, of the 1952 Will Rogers Memorial Hospital "Christ- sum." Said Switow, according to the fund-raising committee of the hospital corporation, which is headed by Fred J. Schnarre of Century Theatres. The "Salute" last year raised approximately $93,000 for the Saratoga Lake Sanitarium.

Cleveland, July 14.—Tom Mc- cleaster, 20th-Fox district manager, in charge of soliciting here from branch managers, salesmen and public- men in this territory. Branch managers are J. I. Schenck, Field representative; Robert McNab, Cincin- nati; J. J. Lee, Detroit and William Keith, Indianapolis. Publicity men include Eddie Solomon, Sol Gordon and Ted Toff.

ALBANY, July 14.—Benton's Capitol, the only motion picture theatre in Ballston Spa, was closed on Saturday, after 30 years of operation. The man- agement said a decline in business led to the closing. Benton, Mechanic- ville, also a Benton theatre, has eliminated Tuesday performances until further notice.

JackerManager of Col. Albany Branch

Norman Jacker has been named branch manager of Columbia's Albany exchange, it was announced here yester- day.

Jacker, formerly a salesman in the Washington exchange, replaces Charles Dorrice, the latter having been transferred to another salesmen at his own request.
Has everybody seen these figures!

Biggest opening in 33 weeks, Rialto Theatre, Atlanta

Set new opening day record at Five Points Theatre, Jacksonville, beating previous record-holder, "Bend of the River"

Set new opening day record for U-I film at Empire Theatre, Montgomery, Alabama

Huge first week at United Artists, Four Star, Paramount and Hollywood Theatres, Los Angeles and holding a second week. Also huge and holding a second week at Missouri Theatre, St. Louis

UNIVERSAL-INTERNATIONAL presents "HAS ANYBODY SEEN MY GAL" Color by TECHNICOLOR • Starring PIPER LAURIE • ROCK HUDSON CHARLES COBURN • GIGI PERREAU with LYNN BARI • WILLIAM REYNOLDS • Directed by DOUGLAS SIRK • Written for the screen by JOSEPH HOFFMAN • Produced by TED RICHMOND

Has Anybody Seen My Gal

COLOR BY TECHNICOLOR

the perfect picture for kids, adolescents, young couples, older folks and grandpappies—in short the midsummer night's dream of every exhibitor

Keep your eye on U-I...the best friend your Box-office ever had!
Wolfson Hits

(Continued from page 1)

availability of multi-theatre hook-ups. Explained Wolfson: “At present, such linking together of theatres is limited in many areas of the U. S. by the lack of carrier lines which can be made available for this purpose by the telephone companies.”

The report, prepared with the assistance of Robert H. O’Brien, secretary-treasurer of United Paramount Theatres, and chairman of TOA’s television committee, listed five types of theatre TV use, now seen. They are: public service, business service, entertainment, public events and sports.

On public events, the report stated that plans are being perfected for government use of theatre TV as a quick and economical means of informing business, labor and farm leaders all over the country on aspects of defense production.

On the medium’s relationship with home television, the report stated that “since theatre TV is so highly specialized, the area of competition with broadcast television is small.”

On the telecasting of sports events, Wolfson pointed out that “experience of exhibitors indicate that only a relatively few sports events have sufficient appeal to make them national box-office attractions.”

The report, which was prepared with the assistance of Si Fabian, president of the National Exhibitors Theatre Television Committee, also stressed the importance of the industry’s bid for channels now before the Federal Communications Commission.

BBC to Make Own Films for Video

LONDON, July 14.—With exhibitors remaining adamant against the trade supplying films for television, the British Broadcasting Corp. is going ahead with plans for producing its own films.

Four films for pre-Coronation showing on television are now to be made by the BBC television film unit. The films will be offered to overseas television organizations which are proceeding with one American network. It is understood that the BBC might agree to a reciprocal arrangement whereby American films would be made available to the corporation.

At the Cinematograph Exhibitors’ Association annual convention at Llandudno last week, the exhibitors decided to discontinue trading with any film renter or producer making handling films for both television and theatre exhibition.

The exhibitors also turned down the British Film Producers Association suggestion for an exploratory meeting with the BBC until something of a substantial nature arises either from the government or the BBC.

Brennan, Hunter and Francis to Premiere

ATLANTA, July 14—Walter Brennan, Jeffrey Hunter and Anne Francis, 20th Century-Fox stars, will take part in the launching of “Lure of the Wilderness” in Waycross and this city on Thursday, it was announced by Harry Ballance, Southern division manager of the company.

KATO President

(Continued from page 1)

vice-president, E. L. Orstein, Orstein Theatres, Brandenburg; second vice-president, Gene Lutes, Chaleres district manager, Frankfort; re-elected was Clift Buechel, Mary Andersen Theatre, Louisville, treasurer; Nell G. Borden, Louisville, assistant treasurer and secretary; elected chairman of the board, Joe Isaacs, Cumberland Amusement Co., Cumberland.

List Directors Elected

Directors elected were: First district, Ned Greene, Mayfield; second, Leon Pickle, Henderson; third, Clift Buechel, Louisville; fourth, W. D. Asley, Glasgow; fifth, J. Van Snook, LaGrange; sixth, Gene Lutes, Frankfort; seventh, L. O. Davis, Hazard; eighth, W. T. Cain, Louisa; ninth, Mrs. O. W. Minnix, London. Directors at large are Harold Slicer, Lexington, and F. L. Orstein, Brandenburg.

The KATO group is making preparations for a farewell party to be given in honor of the retiring president.

California Theatres

(Continued from page 1)

W. Long, city manager, United Paramount Theatres; Ben Levin, General Theatrical Co.; Irving M. Levin, divisional director, San Francisco Theatres; Richard Neiser, Nasser Brothers Theatres; Boyd Sparrow, manager, Loew’s Warfield, and C. V. Taylor, general manager, United California Theatres. New member elected to the board is John P. Parsons of Telenews Theatre, San Francisco.

The directors will meet Thursday to elect officers.

Business Upswing Reported by Ulman

Albany, N. Y., July 14—Business has improved since July 4, as it always does, said Saul J. Ulman, upstate general manager for Fabian Theatres.

He added: “Our houses in this section are ahead of the figures for last year. Business is not tremendous but it is getting better. I am optimistic.”

Ulman reported “excellent weekend business for drives, when we get the weather.” Mid-week grosses are off.

N.Y. Grosses

(Continued from page 1)

after on stage, hit a big $55,000 at the weekend, with another $25,000 indicated for the remainder of the week which ends Thursday night.

A pretty good $65,000 is forecast for the initial week of “She’s Working Her Way Through College” at the Paramount, which features Jan Murray and the Modernaires on stage. Doing excellent business is “Where’s Charley?” at the Radio City Music Hall, where a very good $135,000 is seen for the third莫名其.

“Robin Hood” Healthy

The third stanza of “Story of Robin Hood” is expected to register a healthy $30,000 at the Criterion, which has booked “Big Sky” as its next attraction, with an August 20 opening date.

At the Capitol, a fair $21,000 is estimated for the fifth and final week of “Pat and Mike.” Opening there tomorrow is “Carrie.”

At the Mayfair, a not-too-bad $10,000 is estimated for the second week of “Has Anybody Seen My Gal?” On July 24, “High Noon” will begin its run at the Capitol. “Don’t Stop to Knock” opens at the Globe Friday replacing “The Lady in the Iron Mask,” which is forecast to do a moderate $8,500 for its third and final round.

“Pauly” Opens Today

“The Washington Story” at Loew’s State ended its two-week run there with a cool $8,000, registered for its final session. Opening today is “Pauly.”

Among off-Broadway houses, “Man in the White Suit” at the Sutton is holding up excellently. The Sutton is expected to rock up a neat $9,000 for the fifth week of the film. Also doing nicely is “Encore” at the Normandie, where $6,700 is seen for the film’s fifth week.

A good $6,000 is indicated for the eighth round of “High Treason” at the Trans-Lux 22nd Street, while a fair $3,000 will be reported by “Widow Margin” at the Trans-Lux 60th Street, ending an 11-week run. Opening at a that house today is “White Corridors.”

“Island Rescue” is doing fairly well at the Park Avenue, with $3,700 indicated for its second showing.

The “King Kong” reissue has been booked to open at the Palace Aug. 8.
Censor Test

(Continued from page 1)

the industry, Hissong agreed at the meeting with Manning Chagetti, MPAA associate director of public relations and information, and Robert Wile, ITSO executive secretary, that Holffheimer's theatre should serve as the censorship violation point where a state field inspector Wednesday night will witness the exhibition of a Republican Convention newsreel without the censor's seal.

After making certain the seal was not borne by the film the inspector will swear out warrants returnable in municipal court against the exhibitor and the distributor, in this case Warner Brothers.

Penalties for exhibiting film in Ohio without the censors' seals are not less than $25 or more than $300 for a first offense, and not less than $300 and not more than $500 for each subsequent offense. Distributor penalties are not less than $25 or more than $300 for delivering to the exhibitor an uncensored print and not less than $500 or more than $1,000 for failure to submit a print for censorship. Subsequent such failures provide penalties of not less than $500 or more than $1,000.

Five Ohio theatres in all will initiate censorship violations on Wednesday with the showing of Republican Convention reels that were not submitted for the censors' approval. They include, in addition to the Little Theatre here, the Lower Mall Theatre, Clevel; Westwood, Toledo; Park, Cincinnati, and the Palace, Youngstown. The others may be subject to the fines, but the Little Theatre will be the only house to figure in the court test.

Await Ohio Censor Board Decision on 'Miracle'

COLUMBUS, O., July 14—Decision on "The Miracle," viewed by the Ohio film censor board on July 1, is expected by tomorrow according to Dr. Clyde Hissong, chief film censor.

The Columbus Citizen voiced its "regret" at the Inaccuracy of its editorial statement that Ohio film censor fees of $2 per reel "netted $3-million per year." The Citizen printed a letter from Dr. Hissong in which he gave the correct yearly amounts of censor fees. Receipts from fees in fiscal 1952 amounted to $294,783, said Dr. Hissong. Receipts in 1951 were $297,892, in 1950, they were $300,573, and in 1949, $275,853.

Beresin Names Committee

(Continued from page 1)

International European Representative: C. J. Latta

International Representatives: Jack Drumstic, Miami; Atlanta; William Elson, Minneapolis; Des Moines, Omaha; Michael Felt, Philadelphia; Pittsburgh; Jake Flax, Washington, Baltimore; William German, Boston, New York; H. V. Rider Harvey, San Francisco, Salt Lake City, Denver, Los Angeles; Las Vegas; Herbert Kohn, Charlotte, Memphis; Emler Lust, Buffalo, Cleveland; Luis Montes, Mexico City; William Oteo, Cincinnati, Dayton, Indianapolis; Jack Rose, Chicago, Milwaukee, St. Louis; Julius Schepps, Dallas, Houston, Oklahoma City; Charles Smukvit, Albany, New Haven; Jack Zide, Toronto, Detroit, Grand Rapids.

Publicity and Public Relations Advisory Board; Jack Alcote, Film Daily; Martin Quigley, Jay Emamuel, The Exhibitor; W. R. Wills, Hollywood Reporter; Ben Shlyen, Boxoffice; Tom Kennedy, Shotwun's

Trade Reviews: Mo Wax, Film Bulletin; Abel Green, Variety; Joe Schoenholtz, Daily Variety; Hy Bossin, Canadian Film Weekly.

A meeting of this group together with Beresin and International press guy Jack Chisholm will be held in New York early in September.

The trade paper publishers and editors, said international Variety, have accepted the responsibility of advising the international office on all matters involving publicity and in helping to publicize the charitable work of those members in the amusement industry who are supporting Variety. This board will also advise on publicity for such Variety events as the 25-year celebration to be held in Pittsburgh in November and the International convention to be held in Mexico City. They will also advise the squares to select the contest to pick "Variety's Press Guy of the Year" and the best published photograph submitted by press and professional photographers on a Variety Club activity.

Study Plan

(Continued from page 1)

bulletin the details of the producer's plan.

Intent on securing at least 45 shuttered theatres at the outset, Lawrence said that with funds he has available he would prepare three musicals "with very broad appeal" that can be offered in theatres of 2,000 seats, or more, for a top price of $2.40.

Stars Available

"Stars from Hollywood are available for roles in these musicals," Lawrence added. He declared motion picture trailers would be used in the theatres to promote coming stage attractions. According to his estimate, "six months should be sufficient to set this plan properly, tastefully and economically into operation." If the plan should succeed, Lawrence said, it would mean that theatres that now are being shut could be kept open and earn revenue at least 30 weeks out of a year.

Spiegel's Duties

(Continued from page 1)

ivities in Austria until Sept, 1, 1952, when MPEA's license in that country will expire.

Liquidation of the MPEA setup in Austria following the return of that market to individual company operation will also be handled by Spiegel.

Spiegel's new assignment fills the gap created by the resignation last week of Louis Kanturek, former MPEA manager of Austria and supervisor of Eastern Europe.

Once in a Generation... Entertainment Like This!

"While I'm marriage broker, you'll have the good manners not to hit the man until he's your husband—and entitled to hit back!"
THE tumult and the shouting dies, the Captains and the Kings depart... Alfred Lord Tennyson’s ‘Recessional’ aptly describes the scene in Chicago where the ghost of the 1952 Republican Convention is about all that remains of the charged atmosphere, heated words, dynamic demonstrations and the re-nomination of General Dwight D. Eisenhower as that party’s standard bearer... the millions of TV viewers in America both at home or at theatres who thrilled to the historic scenes depicting Democracy at work, will never again be satisfied with mere reports of such gatherings anymore, but rather will look upon filmed reports as complements and component parts of the complete story, part of which they themselves witnessed... Starring the Democratic Party Bigwig, Act 2 of the National Drama, will now take place at the same spot and over similar networks and tie-ups with the last and final Act (3) recorded, filmed and kinescoped for posterity across the length and breath of the country, and starring Mr. and Mrs. John Q. Citizen... and the best part of the entire picture is the umuted yet heart-felt exultation deep inside the American people which, if delivered audibly would clearly resound in, “Hooray, Republicans, Hooray Democrats, HOORAY AMERICA”.

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COINCIDENCE... On his WYNN program, which originates from the Blue Ribbon Restaurant just off Broadway, columnist-commentator Paul Denis, interviewed actor star Merrie Cooper... saying Freddy Bartholomew seated nearby, Paul called to make-side art theatre director introduced Merrie to Freddy, only to discover that several years ago both had appeared in a movie as a ‘father and son’ combo... then to make a good story even better, Freddy called over his wife who produces “Paul Denis Show”.

Peter Arnell, who originated many TV Vehicles including, “The Name’s The Same,” “Rate Your Mate,” “By Popular Demand,” “Balance Your Budget” and several others, has become associated with CBS and will be executive consultant on audience-participation panel and quiz programs... deal was set by Ted Ashley Associates... Sportscaster Harvey Wimer will televise the hole-by-hole description of the “Tom O’Shanter” golf tourney for the fifth consecutive year... program will come from Chicago and will feature the most famous golfers in the world, competing for a first prize of $125,000 dollars... (boy, my nickle!)... Brad Phillips is host this afternoon to the program and recording stars including Dick Haymes, Eddie Fisher, Duke Ellington, Richard Haymes and Perry Como at a “Singing Battle Royal” Cocktail party at the Castelholm Restaurant, to announce a new contest which “Smarty Pants,” (one of the sponsors of Brad’s WINS platter series) will launch in a nation-wide search for nick names for the baritones.

Did you know that the oldest radio series is the Cities Service-sponsored “Cities Service Band of America” program, started 25 years ago on NBC and for the past eight years donated by one of the country’s foremost Conductors, namely Paul Lavalle, Maestro Lavalle, years ago, dropped all other programs to devote all his time and talents to the current series, heard on Sundays from 9:30 to 10 p.m. Win, Morris Agency is handling “The Timid Soul,” series, based on H. T. Webster’s famous nationally-syndicated cartoon strip, for Alan Sands who has acquired the TV and radio rights... (if you’re a Casper Milquetoast you won’t call them... they’ll call you.)
TOA, Allied Heads Support COMPO Dues

WTO President Also Bids For Anti-Tax Financing

The presidents of Allied State Association, Theatre Owners of America and Western Theatre Owners have expressed strong endorsement of the Council of Motion Picture Organizations' tax reform campaign in letters to their memberships.

The letters, sent by Wilbur Supper of Allied, Mitchell Wolfson of TOA, and H. V. (Rotus) Harvey of WTO, urge the exhibitors to pay their COMPO dues according to a schedule of payment approved by the COMPO executive committee at its last meeting.

Each of the letters emphasized that payments, which will be matched by equal payments by the distributing companies, will be placed entirely at the disposal of the COMPO Tax Repeal Campaign Committee, which is organizing a nationwide drive for the

(Continued on page 4)

TOA Eyeing Talent For Its Convention

WASHINGTON, July 15.—Groundwork for special entertainment at the 1952 annual convention and trade show of the Theatres Owners of America, September 14-18 at the Shoreham Hotel here, was begun this week, it was reported by A. Julian Brylawski, convention chairman.

Plans for obtaining top talent which will be performing in Washington during the convention were discussed at a meeting yesterday at hotel managers and committee chairman. Attending were Brylawski; Frank

(Continued on page 2)

Yeshiva Campaign Headed by Schimel

Adolph Schimel, vice-president and chairman of the general counsel of Universal Pictures, has been named chairman of the motion picture industry scholarship fund for Yeshiva University.

Schimel announced the appointment of the following industry executives to the committee: Barney Balaban, Nate Blumberg, Spyros P. Skouras, and

(Continued on page 2)

U.K. Theatres Lose Battle Against Quota

LONDON, July 15.—Despite the opposition voiced by the Cinematograph Exhibitors Association and the National Association of Theatrical and Kind Employees, the British Film Board of Trade has placed the second feature quota on its schedule of payment approved by the COMPO executive committee at its last meeting.

This means that exhibitors must continue to play the 25 per cent supporting program quota, which has blasted as "unrealistic," The Fligel.

(Continued on page 2)

Elect Amory 'V-P' Of Pathe in L.A.

Charles M. Amory has been elected vice-president in charge of West Coast sales for Pathe Laboratories, Inc., it was disclosed here yesterday by Kenneth M. Young, president, following a meeting of the board of directors. Amory's West Coast sales post is a newly-created one. "Young, who will assume his new duties in Los Angeles shortly, has resigned as vice-president of sales for Southwai Selective Pictures, Inc. Southwai is expected to fill the vacancy shortly.

(Continued on page 4)

Announce Censor Challenge In Place of Newsreel Seal

"This is an unsecured newsreel. We believe with the Supreme Court of the United States that motion pictures are entitled to the free press and free speech guarantees of the Constitution. We believe in the courts the constitutionality of motion picture censorship, the measure you are about to see is being shown without an Ohio censorship seal."

The foregoing paragraphs will preface newsreels shown today in five theatres in as many cities in Ohio. The paragraphs will appear in the newsreels in place of the usual censor's seal.

Thus will the industry announce to the audiences in those theatres its challenge of Ohio's right to censor newsreels. In one of the theatres, L. J. Hochsinner's Little Theatre in Columbus, will be stationed a state field inspector whose duty it will be to swear out warrants returnable in municipal court against the exhibitor and the distributor of the Little's print of the "American Newsreel" of the Republic National Convention filmed by

(Continued on page 4)

Newsreels Set For Convention Story

The five major newsreels—having set speed records in servicing theatres with highlights of the Republican convention last week—are planning equally as swift coverage of next week's Democratic convention.

The companies will again have expanded staffs working at the Chicago convention, and within hours will rush prints to theatres.

Johnston May Set Paris Trip Today

A decision may be made today at the second day of Motion Picture Export Association conferences here on the French proposals for a new film pact whether Eric A. Johnston, Motion Picture Association of America president, and John G. McCarthy, vice-president, will go to Paris at an early date for further negotiations.

MPEA member companies' foreign managers met the greater part of the day yesterday with Johnston, McCarthy and Joyce O'Hara, MPAA vice-president, with a view to deciding on what basis further discussions with the French will be held. Today's meeting will be a continuation of yesterday. The meeting yesterday was under

(Continued on page 4)

HOLLYWOOD, July 15.—As a result of the SWG referendum, completed last night, in which the membership voted against the MPIC proposal to establish a services board for those falsely branded "Red" connections, the proposal appears doomed because the MPIC constitution requires the unanimous approval of all its constituent units.

SAN FRANCISCO, July 15.—Changes in the California minimum wage law for women increase the minimum for women executives from $260 to $350 per month. Other women workers were raised from 65 to 70 cents per hour and an increase from 50 to 60 cents was given minors.
Personal Mention

JULES LEVY, producer, is in Hollywood from New York.

Jack Beir of M-G-M's studio advertising-explotation department, is the father of a boy, born at St. John's Hospital, Los Angeles.


CARROLL L. PUCIATO, vice-president of Realart Pictures and Jack Broder Films, has arrived in London from Paris.

J. E. HENNING, executive of the Mann-Leipert Co. in San Francisco, is at St. Mary's Hospital there for surgery.

IRVING SOCHIN, Universal, universal short subjects salesman, was in New Haven yesterday from New York on business.

NAT KRAMER, director of T.V. Movies Co., has left here on a country-wide sales trip.

WILLIAM SPENCER, M-G-M studio manager, is a grandmother, for the third time.

Services Held for Alfred Sedgewick, 46

TORONTO, July 15.—Funeral services for Alfred Sedgewick, 46, manager of the Odeon Palace Theatre, St. Catharines, Ont., were held in St. Catharines today.

Sedgewick, who previously managed theatres in Toronto for Famous Players, was struck by a truck in St. Catharines. He is survived by the widow, two children and several brothers and sisters.

Patrick Byrne, 45

Sr. Louis, July 15.—Patrick F. Byrne, 45, KKO Radio salesman at the station's exchange, died in the early hours of an auto accident on Monday when the car in which he was riding skidded and overturned on a wet highway near Byran. His wife, three of his children and his father-in-law were with him. One of the severely injured.

Yeshiva Campaign

(Continued from page 1)


K. C. Drive-in Robbed

KANSAS CITY, July 15. — Four masked robbers held up the assistant manager of the Crest drive-in theatre here and obtained $200.

Ratner Heads New Closed Circuit TV Development

The appointment of Victor M. Ratner as director of theatre tele- sessions, a newly-created division of theatre network television was disclosed yesterday by C. L. Halpern, TNT Network President.

The new division will develop the use of closed circuit theatre television over a nationwide basis for meetings of business concerns, government officials and other organizations, Halpern stated.

Ratner, who has long devoted his career to promotion advertising and new-media marketing, recently became vice-president in charge of promotion and public relations for Macy's. While there, he developed the picture-of-the-month tie-in of motion pictures and merchandising in the retail trade. From 1947 to 1959, he was vice-president in charge of advertising and promotion at Columbia Broadcasting.

In addition to serving as director of theatre tele-sessions, Ratner will continue to conduct promotion and public relations activities with the company bearing his name.

$150,000 Michigan Film Storage Fire

Depew, July 15.—An explosive fire, visible for 15 miles, destroyed a film storage warehouse near Northville, with a loss estimated at $150,000.00. A 6,000-gallon tank, which raged out of control four hours, left only the walls of the structure. The building was owned by Charles H. Simpson of Detroit who distributes films to suburban houses.

Rosenberger W.B. Mexican Manager

Américo Rosenberger has been appointed manager for Warner Brothers in Mexico, by Wolfe Cohen, the general foreign manager. Rosenberger will be under the direction of Armando Trucios, Warner's Pacific division head.

The Mexican post had been vacant for some time.

Forms Kon-Tiki Enterprises, Inc.

Formation of Kon-Tiki Enterprises, Inc., by Sol Lesser Productions, Rand McNally Publishing Co. and Charles F. Talmadge, was announced here with the opening of headquarters in Chi- cago.

The new company will merchandise throughout the world, articles bearing a "Kon-Tiki" motif.

TOA Convention

(Continued from page 1)

Boucher, convention co-ordinator; J. A. Benedict, manager; Herbert Blunch, manager of the Statler; Neal Mack, manager of the Mayflower, and Gardner Moore, manager of the Sherman.

The hotel men pledged to name up to four of the time meeting

U.K. Quota

(Continued from page 1)

stone, former CEA president, had charged that the quota amounted to a blockade of exhibitors into playing worthless second features and documentaries which drive patrons away from first features.

Following the indictment of the quota by the CEA at its annual convention last week at Llandudno, North Wales, the Council also decided to give further consideration to a memo- randum in support of the exhibitor stand which Tom O'Brien, NATKEA vice-presidential secretary, sent to the convention.

Reitering in the memorandum to the Board presented by the NEC, and a statement was being prepared this week in which was the subject under which it was being prepared. O'Brien added that "is a little too late. There are a few stations which are following the various major stations, have engaged, often under serious dis- advantages, to carry out their quota obligations."

Turning to the Anglo-American Film Agreement, O'Brien said, the two countries have agreed to increase the number of American films which for the benefit of the American Government and the Americans are being made the occasion to further the Anglo-American policy of the Government.

Says Fund Would Collapse

O'Brien continued: "Deprived of an adequate supply of American films the English would be compelled to turn to exhibi- tions of the Ministry's revenue at least a fair greater laceration. It is an unpalatable and uneconomic fact that the Anglo-American Film agreement cannot be operated in its own market without imported films. The debacle of 1947, which put 600 films on the screen, has been replaced, from which we have never recovered, proved that we have not the optimum essentials to maintain even half a leak of current weekly public attendances at nearly 5,000 cinemas with British films alone. It would be catastro- phal to attempt to do so."

O'Brien concluded with an appeal to the Press Council to consider ways and means whereby it could rehabilitate the prestige of the industry in the UK. The NATKEA sincerely believes that the Press Council should vigorously per- suade the government to become active, as they are and re-fuse itself of these sub- jects, political and other- wise, that have been injected into the trade by the Press, as, indeed, have done, with devastating consequences, into the wider activi- ties of the nation.

Mother of the Runnings

MINNEAPOLIS, July 15—Mrs. Berg- liot Running, mother of Ber- glieit Running, Paramount's former Minneapolis manager, and Will- liam A. Running, booker for the Minneapolis Amuse- ment Co., passed away here at the age of 79. Also mentioned by the widow, a brother and a sister. Funeral services were held at the Evergreen Funeral Home.

Columbia Dividend

Columbia Pictures' board of di- rectors, at a meeting held here declared a quarterly dividend of $1.064 per share on the $4.25 cumulative preferred stock, payable on Aug. 15 to stockholders of record on Aug. 1.

M-G-M Buys 'Kate'

M-G-M has purchased the Broadway musical, "Miss Kate" for film production. Cole Porter, who wrote the music for the play, will add ad- ditional songs for the screen presenta- tion. Jack Cummings will produce the film.

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Rita Hayworth's Back!

Just one of the ads in Life, Look and 14 other national magazines now telling 72,000,000 readers.

Rita's Back in Affair in Trinidad for August Release from Columbia!
Based on one of the most famous books ever written in America—

WILLIAM WYLER
PRODUCTION OF
Carrie
A Paramount Picture

Johnston May Set
(Continued from page 1)

stood to have revolved around quota, tax, and subsidy proposals. Foreign managers attending the meeting declined to "write off" the inclusion of a subsidy provision in any new agreement, but it was pointed out that the deal was that the pact actually would provide for U.S. financial assistance to French producers. It is known that the American companies are strongly disinclined to agree to any reduction in the number of films shipped annually to France.

11 HRS. ONESTOP TO LOS ANGELES ON UNITED AIRLINES! Business service aloft, including delicious Mainliner meals at an extra cost. Three flights to choose from leaving at 9 am, noon, and 12:45 am (DST). You fly big DC-6 Mainliners all the way.

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

Walter Brennan, Jeffrey Hunter and Anne Francis are the 20th Century-Fox stars participating in the world premiere of "Lure of the Wildwood," opening this week. There is a slight "feud" running between Waycross and Atlanta and characters from Ware County with blood in their veins pumping water in their hip pockets and a passel of shotguns, "fought it out" to maintain the original premiere in Waycross, where the picture was photographed. John Harrison, Quigley Grand Award winner, and city manager for Georgia Theatres in Waycross, won his point, and so the picture opened in Waycross at 12:01 this morning and in Atlanta at 8:15 tonight. That's a compromise, Southern Georgia style.

—WALTER BROOKS
"They must be at the COMPANION-approved movie!"

The Companion's unique movie news coverage scores a BIG hit with over 4,300,000 women. That's why Hollywood has invested more money in the Companion during the past six years than in any other monthly magazine*.  

*Except of course the fan magazines.
BOXOFFICE PARADISE...
OPEN FOR BUSINESS!

COLOR BY
TECHNICOLOR

ISLAND OF DESIRE

INNA DANNEFIL · TAB HUNTER · DONALD GRAY
A DAVID E. ROSE PRODUCTION 스타링
THE Screen's WORST "GIVE-AWAY"

SPECTACLE

If it's solid, good old-fashioned entertainment (the kind that pays and pays) this is for you!!!
TOA, Allied Heads Support COMPO Dues WTO President Also Bids For Anti-Tax Financing

The presidents of Allied States Association, Theatre Owners of America and Western Theatre Owners have expressed strong endorsement of the Council of Motion Picture Organizations' financing campaign in letters to their memberships.

The letters, sent by Wilbur Sniper of TOA, and H.V. (Rotus) Harvey of WTO, urge the exhibitors to pay their COMPO dues according to a schedule of payment approved by the COMPO executive committee at its last meeting.

Each of the letters emphasized that these payments, which will be matched by equal payoffs by the financing companies, will be placed entirely at the disposal of the COMPO Tax Repeal Campaign Committee, which is organizing a nationwide drive for the (Continued on page 4)

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Adolph Schmel, vice-president and general counsel of Universal Pictures, has been named chairman of the motion picture industry scholarship fund for Yeshiva University.

Schmel announced the appointment of the following industry executives in the committee: Barney Baban, Nate Blumberg, Spysro P. Skouras, (Continued on page 2)

U.K. Theatres Lose Battle Against Quota London, July 15.—Despite the opposition voiced at the Graph Exhibitors Association and the National Association of Theatrical and Kine Employees, the British Film Council has recommended to the president of this country's Board of Trade that the second feature quota be continued.

This means that exhibitors must continue to play the 25 per cent supporting program quota, which they have blasted as "unrealistic." Theo Fliegl

Elect Amory 'V-P' Of Pathe in L.A.

Charles M. Amory has been elected vice-president in charge of West Coast sales for Pathe Laboratories, Inc., it was disclosed here yesterday by Kenneth M. Young, president, following a meeting of the Pathe board of directors. Amory's West Coast sales post is a newly-created one.

Amory, who will assume his new duties in Los Angeles shortly, has resigned as vice-president of sales for Souvaine Selective Pictures, Inc., Souvaine is expected to fill the vacancy shortly.

(Continued on page 2)

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The meeting yesterday was under-

(Continued on page 4)

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"This is an uncensored newsreel. We believe with the Supreme Court of the United States that motion pictures are entitled to the free press and free speech protection.

"To order therefore to test in our courts the constitutionality of motion picture censorship, the newsreel you are about to see is being shown without an Ohio censorship seal."

Iowa Unit to Meet on Tax Plans Tomorrow

ELDORA, Iowa, July 15—Allied Independent Theatre Owners of Iowa, Nebraska and Mid-Central will hold an annual midsummer meeting on Thursday at Lake Okoboji, Iowa, with the top item on the agenda being a discussion of the unit's plans for the fight against the government's 20 per cent admission tax.

The meeting will also discuss fall promotions for theatres and plans for the September 5 newspaper publishers-exhibitors meeting in Des Moines. There will be an open forum on film deals, performances, exploitation and other problems confronting exhibitors.

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(Continued on page 4)

Elect Rackmil President Of Universal

Milton R. Rackmil, who as president of Decca Records represents a controlling interest in Universal Pictures, was elected president of Universal yesterday at a meeting here of the board of directors. He succeeds N.J. Blumberg, who was a director and board chairman.

At the same time, the board declared a semi-annual dividend of 50 cents per share on the common stock and a quarterly share on the 4½ per cent cumulative preferred stock.

The dividend declaration was (Continued on page 4)

SWG Vote Dooms MPIC Loyalty Unit

Hollywood, July 15.—The Motion Picture Industry Council's plan to establish a services board, which would afford a channel for innocent industry members charged with subversive affiliations to learn about allegations against them and present relevant information, appeared doomed following the Screen Writers Guild referendum. The motion was defeated 176 to 143.

California Raises Women's Pay Rates
San Francisco, July 15.—The California wage rate law for women has been changed to increase the minimum for women executives from $250 to $350 per month. Other women workers were raised from 65 to 70 cents per hour and in the lesser rate an increase from 50 to 60 cents for minors was ordered.
The appointment of Victor M. Ratner as director of theatre tele-
sessions, a newly-created division of Theatre Network Television was
disclosed here yesterday by Nathan L. Halpern, TNT president.
The new division will develop the use of closed circuit theatre tele-
avision on a nationwide basis for meet-
ings of business concerns, government agencies and other organizations, Hal-
pers stated.
Ratner, who has long devoted his career to promotion advertising and
merchandising, more recently was vice-president in charge of promotion
and public relations for Macy's, Inc. He was responsible for the picture-of-the-month tie-in of
motion pictures and merchandising in store. From 1946 to 1948, Ratner was vice-president in charge of
advertising and promotion at Columbia Broadcasting.
In addition to serving as director of theatre tele-sessions, Ratner will
continue to conduct promotion and public relations activities with the
company bearing his name.

**U.K. Quota**

(Continued from page 1)

stone, former CEA president, had charged that the quota amounted to
"a travesty of art and the criminality of exhibitors into playing
worthless second features and documentaries which drive
themselves away from theatres.

Following the indictment of the quota by the CEA at its annual con-
vention last week at Llandudno, North Wales, the Council also decided to give
further consideration to a memo-
randum in support of the exhibitor
headlong which Tom O'Brien, NATKE, general secretary, sent to the con-
vention.

Referring to the memorandum in the BPI president's statement, Mr.
was considering prosecuting some 50 cases of present exhibitor quota de-
grease. O'Brien said that 95 per cent of a little over one per cent of the
operating cinemas in the United
Kingdom.

The statement continued: "The two great cir-
cuits have maintained a level of pro-
duction from resources that were pri-
marily invested for the exhibition of
picture of the month circuits, and the over-
whelming majority of exhibitors, have
earned, often under serious difficul-
ties, to carry out their quota
obligations."

Turning to the Anglo-American
Film Agreement, O'Brien said, "The ascending cost of
war and Her Majesty's Government and the Ameri-
cans are being made the occasion to fur-
ther the anti-American Policy of the
Cominfor.

Says Fund Would Collapse

O'Brien continued: "Deprived of
an adequate supply of American films the
British film industry would collapse. If
Eisenhower assumed that the British film industry cannot flourish in
its own market without imported
films. The debate of 1947, which put
the British producers and the
British film industry, from which we have never recovered,
proved that. We have not the optimum tools to maintain the level of
current weekly public attend-
ances at nearly 5,000 cinemas with
British films alone. It would be cata-

drophic to attempt to do so."

O'Brien continued with an appeal to the Films Council to consider ways
and means with the end in view of
sustain the prestige of the industry. NATKE sincerely believes that the
Films Council should vigorously per-
form its functions, face the facts as
they are and rid itself of these sub-
versive interests, political and other-
wise, which have infiltrated themselves into
the councils of the industry, as,
indeed, they have done, with devastat-
ing consequences, into the wider activi-
ties of the motion picture industry.

Newsreel

**Parade**

The GOF convention is the high-
light of all current newscasts. Other
items include new planes, sub-
marines and human interest stories.
Complete contents follow:

**MGIETGNE NEWS,** No. 58 — Entire
series. Republican ticket—Rus-
kerow and Nixon.

**NEWS OF THE DAY,** No. 282 — Film
story of Eisenhower victory.

**FARMOUT NEWS,** No. 96 — GOF
convention. Eisenhower speech accepting
nomination.

**TELENEWS DIGEST, No. 29A — Oil
bunkers and its background. Israe-
lii searchers for oil. Bergman—
Raymond Levy. Vice-President"

**UNIVERSAL NEWS,** No. 378 — Eisen-
hower accepts. Tanker blast. Horse race.

**WARNER PATHE NEWS,** No. 97 —

**UA Sues ABC for**

Cancelling Film

Los Angeles, July 15.—In a unique
case arising from an exhibitor's can-
celling film, Superior Court Judge Wilbur Curtis has issued a
show-cause order, returnable
Friday, instructing ABC Theatres, based at New York, to
appear in Superior Court, Beverly Hills, to explain why
the house should not exhibit the United
Artists Sid Williams production, "Act-
ors and Sin," beginning July 24, as
contracted.

UA and Kallan brought suit seeking
a declaration to compel ABC to run
the picture or pay $250,000 in damages.

ABC stated the film had been
exhibited uncut, on reports it had done
big business in New York, and was
cancelled when ABC discovered it was
a travesty ridiculing motion pic-
ture people.

Mother of the Ronnings

Minneapolis, July 15.—Mrs. Ber-
gatt Ronning, mother of Berger O.
Ronning, Paramount Southern Minnes-
ota salesman, and William A. Ron-
ning, booker for the Minnesota Amuse-
ment Co., passed away here at the age
of 69. Mrs. Ronning is also survived
by the widower, a brother and a sister.
Funeral services were held at the
Enner Funeral Home.

Columbia Dividend

Columbia Pictures' board of direc-
tors, at a meeting held here declared
a quarterly dividend of $1.00 per
share on the $4.25 cumulative pre-
ferred stock, payable on Aug. 15 to stockholders of record on Aug. 1.

**M-G-M Buys 'Kate**

M-G-M has purchased the Broad-
way musical, "Kiss Me Kate" for
$750,000. father, Cole Porter, who wrote the music for the play, will add
additional songs for the screen presenta-
tion. Jack Cummings will produce the
film.
Rita Hayworth's Back!

Just one of the ads in Life, Look and 14 other national magazines now telling 72,000,000 readers Rita's back in Affair in Trinidad for August release from Columbia!
Based on one of the most famous books ever written in America—

William Wyler's Production of
Carrie
A Paramount Picture

Johnston May Set
(Continued from page 1)

stood to have revolved around quota, tax and subsidy proposals. Foreign managers attending the meeting declined to "write off" the inclusion of a subsidy provision in any new agreement, but it was pointed out that this did not mean that the pact actually would provide for U.S. financial assistance to French producers. It is known also that the American companies are strongly disinclined to agree to any reduction in the number of films shipped annually to France.

U' Board Elects Rackmil
(Continued from page 1)

coupled with the board statement that the company, which heretofore followed the practice of declaring annual dividends, proposes to place its common stock on a semi-annual dividend basis.

Yesterday's declaration of a dividend represented Decca's first return, in 1952, of its $7,000,000 investment in Universal. As holders of 406,475 shares of Universal common, a 42 per cent interest in the film company, Decca stands to get $2,000,000 Universal dividend payments. Its yearly return, assuming the same dividend is declared six months hence, would total $400,175.

Rackmil, who was elected to the board at Universal's recent annual meeting of stockholders, announced that "there will be no changes in the management of the company," but acknowledged the presidency.

It was further announced that Rackmil will continue to serve as president of Decca, utilizing the "kindred interests" of the two companies "in the advancement of plans for all outer media.

Blumberg, who has been president of Universal since 1938 and is commemorating his 40th year in the industry, also stressed the mutual interests of both companies, both Rackmil and Blumberg in their statements expressed confidence in the future of the motion picture industry, pointing out that Universal has hit a new high in its worldwide gross income.

Rackmil, who was one of the founders of Decca, in 1934, has been president of the record company since 1949. Rackmil, the principal of Decca's acquisition of Universal Stock, bought Decca's holdings to 406,175 shares of Universal common when he purchased J. Arthur Rank's interest in Universal for $1,000,000. Rank's holdings totaled 134,375 shares of Universal common.

Yesterday's 50-cent dividend declaration by Universal will be payable August 6 to stockholders of record on July 25. The last previous dividend payment on the company was made on Dec. 19, 1951 when a year-end dividend of 60 cents per share was paid.

The cumulative preferred stock dividend will be payable on September 1 to stockholders of record on August 15.

Censor Challenge
(Continued from page 1)

the newswire companies. The Little is serviced by Warner Bros.

The Motion Picture Association of America reported here yesterday that word was received from Manning Clagett, MPAA associate director of public relations, that newspapers and radio and TV stations throughout the country have taken favorable, editorial views of the industry's challenge. Clyde Hissong, State Director of Education and head of the State Censorship Division, has indicated to Clagett his desire to have the issue resolved. Hence the mutual agreement to have Hodheimer's theatre serve as the point of departure.

National Pre-Selling

SENN LAWLOW, publicity director for Fox Mid-Continent Theatres in Kansas City, read an item in "National Pre-Selling" a week ago and was immediately interested in the fact that the August 31 issue of American Weekly is to be devoted to motion pictures. And since there is not a Hearst newspaper in the hearing area where this Fox division operates 135 theatres, he wrote asking us to convey the request to Elmer Y. Read, owner of the Sunday newspaper magazine, his order for 200,000 copies to be distributed as a major item in Fox's fall campaign. He will obtain for the special issue over a five-state area, where the Sunday magazine would not ordinarily be read, for mutual benefit and advantage.

King Features Syndicate has distributed an elaborate mailing piece on Walt Disney's "Treasury of Classic Tales"—a new series of Sunday-page newspaper features as a sales tool for uninterrupted use. Unlike the usual syndicate feature series, this is planned to run on and on, and include all sorts of typically Disney adventure, fantasy and fairy tales in comic and real-life style. The features will begin with "Robin Hood" and will go from there into "Peter Pan" and other beloved tales of childhood for all ages. Each change of story will provide a change of pace and opportunity to promote the reading audience, especially among school groups. In color, it will come in fractions and full tabloid pages.

The August McCall's, on newsstands July 26, will give top billing to Universal's "The World in His Arms" with two and one-half columns and the front-of-the-book movie guide also recommends Warner's frothy musical, "She's Working Her Way Through College," and Paramount's production of Theodore Dreiser's "Carrie." The Sunday Parade for July 13 featured a spot of "The World in His Arms" in the McCall's and an insert of "Tom Sawyer" to fill the left-hand panel of the page. The Parade also printed a strip of "Carrie" as an outstanding picture, Paramount has obtained a special reprint and citation from the Southern California Motion Picture Council which is being widely circulated.

Walter Brennan, Jeffrey Hunter and Anne Francis are the 20th Century-Fox stars participating in the world premiere of "The Wilderness" in Georgia this week. There is a slight "feud" running between Waycross and Atlanta and characters from Waycross with blood in their eyes, swamp water in their hip pockets and a passel of shotguns, "fought it out" to maintain the dignity of the original premiere in Waycross, where the picture was photographed. John Harrison, Quigley Award winner, and city manager for Georgia Theatres in Waycross, won his point, and so the picture opened in Waycross at 12:01 this morning and in Atlanta, at 8:15 tonight. That's a compromise, Southern Georgia style.

--WALTER BROOKS

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They must be at the COMPANION-approved movie!

The Companion's unique movie news coverage scores a BIG hit with over 4,300,000 women. That's why Hollywood has invested more money in the Companion during the past six years than in any other monthly magazine*. Except of course the fan magazines.

* Robin Hood . . . . . . Disney - RKO
* Washington Story . . . . . . MGM
* Lovely To Look At . . . . . . MGM
* The Merry Widow . . . . . . MGM

THE CROWELL-COLlier PUBLISHING COMPANY-PUBLISHERS OF COLLIER'S, THE AMERICAN MAGAZINE, WOMAN'S HOME COMPANION
BOXOFFICE PARADISE . . . OPEN FOR BUSINESS!

SPECTACLE

ROMANCE

ADVENTURE

COLOR BY TECHNICOLOR

If it's solid, good old-fashioned entertainment you're after (the kind that pays and pays and pays) ...this is for you!!!

ISLAND OF DESIRE

A DAVID E. ROSE Presentation starring

LINDA DARNELL • TAB HUNTER • DONALD GRAY

(The screen's new "Sigh-Guy") Produced by DAVID E. ROSE • Directed by STUART HEISLER

Another BIG ONE thru UA
Complaints on Bidding Top Coast Probe

Amis Shifting Attention Now to Distributors

Hollywood, July 16.—Unfairness on the part of distributors in administering the bidding system is foremost among the charges voiced by independent exhibitors in their talks with William D. Amis, investigator for the Senate Small Business Committee, who today told Morris Picture Daily he intends shifting his attention now to distributors in a follow-through of the testimony gathered during the first week of his stay.

Amis, who came West in sequel to Southern California Theatre Owners Association’s request to the Senate Small Business Committee, said the outstanding complaint made by some 35 independent exhibitors talked with individually is that exchanges habitually play one bidder against another by cross-bidding in violation of fair trade principles.

Film Dividends for First-half Below ’51

WASHINGTON, July 16.—The Department of Commerce revealed today that publicly declared cash dividends paid by corporations in the film industry fell below 1951 both for June and for the first half of the year.

A drop to 20 cents in the dividend

Resume French Pact Conference Monday

Third of a series of meetings on Franco-American film pact proposals among distribution foreign managers and Motion Picture Association of America executives will be held here on Monday.

The second meeting yesterday, like the first on Tuesday, was concerned with sounding out the views of the various company executives. “Progress was made,” was the report. Eric A. Johnston, MPAA president, will preside at Monday’s meeting as he did at the other two.

Columbia’s Capital Cut by $500,000

WASHINGTON, July 16.—Columbia’s capital has been reduced from $17,099,706 to $17,128,278, or close to half a million dollars, the company has informed the Securities and Exchange Commission.

The reduction was achieved with the elimination from capital of $745,100, the amount previously represented by 7,851 shares of $4.25 cumulative preferred stock and the addition of $202,072 transferred to capital by reason of the capitalization of

46 Exhibitors Volunteer for Tax War Posts

Compo Gets Replies From 26 States; Others Due

Forty-six exhibitors in 26 states already have indicated acceptance in response to an appeal asking theatremen to serve on state committees in the industry’s tax-repeal campaign, it was disclosed here yesterday by Col. H. A. Cole and Pat McGee, co-chairmen of the Council of Motion Picture Organizations Tax Repeal Campaign Committee.

Highly pleased with the results of their first move at the industry throughout the country, the committee co-chairmen said yesterday they were confident they would have acceptances from all of the 48 states before the end of the week.

Cole explained that wires were sent to a number of exhibitors in each state advising them of the organization of the campaign and asking them to serve on their state committees. On receipt of acceptances, those agreeing to serve, he said, will be asked to set

Daff Becomes ‘U’s’ Executive ‘V.-P.; Officers Reelected

Alfred E. Daff, vice-president and director of world sales for Universal Pictures since November, 1950, has been appointed executive vice-president, it was announced here by Milton R. Rackmil, who became president of the company on Tuesday, when Nate Blumberg became chairman of the board.

Daff has been with Universal for 32 years, having started in the motion picture business in the company’s office in Sydney.

6 Months Releases Feature Warner’s Sales Meeting Here

Distribution and playdate plans for Warner Brothers product for the next six months will highlight the agenda of a two-day sales meeting of WB district managers, which will get underway here today at the company’s home office. Ben Kalmenson, vice-president in charge of distribution, will preside.

Pictures to be discussed include “The Story of Will Rogers,” color in Technicolor, starring Will Rogers Jr., and Jane Wyman; “Big Jim McLain,” Wayne-Fellows production, starring John Wayne and Nancy Olson; “Where’s Charley;” Technicolor

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JAMES MULVEY, president of Goldwyn Productions, and At Cleveland, where his daughter, Miss Margaret Branca, gave a girl to Mount Vernon Hospital, Mt. Vernon, N. Y.

SYPORO S. KOKORAS, 20th Century Fox president, Al Lichtman, director of distribution; DONALD HENDERSON, treasurer, and STIRLING SILLIANT, Eastern publicity director, are due back here from the Coast at the weekend.

LEON J. Bamberger, RKO Radio sales manager, will leave here tomorrow with Mrs. Bamberger for a vacation in Minnesota, where they will visit their daughter and family.

HERMAN RIPP, field assistant to J. P. Byrne, M-G-M Eastern sales manager, has returned from Boston at the weekend and will head for Buffalo.

GEORGE HADGARD, manager of the Warner Gem Theatre at Willimantic, Conn., has been named acting manager of the circuit's Palace, Norwich, Conn.

JEAN HERRISHIELD is due in New York today by plane from Europe and will leave Friday for Hollywood by train.

WILLIAM B. ZOELNER, head of M-G-M's short subject and newsreel sales, is due back here tomorrow from a visit to Eastern exchanges.

BETTE MCNALLY, RKO Radio manager for Ireland, and Miss McNally announce the birth of a son, WALTER.

WILLIAM SILVION, Monogram Allied Artists casting director, has returned to his Hollywood office on crutches, the result of a broken ankle.

BETTY DOYLE, independent short subject distributor, will sail for her home in England on the S.S. Britain to-day.

NAT LEVY, RKO Radio Eastern division sales manager, will leave here today for Toronto.

MARCOS ROSES, operator of the Orpheum Theatre in Miami, left here by plane yesterday for London.

BONNIE BRANDS, advertising publicity head for the Fox Theatre in Detroit, is in Europe on a vacation.

JOE LOETZKE, Republic branch manager in Minneapolis, has returned there from Duluth and Superior.

SIR LESLIE plans to return here from London after attending the S. S. Quoico on July 23.

**SOUTH GOING IN HEAVILY FOR TWIN DRIVE-INS; STRONG PUBLIC SUPPORT**

NEW ORLEANS, July 16.—The general promotion in the New Orleans exchange area is centered on the erection of twin drive-ins. Reports from Alexandria, La., where the first of these projects was opened not too long ago by J. N. Honick and associates of Joy Theatres, Inc., indicate that the2 States reaction of theatregoers their preference for this style and policy of film presentation, and the large crowds attracted thereto has been so strong the growth of these cinema growth since too the appeal for the need of reorientation in showmanship has been very great.

Several theatre owners are devising plans for such projects, while others are scouring around in search of suitable sites. Other Quigley Publications: Motion where the youngsters can view a program of cartoons, comics and Westerns.

**Legion Lists Seven Films in Class A-1**


The report also notes that the film formerly placed in Class B, "2,000 Women," has been changed to "House of 1,000 Women."

7 Films Listed as Adult

Toronto, July 16.—Seven features have been rated adult entertainment by the Ontario Board of Censors, as "The Man Who Married a Pope," "Sands of Time," "Brief Rapture," "The Sniper," "Don't Bother to Knock," "Clash by Night" and "I, Witness.""}

**FWC's Filmarte to House Video Studio**

LOS ANGELES, July 16.—Filmcart Productions has completed negotiations with Fox West Coast Theatres to take over the Filmarte Studio Theatre on Vine Street, Isidore Lindembaum, president and executive producer of the video film firm, announced.

It will be reconstructed into a TV filming plant.

**Terms Picketing Illegal**

HARTFORD, July 16.—The Connecticut Supreme Court of Errors has termed illegal picketing of the Keney, Hartford, Warner, and the National Picture Operators, Local 304 on the grounds it was not the outgrowth of a labor dispute but designed to block theatre to employ any union members.

**SEG Reelects Gordon**

Hollywood, July 16.—The Screen Extras Guild has re-elected Richard H. Gordon, president for the fifth term.

**EquityRestricts Alien Performers**

New rules seeking to confine the theatre industry to nationals of the country have been adopted by Actors' Equity Association, Angus Duncan, president, at the executive board meeting.

"Actors' Equity has become compelled by working conditions, widespread unemployment in this country, and lack of opportunity for American actors in England, to implement its rule," the Equity Council stated.

**Nathanson Abroad On New Film Deal**

Nat Nathanson, until recently East Coast publicity director for United Artists, left here yesterday for Rome to conduct further negotiations for an international film distribution deal, and continue his work. He expects to announce details plans on his return.

**Technicolor 'Lab' Set for Crabusurbo**

MEXICO CITY, July 16.—Arrangements for installation of a Technicolor laboratory in the Crabusurbo Theatre studio here have been made by the studio and the industry's own bank, the semi-official Banco Nacional Cine-teatro, the manager, the bank's manager, has announced. Cesar Santos Galindo, manager of the studio, is co-operating on the plans.

**Uphold $10,000 Verdict**

ALBANY, N.Y., July 16. — The Court of Appeals unanimously upheld a $10,000 verdict awarded to Henry H. Cutts and Francisco de la Cruz, inc. (a Fabian subsidiary) for injuries sustained in tripping over carpeting in the downtown lobby of the Palace, October 6, 1940. Martin claimed that in addition to fracturing his skull he lost the sense of smell, and the high court affirmed the determination of the lower Courts.

**Displays Increased For Ohio's Fair**

COLUMBUS, O., July 16. — Additional showcases from film producers have been assured for the "Hollywood at the Fair" exhibit at the Ohio State Fair here August 22-29. The industry is cooperating to promote goodwill.

In addition to the Tarzan and John Plunkett product which has already been assured for the "Big Sky," five more products will be displayed in "Jet Pilots," a model boat used in "Blackbeard the Pirate," a model of an Army truck used in "One Man's Hero," and a miniature of "The Lucky Men" to advertise a rodeo in the picture.

The Century-Fox will send a model set from "Snows of Kilimanjaro" which stars Gregory Peck, Susan Hayward and Ava Gardner, a model of a hunting camp in the shadow of Kilimanjaro in Africa.

United Artists will send a display of the original costume, from Irving Levin Productions, RKO Radio will send a miniature of the keelboat used in "The Big Sky," five more products in "Jet Pilots," a model boat used in "Blackbeard the Pirate," a model of an Army truck used in "One Man's Hero," and a miniature 24-sheet used in "The Lucky Men" to advertise a rodeo in the picture.

The Walt Disney display, previously shown, will also be included, will include art on "Peter Pan," "Snow White" and "Robin Hood." Production steps in the making of "Alice in Wonderland" also will be shown in a special still display.

**Chi's Oriental to Reopen**

CHICAGO, July 16. — The Oriental Theatre, closed since early June, will reopen in early August under operation of the management of Carl Charles Hogan, well-known local theatrical booking agent, who has been connected with the booking of the house for many years, will be managing director.
Uncle Sam said "go-get-'em!"...and Big Jim was the man they sent!

Filmed on-the-spot in Hawaii...
Here, a scorching 6,000-mile treason-trail ended—and the terror-trail began!
The lonely crags and coral-beach lagoons... the jungle hide-outs and waterfront alleys... this is man-hunt and adventure—authentic, exciting!

WARNER BROS. present
JOHN WAYNE
THE BIG MAN IN HIS BIG ADVENTURE!
BIG JIM McLAIN

CO-STARRING
NANCY OLSON • JAMES ARNESS

DIRECTED BY
EDWARD LUDWIG • JAMES EDWARD GRANT • WAYNE-FELLOWS PRODUCTION

SCREEN PLAY BY
ROBERT FELLOWS

PRODUCED BY
ROBERT FELLOWS

DISTRIBUTED BY
WARNER BROS.

SOON THE NO.1 PERFORMANCE OF YOUR NO.1 BOXOFFICE STAR!

Above ad included in the pressbook campaign.
Note copy emphasis on 'Filmed in Hawaii.'
British Attendance Continues Decline

London, July 16.—The downward trend of box-office attendance, reported by Sir Philip Warner, chairman of Associated British Picture Corp., has been confirmed by the latest entertainment tax returns. For the fifth month in succession receipts from the entertainment duty from theatres show a decline.

According to the official Customs and Excise figures for May the total duty paid by theatres was £3,298,000. In January the figures were £3,502,000; February, £3,435,000; March, £3,342,000; April £3,356,000.

Sir Philip, whose ABC circuit comprises 450 theatres, in his annual report to stockholders said: “The attendance in the current year to date has been adversely affected by the exceptionally fine weather and other causes, and having regard to the continual rise in operating costs, mainly wages, the results in the first quarter of the current financial year do not compare favorably with the corresponding period of last year. It is, of course, too early to form any reliable estimate as to the probable outcome of the year’s trade.”

N.E. Variety Drive Opens

Boston, July 16.—The Variety Clubs of New England and “Jimmy Run Drive,” spearheaded by Monogram star Wild Bill Elliott, has opened its four-day campaign here. The star heads a caravan that will stop at 12 cities and be greeted by governors of New England states, mayors of the various cities and other dignitaries.

Little Concern Is Felt for Business
From Democrats’ Home Telecasts

Theatremen, heartened by the virtual failure of the home televised Republican National Convention to make a dent last week in box-office receipts, are viewing the possible competition of the upcoming Democratic National Convention on home television with little concern.

The twin factors of prohibitive prices and lack of exclusivity make the event undesirable for TV-equipped theatres. Like the Republican convention, the television pool would charge the staggering 50 cents per seat if it carried the Democratic convention, which opens Monday.

Theatre Network Television, which sought to televise both conventions at the request of a number of exhibitors, said that the television pool also sought payment for all cable charges from Chicago.

Minimum Wage Rate
Up in Puerto Rico

Washington, July 16.—Minimum wage rates in the motion picture industry in Puerto Rico will be raised to 55 cents per hour, effective Aug. 11, the Department of Labor announced.

The new rates were announced as a proposed minimum on June 21, and William R. McComb of the Department of Labor said that no objections had been received to the higher minimum since that time. The old minimum was 40 cents an hour.

‘Ivanhoe’ to Venice Fete

M-G-M will enter “Ivanhoe” in the Venice Film Festival, to be held at the Lido starting August 20. The picture is scheduled to have its U. S. premiere at Radio City Music Hall.

Warner Sales Meet
(Continued from page 1)

P. M. Buhrer and C. O. Kleinsmith, the former the president of National Carbon Co., have been named executive vice-presidents of National Carbon Co., according to an announcement by P. M. Buhrer, president. Joining the company in 1923 as a development engineer, Buhrer rose through several ranks to be vice-president and director of National Carbon, Ltd. Kleinsmith entered the organization in 1914, and after occupying various sales positions, was appointed vice-president in 1944.

Special trailers prepared for drive-in operations by Fillmack Trailer Company, Chicago, are described in its new 16-page catalog. Copy is available to pre-sell, announce and publicize shows, services and events. Among the subjects covered are welcoming-back instructions for traffic, services and policy, intermissions, refreshments, bargain and family nights, kids’ promotions, holidays, midnight shows, church services, season’s closings, etc.

Alva E. Smith, radio installation supervisor of the Western Corp., New York, has gone to Venezuela to supervise the installation of a third channel in Caracas.

‘Tribune’ Selects ‘Outcast’

“Outcast of the Islands,” United Artists’ Carol Reed’s film version of the Joseph Conrad novel, has been selected as June’s top film by the Chicago ‘Tribune.’

P. M. Buhrer and C. O. Kleinsmith

In the THEATRE

Equipment World...
with RAY GALLO

In the THEATRE

Equipment World...
with RAY GALLO

In the THEATRE

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Its HIGH time
for GARY COOPER in “HIGH NOON”

“A triple ‘A’ endorsement for the most unusual and suspenseful Western we’ve ever enjoyed!”—LOUIS SOBO

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"Secret Flight" (Ranald-Snider)

Despite some pronounced merits, "Secret Flight" falls short of the mark necessary to reach and bemuse the art house audiences. Perhaps it is the photography and direction that is accountable; it all seems done in the ill-fitting mark of war, at home or at the front. Perhaps it is the grubbiness of the efforts involved. Perhaps, in this instance, the trend to underplay has spread to a whole film. Perhaps it is the language haspacious.

On the merit side, there are sharp character sketches; rich bits of humor satirizing the discreetly portrayed group of British fops who deliver them. And there is the advantage of the documentary treatment of war-time activity: there is action, and there is deadly suspense.

The story is of "the Bofins," Britain's scientists corralled by the government to work to solve problems of navigation, aviation, submarine hunting, night air fighting, radar, and the like. They are mostly, and individual, true scientists, patriots, and brave men. They deliver startling ideas, they help win the war, and some of them die.

The humor ever present, Sir Ralph Richardson, a top British character actor, is the leading performer. Ablrupt, unworldly, but with insight and fortitude, he finally is given the most dangerous of all assignments—to land with commandos and bring back complete German radar equipment. Others in the peculiar group domiciled in a small provincial city have gone on bombing raids and submarine hunts. Richardson brings home the goods, and those who survive swap tales of tall doings. The military men who supervise them are not as brash, but the performers are brilliant in characterization and are aided by Peter Ustinov's script.

To Ustinov goes the credit for direction. Two Cities Films produced for J. Arthur Rank.

Running time: 74 minutes. General audience classification. For July release.

Film Dividends

(Continued from page 1)

paid by Loew's in June of this year from 32 cents paid in June, 1951, an amount for a good part of the drop.

The reporting companies paid $3,755,000 in dividends in June, compared to $4,671,000 in the same month of last year. During the first six months of this year, they declared $13,656,000 in dividends, compared to $15,263,000 in the same period during 1951.

Loew's Dividend $1,029,000

Loew's June dividend this year amounted to $1,029,000. During the same month of 1951, Loew's paid $1,929,000. Both Consolidated announced and the Roxy Theatre paid the same dividends this year as last, but switched payment months from May to June. Consolidated paid $100,000 and Roxy paid $6,000.

Others dropped slightly under 1951, Twentieth Century-Fox paid out $1,000,000 in June, this year, compared to $1,509,000 in the same month during 1951. United Artists dropped $10,000 this June from $11,000 last year. Universal fell to $61,000 this June from $64,000 last year.

RKO Radio Tests

(Continued from page 1)

...with a take of $75,000 when it was originally released in 1933.

In test engagements so far in 400 theatres, the picture has done "phenomenally," said Turner. By the end of August it will have played throughout the U. S. and Canada, he disclosed. An allocation of $250,000 for TV promotion has been set aside for the film, with an overall promotional budget of $400,000. The RKO production will open in 150 theatres in New York and New Jersey during the first week of August.

The TV formula he as successful in promoting "Sudden Fear" as it has been with "King Kong," Turner said not to prove that "if you have the right format and use it judiciously, TV can become an instrument of good fortune for the industry."

Metals Situation

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No Mareciano Deal

The July 20 Rocky Marciano-Harry Matthews fight will not be theatre televised, Theatre Network Television confirmed here yesterday. The price of $1.50 per seat, sought by Matthews, was considered prohibitive at this time. Nate Halpern, TNT president, refined comment on the possibility of theatre televising Mike Todd's "Night in Venice," the Marine Stadium stage show at Jones Beach, N. Y.
There's No Business Like Century-Fox Business!
Complaints on Bidding Top Coast Probe

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$7,500,000 Loan Granted To 20th-Fox

Twentieth Century - Fox has signed a loan agreement with the banks, providing for borrowings totaling $7,500,000, of which $7,000,000, has been used to satisfy in full the unpaid principal amount of notes issued under a credit agreement dated Sept. 4, 1947.

The balance of $500,000 has been added to the company's working capital.

The breakdown of borrowings is as follows: Chase National Bank, $2,400,000; Bankers Trust, $2,100,000; Bank of America, $1,200,000; Manufacturers Trust, $1,200,000; Chemical Bank & Trust, $600,000.

There were no underwriters to the notes, which bear interest until specified due dates at the rate of three and

(Continued on page 5)

RKO Radio Testing Heavy TV Builds

Encouraged by the success of the special format of a heavy and concentrated TV promotion used to promote such reissues as "King Kong" and "Snow White and the Seven Dwarfs," RKO Radio is about to experiment with the formula in promoting a new picture, "Sudden Fear." The film, starring Joan Crawford, will open at Loew's State here, on August 6, and will also open in Cleveland on the same day at the Palace.

Terry Turner, RKO Radio exploitation director, disclosed that the re-issued "King Kong" will gross in rental from $2,500,000 to $3,000,000.

(Continued on page 5)

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(Continued on page 5)

Calls on Exhibitors To Join Tax Drive

BROOKLYN, July 16.—A call for all exhibitor organizations throughout the country to join forces in the campaign to repeal the 20 per cent Federal admission tax was sounded here today by Norman Glassman, Independent Exhibitors of New England president.

Glassman, who pledged the support of his organization to the Council of Motion Picture Organizations' tax campaign, said if the drive is to succeed, everyone associated with the industry must contribute all their efforts and energies.

(Continued on page 5)

Monogram's Marks Reports an Upturn

MINNEAPOLIS, July 16.—Irving Marks, Monogram branch manager, reports that business is on the upswing not only in local situations, but also in rural areas that have been affected by television in the last two years. There seems to be a return of the lost audience, declared Marks.

(Continued on page 5)
**Personal Mention**

JAMES MULVEY, president of Goldwyn Productions, and Al Crown, worldwide sales vice-president, will return here from Hollywood Monday. Meanwhile, Bernadette, his granddaughter Monday when his daughter, Mrs. Brewster, of Brooklyn pitcher Ralph Branca, gave birth to a girl at Mount Vernon Hospital, Mount Vernon, N.Y. 

SPOKES P. SKOURAS, 20th Century-Fox president; Al Lichtman, director of distribution; Donald Henderson, treasurer; and Sterling Stuhlman, comptroller, left last weekend for New York via Qantas and will return home got back here from the Coast at the weekend.

LEON J. BAMBERGER, RKO Radio sales promotion head, will leave here tomorrow with Mrs. BAMBERGER for a vacation in Wisconsin, where they will visit their family and daughter.

HEMAN RUPS, assistant field executive at John P. EVANS, M-G-M Eastern sales manager, is due here from Boston the weekend and on Monday will head for Bulloch.

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J. LOEFLER, Republic branch manager in Minneapolis, has returned there from Duluth and Superior.

Sol. Lesser plans to return here from London aboard the S. S. Queen Mary on July 25.

**SOUTH GOING IN HEAVILY FOR TWIN DRIVE-INS; STRONG PUBLIC SUPPORT**

NEW ORLEANS, July 16.—The general tendency in the industry in this exchange area is centered on the erection of twin drive-in picture palaces in the vicinity of Alexandria, La., where the first in this territory was opened not so long ago by Joy X. Houck and associates of Houck Theatres, Inc., indicate that the enthusiastic reaction of theatre-goers, their preference for this style and the political film industry, has caused the large crowds attracted therefrom to have whipped up perhaps the greatest re-surgence hereabouts since the appeal for the need of reorientation in showmanship was first expanded.

Several theatre owners are devising plans for new and larger twin theatres, are scurrying around in search of suitable sites. Meanwhile, Houck and associates already have two others under construction, one near Bunkie, La., the other in Monroe. Thomas McElroy, of Broadmoor Theatres, Inc., Shreveport, also has one planned for Monroe, on which construction will start shortly.

In London, head of a string of theatres throughout the South, M. A. (Max) Compton, circuit of a circuit of theatres, has been the center of attention as far as film advertisements and the crowds large and musketry has whipped up perhaps the greatest resurgence hereabouts since the appeal for the need of reorientation in showmanship was first expanded.

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Toronto, July 16.—Seven features have been rated adult entertainment by the city's Censors, they follow: "Marriage in the Shadows," "Sands of Time," "Bertie Breuket," "The Sniper," "Don't bother to Knock," "Clash by Night" and "If This Be Sin." 

**FWC's Filmarte to House Video Studio**

LA JOLLA, July 16.—Filmcraft Productions has completed negotiations for a long-term lease on the Filmarte Theatre on Vine Street, Isidore Linderman, president and executive producer, and the video film firm, announced.

It will be reconstructed into a TV film plant.

**Terms Picketing Illegal**

HARRISON, July 16.—The Connecticut Supreme Court of Errors has held illegal picketing at the Varsity Theatre, Waterbury, by the Motion Picture Operators, Local 304 on the grounds it was an act of a labor dispute but designed to force the theatre to employ union members.

SEGA Reelects Gordon

Hollywood, July 16.—The Screen Exras Guild has re-elected Richard H. Gordon president for the fifth term.

**Equity Restricts Alien Performers**

New rules seeking to confine the activities of alien actors in this country have been adopted by Actors' Equity Association national executive secretary pro tem, disclosed here yesterday.

Equity has become compelled by working conditions, widespread unemployment in this country, and lack of opportunity for American actors to "to reorient its rule," the Equity Council stated.

**Nathanson Abroad on New Film Deal**

Nat Nathanson, until recently Eastern and Canadian sales manager for United Artists, left here yesterday for Rome to conduct further negotiations for an international film distribution deal on which he is currently working. He expects to announce detailed plans on his return.

**Technicolor 'Lab' Set for Churubusco**

MEXICO CITY, July 16.—Arrangement for installation of a Technicolor laboratory in the Churubusco-Azteca studio here are being made by the studio and the industry’s own bank, the non-official Mexico Filmarte Cinegrafico, Mario de la Cuba, the bank’s manager, has announced. Cesar Santos Galindo, manager of the studio, is co-operating on the plans.

**Upbond $10,000 Verdict**

ALBANY, N.Y., July 16.—The Court has upheld unanimously upbond $10,000 verdict awarded Bose Martin, of Albany, against Fast Theatres, Inc. (a Fabian subsidiary) for negligence in awarding a $250 pickup in a tragic over carpeting in the down stairs lounge of the Palace, October 6, 1949. Martin claimed that in addition to franchise being lost he has lost the sense of taste. The state’s highest tribunal affirmed the determination of the lower courts.

**Warrants Due Today In Censor ‘Test’**

Cleveland, July 16.—Exhibition today by the Lower Mall Theatre here of the uncensored “American Newsreel,” which highlights the Republican Convention, was the subject of a warrant during the exhibition by the Universal and Universal Newsreel, distributor of the print, subject to the fines imposed by the court of Ohio, the censoring governing body, in the test of the legality of the state censorship law. Original of the U.S. Theatre in Columbus and Warner Path News were to be served as the subjects of the warrants.

Warrants returnable in municipal court against the exhibitor and the distributor are Tuesday to be a show vote on a drawn-out legal test of Ohio’s right to censor newsreels.

**Displays Increased For Ohio’s Fair**

COLUMBUS, Ohio, July 16.—Additional displays from film producers have been assured for the "Hollywoodpects," in the Ohio State Fair here August 22-29. The industry is cooperating to promote goodwill.

In addition to the original Tarzan and Jane costumes, from Irving Lester Productions, RKO Radio will send a model of "The Big Sky," five jet planes (miniatures) used in "Jet Pilot," a model boat used in "Blackbeard the Pirate," and an Army tank seen in "One Minute to Zero" and a miniature 24-sheet in "The Lusty Men" to advertise a rodeo in the picture.

Twentieth-Century-Fox will send a model set from "Snows of Kilimanjaro," with Gregory Peck, June Rennie, Susan Hayward and Ava Gardner. The set is that of a hunting camp in the shadow of Kilimanjaro in Africa. RKO Radio will send a model of the film "The Cruft," the clothing worn by Humphrey Bogart and Katharine Hepburn in "The African Queen." The Walt Disney display, previously announced, will include art on "Peter Pan," "Snow White" and "Sleeping Beauty." Production steps in the making of "Alice in Wonderland" also will be shown in a special still display.

**Chi’s Oriental to Reopen**

CHICAGO, July 16.—The Oriental Theatre, closed since early June, will reopen early in August under operation of the owners of the building, the Walco Corp. Charles Hagan, well-known local theatrical booking agent, has been connected with the management of the house for many years, will be managing director.
Uncle Sam said "go-get-'em!"... and Big Jim was the man they sent!

Filmed on-the-spot in Hawaii...

Here, a scorching 6,000-mile treason-trail ended—and the terror-trail began!

The lonely crags and coral-beach lagoons... the jungle hide-outs and waterfront alleys... this is man-hunt and adventure—authentic, exciting!

Warner Bros. present

JOHN WAYNE
THE BIG MAN IN HIS BIG ADVENTURE!

Big Jim McLain

CO-STARRING
NANCY OLSON • JAMES ARNESS

DIRECTED BY
EDWARD LUDWIG • JAMES EDWARD GRANT • WAYNE-FELLOWS PRODUCTION • WARNER BROS.

SCREEN PLAY BY
A

PRODUCED BY
ROBERT FELLOWS

DISTRIBUTED BY
WARNER BROS.

The girl with Waikiki in her eye!

Above ad included in the pressbook campaign.
Note copy emphasis on 'Filmed in Hawaii.'
British Attendance Continues Decline

London, July 16.—The downward trend of box-office attendance, reported by Sir Philip Warner, chairman of Associated British Picture Corp., has been confirmed by the latest entertainment tax returns. For the fifth month in succession receipts from the entertainment duty from theatres show a decline.

According to the official Customs and Excise figures for May the total duty paid by theatres was £3,298,000. In January the figures were £3,522,000; February, £3,425,000; March, £3,342,000; April £3,356,000.

Sir Philip, whose ABC circuit comprises 430 theatres, in his annual report to stockholders said: "The attendance in the current year to date has been adversely affected by the exceptionally fine weather and other causes, and having regard to the continual rise in operating costs, mainly wages, the results in the first quarter of the current financial year do not compare favorably with the corresponding period of last year. It is, of course, too early to form any reliable estimate as to the probable outcome of the year's trading."

N.E. Variety Drive Opens

Boston, July 16.—The Variety Clubs of New England "Jimmy Dool Drive," spearheaded by Monogram star Wild Bill Elliott, has opened its four-day campaign here. The star heads a caravan that will stop at 12 cities and be greeted by governors of New England states, mayors of the various cities and other dignitaries.

Little Concern Is Felt for Business From Democrats' Home Telecasts

Theatre men, heartened by the virtual failure of the home televisied Republican National Convention to make a dent last week in box-office receipts, are viewing the possible competition of the upcoming Democratic National Convention on home television with little concern.

The twin factors of prohibitive prices and lack of exclusivity make the event undesirable for TV-equipped theatres. Like the Republican convention, the television pool would charge a theatre 50 cents per seat if it carried the Democratic convention, which opens Monday.

Theatre Network Television, which sought to televise both conventions at the request of a number of exhibitors, said that the television pool also sought payment for all cable charges from Chicago.

Minimum Wage Rate Up in Puerto Rico

WASHINGTON, July 16.—Minimum wage rates in the motion picture industry in Puerto Rico will be raised to 55 cents per hour, effective Aug. 11, the Department of Labor announced.

The new rates were announced as a proposed minimum on June 21, and William R. McComb of the Department of Labor said that no objections had been received to the higher minimum since that time. The old minimum was 40 cents an hour.

‘Ivanhoe’ to Venice Fete

M-G-M will enter "Ivanhoe" in the Venice Film Festival, to be held at the Lido starting August 20. The picture is scheduled to have its U. S. premiere at Radio City Music Hall.

Warner Sales Meet (Continued from page 1)


District managers attending the meetings will include N. J. Ayers, Eastern; Robert Smeltzer, Mid-Atlantic; F. D. (Duppy) Moore Central; Art Anderson, Midwest; Wall Walsh, Prairie; W. O. Williamson, Jr., Southeastern; Dock Roberts, Southwestern; Henry M. Herbel, Western; Haskell Masters, Canadian.

Home office executives will include Albert Warner, vice-president; Samuel Schneider, vice-president; Norman H. Moray, short subjects general sales manager; Roy Barnes, Western division sales manager; Jules Lapp, Eastern and Canadian division manager; John F. Kirby, Southern division manager; Ed Hinchee, playdate department head; I. F. Dohd; Ber- nard R. Goodman, supervisor of exchanges; Robert A. McGuire, auditor of exchanges; Ben Abbe, Metropoli
tan branch manager; Gil Golden, advertising manager; Larry Golob, Eastern publicity director.

Names Johnston to Trade Study Group

WASHINGTON, July 16 — Eric A. Johnston, Motion Picture Association of America president, has been selected by President Truman as one of the "representative Americans" to explore possibilities for eliminating the barri
cades to the stimulation of trade with foreign nations and freeing restrictions on imports.

Johnston, who last winter served as U. S. Economic Stabilizer, is pres
cently serving by Presidential appoint

'Tribune' Selects 'Outcast'

"Outcast of the Islands," United Artists, Carol Reed's film version of the Joseph Conrad novel, has been selected as June's top film by the Chicago Tribune.

In the THEATRE Equipment World . . .

with RAY GALLO

P M. BUHRER and C. O. Klein-
smith have been named executive vice-presidents of National Carbon Carbon Cost and Controls by A. S. Johnson, president. Joining the company in 1923 as a development en-
gineer, Buhrer rose through several

posts to be vice-president and director of National Carbon, Ltd. Kleinsmith entered the organization in 1914, and after occupying various sales positions, was appointed vice-president in 194.

Special trailers prepared for drive-in operations by Filmmak Trailer Company, Chicago, are de-
scribed in its new 16-page cata-
log. Copy is available to pre-sell, announce and publicize shows, serv-
ces and events. Among the sub-
covered are welcoming, instructions for traffic, services and policy, intermissions, refreshments, bargains and family nights, kiddie promotions, holidays, midnight shows, church services, season's closings, etc.

Alva E. Smith, radio installation supervisor of the Western Corp., New York, has gone to Venezuela to super-
vise the installation of a third chan-
nel single sideband system. He is expected back in New York around August 15.

Two more New York theatres have installed screens with synchronized luminous surrounds. In Manhattan, the RKO 81st Street Theatre, on Broadway, has reopened with an RCA CA System today. The Riv-

"A triple 'A' endorsement for the most unusual and suspenseful Western we've ever enjoyed!" —LOUIS SOBO.
46 Exhibitors

(Continued from page 1)

up their own state organizations. The present organization plan, he said, calls for a state campaign committee in each state, with sub-committees named by them for each

of the country's 434 Congressional districts.

Those who have accepted are: Tennessee, Walter Morris; Maryland, Elmer Nolte; Idaho, J. Rodger Mendenhall; Wisconsin, Sig Goldberg; Indiana, Richard Pell and Marc J. Wolf; Missouri, Edward B. Arthur; Pennsylvania, Morris Silver, Ted Schlang, Jay E. Mandle; Louisiana, Gaston J. Dureau, Jr.; Texas, John Rowley, Don C. Douglass, R. J. Payne, Robert J. O'Connor; Nebraska, Bill Miskell, Bob Livingston; Minnesota, Ted Mann; Alabama, R. M. Kennedy; Kentucky, H. F. Siler, Katherine Overtree and D. Irving Long.

Also, Florida, Lamar Sarr, George C. Hoover, M. E. Hayek, J. L. Cartwright; Kansas, Dale Danielson; Wyoming, Tom Knight; Washington, D. C., Orville Crouch; Iowa, Leo F. Wolkott; Illinois, Edwin Silverman; Jack Kirsch, Alex Manta; Washington, Frederick Merce; Jr., B. F. Shearer; California, Burton Jones; Joe Blumenfeld; West Virginia, E. R. Custer, J. C. Shanklin; Ohio, Frank Murphy, M. C. Burnett; Colorado, B. D. Cockrill and Joe Asby; Arkansas, Sam Kirby; Michigan, Allen Johnson.

20th-Fox Loan

(Continued from page 1)

one-quarter per cent per annum, and call for interest of six per cent per annum on any overdue principal.

The principal amount of each note is payable in installments as follows: three and one-third per cent of the principal amount on Sept. 30, 1952, and on the last day of each December, March, June and September thereafter to and including June 30, 1954; five per cent of the principal amount on Sept. 30, 1956, and on the last day of each December, March, June and September thereafter to and including June 30, 1958; eight and one-third per cent of the principal amount on Sept. 30, 1956, March 31, 1957, and June 30, 1957.

Interest is payable at the end of each quarter of the calendar year.

The company agreed, among other things, to maintain consolidated current assets in excess of consolidated current liabilities of the company and its subsidiaries by at least $25,000,-

000, and maintain consolidated current assets of the company and its subsidiaries in an amount at least equal to 250 per cent of the consolidated current liabilities of the company and its subsidiaries.

Columbia's Capital

(Continued from page 1)

a stock dividend on the shares of common stock of the company.

The company meanwhile has amended its certificate of incorporation to authorize the issuance of 7,451 shares of cumulative preferred stock, and 1,000,000 shares of common stock.

Review

"Secret Flight"

(Continued from page 1)

DESPITE some pronounced merits, "Secret Flight" falls short of the mark necessary to reach and baffle the art house audiences. Perhaps it is the photography and direction that is accountable; it all seems done in the ill-lit murk of war, at home or on the front. Perhaps it is the grubulence rather than the grandeur of the efforts involved. Perhaps, in this instance, the tendency to underplay has spread to a whole film. Perhaps it is the language handicap.

On the merit side, there are sharp character sketches; rich bits of humor delivered as only the specially portrayed group of British can deliver them. And there is the advantage of the documentary treatment of wartime activity: there is action, and there is deadly suspense.

The story is of "the Boys," Britain's scientists corraled by the government and set to work to solve problems of navigational aids, bombing, submarine hunting, night air fighting, radar, and the like. They are motley, and they are brave.

By the end of the film, they have won the war, and some of them die.

The humor is ever present. Sir Ralph Richardson, a top British character actor, is the leading performer. Abrupt, unworldly, but with insight and humor, he finally is given the chance to attempt some dangerous and daring of all assignments—to land with commandos and bring back complete German radar equipment. Others in the peculiar group domiciled in a small provincial city have gone on bombarding the goods, and those who survive swap tales of tall doings. The military men who supervise them, and in fact all the performers are brilliant in characterization and are aided by Peter Ustinov's script.

To Ustinov goes the credit for direction. Two Cities Films produced for J. Arthur Rank.

Running time, 74 minutes. General audience classification. For July release.

Film Dividends

(Continued from page 1)

paid by Loew's in June of this year from 37.5 cents paid in June, 1951, accounted for a good part of the drop. Among the companies paid out $7,755,000 in dividends in June, compared to $4,671,000 in the same month last year. During the first six months, they declared $13,056,000 in dividends, compared to $15,063,000 in the same period during 1951.

Loew's Dividend $1,025,000

Loew's June dividend this year amounted to $1,025,000. In June of 1951, Loew's paid $1,929,000. Both Consolidated amusement and the Roxy Theatre paid the same dividends this year as last, but had switched payment months from May to June. Consolidated paid $100,000 and Roxy paid out $60,000.

Others dropped slightly under 1951. Twentieth-Century-Fox paid out $1,384,000 in June, this year, compared to $1,590,000 in the same month during 1951. United Artists dropped to $10,000 this June from $11,000 last year. Universal fell to $8,000, this June from $16,400 last year.

Daff Becomes

(Continued from page 1)

Australia. Prior to his appointment as director of world sales, he was foreign sales manager.

As executive vice-president he will assume added responsibilities on the policy level, said a company statement, which added: "During the period since he has been director of world sales the company's world gross has reached a new high."

List Other Officers

At the same time the following officers were reelected by the board of directors: Leon Goldberg, vice-president and treasurer; Adolph Schimel, vice-president, secretary and general counsel; John J. O'Connor, vice-president; David Lipton, vice-president; Edward Mull, vice-president; Eugene F. Walsh, comptroller, assistant treasurer and assistant secretary; George Doucas, assistant treasurer; Morris Davis, assistant secretary; Percy Guth, assistant secretary; Anthony Petti, assistant secretary.

Metals Situation

(Continued from page 1)

blers will be allowed to buy the types not required for defense purposes.

Fowler said that the non-defense types of steel might as well be used in any existing steel plants that have been cut off the steel strike, but held out little hope that there was enough steel in storage to make any of a difference.

No Maricano Deal

The July 28 Rocky Maricano-Harry Matthews fight will not be televisioned. The"Telegraph" confirmed this yesterday. The price of $1.50 per seat sought by Matthews' manager was considered prohibitive at this time, Nate Halpem, TNT president, refused comment on the possibility of theatre televising Mike Todd's "Night in Venice," the Marine Stadium stage show at Jones Beach, N. Y.
20th is proud to announce the season's **HAPPIEST ENGAGEMENTS!**

- **ROXY**
  - New York
  - Honeymoon Figures!

- **WOODS**
  - Chicago
  - Joyous Business!

- **CARIB, MIAMI, MIRACLE**
  - Miami
  - Blissful Grosses!

- **STRAND**
  - Portland, Me.
  - Golden Showers!

- **BUFFALO, OKLAHOMA CITY, LINCOLN, PITTSBURGH, PHILADELPHIA, SEATTLE, CLEVELAND, ST. LOUIS, COLUMBUS, ROCHESTER, BOSTON, PROVIDENCE, DALLAS**

**GINGER ROGERS**
**FRED ALLEN**
**VICTOR MOORE**
**MARILYN MONROE**
**DAVID WAYNE**
**EVE ARDEN**
**PAUL DOUGLAS**
**EDDIE BRACKEN**
**MITZI GAYNOR**
**LOUIS CALHERN**
**ZSA ZSA GABOR**

"We're Not Married"

with
**JAMES GLEASON** - **PAUL STEWART**
Written for the Screen and Produced by
**NUNNALLY JOHNSON**
Directed by
**EDMUND GOULDING**
Adapted by **DWIGHT TAYLOR**

There's No Business Like 20th Century-Fox Business!
**UPT Earned $3,669,000 In 6 Months**

Second Quarter Profit Put at $1,181,000

Estimated earnings of United Paramount Theatres, Inc., for the first six months of 1952 amounted to $3,669,000, including $1,165,000 of capital gains, compared with $4,855,000, including $1,186,000 of capital gains, for the first six months of 1951, Leonard H. Goldenson, UPT president, disclosed here yesterday in a report to stockholders.

For the second quarter, it was added, estimated consolidated earnings and direct and indirect undistributed earnings of partly-owned non-consolidated subsidiaries amounted to $1,481,000, including $921,000 of capital gains. This compared with estimated earnings of $2,081,000, including $854,000 of capital gains for the same quarter in 1951.

A second quarter dividend of 25 (Continued on page 4)

**UPT Disposes of 29 More Houses**

United Paramount Theatres disposed of 29 theatres during the second quarter of 1952, 23 of which were by terminations of joint interests, Leonard H. Goldenson, UPT president, reported yesterday to stockholders.

The dispositions resulted in UPT receiving a net of $753,000 in cash and $180,000 in notes, it was stated. The rearrangement of UPT theatres is in line with the consent decree. (Continued on page 4)

**Freed Is Elected M. P. Council 'V.-P.'**

Hollywood, July 17.—The Motion Picture Industry Council has elected Arthur Freed to the vice-presidency to succeed Steve Broidy who will succeed Gunther Lessing in the presidency next year.

The organization pledged its utmost co-operation in the fight to obtain removal of the admission tax being conducted by the Council of Motion Picture Organizations.

The MPIC also accepted the resign- (Continued on page 4)

**New Post for W. W. Howard**

William W. Howard, vice-president of RKO Theatres, has been promoted to the post of head of operations, it was disclosed here yesterday by Sol A. Schwartz, president of the circuit, Howard, who will report directly to Schwartz, takes over the duties formerly handled by the latter.

Howard started with the B. F. Keith circuit in 1921 as a vaudeville booker. During his 31 years with the company he became head of the vaudeville department. (Continued on page 6)

**Censor Traub Does His Own Censoring**

Baltimore, July 17.—Sidney R. Traub, chairman of the Maryland State Board of Censors, has done a little censoring of a personal nature. Because of the uncertainty of his job, Traub ordered his name left off the state’s film seal of approval when he recently purchased a new supply.

His three-year term as chairman expired last May, but Governor Theodore McKeldin has not taken any action on reappointing him or naming a successor. (Continued on page 6)

**Arbitration Would Help, Amis Hears**

Hollywood, July 17.—An adequate arbitration system would go far toward eliminating conditions complained of by Southern California Theatre Owners Association in its brief to the Senate Small Business Committee, investigator William D. Amis was told by a majority of exchange managers in a visit today in studio talks with independent exhibitors during the past week.

Amis said exchange heads in general told him they share the exhibitor’s (Continued on page 4)

**53 More Exhibitors Join Tax Fight on State Level**

Raising the total to 99 acceptances, 53 additional exhibitors from 32 states sent telegrams yesterday advising Col. H. A. Cole and Pat McGee, co-chairmen of the Council of Motion Picture Organizations’ tax repeal campaign, that they will serve on ‘Conciliation’ Gets The Plug in N. C.

Charlotte, July 17.—Officers and directors of the Theatre Owners of North Carolina (TOA) have voted to change the name of its grievance panel to conciliation panel, Pauline Griffin, secretary, reports.

The change was motivated by two factors: (1) Conciliation is expected to have a role in any arbitration system the industry develops, and (2) the North Carolina panel has been operating on a "conciliation basis."

New 7-Year Katzman Pact for 105 Films

Hollywood, July 17.—Producer Sam Katzman has signed a new seven-year contract with Columbia Pictures, effective Jan. 1, 1953.

Katzman’s production schedule, one of the largest ever undertaken by an independent producer, calls for a minimum of 15 pictures a year, a total of 165 for Columbia release, during the seven-year period. More than half of Katzman’s program will be filmed in color by Technicolor, with eight being (Continued on page 6)
First of 12 ‘Movietime’ Star Tours Will Open in Denver August 17

Hollywood, July 17—The first of 12 ‘Movietime’ U.S.A. star tours to run off between now and New Year will open August 17 at Denver, it was decided today at a meeting attended by Marvin Schenck, Hollywood chairman, and a special Screen Actors Guild committee composed of Richard Carlson, George Murphy, Walter Dellinger, Robert H. Thompson.

The second tour was set to open September 7 in Indianapolis, the third September 21 in Boston, with others to be determined later.

Schenck said the tours will require the services of about 60 players, producers and directors, and that the selection will be handled in such a manner that players seeking to visit certain areas, in response to many requests from home-state personalities, usually can choose their own destinations.

‘King Kong’ Reissue

‘King Kong’ Reissue

Rolling Up Records

‘Merian C. Cooper’s ‘King Kong’ release openings in the Midwest failed to meet expectation. The RKO Radio reported here yesterday, “In openings in the Northwest and West, it smashed records as it continued to do as much as a week’s average business in some theatres in a single day,” the company intimated.

The RKO Boston reported a gross of $4,500, as did the Golden Gate in San Francisco, for opening day.

Other theatres also reported top business. The Harris in Toronto, the Symphony in Milwaukee, the Bijou in Des Moines, and the brick” is the oldest surviving theatre building in the United States. It was built in 1848 and has been used continuously as a theatre ever since.

It was one of the first theatres to use the new electric light system in 1880, and it was one of the first to use the new laughing gas system in 1881. It was also one of the first to use the new steam heating system in 1882.

The building was destroyed by fire in 1897, but it was quickly rebuilt. It was used as a theatre until 1937, when it was converted to a movie theatre.

The building is now a museum, and it is open to the public. It is one of the few remaining examples of the Greek Revival style of architecture.

The building is listed on the National Register of Historic Places.
"Leading the musical parade is M-G-M which hit the jackpot last year with 11 musicals, all hits. M-G-M’s 1952 schedule calls for 13 more."

(13 Million readers of Life read the above in a 3-page section in full color devoted to such M-G-M musicals as "Lovely To Look At", "The Merry Widow" and others)

As predicted, the M-G-Musical parade continues with jackpot success. Following the happy reception for "Singin’ In The Rain" we’ve captured the No. 1 spot on Variety’s "Ten Box-office Leaders" for June with "Skirts Ahoy!". The new, big musical Champ is "Lovely To Look At". And as you’ll see on this page there’s a wealth of fine, melodious attractions ahead. Preparing for production is "The Student Prince" starring Mario Lanza, giving assurance that the fans can always depend on Leo the Singing Lion.

**LOVELY TO LOOK AT**
(Technicolor)
Kathryn Grayson
Red Skelton
Howard Keel
Marge and Gower Champion
Ann Miller
Zsa Zsa Gabor
Kurt Kasznar

**THE MERRY WIDOW**
(Technicolor)
Lana Turner
Fernando Lamas

**BECAUSE YOU’RE MINE**
(Technicolor)
Mario Lanza
Doretta Morrow
James Whitmore

**EVERYTHING I HAVE IS YOURS**
(Technicolor)
Marge and Gower Champion
Dennis O’Keefe
Monica Lewis
Dean Miller

**MILLION DOLLAR MERMAID**
(Technicolor)
Esther Williams
Victor Mature
Walter Pidgeon
David Brian
Donna Corcoran

Yes indeed M-G-M stands for

**MORE GREAT MUSICALS!**
("Seeing Is Believing")
Lippert Deals
(Continued from page 1)

week stay in New York on Saturday, has been confering with Eastern branch managers on his plan to raise $4,500,000. Under the plan, 26 branches would be sold, giving the new owners, preferably their branch managers, a franchise for the servicing of 20 pictures per year for three years, in addition to distribution rights to two projected Lippert film productions.

Favorably Received

The plan, said Lippert, was favorably received by some Eastern branch managers, while others were cautious. Lippert plans to return here in four weeks to complete negotiations, he said. Two exchanges, Dallas and Memphis, have already been sold by Lippert.

Breaking down the estimated $2,500,000 to be raised Lippert explained that he expects to receive in excess of $500,000 on the sale of his exchanges, and for his planned two films, financing would be shared thus: $800,000 from a bank loan, $800,000 from franchise holders and exhibitors and $400,000 from debentures.

UPT Earned $3,669,000
(Continued from page 1)

of large-screen television during the off-hours of the company's theatres for commercial, educational and public service activities will commence in the fall, Goldenson stated. He explained that installation of theatre television is being pushed and by the end of the year national coverage by theatre television, following the long lines of the American Telephone and Telegraph Company, should be available.

Detailing earnings, profits before Federal income tax and other income listed in the report were put at $964,000 for the second quarter of 1952, compared to $2,093,000 for the second quarter of 1951. UPT's direct and indirect share of undistributed earnings of partly owned non-consolidated subsidiaries, not included in consolidated earnings, were estimated at $22,000 for the second quarter of 1952, compared to $98,000 for the same period last year.

Regarding the planned merger of UPT and the American Broadcasting Co., Goldenson stated that if the anti-trust issue were deleted from the Federal Communications Commission hearings, a final decision would be expedited.

Reopen Braham Theatre

MINNEAPOLIS, July 17. - Robert Alexander has reopened his fire-damaged Braham Theatre at Braham.

Katzman
(Continued from page 1)
done in color each year and seven in black and white. Of the latter, two will be serials.

7 So Far This Year

In 1952, the last year of Katzman's original seven-year contract at Columbia, the producer has already completed nine pictures with seven remaining to be filmed. Slated for Technicolor are: "Serpent of the Nile," "Siren of Darkness," "Slaves of Babylon," "Flame of Calcutta" and "Conquest of Cochise." Two black-and-white pictures are "Combat Assignment" and the serial, "Planet Men."

Freed Elected
(Continued from page 1)
nation of the Artist-Managers Guild, tendered recently, and received the Screen Writers' Guild report on the latter's referendum on the proposed services committee to act as a clearing house for free-lancers falsely accused of being associated with subversive activities. SWG's negative vote kills the committee as an MPIC project.

Arbitration
(Continued from page 1)
alarm for the industry's future in view of current grosses, but are duty bound to obtain the highest possible terms from the motion picture exhibitors using their product.
HOW BIG IS "IVANHOE"?

Latest evidence that M-G-M has the biggest box-office property in years (and that includes "Quo Vadis") is revealed in the daily screenings in our projection room for editors, writers, columnists. The reception is wonderful. It is a forecast of the vast national publicity this giant attraction will receive to pave the way to your box-office. Watch the trade press for news of the honors and awards being given to "Ivanhoe".

WEEK AFTER WEEK IT'S GROWING BIGGER!

1—World Premiere breaks 23-year-old record.
2—Trade Press praises it to the skies.
3—Popularity poll puts it ahead of "Quo Vadis".
4—Booked for the mighty Music Hall, N. Y.
5—National magazines' sensational approval.
6—Word-of-mouth is sweeping the nation!

NEVER A SHOW LIKE "IVANHOE"
**Review**

"Unrowned Frontier"

(Universal-International)

With Joseph Cotten and Shelley Winters heading the cast of this large-scale Western drama in color by Technicolor, its solid appeal at the box-office appears to be assured. A Leonard Goldstein production, the plot has been fashioned of conventional and popular ingredients. It concerns the further filling of the large Texas cattle drive to resist the efforts of homesteaders to use his land as a right-of-way to reach acres of free government land.

The picture has action, gunplay, hard-riding and romance. Scene Catty, as the wayward daughter of the ranch owner, Minor Watson, is just a little too icky with his trigger finger one day and he kills a man. The witness to the shooting is Miss Winters, and so in order to prevent her from testifying, he procures her after a swift, ardent, but innocuous courtship. Naturally Miss Winters discovers Brady's true me and the marriage begins to disintegrate.

A large part of the picture centers around the efforts of Cotten to "make a go of this disolute nephew," and while he is not a characterful front, Brady is finally forced into a deal with outlaws to rustle his own cattle and he is killed in the process.

If a showdown scene, Cottene family permits the homesteaders to pass unmolested. As a result he also wins the approval and love of Miss Winters in a happily resolved ending. Hugo Fregonese directed.

Running time, 75 minutes. General audience classification. For September release.

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**Set Albany Farewell Dinner for Director**

ALBANY, N.Y., July 17—Charles J. Dor lic, who will leave tomorrow as assistant manager here and move to Buffalo as Columbia salesman at his own request, will be given a farewell dinner on Thursday. Managers of the Albany Lodge of the Colossem Motion Picture Salesmen (which Dorlic headed nationally for two terms) and Variety Club, he joined the company eight years ago as Albany salesman.

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**More Exhibitors**

(Continued from page 1)

ward with the organization of this campaign."

As previously explained by the campaign co-chairmen, several exhibitors in each state were asked to wire their names to the exacting on Tuesday, to serve on campaign committees in their states. The names of 46 exhibitors in 26 states, accepting the group, are listed.

According to the most recent reports, there have been 125 exhibitors who have accepted the offer to participate in the campaign. Those exhibitors who have not yet been accepted are asked to contact the MPAA office as soon as possible.

The number of exhibitors accepting the offer has increased, and it is expected that the campaign will be continued.

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**Decca Offers Stock**

(Continued from page 1)

Decca is one of the largest record companies in the country and is known for its high-quality recordings. The company is currently offering shares at a reduced price to encourage investors to purchase them. The offer is expected to be popular among investors who are looking for a reliable and profitable investment.

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**Howard Promoted**

(Continued from page 1)

ment and in 1942 he went into theatre operations as assistant general manager to Schubert. He was elected vice-president of the company in 1951.
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
"THERE'S NO ROOM FOR ARGUMENT

'CARRIE'

is by far the best film Hollywood has sent us this year. Fully on a par with 'A PLACE IN THE SUN.'" That's the critical estimate of the picture by Alton Cook (N.Y. World-Telegram and Sun). It is also a boxoffice analysis as proved by the public's response at the Capitol Theatre, New York, where the picture premiered Wednesday during a record-breaking heat spell.

"CARRIE" IS THE HOTTEST THING IN NEW YORK TOWN RIGHT NOW

As It Will Prove To Be In Every Town Soon!

It is typical of

PARAMOUNT'S GREAT PARADE OF HITS

for the remainder of 1952
Legal Battle Against Ohio Censors Begins

Smith's Arrest Initiates Industry's Test of Law

Toldeo, July 20 — Martin G. Smith, past president of both Allied States Association and the Independent Theatre Owners of Ohio, was arrested here Friday for exhibiting at his Westwood Theatre a newsreel that had not been submitted for the approval of the Ohio State Censorship Division. The film was set and Smith was ordered to appear Saturday in municipal court to answer charges.

Smith deliberately exposed himself to arrest as his contribution to the industry's campaign to have declared unconstitutional the Ohio film censorship laws. Thus he and 20th Century-Fox, distributor of the uncensored newsreel, become defendants in a "test case" founded on the U. S. Supreme Court decisions favoring the industry.

(Continued on page 4)

FCC Unit Opposes ABC-UPT Petition

WASHINGTON, July 20 — Strong opposition to the ABC-UPT-CBS and Paramount petitions asking the elimination of anti-trust issues and a direct commission decision on the proposed ABC-UPT merger was filed with the Federal Communications Commission on Friday by the FCC broadcast bureau.

"Petitioners request that the entire anti-trust" policy of the Commission be junked because it is delaying final action of the merger and other applications.

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(Continued on page 4)

Texas Compo Sees Gov't Aided Tax Repeal

DALLAS, July 20 — If the 20 per cent Federal admission tax is removed, the government would receive $8,567,619 for the corresponding period last year, Charles C. Moskowitz, vice-president and treasurer, disclosed here at the weekend.

Loew's Reports a 40-Week Profit of $4,478,133

Loew's net profit for the 40 weeks ended June 5 was $4,478,133, compared with $5,567,619 for the corresponding period last year, Charles C. Moskowitz, vice-president and treasurer, disclosed here at the weekend.

The latest figure is equal to $97 cents per share of common stock, whereas the earlier one was the equivalent of $117 cents per share of common stock.

Moskowitz reported also a profit of $40,817 for the 12 weeks ended June 5, against $4,478,133 for the corresponding period of the previous year. These figures, respectively, were equal to 49 cents and 24 cents per share of common stock.

The financial statement gave effect to revision of the company's film amortization table, effective March 13, 1952, as to pictures released after that date, Moskowitz indicated.

He explained that the revision is based upon the company's most recent film income experience. The revised table allocates 65 per cent of the cost to domestic and 33 1/3 per cent to foreign instead of 75 and 25 per cent respectively, as heretofore.

Total cost of each picture is written off in full at the end of 12 weeks, 44 1/4 per cent instead of 44 1/8 as formerly; 24 weeks, 67 1/7 instead of 67 1/4.

Lightman Takes Full Control of Malco

MEMPHIS, July 20 — The top three men of the Malco theatre circuit, together for more than 30 years, have split up.

M. A. Lightman, Sr., president of Malco Theatres, Inc., and Malco Realty Corp., said he has taken 100 per cent control of the 63-theatre chain, buying out the 33 per cent interest of M. S. McCord and M. J. Prunisky of North Little Rock, Ark.

Urges 'Demos' To Adopt Anti-Tax plank

Brandt Sends Plea to Lehman and Celler

The adoption by the Democratic Party of a plank in its platform calling for a review of the country's excise tax structure, with a view toward the elimination of the 20 per cent admission tax was urged at the weekend by Harry Brandt, president of the Independent Theatre Owners Association of New York.

Brandt's plea in the form of a telegram was sent to Senator Herbert H. Lehman and Congressman Emanuel Celler, New York members of the platform committee of the Democratic National Convention, which will open today in Chicago.

Declared Brandt: "Many of the Federal excise taxes are presently stifling American industry and have reached the point where the adverse effect of these levies is threatening the nation's economy. In many cases on (Continued on page 4)

1st TV Station Since 48 Opens in Denver

WASHINGTON, July 20 — The first new television station actually to begin broadcasting since 1948 will get on the air in Denver tomorrow, as the Federal Communications Commission at the weekend announced it had granted authority to Eugene A. O'Fallon, Inc., recently licensed to construct KFEL-TV in Denver, to use temporary equipment for 60 days. KFEL-TV will almost certainly provide uninterrupted television service from tomorrow on.

(Continued on page 4)

Highway

Very High Rentals Hit Community Dollar, NCA's Berger Charges

Minneapolis, July 20 — Ben Berger, North Central Allied president, charged here Friday that a film company walks off with 70 per cent of the gross receipts in the community entertainment dollar for a month to come.

Berger added a new phase to the argument against advanced admission price pictures, declaring that such runs cut counter and depress receipts "for when a patron is required to spend more to see the show he has less to spend on popcorn, candy and drinks." Adding that the profits made at the refreshment stand are an important part of a theatre's operation, the NCA head said "the refreshment stand has become more than an additional source of revenue for the exhibitor; frequently it is the only phase of his operation that shows a profit.

(Continued on page 4)
120 Exhibitors In Tax Fight

The list of exhibitors willing to serve on state committees in the industry's campaign for repeal of the 20-cents-per-ticket tax is being increased to 120 at the weekend when Col. H.A. Cole and Pat McGee, national correspondents, will receive additional acceptances from 21 exhibitors representing 16 states. All but four states, Vermont, South Dakota, Arkansas and Nevada are now represented in the list of those who have accepted state committee assignments.

Latest additions follow:

Hamn, Graham, Kinsigburg, Gerald Hardy, Charles J. Maestri, Connecticut; J. B. Fishman, Ted Jacobs, New York; Emanuel Lotis, Missouri; Utah; Ray Hendry, Alabama; Mack Johnson, New Hampshire; Lloyd Bridgman, Wisconsin; Tom Bremer; Arizona, Jack Bonan; Missouri, Tom Edwards; Florida, Horace Denning; North Carolina, Harry E. Buchanan; Delaware, March Colleen; New Mexico, Ed Kidwell; Louisiana, Don George; Pennsylvania, Mo Wax; Michigan, James F. Sharkey.

Shinbash to RKO Theatres in Ohio

Jerry Shinbash, RKO Theatres division manager, has been placed in charge of RKO Theatres in Ohio. William W. Howard, RKO Theaters vice-president, has announced.

Shinbash replaces an remain as city manager in Cincinnati.

At the same time Howard stated that RKO Theatres in Boston and City and Denver have been added to the Hardy Weiss Minneapolis-Iowa division.

Names Weber Para. Division Drive Aide

Robert Weber, assistant to Howard Minsky, Paramount's mid-western division manager, has been division coordinator for the company's "Greater Confidence Parade of 1952" sales drive which will get under way tomorrow.

Weber is in New York for meetings with Monroe R. Goodman, national division director and executive assistant to A. W. Schwaberg, and other home office executives.

Goldsmith in New MGM U.K. Post


Goldsmith in 1949 resided in London for six months when he was managing director and board chairman.

Press to Meet Ford

Herbert J. Yates, president of Public Pictures, has invited the press to cocktails and a buffet on July 29 at the Essex House here to meet John Ford, director of "The Quiet Man."

Newsread Parade

The DEMOCRATS preparing for their convention and Finland getting summary. Also a newsread, and film highlights. Other items include fighting in Korea and human interest stories. Complete contents included.

MOVIE NEWS, No. 58—Films of the week: Keaton kibbles in "The Red Skellington" in Boston. He's tiring in Colorado. Are truce talks coming to a head? (Olympics in Helsinki begin)


NEWSPAPER, No. 95—Chicago: Democrats take over the city; June's advances. 10th Olympics: Finland host to nations.


Quigley Awards to Ackery and Shaffer

Ivan Ackery's campaign for the Canadian premiere of M-G-M's "The Wild, Wild West" of the Orpheum Theatre, Vancouver, and Willis Shaffer's campaign on "Invitation" in Hutchinson, Kan., which won him M-G-M's first award, are the winners of this quarter's Showman-ship Awards of the Managers Conference of the Table of Motion Picture Herald.

"Scroll of Honor" winners are: Roque Casasampe, Franklin Thea-tres, South Gate, Calif.; William Ward Theatre, New York City; Sidney Kleper, Loew's College, New York City; Kurt Moszkowicz, RKO Theatre, New York City; Vic Noe, Odeon Theatre, Hyland, Canada; Leonard Sobe, Globe Theatre, Seattle; and Robert W. Trumbak, Loew's Regent, Harris- burg, Pa.

Aubrey Schenck and RKO Radio in Deal

Hollywood, July 20—RKO Radio and Aubrey Schenck Productions have announced that for the next few years the distribution of six films which Schenck Productions will complete within the next two years, it was announced here today by C. C. Hall, president in charge of RKO studio operations.

First of the productions will be "Smokey in Austin," a picture of the popular Huey novel, "I Got Mine." Filming will start in September. Second production will be "The Swamp Fox," with a story set in the Revolutionary War.

He has recently been affiliated with Associated Producers and Players.
SHOWOFF!

your BOXOFFICE is

Only as GOOD as your

SHOWMANSHIP!

NATIONAL Screen SERVICE

PRIZE BABY OF THE INDUSTRY
Anti-Tax Plea
(Continued from page 1)

the presence of these discriminatory excise taxes in an industry represents the difference between a prosperous industry and one that is destroying small businesses under the oppressive yoke of such taxation. Excise taxes in many instances today, Brantl stated, "act as an industry subsidy to government at a time when the affected industries are fighting for survival."

In this presidential election year, Brantl pointed out, "removal of many of these excise taxes would be extremely popular with the people since they hit the pocketbooks of more Americans than the income tax."

"We are confident that labor will join with industry in recommending this proposal. At the same time, elimination of these excise taxes will create a healthy spur to the affected industries and provide greater employment for more people at better wages and result in higher income and corporate tax returns which will more than offset the revenue losses involved." Brantl stated.

COMPO Prepares
(Continued from page 1)

of the industry's all-out campaign for the repeal of the 20 per cent admission tax as an additional to outlining the general purposes of COMPO. A schedule of payments was also included, as previously reported.

The cards and pamphlets will be distributed to exhibitors throughout the country during August 11-18.

FCC Unit Hits Petitions
(Continued from page 1)

C. Rhodes at Youth Rally
Hollywood, July 20—En route East for their September 24-October 19 appearance at the Madison Square Garden rodeo in New York: Roy Rogers and Dale Evans will swing down to Memphis to participate in a youth rally there September 16. The rally is part of the city's "drive to construct" 20 denominational recreational facilities for its young people, with the project to be named after Rogers.

Ohio Censor
(Continued from page 1)

industry in the "Pinky" and "Miracle" actions.

Twentieth-Fox too was aware of the consequences that threatened, but, like Smith, made it vulnerable so that there could be created a case through which the industry could press its stick on the Ohio statute.

Smith was not required to post bond on Friday, the court having taken his word that he would appear Saturday as ordered. Paxton & Seascogood, Cincinnati law firm representing the Motion Picture Association of America, has retained Donald Melhorn of the Toledo legal firm of Marshall, Melhorn, Block & Belt to defend Smith.

The warrant for Smith's arrest read as follows:

One Martin G. Smith, owner of the Westwood Theatre, 1621 Sylvia St., Toledo, did purposely publish a certain motion picture—"The American Newsread"—and including therein, a set of records that the newsread had not been submitted to the Department of Education and therefore could not be used as a basis for grants of Ohio statutes—without same having been submitted to the Department of Education for passage and approval and without having been passed and approved by the Department of Education, contrary to the statutes of Ohio made and provided therein.

Texas Compo
(Continued from page 1)


"It's HIGH time for GARY COOPER in "HIGH NOON"...

"Won't be forgotten in a lifetime!" — REDBOOK

In the THEATRE
Equipment World...

with RAY GALLO

RYING SINGER of the Rex Specialty Bag Corp., Brooklyn, N. Y., has been named exhibit chairman for the 1952 Popcorn Industries' Convention and Exhibit to be held in Chicago November 12-13-14. Singer, a veteran of the field, has agreed to present an elaborate display of supplies, machinery and equipment for the 50-booth show in the LaSalle Hotel exhibition hall. Latest developments in the popcorn industry will be shown.

A new model in its light-weight industrial vacuum cleaners with a redesigned tank having a full five-gallon capacity has been marketed by Multi-Clean Products, Inc., St. Paul. For small and intermediate cleaning, the new machine has the same wet and dry pickup of previous models. It weighs only 30 pounds and can be carried by a handle on the top.

Edward Stanko, veteran RCA engineer and pioneer in radio and television in the 1920's, has been appointed to the newly-created post of manager of engineering, technical products division, of the RCA Service Co., Camden. He will direct specialized training of field personnel, preparation of technical information and development of new and improved methods for installation and servicing of RCA technical products.

New fabrics made of Fiberglas reinforcing cloth and adaptable for stage curtains and drapes have been announced by Duracote Corp., Ravenna, Ohio. The Fiberglas cloth is coated by a special process with a synthetic plastic resin. This makes the fabric fire-resistant, according to the manufacturer, and prevents cracking or breaking. Called "Dunn-Decor," the fabric comes in several colors that are opaque for room darkening without the need of lining cloth.

Examining one of the lobby signs for exploitation of the RCA "Synchro-Screen" installed in the RKO Plaza Theatre, New York. The sign announces that the theatre has the first such screen on Broadway, "to bring you a brand new wonder."

Shown holding the sign is Bernard Sholtz, of RCA. Others are W. L. Rothkegburger, of RCA; Ben Peretz, of Capitol Theatre, New York, and Harry Lyons, manager of the theatre.
Justice Thomas L. J. Corcoran of the New York State Supreme Court has rejected the claim of one Albert E. Kahn, the author of a political book entitled "High Treason: The Plot Against the People," that he has exclusive rights to the phrase "High Treason" as the title of any literary work, including motion pictures. Kahn sought a temporary injunction restraining Pemacifier Pictures, Inc., J. Arthur Rank Organization, Inc., and Arthur Mayer-Edward Kingsley, Inc., from using the title "High Treason" in connection with the fictional spy thriller directed by Roy Boulting now showing at the 52nd Street Trans-Lux Theatre here, and scheduled to be released throughout the United States.

Justice Corcoran stressed that the title of the plaintiff's book and the defendant's film "are not the same," and the respective contents are "entirely different." He further ruled: "Even if the title of the plaintiff's book were "High Treason," which it is not, he would have great difficulty in showing any exclusive right to the use of those two words. "High Treason" has been used as the title of five moving pictures, one play, and at least five books in recent years. The word 'Treason' has been used alone as the title of six moving pictures. It has been used with other words, as in the case of the plaintiff's book, as the title of 30 other moving pictures, short stories, or books. The motion is denied."

The defendants were represented by Louis Nizer and Seymour Shaitan.

(Continued from page 1)

Loew's Profit

<table>
<thead>
<tr>
<th>Period</th>
<th>Gross Sales</th>
<th>Operating Profits</th>
<th>Depreciation</th>
<th>Taxes</th>
<th>Net Operating Profits</th>
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</thead>
<tbody>
<tr>
<td>June 4-6, 1952</td>
<td>$132,883,000</td>
<td>$387,294</td>
<td>$1,537,814</td>
<td>$425,878</td>
<td>$1,480,292</td>
</tr>
<tr>
<td>June 7-9, 1951</td>
<td>$132,883,000</td>
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</tr>
</tbody>
</table>

The statement contains these comparative figures for the 12-week periods ended June 5, 1952, and June 7, 1951, respectively: Estimated gross sales and operating revenues, $132,883,000; operating profit, including wholly and partly owned subsidiaries, $10,016,233; net operating profit before taxes, $5,302,538 and $6,829,984; reserved for taxes, $1,288,236 and $2,503,794; adjustments for prior years' depreciation and Federal taxes, $290,781 and $137,814.

These are the comparative figures for the 12-week periods ended June 5, 1952, and June 7, 1951, respectively: Estimated gross sales and operating revenues, $9,935,000 and $3,933,000; operating profit including wholly and partly owned subsidiaries, $1,868,839 and $3,028,307; net operating profit before taxes, $4,258,878 and $1,480,292; reserved for Federal taxes, $240,487 and $387,294; adjustments for prior years' depreciation and Federal taxes, $90,166 and $290,781.

Pay to Directors For Film Telecasts

Hollywood, July 20.—Screen directors over the weekend became the second talent group to obtain an agreement for an additional payment for their services when subsequent runs of their films reached a stipulated point. This type of extra compensation, long and unsuccessfully sought in the theatrical film field with a view to gaining participation in reissue revenues, was obtained from television film producers by the SAG several weeks ago.

Meanwhile, the Screen Directors Guild announced an agreement with the Alliance of Television Film Producers on terms of a contract which will provide for the director of a television film to receive a flat $275, in addition to his original salary, when and if a film he has made is run for the fourth time, this payment to cover all subsequent runs as well. An SAG pact, previously reported, differs in terms and amounts but is the same in principle.

The SDG-ATFP contract, which runs to April 4, 1958, sets $550 per week as a minimum for free-lance directors, $325 for first assistants, and $150 for second assistants, and makes detailed definitions of the same time, and if a film he has made is run for the fourth time, this payment to cover all subsequent runs as well. An SAG pact, previously reported, differs in terms and amounts but is the same in principle.

Discuss Global 'P.R.'

The Motion Picture Association of America's international film relations committee, headed by Lawrence Lisskin of Columbia, met here at the headquarters of the firm of Phillips, Nizer, Benjamin & Krim.

(Continued from page 1)

Thomas

(Continued from page 1)

dependent distribution enterprises.

In announcing the agreement with Thomas, Henry S. Souvain, president of Trans-Lux, said: "Naturally, Mr. Thomas and I have complete confidence in the ability of the motion picture industry to adjust itself successfully to the vastly changing conditions of today and tomorrow. The superior motion picture still remains a most powerful magnet for all the millions in this country—lowbrows, mediumbrows, and highbrows—who periodically must escape from the confines of their living rooms.

Souvain will distribute at least 16 theatrical features during its new season, against 10 last year, in addition to approximately 50 non-competitive features for the television market under the trade name Cinema TV Features.

In addition to its American representation of the French governmental film combine, L'Union Generale Cinematographique, Souvain distributes the bulk of releases of British producers Romulus, Independent Film Distributors and Sydney Box Productions.

Souvain is also negotiating with Joseph Burstyn for the co-release with Burstyn of two of his latest features, 'The Girl of the Marshes' and 'St. Francis.'

Thomas succeeds Charles Amory who last week became West Coast vice-president of Pathé Laboratories, weekend to discuss projects for improving public relations on a global basis.
BIGGEST OPENING DAY OF THE YEAR — GLOBE, N.Y.!

RICHARD WIDMARK
MARILYN MONROE in
DON'T BOTHER TO KNOCK
with Anne Bancroft • Donna Corcoran • Jeanne Cagney
Produced by • Directed by • Screen Play by
JULIAN BLAUSTEIN • ROY BAKER • DANIEL TARADASH

PRESS-TIME FLASH:
SENSATIONAL OPENING,
HOLLYWOOD THEATRE,
ATLANTIC CITY!

Only 20th Century-Fox delivers “THE GENUINE ARTICLE!”
— LIFE Magazine
Legal Battle Against Ohio Censors Begins

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(Continued on page 4)

Very High Rentals Hit Community Dollar, NCA's Berger Charges

MINNEAPOLIS, July 20.—Ben Berger, North Central Allied president, charged here that when a film company walks off with 70 per cent of the gross receipts in film rentals it "dries up the community entertainment dollar for a while.

Berger added a new phase to the argument against advanced admission price pictures, declaring that such runs served also to reduce the candy counter and refreshment bar receipts "for when a patron is required to pay $1.25 for a ticket he has less money to spend on popcorn, candy and drinks." Adding that the profits made at the refreshment stand is an important part of a theatre's operation, the NCA head said "the refreshment stand has become more than an additional source of revenue for the exhibitor; frequently it is the only phase of his operation that shows a profit."

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The latest figure is equal to 87 cents per share of common stock, whereas the earlier one was the equivalent of $1.08 per share.

Moskowitz also reported a profit of $740,817 for the 12 weeks ended June 5, against $1,341,754 for the corresponding period of the previous year. These figures, respectively, were equal to 14 cents and 26 cents per share of stock.

The financial statement gave effect to revision of the company's film amortization table, effective March 13, 1952, as to pictures released after that date, Moskowitz indicated.

He explained that the revision is based upon the company's most recent film income experience. The revised table allocates 66.5 per cent of the cost to domestic and 33.5 per cent to foreign instead of 75 and 25 per cent respectively, as heretofore.

Total cost of each picture is written off as follows: at the end of 12 weeks, 25 per cent; at the end of 24 weeks, 44 per cent; and at the end of 36 weeks, 50 per cent.

The revisions were made in order to conform with practice followed in the industry and to make the pictures' gross and net results more comparable with those of other companies.

(Continued on page 5)

Harry Thomas Heads Souwaine Sales

Harry Thomas, distribution veteran, has been named a director of the board in charge of all sales activities — television and theatrical — of Souwaine Selective Pictures, Inc. Thomas is a former vice-president of March of Time Distributors, Inc., president of PRC Pictures, president of Equity Pictures, Inc., and has variously headed his own independent organization.

(Continued on page 5)

TEN CENTS

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MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor; 1247 Sixth Avenue, New York 20, N. Y. Telephone 3-4746. Martin Quigley, President; Martin Quigley, Jr., Vice-President; Thea J. Sullivan, Vice-President and Treasurer; Lillian W. Snyder, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fassell, Production Manager; Hollywood Bureau, 1854 Vine Street; Chicago Bureau, 129 South Dearborn Street; Philadelphia Bureau, 1717 Market Street; New York 10, N. Y.; Los Angeles, California; Miami, Florida; San Francisco, California; Toronto, Canada; London, England; Paris, France; Buenos Aires, Argentina; Mexico City, Mexico. The wanted article is a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, May 29, 1923, 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.

Personal Mention

BEN SCHLANGER and William A. Hoffberg, New York theatre architects and engineers, will leave here on Saturday for Europe.

LEONARD GOLSENSON, United Para- mount Theatres president, and Mrs. Golden were given a dinner at a dinner given by Italian Films Export in Rome last week.

NATHAN D. GOLDEN, Commerce Department film chief, arrived here from Europe on Saturday aboard the S.S. “Oceanic.”

ARTHUR CANTON, Eastern division president, will leave here tomorrow for Philadel-Xphia and Harrisburg.

EDWIN W. AARON, 20th Century-Fox assistant general manager, will return to New York today from Detroit.

RALPH MARTIN of Seventeen magazine has left here for a trip through the New England States.

KEN THOMSON of the Screen Actors' Guild, left for Hollywood for New Year over the weekend.

Field Staff Named For MGM Shorts

With the return of William B. Zedellner, head of short subject and newsreel sales from a tour of branch offices, MGM has announced the appointment of a new roster of short subject representatives in each of its 32 offices. They will not devote all of their time exclusively to short subjects but will have other assignments as well. The personnel follows:

- Nevada, Frank Carroll; Atlanta, San McCook; Boston, Nathan Ohrenhan; Buffalo, Marion M. Ryan; Charlotte, Hunter Belk. Have been offered positions by John Fran, Cincinnati, Michael M. Berger; Cleveland, George Bailey; Dallas, A. V. Philbin; Denver, M. A. Cramer; Des Moines, Russell Ashley; Detroit; C. G. McInnes; Indianapolis, O. L. Prescott; Jacksonville, Robert E. Colby; Kansas City, Alonzo Jones; Lae, Los Angeles, Edward Urschel; Memphis, Carl Skaggs; Milwaukee, Hildadium Albrecht; Minneapolis, Bill Parke; New Haven, Leon Jakobson; New York, H. Arata; New York, Margolis; Oklahoma City, W. Roy; Los Angeles, Oyvalin Cannon; Philadelphia, H. Buche; Pacific, Max Shabason; Portland, Frank Stagner; St. Louis, George Reilly; Salt Lake City, G. C. Derrick; San Francisco, Leslie Smith; Seattle, Wm. R. Vose; Washington, Edward Kushner.

Press to Meet Ford

Herbert J. Yates, president of Republic Pictures, has invited the press to cocktails and a buffet on July 29 at the Essex Building. Director of “The Quiet Man.”

Chicago, July 20.—Police Commissar C. O. Connelly charged with the trial of "Miracle" in this city is not in contradiction to the recent U. S. Supreme Court decision. The film was banned under a section of the city code which forbids the showing of any film that is likely to create or excite improper or vicious notions, or to show a virtue of a class of citizens among any race, color, creed, or religion and exposes them to contempt, derision, and obscenity.

Meanwhile, it was reported that Joseph Burstyn, in New York, distributor of the film, plans to file for a court injunction to lift the ban.

A contract providing for a minimum of 100,000 feet of film processing, between the CBS television network and De Luxe Laboratories, Inc. was discussed here at the weekend by Frank Falbayan, vice-president of CBS-TV operations.

Falknor said the contract was fur- ther authorized by the Board of Supervisors in New York City continuing as a major television center.

Thirty thousand copies of a special product issue of 20th Century-Fox’s house publication, The Dynamo, are being distributed this week throughout the world.

Continuing product information on company pictures scheduled for the first half of 1952, and offering a preview of top attractions to be released in 1953, the 56-page book incorporates material aimed at exhibitors, newspaper editors and advertising representatives.

Editor of The Dynamo is Roger Ferri.

Chicago, July 20—More than 400 newspaper correspondents who are here to cover the Democratic National Convention, which opens tomorrow, have been flocking to the Bos- ton to view a special screening of the clo- dian’s latest Paramount release, “Son of the Prairie.”

Hope is here reported the convention for National Broadcasting and newspapers.

A lavish reception awaits Danny Kaye when he arrives in Copenhagen, Denmark, to sing in a home town of Hans Christian Andersen, the Samuel Goldwyn office here reports. Kaye portrays Andersen in the upcoming film biography of the Danish storyteller.

He will be met by government of- ficials and leading figures of the entertain- ment world. This evening Kaye will meet the Danish Prime Minister, Erik Eriksen, and will present him with a check for $100,000 for the “Hans Christian Anderson” for inclu- sion in the Anderson Museum.

Conn, Golf Tournament

New Haven, July 20.—Annual golf tournament of the MPTO of Connecticut will be held on Aug. 12 at the Shippan Country Club, Orange, Conn.

Newsreel Parade

The Democrats preparing for their convention and Finland getting ready for the Olympics are current newsreel highlights. Other items include film reviews in Korea and Japanese interest stories. Complete contents follow:


Quigley Awards to Ackery and Shaffer

Ivan Ackery’s campaign for the Ca- nadian premiere of M-G-M’s “The Wild North” at the Orpheum Theatre, Vancouver, has been the writer’s first effort to promote the show. Small concert in Hutchinson, Kansas, won him M-G-M’s first “Promotion of the Month” award, says the writer. Producer Shaffer has an- nounced the management Awards of the Managers Round Table of Motion Picture Herald. “Gold Roll of Honor” winners are: Roque Casamassima, Franklin The- atre, New York City; Philip Chaot, Tower Theatre, London, England; Al- ney Klerk, Loew’s College, New Haven; Nicholas J. Matsouki, Rivoli Theatre, New York City; Vic Now, New York City; J. W. Hyland, Canada; Leonard Soyey, Globe Theatre; Stockton, England, and William Tambok, Loew’s Regent, Harris- burg, Pa.

Aubrey Schenck and RKO Radio in Deal

Hollywood, July 21.—RKO Radio and Aubrey Schenck Productions have concluded arrangements for the distri- bution of six films which Schenck will produce. Now in their second year, it was announced here by C. J. Tevin, vice-president in charge of RKO’s production department.

First of the productions will be “Beachhead,” based on the Richard Matheson novel, “Got Milk?” Film will star Robert Mitchum. Second pro- duction will be “The Swamp Fox,” with color in Technicolor.

Schenck is affiliated with Associated Producers and Players.
SHOWOFF!

your BOXOFFICE is Only as GOOD as your SHOWMANSHIP!
Anti-Tax Plea
(Continued from page 1)
the presence of these discriminatory excise taxes in an industry represents the difference between a prosperous industry and one that is destroying small businessmen under the oppressive yoke of such taxation."

Excise taxes in many instances today, Brandt stated, "act as an industry subsidy to government at a time when the affected industries are fighting for survival."

In this Presidential election year, Brandt pointed out, "removal of many of these excise taxes would be extremely popular with the people since they hit the pocketbooks of more Americans than the income tax."

"We are confident that labor will join with industry in recommending this proposal. At the same time, elimination of these excise taxes will create a healthy spur to the affected industries and provide greater employment for more people at better wages and result in higher income and corporate tax returns which will more than offset the revenue losses involved," Brandt stated.

COMPO Prepares
(Continued from page 1)

Rogers at Youth Rally
Hollywood, July 20.—En route East for their September 24-October 19 appearance at the Madison Square Garden Rodeo in New York: Roy Rogers and Dale Evans will swing down to Memphis to participate there September 16. The rally is part of the city's drive to construct inter-denominational recreational facilities for its young people, with the project to be named after Rogers.

Ohio Censor
(Continued from page 1)

"Won't be forgotten in a lifetime!" —REDBOOK

FCC Unit Hits Petitions
(Continued from page 1)
fort to modify basic Commission policy, and denied that granting of radio and television licenses to Westinghouse without hearings despite a history of anti-trust violations was a precedent. There was a similarity between the cases, the brief argued, because Westinghouse was a pioneer in radio. The public interest demanded the licensing; in the anti-trust case, the Commission again considers past anti-trust violations on a case-by-case basis.

The broadcast bureau similarly denied that other cases cited by the petitioners had any bearing on the present case. The court decision in the wartime anti-trust case was considered, to be a decision that an injunction could not be issued against practices which have already ceased. Not, as Paramount contended, that "ancient history" is inadmissible as evidence.

When setting up the issues for the present case, the court made it plain that the Commission heard all the arguments against inclusion of the anti-trust issue, rejected them, and should not now overrule itself.

Texas Compo
(Continued from page 1)
One of the other arguments used by the licensees of the type of the theatre men will retain is needed to make improvements in order to improve service to the public. Estimate how much you should spend toward new items as new carpets, curtains, sound and projection equipment, seats, rest room equipment, air conditioning, etc., to make your theatre more comfortable and inviting for your people," recipients of the campaign plans are advised.

In the THEATRE
Equipment World . . .

with RAY GALLO

RYING SINGER of the Rex Specialty Big Corp, Brooklyn, N. Y., has been named exhibit chairman for the 1952 Popcorn Industries Convention which will be held in Chicago, November 12-13-14. Singer, a veteran in the paper goods field, is planning an elaborate display of supplies, machinery and equipment for the semi-booth show in the LaSalle Hotel exhibition hall. Latest developments in the popcorn industry will be shown.

A new model in its light-weight industrial vacuum cleaners with a redesigned tank having a full five-gallon capacity has been marketed by Multi-Clean Products, Inc., St. Paul. For small and intermediate cleaning, the new machine has the same wet and dry pickup of previous models. It weighs only 36 pounds and can be carried by a handle on the top.

Edward Stanko, veteran RCA engineer and pioneer in radio and television in the 1920's, has been appointed to the newly-created post of manager of engineering, technical products division, of the RCA Service Co., Camden. He will direct specialized training of field personnel, preparation of technical information and development of new and improved methods for installation and servicing of RCA technical products.

New fabrics made of Fiberglas reinforcing cloth and adaptable for stage curtains and drapes have been announced by Duracore Corp., Ravenna, Ohio. The Fiberglas cloth is coated by a special process with a synthetic plastic resin. This makes the fabric fire-resistant, according to the manufacturer, and prevents cracking or breaking. Called "Dura-Decor," the fabric comes in nine colors that are opaque for room darkening without the need of lining cloth.

Examining one of the lobby signs for a location of the RCA "Chromatic-Screen" installed in the RKO 81st Street Theatre, New York. The sign announces that the theatre has the first such screen on Broadway, "to bring you a brand new movie thrill." Shown holding the sign is Bernard Schite, of RCA. Others are: E. W. L. Rothenberger, of RCA; Ben Perse, of Capitol Theatre Supply, New York; and Harry Lyons, manager of the theatre.
Justice Thomas L. J. Corcoran of the New York State Supreme Court has rejected the claim of one Albert E. Kahn, the author of a political book entitled "High Treason: The Plot Against the People," that he has exclusive rights to the phrase "High Treason" as the title of any literary work, including motion pictures. Kahn sought a temporary injunction restraining Pacemaker Pictures, Inc., and Arthur Mayer-Edward Kingsley, Inc., from using the title "High Treason" in connection with the fictional spy thriller directed by Roy Boulting now showing at the 52nd Street Trans-Lux Theatre here, and scheduled to be released throughout the United States.

Justice Corcoran stressed that the title of the plaintiff's book and the defendant's film are "not the same." and the respective contents are "entirely different." He further ruled: "Even if the title of the plaintiff's book were 'High Treason,' which it is not, he would have great difficulty in showing any exclusive right to the use of those words. 'High Treason' has been used as the title of five moving pictures, one play, and at least five books in recent years. The word 'Treason' has been used alone as the title of six moving pictures. It has been used with other words, as in the case of the plaintiff's book, as the title of 30 other moving pictures, short stories, or books. The motion is denied."

The defendants were represented by Louis Nizer and Seymour Shainswit of the firm of Phillips, Nizer, Benjamim & Krin.

Pay to Directors For Film Telecasts

Hollywood, July 20.—Screen directors over the weekend became the second talent group to obtain an agreement from television film producers for an additional payment for their services when subsequent runs of their films reach a stipulated point. This type of extra compensation, long and unsuccessfully sought in the theatrical film field with a view to gaining participation in reissue revenues, was obtained from television film producers by the SAG several weeks ago.

Meanwhile, the Screen Directors Guild announced an agreement with the Alliance of Television Film Producers on terms of a contract which will provide for the director of a television film to receive a flat $275, in addition to his original salary, when and if a film he has made is run for the fourth time, this payment to cover all subsequent runs as well. An SAG pact, previously reported, differs in terms and amounts but is the same in principle.

The SDG-ATFP contract, which runs to April 4, 1958, sets $550 per week as a minimum for free-lance directors, $325 for first assistants, and $100 for assistants. Further details will be worked out, the contract becomes effective on ratification by the SDG, which is considered a formality.

Discuss Global 'P.R.'

The Motion Picture Association of America's international film relations committee, headed by Lawrence Luskin of Columbia, met here at the dependent distribution enterprises.

In announcing the agreement with Thomas, Henry Souvaine, president of Souvaine, said: "Naturally, Mr. Thomas and I have complete confidence in the ability of the motion picture industry to adjust itself successfully to the vastly changing conditions of today and tomorrow. The superior motion picture still remains a most powerful magnet for all the millions in this country—low-brows, medium-brows, and high-brows—who periodically must escape from the confines of their living rooms.

Souvaine will distribute at least 16 theatrical features during its new season, against 10 last year, in addition to approximately 30 non-competitive features for the television market under the trade name Cinema TV Features.

In addition to its American representation of the French governmental film combine, U'Union Generale Cinematographique, Souvaine distributes the bulk of releases of British producers Romulus, Independent Film Distributors and Sydney Box Productions.

Souvaine is also negotiating with Joseph Bursyn for the co-release with Bursyn of two of his latest features, "The Girl of the Marshes" and "St. Francis."

Thomas succeeds Charles Amory who last week became West Coast vice-president of Pathé Laboratories, weekend to discuss projects for improving public relations on a global basis.
BIGGEST OPENING DAY OF THE YEAR — GLOBE, N.Y.!

RICHARD WIDMARK MARILYN MONROE in DON'T BOTHER TO KNOCK
with Anne Bancroft • Donna Corcoran • Jeanne Cagney
Produced by • Directed by • Screen Play by
JULIAN BLAUSTEIN • ROY BAKER • DANIEL TARADASH

PRESS-TIME FLASH:
SENSATIONAL OPENING, HOLLYWOOD THEATRE, ATLANTIC CITY!

Only 20th Century-Fox delivers “THE GENUINE ARTICLE!” — LIFE Magazine
Ohio Censor Case Hearing Set for Aug. 8
Judge Begins Reading Supreme Court Decisions

Toledo, O., July 21—Municipal Court Judge Frank W. Wiley has set August 8 for hearing charges and the defense in the violation by Martin G. Smith of the Ohio State censorship laws last week when his Westwood Theatre here exhibited Fox Movietone Newsreel's issue of "The American Newreel" without its having been submitted to the State Censorship Division for a seal of approval.

The Motion Picture Association of America and the Independent Theatre Owners of Ohio arranged for the violation of the law to test the legality of prior censorship. The U. S. Supreme Court decisions favoring the industry in the "Pinky" and "Miracle" cases inspired the Ohio test.

A 30-day continuance of the Smith case had been sought, but Judge Wiley, who already has started reading the "Pinky" and "Miracle" decisions, refused.

(Continued on page 3)

Sturdy Bows Send Gross Figures at NY 1st-runs High

A number of sturdy openings highlighted Broadway grosses this week, while strong hold-over product at many first-run situations continued to draw the customers.

Opinion was divided on the box-office effect of the present heat wave. However, most showing were in agreement that the Democratic National Convention, which opened yesterday in Chicago, would not hurt the box-office. This sentiment, however, was expressed with the provision that the Democratic National Convention is not expected to offer a greater drama than the recent home televised Republican convention.

"Carrie" at the Capitol is expected to hit a fine initial week's gross of $125,000, according to sources.

Beneficial French Deal Due: Golden

Notwithstanding France's action at the weekend in cutting by 48 the number of films it will import from all countries in the new fiscal year, a mutually beneficial Franco-American film agreement is bound to be worked out sooner or later, Nathan D. Gray, U. S. Commerce Department film chief, declared here yesterday following his arrival from Europe.

Meanwhile, Eric A. Johnston, Motion Picture Association of America president, presided yesterday at a meeting here of industry executives. Rare and Sullivan, who have been organizing a new motion picture organization to represent the new Hollywood film companies, were present.

(Continued on page 5)

Warner Production Program Proceeds

Hollywood, July 21—Warner Brothers' production program is proceeding on schedule, despite the two recent studio fires, the company disclosed today.

Company executives attribute the ability to continue production on schedule to the studio personnel's skill and teamwork in circumventing the obstacles.

(Continued on page 5)

Nashville Box-office Receipts Increase

Nashville, July 21—All uptown theatres are having better patronage than prevailed during May and June. Local drive-ins are doing about the same business as this time last year. Product used is about as varied as for uptown houses. "Patrons are looking for a good show regardless of the type of picture," insisted one manager.

Most managers estimate income from refreshments at about 25 per cent of their total.

(Continued on page 5)

MPAA Seeks Talks on Arbitration

UPT Notes Upward Business Trend

A seasonal upturn at the box-office currently is being experienced by United Paramount Theatres, Robert H. O'Brien, UPT secretary-treasurer, disclosed here yesterday.

Business since July 1, O'Brien stated, has been better and compares favorably with last year. The UPT executive declared to make a study of the effects on the current home televised Democratic National Convention of the box-office. However, he was of the opinion that, to some degree, the televising of the Republican convention aided theatre attendance.

42 Win Schwalberg Para, 'Merit Awards'

Forty-two winners of Paramount's annual "A. W. Schwalberg Merit Awards" for B31 were announced by the company.

Cash awards are given each year to branch personnel not eligible to participate in the regular sales drive prizes, but who have displayed individual effort over and above their normal duties during the drive period.

The winners include: New York, Myron Satter and Nathan Stern; Alhambra, Ruth Larkin; Atlanta, William R. Word, Jr.; Boston, John J. Kane; etc.

(Continued on page 3)

More Join Industry Tax Repeal Fight

Twenty more exhibitors from 18 states have accepted invitations to serve on their state committees in the industry's campaign for repeal of the 20 per cent admission tax, it was announced here yesterday by the Council of Motion Picture Organizations. Acceptances now total 140, representing all states but South Dakota and Arizona, it was revealed.

Latest to enlist in the tax campaign are the following: Montana, E. M. Jackson; Illinois, George Kerasotes; etc.

(Continued on page 5)

See New Extension For Loew's-UATC

Another month extension is expected in the deadline for Loew's and United Artists Theatre Circuit to dissolve joint interests in seven theatres, a Department of Justice spokesman indicated.

Under the present deadline, the companies have until tomorrow to file a dissolution petition, or until July 30 to actually start dissolution proceedings.

Sales Managers Want to Resume '10' Meetings; Seeking a Date, and Place

At a meeting here yesterday among the Motion Picture Association of America member companies' sales managers and counsel and Eric A. Johnston, MPAA president, it was agreed that steps should be taken immediately for re-arrangement of the arbitration negotiations with exhibitor representatives.

The distributor delegation was authorized to work out as soon as possible a date and place for resumption of the meetings of the Industry Arbitration Conference's Continuations Committee of 10 which adjourned summarily on July 2 after four days of ineffective meetings.

Some two weeks ago, following the suggestion by exhibitor representatives, Johnston indicated he would explore the possibility of having distribution company presidents negotiate.

(Continued on page 5)

25,000 UPT Shares Sold by Atlas Corp.

The sale of 25,000 shares of United Paramount Theatres common stock by Atlas Corp., was disclosed here yesterday by Floyd B. Odlin, Atlas president, in a report to stockholders.

The sale represented all Atlas' holdings of UPT stock, an Atlas spokesman said. The remaining industry securities held by Atlas include Paramount Pictures Corp., 25,000 shares; RKO Pictures Corp., 76,500 shares, and Walt Disney Productions, 93,050 shares.

(Continued on page 5)
Personal Mention

LYNN FARNOL has returned to New York from London.

SYPROS P. SIROUS, 20th Century-Fox president, has returned to Hollywood from a trip to England, where he examined the possibility of a British-American volunteer division of Anglo-United, and saw the theaters and offices of D. A. Ideal, president, and E. F. A. Sturrock, chairman, of United Artists, where he discussed the advisability of bringing British films to United Artists theaters.

THOMAS T. SMITH, newly named Motion Picture Distribution of America, representative in Europe, will leave there tomorrow by plane for Paris.

RICHARD A. BERKSON, Boston theater executive, was named general chairman of the 1953 Greater Boston fund drive for the Red Cross.

IRVING SOCHIN, Universal short subjects producer, will leave for Washington today from New York and will return tomorrow.

JOOP GESINK, Dutch co-producer of Transfair, Inc., arrived here from Holland on Saturday aboard the S.S. Nieuw Amsterdam.

JULES LAFRIBER, Warner Brothers Eastern and Canadian division sales manager, will arrive in Pittsburgh today from New York.

HAROLD WURTZEHWEN, Western sales manager for Monument-Allied Artists, returned to the Coast yesterday from Denver.

STANLEY KRAMER, producer, now en route to Israel from London, plans to return there before leaving for New York.

AARON OLMAN, general manager of the Big Three, M-G-M music subsidiaries, is on the Coast from New York.

WALTER MIHRSCH, Monument-Allied Artists executive producer, will sail from London tomorrow for New York.

WILLIAM D. KELLY, in charge of M-G-M prints, is due back here this week from a Vermont vacation.

LEOPOLD FREIDMAN, secretary of Loew's, has leave here tomorrow by plane for London.

ISIDORE LINDENBAUM, Filmcraft Productions president, is in Chicago from New York.

PATTY DUGGAN, Paramount producer, arrived here yesterday from the Coast with his wife.

JOSEPH SHAPIEL, independent producer, will fly to London today from New York.

HERMAN MILKALENSKY, Republic Pictures producer, has left here for London.

Sees Two-a-Week Off-Hour Theatre TV Programming

Theatre television executives are working toward a "non-entertainment," off-hour programming schedule of two performances a week. Robert H. O'Brien, UPT secretary-treasurer, disclosed here yesterday.

O'Brien, who expressed hope that the Bureau of Crafts and Sales, once a three or four off-hour a week closed circuit deal could be consummated for September, said attempts are currently underway to establish "non-entertainment" programs "regularity." He saw the possibility that negotiations with commercial users would be tremendously accelerated interest of M-G-M television theatre sufficient users for regular twice-a-week programming. O'Brien answered in the affirmative. He pointed out the "cost" possible market in trade associations, government and business.

The UPT executive said that negotiations are now underway with eight leading national concerns who have expressed a desire to be first, if possible, in using the medium.

Tunstill to Join Little Rock Unit

MEMPHIS, July 21—J. Clayton Tunstill, television management commissioner for Motion Theatre, Inc., will join North Little Rock theatre interests, it was announced by M. A. Lightman, Jr., president of Malco.

Lightman recently assumed full control of Malco, buying out the 33 per cent interest owned by M. S. McCard and M. J. Prusinsky. It was also announced that Jack W. Tunstill, former manager of the Malco-owned Cross Street Theatre in Memphis, has retired from the industry.

Film Festival' at Loew's Poli Houses

HARTFORD, July 21—Harry F. Shaw, division manager of Loew's Poli theatres in New England Theatres, has set plans for a Loew's "Film Festival," to be held at circuit houses in Connecticut and Massachusetts featuring top quality films.

Films slated for extensive promotion include "Through Loving Eyes," "We're Not Married," "Robin Hood," "The Glass Key," "Little Women" and "The World in His Arms.

Heeler Earnings Are Up Substantially

CHICAGO, July 21— Walter E. Heeler and Co. reports consolidated net earnings for the quarter ending June 30 of $714.64, 13.84 per cent, or $324.60, 13.84 per cent, for the six months ended June 30, up substantially from the $606,666, or $31.31 per share for the first half of 1951.

No Quake Harm to Films

HOLLYWOOD, July 21—Second earthquake earthquake, a 10.5 per cent rise in motion picture sales in Chicago, if this story shook up the operation branch thoroughly but caused neither injury nor more than trifling damage to studio property.
**Knoxville Censors Are Cracking Down**

Knoxville, Tenn., July 21—The Knoxville Censor Board is preparing to impose a “rigid censorship” to “tighten censorship control over underprivileged human figures on moving picture or magazine or book.” The magazines “Modern Sunbathing and Hygiene,” “Cover Girl Models,” and “Famous Girls of the Movies” have been barred from local magazine stands. A move against films is forecast.

Knoxville is the only city of its size in Tennessee without Sunday films.

**Ohio Censor Case**

(Continued from page 1)

sions, indicated he wanted to get into the hearing of it sooner and set Aug. 8.

Hofheimer Stung by Failure of Censorship Test in Columbus

COLUMBUS, O., July 21—L. J. Hofheimer of the Little here stated he wants to be counted, but whereas he need any more scoops in a letter addressed to Sidney Schreiber of the Motion Picture Association of America, the letter followed the failure to show the uncensored newsreel as scheduled in the test of the Ohio censorship law to be tried, distributed here by Warner Brothers, was not shown because of a dispute between Dr. Clyde Hissong, state director of censorship and Ed Bolch, chief Ohio film censor, and legal representatives of Warner Brothers.

Hofheimer said he “was placed in an embarrassing position” with press and public because of the failure to show the film, “I lent my name and my theatre,” he said, “in good faith for the purpose of testing the Ohio censorship law. In doing so, I thought that both were in competent hands, legally and otherwise. Through no fault of mine, I have broken faith with the public and the press and have been placed in an embarrassing position. I had a contract with Warner Brothers which you requested and which was the only responsible reliable source.”

Columbus Paper Defends Ohio’s “Mild Variety” of Film Censorship

COLUMBUS, O., July 21—Ohio’s “mild variety” of state film censorship must be placed in the same category in which the film industry “might be obliged to deal with pressure groups of all shades of opinion seeking to impose restrictions in the covert notes,” said the Columbus Dispatch. It had declared editorially:

The Dispatch: “It seems not impossible that the elimination of all censorship—the movie industry’s apparent goal—might bring excitement the movies could not escape, in the clamping of bans on more screens than any yet imposed, and at the Federal level.

“Now, one can blame the film people for seeking a re-definition of the legal status of government censorship. In some states it has been capricious and inconsistent. In some states it is rigid, in others completely non-existent. A test of the legality of censoring

**Reviews**

“Dreamboat”

(20th Century-Fox)

WHEN A PRODUCTION IS SET capably around the performers involved, as in the Clifton Webb and Ginger Rogers film, the marriage of the product is quite high. And, shownmen, so you should sell “Dreamboat” for all it’s worth. Your box-office intake will not be disappointing under normal conditions.

“Dreamboat” is different. Decidedly so. And it is timely, pitting the comparative values of oldtime film fare on home TV screens versus the modern motion picture of today. It is done uniquely, by flashbacks. Old pictures of Webb’s old boyhood are resurrected in TV boxes, barroom and home video sets and plague Webb who now is a respected and respectable professor of English literature at the staid old Underhill College, where he teaches The Thesaurus of Poetry. None other than silent screen star Bruce Blair. His old reissued films are being used on a TV program starring Gloria Marlowe (Ginger Rogers), his one time lady who is making a comeback in a series sponsored by the Exotic Fortune Company. Webb’s determined efforts to have the reissues withdrawn, the embarrassment which the pictures cause him and Miss Rogers’ attempts to block Webb’s insistence that the films be cancelled develop much merriment, frequently unfavorable to the telecasting of antique film subjects now so widely prevalent. A hilarity highlight is reached when the jotted professor attempts to secure an injunction against the showing of the films of his flamboyant past. All in all “Dreamboat” (Webb’s moniker as the aloof college professor) is enjoyable, although there are slow spots in the telling. Co-starred are the lovely Anne Francis as the mild-mannered, conservative daughter of the professor, who is as bright and handsome Jeffrey Hunter. The support is fine, headed by Elia Lancaster, Fred Clark, Paul Harvey, Ray Collins, Heleney Stewart and Richard Garick. Sol C. Siegel produced and Claude Binyon directed, from the screenplay by Walter Sippel, based on a story by John D. Way.

Running time, 83 minutes. General audience classification. For August release.

**“One Minute to Zero”**

(Grainger-RKO Radio)

THE KOREAN WAR affords the timely background of this Howard Hughes presentation which features Robert Mitchum and Ann Blyth. Composed of conventional plot elements, the picture has plenty of lively action and enough romantic touches to keep the fans pleased.

Of course, one of the highlights of the film is John Saxon’s碰 with Bruce Lee in Seoul, along with his buddy, William Talman, another colonel at the time Korea is invaded. Miss Blyth, a member of the UN commission, is also in Korea at the time. When orders come in to evacuate all U. S. forces in Seoul, Bruce Lee is stubborn about leaving, so Mitchum lifts him into a plane to get her out of the country. From these disagreeable beginnings tender love grows, as time and again Miss Blyth crosses Mitchum’s path. For the most part the picture outlines various episodes against the enemy, both on land and in the air.

Most of them are excitingly portrayed under Taylor Garnett’s direction. There is a lot of grim realism to the battle scenes. Often the weight of decision rests on Mitchum’s shoulders, that of the story, and has the weight of decision also weighs heavily on Miss Blyth’s graceful shoulders. Already the widow of an Army man, the question is whether she should marry another one. After some struggles within and some doubt about himself, she says yes.

An Edmund Grainger production, it was made from a screenplay by Milton Krimms and William Winter Haines. Running time, 105 minutes. General audience classification. For August release.

**Tear Gas Bomb at Ray Boston Show**

Boston, July 21—A tear gas bomb was set off during a performance of Johnny Ray at the Metropolitan Theatre here over the weekend, forcing the doors to open while Gertie West and Johnnie Brunetti; Philadelphia, Robert Weber, Ulfir F. Smith, Herbert Gillis, Ralph Garman and John Kane; Pittsburgh, Ike Weiss; Washington, Phil Isles and Herbert Thompson.

Also, Chicago, Sarah Goldberg, Herbert Cohen, J. H. Stevens and E. R. Johnson; Portland, Thomas E. Castle; Indianapolis, G. R. Frank; Minneapolis, Bonnie Lynch and Frank Egan; Dallas, Tom W. Bridge, Sebe and Ed McCord; Kansas City, Eugene Jacobs; Los Angeles, Eugene Beerman; Salt Lake City, Eugene Jones; San Francisco, H. Neal East, James French, King Trimble, Jack Stevenson, George Carmine, Walter Lange and Milton S. Anderson; Seattle, Walter Holmby.

**Ontario Stiffens Censors’ Ruling**

Toronto, July 21—The Ontario Board of Censors has put a new regulation into effect for the snipping of theatre advertising displays to designate pictures that are classed as “Adult Entertainment.”

Formerly the words “Adult” or “Adult Entertainment” were sufficient but the impression got around that their use was unofficial. The notices must now be wording “Classified by the Ontario Board of Censors as Adult Entertainment.”

**Yolen Heads Unit of Opinion Builders**

Will Yolen, newspaperman and publicist, will head the news bureau of Opinion Builders, Inc., it was announced by Joseph R. Isaacs, president. Yolen is a past president of the Publicity Club of New York, was for six years promotion manager of Warner Brothers Picture here and also served as consultant for New York motion picture and television producers, as chief vice-president and publicity-advertising director of Laurel Films, Inc.

**Rackmnl to Meet Press**

Milton R. Rackmil, new president of Universal Pictures, will address a group of the press at a luncheon at the Restaurant Lauren her on Monday, from the chair of the board, and Al Daff, executive vice-president, will also be on hand.

**Grant Leenholts Resigns**

The resignation of Grant Leenholts as executive vice-president of Cine-rama, Inc., here, becomes effective this week. Mr. Leenholts, as a consultant for the company and for financial reasons, is interested in the new three-dimensional medium fabricated by the firm.

**Carlton Still Film House**

LONDON, July 21—Negotiations between Jack Hylton, local stage impresario, and Paramount Pictures for the lease of the Carlton Film House for stage shows have broken down and will not be resumed. The house will continue as a film theatre.

**New FP-C House Opens**

TORONTO, July 21—Famous Players Canadian Corp. has opened a new theatre, the FP-C, in Edmonton, Alberta. It is reported to be the last theatre to be built under the company’s new construction program.

**Emmett, Vail Open ‘Lab’**

LOS ANGELES, July 21—T. H. Emmett, owner of the Panoramic Laboratory field, and Ande Vail, producer, have opened a new film laboratory service and distributing plant here called Emmett-Vail Enterprises.

**Tent Sets Golf Tourney**

CINCINNATI, July 21—The Cincinnati Variety Club, Tent No. 3, has set its 18th annual golf tournament for August 25 at the Summit Hills Country Club, Other types of games plus dinner will be featured.
Denver Now Part of Nationwide Network

DENVER, July 21.—This city suddenly got on a nationwide radio hookup today with the opening of the Democratic convention in Chicago, KFEL-TV which has obtained temporary operating permit from the Federal Communications Commission, went on the air this afternoon, and will open the NBC chain. The station had been operating experimentally for two days previous. It will use the NBC convention coverage, and will be carried in with other NBC shows, and next Monday will go on its own part of the NBC schedule. It will be possible to use the NBC hookup, and possibly selections from other chains.

Studies Ready

Beside the temporary transmitter on Lookout Mountain, KFEL has complete studio ready in Denver for the production of dramatic and television shows.

KVOD, which has been given channel No. 9, for Denver, has made a new station, and a temporary operation permit such as was accorded KFEL, and if this is granted, KVOD will be on the air within two weeks from a Lookout Mountain location.

Empire Coil, of New Rochelle, N.Y., the other successful applicant for a channel, has not indicated when the air will be on the air. Empire has been given channel 26 (UHF).

Applications for channels four and seven will have to fight it out, since two companies are asking for each channel. Theatre men are involved in these fights, and the Canadian Broadcasting Department have made a new station, include Frank H. Kickett, Jr., president of Fox Intermountain Theatres, and Harry Huffman, president of the chain.

For channel four are the KMYR Broadcasting Co., and Metropolitan Television, the latter recently organized in League City, who bought KOA from NBC, which deal is awaiting sanction by the FCC.

See All - Canadian TV Network by '53

OTTAWA, July 21.—Revenue Minister McCann stated here that the Canadian Broadcasting Corp. will spend about $800,000 to establish a television station in this capital but it has been decided to delay the construction of five other planned stations, since Ottawa, Toronto and Montreal will be in operation by the start of 1953, McCann said.

US, Canada in TV Deal

WASHINGTON, July 21. — Under a new agreement worked out between the U.S. Federal Communications Commission and the Canadian Department of Transport covering assignment and use of 82 TV channels within an area of 250 miles on either side of the border, there will be little or no interference between border TV stations, it was said.

CBS has announced that it is handling the sales for Bing Crosby Enterprises and although according to its original contract with B. C. Enterprises, it will continue to have control of the Enterprise contract. However, CBS has agreed to sell the rights to the television program, and the Crosby shows. The agreement states that these two packages remain with United Television Programs, Inc. All other and future Crosby properties will be handled by CBS.

Gen. Eisenhower got such a bang out of this that he is considering the possibility of an episode on the Republican campaign. That Arthur Van Horn has seen the General a dub of the recording he played on a recent 'Time Capsule' ABCcast. Ed & Peggen Fitzgerald, just back from a thrilling trip to Europe on the record-breaking liner United States, are filming a series of 13 color TV shows. The hilarious program (which we saw at the West Coast Studios yesterday) is produced by George Kasen and will be sponsored in key cities by department stores.

Vaughn Monroe’s first starring flicker, “Toughest Man in Arizona,” which will release early in the fall, will take the orchestra into the Waldorf-Astoria Hotel September 1.

The Maestro will return to the Republic lot in March to make a second feature. It is found’s plan to release TV shows this fall, and in the immediate future, there will be a new slick in the “Girl Crazy” music at Ambertville, N. J., slick chick Joy Hodges raced back to town to make a film (TV) with Lester Linn’s Society Orchestra and Jack Cassini, and producer Hank Leeds can entice Broadway stars and celebrities to drop around to Robbins’ Nest frequently, the series, packaged by Vṅorn Enterprises, can succeed with the stay-up-lates.

Outward bound aboard the United States MCA exec Dick Robin pitched a new program idea to Ted (Mr. WNBC) Cott . . . . series would be a radio-ship-to-store program with interviews and chat over by celebs seated at the Captain’s table. Ed Fitzgerald told us about another incident aboard ship. Margaret Truman sent a cable to her dad and when told the bill would be $1000 asked how the cost was determined. . . . She was told that each letter cost 21 cents, whereupon she deleted the ‘S’ and addressed it simply Harry Truman, thus saving 21 cents, an ardent Republican standing up for economy. “Too bad Miss Truman’s father isn’t as economical.” As reported here a few weeks ago,停车位 will be edited, and if producer Hank Leeds can entice Broadway celebrities and celebrities to drop around to Robbins’ Nest frequently, the series, packaged by Vṅorn Enterprises, can succeed with the stay-up-lates.

Ray Goulding of the announcing Goulding (brother Phil has been on WGMG staff for 12 years) started his career at WHDH Boston . . . while there he did a bit of ad-libbing on deejay Bob Elliott’s program and the reaction was so marked that exec there immediately paired them and the team, heard on a show titled, “Matinee.” When Bob began to excel in vaudeville, NBC brought them to New York last year and they’ve just capped the coveted Alka-Seltzer account, featured Saturday nights over NBC. . . . Add look alikes Gen, Dwight Eisenhower and Harold Stassen . . . Dick Winks, WINSpace grabber and deejay Freddy Robbins (of “Freddy’s Place” fame) yesterday for the coast to close a deal to film several new TV vehicles. We listened to several pressings made by a new aggregation, the Sauter-Finnegan Orchestra and were thrilled . . . the band has the precision of the late Jimmie Lunceford or the smoothness of the late Glenn Miller orchestra and the originality of the Benny Goodman swingers.

Television—Radio

with Pinky Herman

Television-Dr-op

In Cincinnati Area

Cincinnati, July 21.—An official teletype survey reveals that, despite a greater number of television sets in use, the number of television programs probably increased during the corresponding period of last year.

Investigation to determine the cause of the viewing decline points up the weather factor as being responsible. Reports indicate that unusually high humidity and occasionally heavy rain have caused families to seek relief out-of-doors or in air-conditioned theatres. The latter has raised box-office receipts. Moreover, the quality of summer TV programs is, for the most part, not such as to induce constant viewing, even under more comfortable weather conditions.

Talks on New TV Contract Underway

Representatives of the Film Producers Association of New York, an organization composed mainly of commercial and industrial film producers, met here last week with T. P. Thompson, Screen Actors Guild television administrator, of Hollywood. The session was the first in a projected series scheduled before a new contract is agreed upon. The SAG is seeking a contract similar to the one designated recently by the Alliance of Television Film Producers on the Coast.

CBS-TV to Handle Crosby Film Sales

CBS-TV and Bing Crosby Enterprises jointly announced here that the completion of arrangements whereby CBS-TV film sales will represent Crosby Enterprises in the sale of television films for both national and syndication service.

The contract becomes effective immediately and CBS-TV will offer several new programs now in final stages of completion by Enterprises. Among these are “Crown Theatre,” “The HankMcCame Show,” “Rebound” and “The Chair on the Boulevard.”

Singer to Sponsor Show

Singer Sewing Machine Co. will sponsor “Four for the House,” a half-hour TV film series featuring such Hollywood stars as Charles Boyer, Dick Powell and Joel McCrea, Official release from the company, Don Sharpe, disclosed here. The program will appear over the CBS-TV network bi-monthly starting Sept. 25. Official Films stated that for the first 26 weeks of alternate weekly sponsorship, Singer’s cost for time and talent will approximately $1,400,000.
French Deal

(Continued from page 1)

the Motion Picture Export Association board, which includes member companies' executives, to discuss French negotiation possibilities in light of France's import reduction. Further meetings on the subject will be held, it was reported.

Under the expired Franco-American agreement, 121 U.S. films were imported into France last year, out of the 186 allowed for all countries. The pact expired June 30, and in the absence of a new one the French government felt compelled to take unilateral action. It was said that it was hoped that the distributors on arbitrage matters. It was not immediately determined whether the position paralleled the exhibitors.

Expressed Confidence

Johnston, however, expressed confidence that agreement could be developed between the exhibitors and distributors on arbitrage and emphasized that the distributors hoped for an early establishment of a mutually acceptable arbitrage system.


No Industry 'Reds'

(Continued from page 1)

think the industry has cleaned house, as have other industries. Elsewhere in his address, Schary said television's effect is greatly overestimated, predicting that 10 years from now both TV and theatres will be flourishing, and that intelligent handling of costs in relation to grosses will meet the situation.

Talks on Arbitration

(Continued from page 1)

personally with officials of exhibitor organizations on the establishment of an arbitration system for the entire industry.

It was not indicated following yesterday's meeting whether Johnston would make any further efforts in this connection, but it was pointed out that all, or most of the disagreement among the distributors on arbitrage matters is not irreconcilable. This means that the exhibitors' five representatives on the Continuations Committee, at least would consider a distribution delegation carrying some semblance of unanimity of opinion instead of apparently hopeless divergent opinion.

Bidding Gets Attention

Among the subjects which received particular attention at Johnston's meeting with the sales managers was the position to be taken by distributor representatives on competitive bidding issues.

Warner Production

(Continued from page 1)

stakes created by the fires.

Production started today on "Back to Bataan," starring Robert Mitchum, Gordon MacRae, Carol Bruce, and William Lundigan. This is the first of a series of pictures which will be made under the new Warner Bros. production contract. The story is produced under the direction of Frank C. Basketball, and is being filmed in Technicolor, with the exception of the Technicolor scenes which are being completed at the studio. The picture is expected to be completed in time for release in the fall.

Doris Day and Gordon MacRae will also be featured in "The Night of the Silver Moon." The team will be directed by David Butler. William Jacobson will produce in Technicolor.


Tax Repeal Fight

(Continued from page 1)

The National Motion Picture Council is expected to meet next week to discuss the tax repeal fight.

N.Y. Grosses

(Continued from page 1)

$45,000. At the Astor, a very good $26,000 is due for the initial stance of "The Story of Will Rogers." "Don't Bother to Knock" is estimated to hit $35,000 for its first week at the Globe. The second and final inning of "We're Not Married" at the Roxy, which also features a stage show, is estimated to register a big $78,000. "Dreamboat" opens there Friday.

'Where's Charley?" is doing fine at Radio City Music Hall, where $12,000 is expected for a fourth week. The Hall's next attraction, "Ivanhoe," will open July 31.

Robin Hood" Healthy

At the Criterion, "Story of Robin Hood" is doing well, with a healthy $25,000 for its fourth round. A fairly nice $26,000 is seen for "She's Working Her Way Through College" at the Paramount. The film, which ends its two-week engagement, will be replaced by "Jurying Jacks." "High Noon" bows in at the Mayfair Thursday, superseding "Has Anybody Seen My Gal," which is forecast to end its week's engagement at $28,000. "Panda," opened to a moderate $10,000 at Loew's State. At the Victoria, "Walk East on Beacon" is holding up well, with $13,000 forecast for its eighth week. A neat $8,000 is estimated for the 16th week of "Man in the White Suit" at the Sutton. "Enchore" at the Norman is expected to rack up a fine $6,500 for its 16th week.

GREAT MOTION PICTURES ARE PROCESSED BY PATEH

Pioneer TV Film Producer

FRANK WISBAR says:

"Our TV film specifications are the most exacting in the field. Pathé Labs always give us what we want."

Frank Wisbar's famous pioneering TV venture is Procter & Gamble's "Fireside Theatre" which is processed by Pathé. Can we be of service to your TV department?

PIONEER TV FILM PRODUCER

FRANK WISBAR

Both New York and Hollywood Have Complete Pathé Laboratory Facilities: 35MM • 16MM • COLOR • BLACK AND WHITE

Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.
## Motion Picture Daily's Booking Chart

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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.)
Ohio Censor Case Hearing
Set for Aug. 8

Judge Begins Reading Supreme Court Decisions

Toledo, O., July 21.—Municipal Court Judge Frank W. Wiley has set Aug. 8 for a hearing on charges by the defense in the violation by Martin G. Smith of the Ohio State censorship laws last week when his Westwood Theatre here exhibited For Fox Movietone Newsswear's issue of “The American Newsreel” without having been submitted to the State Censorship Division for a seal of approval.

The Motion Picture Association of America and the Independent Theatre Owners of Ohio arranged for the violation of the law to test the legality of prior censorship. The U. S. Supreme Court decisions favoring the industry in the “Pinky” and “Miracle” cases inspired the Ohio test.

A 30-day continuance of the Smith case had been sought, but Judge Wiley, who already has started reading the “Pinky” and “Miracle” decisions, denied it.

(Continued on page 3)

Warner Production Program Proceeds

Hollywood, July 21.—Warner Brothers’ program production is proceeding on schedule, despite the two recent studio strikes, the company disclosed today.

Company executives attribute the ability to continue production on schedule to the studio’s personnel skill and teamwork in circumventing the obstacles.

(Continued on page 5)

Nashville Box-office Receipts Increase

Nashville, July 21.—All uptown theatres are having better patronage than prevailed during May and June. Local drive-ins are doing about the same business as this time last year. Product used is about as varied as for uptown houses. “Patrons are looking for a good show regardless of the type of picture,” insisted one manager.

Most managers estimate income from refreshments at about 25 per cent of their total.

Sturdy Bows Send Gross Figures at NY 1st-runs High

A number of sturdy openings highlighted Broadway grosses this week, while strong hold-over product at many first-run situations continued to draw the customers.

Opinion was divided on the box-office effect of the present heat wave. However, most showmen were in agreement that the Democratic National Convention, which opened yesterday in Chicago, would not hurt the box-office. This sentiment, however, was expressed with the proviso that the Democratic National Convention is not expected to offer a greater drama than the recent home televised Republican convention.

“Carrie” at the Capitol is expected to hit a fine initial week’s gross of $175,000. (Continued on page 3)

Beneficial French Deal Due: Golden

Notwithstanding France’s action at the weekend in curtailing by 48 the number of films it will import from all countries in the new fiscal year, a mutually beneficial Franco-American film agreement is bound to work out sooner or later, in the opinion of U. S. Commerce Department film chief E. R. Golden, as he declared yesterday following his arrival from Europe.

Meanwhile, Erle A. Johnston, Motion Picture Association of America president, presided yesterday at a meeting here of the Canadian Motion Picture Industry Conference, which the was the climax of the Johnston tour.

(Continued on page 3)

42 Win Schwalberg Para. ‘Merit Awards’

Forty-two winners of Paramount’s annual “A. W. Schwalberg Merit Awards” for 1951 were announced by the company.

Cash awards are given each year to managers and personnel not eligible to participate in the regular sales drive prizes, but who have displayed individuality and have their normal duties during the drive period.

The winners include: New York, Marion Satter and Nathan Stern; Albany, Ruth Larkin; Atlanta, William R. Word, Jr.; Boston, John J. Kane.

(Continued on page 3)

More Join Industry Tax Repeal Fight

Twenty more exhibitors from 18 states have accepted invitations to serve on their state committees in the industry’s campaign for repeal of the 10 per cent tax, it was announced yesterday by the Committee of Motion Picture Organizations. Acceptances now total 140, representing all states but South Dakota and Arizona, it was revealed.

Latest to enlist in the tax campaign are the following: Montana, E. M. Jackson; Illinois, George Kerasotes; (Continued on page 3)

MPAA SEeks TALKS ON ARBITRATION

Sales Managers Want to Resume ‘10’ Meetings; Seeking a Date and Place

MPAA seeks talks on arbitration

At a meeting here yesterday among the Motion Picture Association of America member companies’ sales managers and counsel and Eric A. Johnston, MPAA president, it was agreed that steps should be taken immediately to arrange for resumption of the arbitration negotiations with exhibitor representatives.

The distributor delegation was authorized to work out as soon as possible a date and place for resumption of the meetings of the Industry Arbitration Conference’s Continuation Committee. The adjourned conference was adjourned summarily on July 2 after four days of ineffective meetings.

Some two weeks ago, following the suggestion by exhibitor representatives, Johnston indicated he would explore the possibility of having distribution company presidents negotiate (Continued on page 3)

Nevada Box-office Receipts Increase

Nevada, July 21.—All-summer theatres are having better patronage than experienced during May and June. Local drive-ins are doing about what they have been doing for the past two months. Product used is about as varied as for uptown houses. Patrons are looking for a good show regardless of the type of picture,” insisted one manager.

Most managers estimate income from refreshments at about 25 per cent of their total.

UPT Notes Upward Business Trend

A seasonal upturn at the box-office currently is being experienced by United Paramount Theatres, Robert H. O’Brien, UPT secretary-treasurer, disclosed here yesterday.

Business since July 1, O’Brien stated, has been better and compares favorably with last year. The UPT executive declined to make a prediction on the effects of the current home television Democratic National Convention on the box-office. However, he was of the opinion that, to some extent, the televising of the Republican convention aided theatre attendance.

(Continued on page 3)

Eric A. Johnston, Motion Picture Association of America president, presided yesterday at a meeting here of the Canadian Motion Picture Industry Conference, which the was the climax of the Johnston tour.

News Flashes

Atlas Corp. president Floyd B. Odlum disclosed here yesterday in a mid-year report to stockholders that the company had sold 25,000 shares of United Paramount Theatres stock, in accordance with the Paramount consent decree.

A Department of Justice spokesman said here yesterday that another month’s extension is expected in the deadline for Loew’s and United Artists Theatre Circuit to dissolve joint interests in seven theatres. Under the present deadline, the companies have until tomorrow to file a dissolution plan or until July 30 to actually start dissolution proceedings.
Sees Two-a-Week Off-Hour Theatre TV Programming

Theatre television executives of United Paramount Theatres are working toward a “non-entertainment,” off-hour programming schedule of two performances a week. Robert H. O’Brien, UPT secretary-treasurer, who followed his father into the industry, said the schedule was currently underway to key programming toward “regularity.” He said the possibilities of such shows would be tremendous, accelerated following a successful first performance in this field.

The current field was wide enough to offer TV-equipped theatres sufficient users for regular weekly programming, O’Brien answered in the affirmative. He pointed out the “vast” possible market in trade associations, government and business.

The UPT executive said that negotiations are now underway with eight leading national concerns who have expressed a desire to be, if possible, in using the medium.

Tunstill to Join Little Rock Unit

MEMPHIS, July 21.—J. Clayton Tunstill, division manager of Malco Theatres, Inc., will join North Little Rock’s interests, announced by M. A. Lightman, Sr., president of Malco.

Tunstill recently assumed full control of Malco, buying out the 33 per cent interest of M. S. McCord and M. J. Frumky. It was also announced that Jack W. Tunstill, former manager of the Malco-owned Cross-town Theatre in Memphis, has retired from the industry.

‘Film Festival’ at Loew’s Poli Houses

HARTFORD, July 21.—Harry F. Shaw, division manager of Loew’s Poli New England Theatres, has set plans for a Loew’s Poli “Film Festival” circuit house in Connecticut and Massachusetts featuring top quality films.

Films slated for extensive promotion include “Lovely to Look At,” “We’re Not Married,” “Robin Hood,” “The Merry Widow” and “The World in His Arms.”

Heller Earnings Are Up Substantially

CHICAGO, July 21.—Walter E. Heller and Co. reports consolidated net earnings of $374,768, or $1.30 per common share, for the six months ended June 30, up substantially from the $660,666, or $1.23 per share for the first half of 1951.

No Queake Harm to Films

Hollywood, July 21.—Second greatest earthquake in California history shook up the production branch of the industry but caused neither injury nor more than trifling damage to studios or theatres.

UK’s Views on Eady Plan Due July 29

LONDON, July 21.—The government’s views on the Eady plan are expected to be made known on July 29.

Peter Thornton-Croft, president of the British Film Producers Association, will present a new Eady plan to the Secretary of State for the Home Department. The new plan is expected to be followed by a speech by the Minister of Health in Parliament on July 29.

The new plan is expected to make substantial changes in the current Eady plan, which has been in operation for some years and is considered to be one of the most important measures in the history of the British film industry.

Owners Push Quota Fight

LONDON, July 21.—The Cinematograph Exhibitors Association is preparing to introduce evidence to prove the impossibility of meeting the 25 per cent quota, following recent attacks on exhibitors in Parliament and the decision of the Films Council that there should be no relief from that quota.

The CEA will distribute the document to government ministers, members of Parliament and the press this week. It points out that to meet a 25 per cent quota, the three major circuits alone need 39 second features every year. This number is impossible to achieve.

One suggestion, says the CEA, would be the re-introduction of a renters’ quota. Otherwise, relief from the supporting program quota on similar lines to that granted for first feature quota would lessen defaults.

The CEA states: “Whenever exhibitors suggest that fewer and better films be produced, the reply comes that producers cannot avoid producing poor films. Comparison with American films does not arise because there is no compulsion to show a poor American film. An exhibitor who is booking films is not paid to pay to see them. If a quota of 21 per cent or no British films of any length between 3,000 feet and 7,000 feet were offered by five major American distributors, Paramount, Warner, RKO Pictures, Columbia and M-G-M, during the period from October 1930 to April 1932, the CEA General Council will meet again on September 10 and the Eady Plan will figure prominently on the agenda.

Feature in ‘Parade’ On 20th-Fox Films

The July 27 issue of “Parade” has a cover featuring Anne Baxter, Anne Francis and Jean Peters along with an extensive four-page feature literary team. 20th Century-Fox has invested $16,000,000 in 10 1952 films in which they are starred or co-starred.

Pictures listed include “Viva Zapata,” “Wait Till the Sun Shines, Nellie,” “The Outcasts of Poker Flat,” “Love is a Many-Splendored Thing,” “A Man’s World,” “A Man’s Best Friend,” “Lydia Bailey,” and others.

Home Offices Hold Meetings for JDA

The home office of Universal-International will hold a meeting of employees today to mobilize support for half of the current multi-million dollar industry drive for the Joint Defense Appeal, it was announced by Harry M. Kalnine, chairman of the drive. Kalnine also said that United Artists will hold a JDA meeting on Friday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher: Sherwin Kane, Editor, Terry Ramsaye, Consulting Editor, published daily, except Saturdays. Published and printed by Quigley Publishing Co., Inc., 500 North Wells St., Chicago 10, Ill. Telephone: Central 7-5800. Subscriptions: $30.00 per year in U. S. and Possessions; $15.00 per year in Canada. Single copies, 10c.
Ohio Censor Case
(Continued from page 1)

Ohio Census Censors Are Cracking Down
Knoxville, Tenn., July 21—The Knoxville Censor Board is preparing new city legislation "to tighten censorship control over under-age patrons who are admitted to movie films or in magazines or books." The magazines "will be subject to 'Workmanship and Hygiene,' 'Cover Girl Models,' and 'Girls Beautiful Photos' have been barred from local newspaper newsstand. A move against films is forecast.

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Denver Now Part of Nationwide Network

DENVER, July 21—This city suddenly got on a nationwide radio hookup today with the official announcement of a contract in Chicago. KFEL-TV, which has secured a temporary operating permit from the Federal Communications Commission, went on the air this morning, taping into the NBC network. The station has been operating experimental for two days previous. It will use the NBC contract coverage this week, filling in with other NBC shows, and next Monday the new station will go on the air full time. It will probably use the NBC hookup, and possibly select shows from other chains.

Studies Ready

Beside the temporary transmitter of Lookout Mountain, KFEL has its complete studios ready in Denver for the production of dramatic and televised shows.

KYD, which has been given channel No. 9, will add the FCC for a temporary operating permit as was accorded KFEL, and is granted, KYD will be on the air within two weeks, also from a Lookout Mountain location.

Emile Gould of Rockelle, N.Y., the other successful applicant for a channel, has not indicated when it will be on the air. The Empire has been given channel 26 (UHF) in Denver.

Applicants for channels four and seven will have to fight it out, since two companies are asking for each channel. Theatre men are involved in the fight for channel seven. Asking for seven are the Aladdin Radio and Television (station with the same name) and The Aladdin, operated by Warner Bros. in Los Angeles. Applicants for channel four are the KMYR Broadcasting Co., and Metropolitan Television. The latter has been recently organized by Bob Hope, who bought KOA from NBC, which deal is awaiting sanction by the FCC.

See All - Canadian TV Network by '53

OTTAWA, July 21—Revenue Minister McCann stated here that the Canadian Broadcasting Corp. will spend about $800,000 to establish a TV station in each of the 10 provinces, with Chicago as its capital but has been decided to defer construction of six other planned TV stations in Canada, Quebec, and the Maritimes, and other cities in Western Ontario.

An all-Canadian network comprising Montreal, Toronto and Ottawa will be operation by the end of 1953, McCann said.

US, Canada in TV Deal

WASHINGTON, July 21—Under a new agreement between the U. S. Federal Communications Commission and the Canadian Department of Transport covering assignment and use of 82 TV channels within an area of 250 miles on either side of the border, there will be little or no interference between border TV stations, it was said.

CBS has announced that it is handling the sales for Bing Crosby Enterprises and although according to its original contract with B. C. E., entered into about two years ago, Columbia could have listed in its fold "Chimp" and "Royal Playhouse," the Crosbys insisted that these two packages remain with United Television Programs, Inc. All other and future Crosby properties will be handled by CBS. . . . Gen. Eisenhower got such a bang out of Sonor Romani's interesting little episode at the Republican convention that Arthur Van Horn has sent the General a dub of the recording he played on a recent "Time Capsule" ABCast. . . . Ed & Peg Emerson, just back from a trip to Europe on the record-breaking liner United States, are filming a series of 13 comedies for TV titled, "How To." . . . This hilarious program (we howled at the scene we watched being cut at the Seaboard Studios yesterday) is produced by George Kamen and will be sponsored in key cities by department stores.

Vaughn Monroe's first starring flicker, "Toughest Man in Arizona," which Republic will release early in the fall, will take his orchestra into the Waldorf-Astoria Hotel September 1. . . . The Maestro will return to the Republic Radio Network in March to make a second feature. . . . Is Macy's planning to launch a TV show this fall—with the locale in Macy's own store? . . . Immediately following a slick click in the '47- '48 music Circus at Lambertville, N. J., slick click the old Robert Keck to town to make a Pilot TV film (TV) with Lester Lanin's Society Orchestra and Jack Cassidy of "Wish You Were Here" (slick click, quick click). . . . Though it started off a bit slow, the new all-nite live TV series featuring Freddy Robbins which teed off last Saturday nite over Channel 9, shows promise and if producer Hank Leeds can entice Broadwayites and celebrities to drop around to Robbins' Nest frequently, the package by Vivroh Enterprises, can succeed with the stay-up-lates.

Outward bound aboard the United States MCA exec Dick Rubin pitched a new program idea to Ted (Mr. WNBC) Cott . . . series would be a radio-ship-to-shore program with interviews and a children's table. . . . Ed Fitzgerald told us about another incident aboard ship. . . . Margaret Truman sent a cable to her dad and when told the bill would be $18.00 asked how the cost was determined . . . she was told that each letter cost 21 cents, whereas on the ship she wrote the "S" and addressed it simply Harry Truman, thus saving 21 cents; an act for which Robert Kennedy, nearby remarked, "too bad Miss Truman's father isn't as economical." . . . As reported here two weeks ago, Producer Max Liebman will leave Hollywood next week to close a film deal co-starring Sid Caesar and Imogene Coca . . . he'll return to New York shortly after to start preparation for the resurrection of the NB Terrific "Our Show of Shows." . . .

Ray Goulding of the announcing Goulding (brother Phil has been on WMGM staff for 12 years) started his career at WHDH Boston . . . while there he did a bit of ad-filming on deejay Bob Elliot's program and they worked together, especially there he immediately paired them and the team, heard on a show titled, "Matinee With Bob and Ray," became the bestest in beantown. . . . NBC brought them to New York last year and they've just capped the coveted Alka-Seltzer account, featured Saturday nights over NBC. . . . Add look alike, Dick Eisenhower and Harlow Stassen . . . Dick Winters, WINSpace space and deejay Freddy Robbins . . . Stan (Gen. Lyman Munson's right hand man at NBT) Osgood and James Melton . . . Phil (Mr. Keen, Tracer of Lost Person) Clarke has given his daughter Barbara a brand new home in Ocean City, Md. . . . As a crooner, Dick Eisenhowcr and Harlot Stassen . . . Dick Winters, WINSpace space and deejay Freddy Robbins . . . Stan (Gen. Lyman Munson's right hand man at NBT) Osgood and James Melton . . . Phil (Mr. Keen, Tracer of Lost Person) Clarke has given his daughter Barbara a brand new home in Ocean City, Md. . . . As a crooner, Dick Eisenhowcr and Harlot Stassen . . . Dick Winters, WINSpace space and deejay Freddy Robbins . . . Stan (Gen. Lyman Munson's right hand man at NBT) Osgood and James Melton. . . .

Televiwer D r o p In Cincinnati Area

CINCINNATI, July 21—An official territorial survey reveals that, despite a greater number of stations being set up for TV use, the number of televiewers is considerably less than during the corresponding period of last year.

Investigation to determine the cause of the televiewing decline points up the weather factor as being responsible. Excessively hot weather and unusually high humidity have caused TV viewers to return to the outdoors or in air conditioned theatres. The latter has raised box-office receipts.

Moreover, the number of summer TV programs is, for the most part, not such as to induce constant viewing, even under more comfortable weather conditions.

Talks on New TV Contract Underway

Representatives of the Film Producers Association of New York, an organization consisting of commercial and industrial film producers, met here last night with Kenneth Thompson, Screen Actors Guild television administrator, of Hollywood.

The session was the first in a proposed series scheduled before a new contract is agreed upon in two weeks. The SAG is seeking a contract similar to the one consummated recently with the Alliance of Television Film Producers on the Coast.

CBS-TV to Handle Crosby Film Sales

CBS-TV and Bing Crosby Enterprises jointly announced here the completion of arrangements whereby CBS-TV film sales will represent Crosby Enterprises in the sale of television films for both national and syndication service.

The contract becomes effective immediately and CBS-TV will offer several new program series now in the final stages of completion by Enterprises. Among these are "Crosby, The Hank McBee Show," "Rebound," and "The Chair on the Boulevard."

Singer to Sponsor Show

Singer Sowing Machine Co. will sponsor "Four Star Playhouse," a half-hour TV film series featuring such Hollywood stars as Charles Boyer, Dick Powell and Joel McCrea, Official Films, in association with Don Sharpe, disclosed here. The program will appear over the CBS-TV network bi-monthly starting Sept. 25. Official Films stated that for the first 25 weeks of the proposed sponsor-ship, Singer's cost for time and talent will approximate $1,400,000.

Special Trailers Quod

NEED SPECIAL TRAILERS QUICKLY?

TO GET YOUR SURF FROM

FILMACK

CHICAGO, 1237 S. Wells Ave, New York, N. Y. 69th Ave
French Deal

(Continued from page 1)

the Motion Picture Export Association board, which includes member companies' presidents and foreign managers, to discuss French negotiation possibilities in light of France's import reduction. Further meetings on the subject will be held, it was reported.

Under the expired Franco-American agreement, 121 U.S. films were imported into France last year, out of the 186 allowed for all countries. The pact expired at midnight last year, and in the absence of a new one the French government feels compelled to take unilateral action, it was said. It was emphasized that no quotas for the various nations have been fixed. Negotiations with the Americans will resume shortly.


No Industry 'Reds' (Continued from page 1)

think the industry has cleaned house, as have other industries.

Elsewhere in his address, Schary said television's effect is greatly overestimated, predicting that 10 years from now both TV and theatres will be flourishing, and that intelligent handling of costs in relation to grosses will meet the situation.

Talks on Arbitration

(Continued from page 1)

personally with officials of exhibitors on the organization of the establishment of an arbitration system for the entire industry.

It was not indicated following yesterday's meeting whether Johnston met with any success in this connection, but it was pointed out that all or much of the disagreement among the exhibitors on arbitration has meanwhile been resolved. This means that the exhibitors' five representatives on the Committee now at least would confound a distribution delegation carrying some semblance of unanimity of opinion involving the present hopefully divergent outlooks.

Bidding Gets Attention

Among the subjects which received particular attention at Johnston's meeting, with discussion by Johnston and his Committee, is now at least would confound a distribution delegation carrying some semblance of unanimity of opinion involving the present hopefully divergent outlooks.

Warner Production

(Continued from page 1)

stables created by the fires. 

Production started today on "Back to Broadway," which stars Virginia Mayo, Gene Nelson, Steve Cochran and Patrice Wymore. It is being filmed in Warner Bros. studio with Harry Blincke producing and Gordon Douglas directing. 

A two-Ralph Scott film, "Come On, Texas," will start Thursday. David Weisbart will produce and Andre de Toth direct.

"The Jazz Singer," starring Danny Thomas and Peggy Lee, will follow. Lou Edelman will produce and Michael Curtiz will direct.

Doris Day and Gordon MacRae will also begin starring roles in "By the Light of the Silvery Moon" on August 4. The film will be directed by Fred Butler. William Jacobs will produce in Technicolor.

Alfred Hitchcock's "I Confess" will start shooting in Quebec on August 14.


Shooting at the studio is "Stop, You're Killing Me," starring Broderick Crawford and Claire Trevor, with Virginia Gibson. It is being filmed in WarnerColor, with Harry Del Ruth directing and Lou Edelman producing.

Completed on schedule in the last few days in spite of the fire were: "Springfield Rifle," starring Gary Cooper, filmed in WarnerColor, with Andre de Toth directing and Lou Edelman producing, and "The Desert Song," starring Kathryn Grayson, Gordon MacRae and Steve Cochran, with Donald Marsh, Allister McLeod and Dick Wesson. Filmed in Technicolor, Bruce Humberstone directed and Rudi Fehr produced.

Salant a CBS 'V-P.'

Richard S. Salant has joined the Columbia Broadcasting System as a vice-president and general executive.

Tax Repeal Fight

(Continued from page 1)

Nevada, John J. Hunter; Mississippi, T. E. Williams; Tennessee, M. A. Lightman, Jr.; Utah, Ralph L. Trahan; Virginia, Sam Bendheim, Jr.; Vermont, Andrew Tegu; California, Ezra E. Stern; Florida, Carl Floyd; Louisiana, Laverne C. Montgomery; Ohio, Leo Jones; Kansas, O. F. Sullivan; North Carolina, Roy L. Smart; Oklahoma, Henry S. Griffin; Oregon, Jack Matlack; Missouri, J. C. Mohr, Tom James, C. E. Cook.
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<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
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<td>June 8</td>
<td>(June Releases)</td>
<td>PAULA MARGARET</td>
<td>Loretta Young</td>
<td>John Hoyt</td>
<td>D―80 min.</td>
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<td>June 15</td>
<td>BRAVE WARRIOR</td>
<td>(June Releases)</td>
<td>Lida Johnson</td>
<td>Roy Roberts</td>
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<td>June 22</td>
<td>THE ROUGH WEST</td>
<td>Charles Starrett</td>
<td>Smiley Burnett</td>
<td>Stuart Hampton</td>
<td>D―80 min.</td>
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<td>June 29</td>
<td>(July Releases)</td>
<td>CALIFORNIA CONQUEST</td>
<td>John Wayne</td>
<td>Robert Mitchum</td>
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<td>(Aug. Releases)</td>
<td>MONTANA INCURDISJOINT</td>
<td>Audie Murphy</td>
<td>Errol Flynn</td>
<td>D―80 min.</td>
<td>(Rev. 7/3/32)</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 Release Date.)
COV'T SUES TO FORCE SALE OF 16mm. FILMS TO VIDEO

Republic Doubles Production Budget For 1952-53: Yates

Herbert J. Yates, president, is doubling Republic's production budget for 1952-53, allocating a greater sum than he has in the past two years combined, the company reported here yesterday.

Yates' action was described as the initiation of a move to expand operations and production of films, hence the company's larger expenditures for the coming year.

Motion Picture Export Association member companies are in process of dividing among themselves $6,500,000 in film earnings which have been unrefunded to the Japanese government.

This was disclosed yesterday by film export officials, together with the information that Eric A. Johnston, Motion Picture Association of America president, has sent Richard McDonald to Tokyo to negotiate the unfreezing of over $3,000,000 worth of goods frozen in Japan.

The $3,000,000 includes all that is left in frozen earnings in Japan.

Japs Remit $6 1/2-Million

Bid Amis Request Coast Hearings

Hollywood, July 22.—Not only the 50 to 60 individual exhibitors talked with so far, but also several Los Angeles exchange managers, have asked William D. Amis of the Senate Small Business Committee, to recommend that body hold hearings on trade practice abuses here at the earliest practicable time after investigations are completed.

Coast D. of J. Sees No Trial In 16mm Suit for 8-10 Months

By WILLIAM WEAVER

Hollywood, July 22—Attorney James M. McGrath, assistant director of the anti-trust division of the Department of Justice, who at 9:29 this morning filed in Federal Court here action against 12 film companies charged with conspiracy to withhold 16-mm. prints of feature pictures from television, in violation of the Sherman Act, told yesterday that to hear the case would take longer than he anticipated.

TV of ‘Dems’ Fails To Hurt Grosses

As forecast, the televising of the Democratic National Convention has had little or no effect so far on theatre attendance, according to reports yesterday from top circuit executives.

Despite the fact that the opening day of the convention in Chicago proved highly dramatic in many spots, people by the droves deserted their television sets to view motion pictures in air conditioned theatres, it was said.

One Eastern circuit executive said the effect is still a factor in beating home television competition.

United Paramount Theatres across the country have “more than held their own during the first days of the Demo-

What Justice Dept. Complaint Demands:

(1) No restrictions on showing of 16mm. films within a 10-mile area of any

IA Resolution to Urge Tax Repeal

IAUSIE New York Projectors Local No. 366 has prepared for adoption by the “IA” international convention in Minneapolis August 4-8 a resolution calling for repeal of the Federal 20 per cent admission tax, Herman Gelber, the local's president, reported here yesterday.

Grainger, Mandel Named by Howard

The appointment of E. C. Grainger as assistant to William W. Howard, vice-president of RKO Theatres, was announced yesterday. He will take charge of the circuit’s film buying and booking department.

Repeal of 20-cent Admission Tax

The KMTA joins Compo’s Anti-Tax Campaign

KANSAS CITY, Mo., July 22—Full support of the Council of Motion Picture Organizations' drive to repeal the 20-cent admission tax was pledged here today by the board of directors of the Kansas-Missouri Theatre Association.

Meanwhile, a survey of exhibition opinion in the Kansas City area finds many theatre men divided on whether the possible tax cut should be passed onto the public. There was unanimity of opinion, however, on the need of repealing the tax.

What Justice Dept. Complaint Demands:

(2) No limitations on showing of 16mm. films by enterprises competing with regular theatres.

(3) No “arbitrary and excessive” clearances between first-run and theatre release of a picture and its release on 16mm.

(4) Licensing of 16mm. films to coin-operated machines in taverns, etc., and for free shows by merchants.
Film Percentage Income Up, Consumer Spending Down

Washington, July 22.—The motion picture industry's share of national income increased almost four per cent in 1951, although a more direct reflection of box-office, consumer spending for film entertainment, showed a drop.

These facts highlighted the wealth of statistics presented to the Department of Commerce annual national income survey released here today.

National income of the film industry reached $2,982,000,000 in 1951, $1,000,000 less than in 1949 and a full $3,000,000 over 1950.

Slight changes in the nation's film theatre-box offices, ignoring various costs and factors to arrive at an accurate gross picture, is more crucial for consumer spending for film entertainment.

The 1951 figure in this category was $1,166,000,000 in 1951, compared with $1,255,000,000 in 1950 and $1,342,000,000 in 1949, carrying out a slow but steady drop.

During the past few years, the fall in spending for film entertainment was greatest at the same time U.S. consumers were actually spending more for recreation. But this year's figures show that overall spending for recreation in 1951 was $3,300,000 down slightly from the $11,330,000,000 in 1950.

Film industry paid out $688,000,000 in wages and salaries in 1951, compared to $652,000,000 the year before; $3,000,000 in supplements to $2,000,000 in 1950. Unincorporated enterprises in the industry had $4,000,000 of income in 1951, $1,000,000 more than the year before.

Corporate income in the industry before taxes reached $131,000,000 in 1951, $60,000,000 over the year before. Taxes in the same period rose from $17,000,000 to $17,000,000,000 in 1951. Industry income before taxes was $54,000,000 in 1950. Corporate divisional payments fell from $50,000,000 in 1950 to $4,000,000 in 1951. Industry income after taxes was only $1,000,000 in 1951, compared to $9,000,000 the year before.

Employment in the industry in 1951 was slightly reduced to full-time equivalent employees, compared to 224,000 the year before. Actual number of full-time employees in the industry declined from 248,000 in 1951, against 248,000 the year before. Average annual earnings of these employees in 1951 stood at $3,030, compared to $2,911 the year before. There were 13,000 active proprietors and 28,000 persons engaged in the industry... 12,000 and 248,000 respectively.

Corporate sales rose to $1,813,000,000 in 1951 from $764,000,000 in 1950.

Levins Albany Banker

Atlanta, July 22.—Milton Levins, head banker of Warner Brothers' Connecticut division, has been transferred to the Albany, N. Y. branch as head banker and officer manager. Frank Jenne, formerly with Warner's Atlanta office, has been transferred to Levins' post here.

Youngstein Sparks Drive in Midwest

Max E. Youngstein, vice-president of United Artists, who is serving as chairman of the company's "Bill Heine- man Express" drive with the Midwestern United States, is conducting drive sessions with Midwestern exchanges this week, flying from New York to Chicago and return.

He is a member of the personnel of the company's Kansas City, St. Louis and Indianapolis branches.

The drive, named in honor of William J. Heineman, UA distribution vice-president, began on June 15 and will extend to December 6.

To Dedicate Legion Hall, A Warner Gift

Hollywood, July 22.—Woodland Hills will dedicate its new American Legion Town Hall on Sunday night with top stars, civic leaders and Legion officials in attendance.

A gift of Harry M. Warner, the town hall is a completely equipped meeting place and community center.

Ronald Reagan, Randolph Scott, Will Rogers Jr., Gilbert Roland, Virginia Mayo, Michael O'Shea, Danny Thomas, Eddie Bracken, Virginia Gibson, David Brian, Frank Lovejoy, Karl Malden, Patricia Wymore, Phyllis Kirk, Steve Cochran, Paul Henreid over to Warner and George O'Hanlon will participate in the ceremonies.

Kaye's Danish Tour To Hit Peak Today

High spot of the welcome given to Danny Kaye by the Danes will take place when he receives from the Danish government a special award that will put on a special half-hour show over the state radio for the benefit of the Danish Children's Charities.

Kaye is seen in connection with the Danish government's plans to raise $1,000,000 for the benefit of the Danish children's charities. Kaye will receive the award from the Danish government's representatives in this country.

Mrs. June Cochran Dies in Little Rock

LITTLE ROCK, July 22.—Mrs. June Cochran, who had been active in the motion picture business with her husband, died here last night after a six-month illness. She was 37.

Mrs. Cochran was a member of a film crew stationed at the Arkansas Theatre Owners.

Zukor to Award Prize

The award won by Lee Grant at the Cannes Film Festival marks her as the best foreign actress of the year for her performance in "Detective Story." It will be presented to her by Adolph Zukor, chairman of the board of Paramount, in his office here.

President of Motion Picture Daily
STANLEY KRAMER PRODUCTIONS presents

GARY COOPER

"ONE OF THE BEST WESTERNS EVER MADE!"
—Time Magazine

It's HIGH time you booked it!!

"HIGH NOON"

STANLEY KRAMER PRODUCTIONS presents GARY COOPER in "HIGH NOON"
with THOMAS MITCHELL - LLOYD BRIDGES - KATY JURADO - GRACE KELLY - OTTO KRUGER
Lon Chaney - Henry Morgan - DIRECTED BY FRED ZINNEMANN - Screen Play by Carl Foreman - Music Composed
and Directed by Dimitri Tiomkin - Director of Photography Floyd Crosby, A.S.C. - RELEASED THRU UNITED ARTISTS

TOMORROW  NEW YORK - MAYFAIR THEATRE
LAUNCHES UA's MASS BOOKING CAMPAIGN!
Watch for hundreds of other key engagements coming up!

Another BIG ONE... for those King-Size "AFRICAN QUEEN" grosses... thru
Says Fewer US Films Would Bankrupt British Industry

By PETER BURNUP

LONDON, July 22.—Pointing out that there is agitation for a greater British embargo on American films as renegotiation of the Anglo-American Film Lending Treaty on the horizon, Lord Lucas said in a House of Lords debate yesterday that such further restriction would be the best way to bring the British industry to bankruptcy.

Lord Lucas said that the British industry must remain subsidized, "I don't think that for as long as we can foresee the industry will attract finance through part loan of the Export Credits Guarantee Department," he said, "The National Film Finance Corporation is a necessity for all time. I have no faith that banking circles can discipline the industry as it should be disciplined."

His lordship declared that the industry faces a revolution in the next few years. As he sees it, British production would concentrate largely on making television films, with the majority of theatres offering large-screen television of big sporting events.

The House of Lords debated the film industry on a motion by Lord Archibald, formerly of the J. Arthur Rank Organization, drawing attention to the operations of NFFC. Political metabolists, seeking therein portions of the government's intentions regarding forthcoming discussions regarding the monetary agreement, were disappointed. It seems that the only definite circumstance emerging is the cabinet's determination permanently to produce films in some form or other of the Eady plan.

Opening the debate, Archibald launched into an attack on the £5,000,000 loan by NFFC to British Lion.

He said the industry would always need two props: (1) a quota, and (2) the Eady plan. He was of the opinion that the third prop, NFFC, would become unnecessary in a few years. Unless continuance of the Eady plan is announced shortly, he said, a big drop in production planning would be inevitable from March, 1953, onwards.

Archibald urged that the government announce that it will make the Eady plan permanent and statutory, and claimed that £5,000,000 annually is not a high price for a stable industry which now produces £40,000,000 annually in entertainment taxes.

Labor peers demanded that it is essential to get talked to by the government here but to increase it so that the majority of films screened in Britain be British. They also asked for a tightening up of the definition of British films—which will only permit quota ticket films "when money, scripts, producers, directors and stars are all American."

Lord Douch, chairman of the Films Council, rebutted defaulters allegations of unfairness, declaring that the council had brought in laws "with teeth" in the past. He said some defaults were inevitable, but he pointed out that defaults were reduced in 1951 from 2,300 in the previous year.

Winding up the debate, the Earl of Selkirk, government spokesman in Lords, said most of the major concessions in the coming America agreement will take place between now and the end of September. He said the incumbent Conservative government considered the predecessor Labor government wise in having initiated the Eady plan, but that it is for the industry itself to decide whether it should be continued. He said the government would welcome continuation.

National Pre-Selling

T HE AUGUST Woman's Home Companion, just at hand, reveals the promised two-page spread in which Hedda Hopper tells all about her new book: "From Under My Hat." There are cooperative ads featuring Elizabeth Taylor and Piper Laurie. "... Lonalla Parsons, in the August edition, has top position to "The Story of Will Rogers" and in confirming this citation, headlining, "Happy Father, Like Son." A picture of deep sadness, "Compact..."

The nearest trick of the week is the simulated envelope of proofs from the "Selling Spot" at 1540 Broadway, in which Elizabeth Wilding "encloses "a few extra snapshots" with a note signed "Liz" addressed to movie editors. It exactly duplicates the style of Eastman's package delivery. Each print is backed-up in Elizabeth Taylor's own handwriting.

Promotion's magazine for "The Greatest Gift of All: Love," the subject of a feature article in Tide, the advertising trade magazine, detailing the company's extensive tie-up with the Libbey Glass Co. with the magazine terms the "greatest three-ring film promotion and merchandise tie-in in history." The article also outlined 41 other national and 40 local tie-ins engineered by Paramount's staff. Tide quotes Sid Yates, Paramount exploitation manager, as saying: "For a movie publicity man to dream up something better than colossal is quite a trick."

And mastermind Carl U. Fauster said, "Of all the promotions ever done by Libbey Glass, "Circus" has been far and away the most successful."

Adding to its array of advertising bazzars on pictures coming up through the summer months, 20th Century-Fox announces a series of "Annie Get Your Gun" announcement ads on "Les Misérables," aimed at millions of newspaper readers, to begin out the August issue of Pack, hitting 19 key cities. There will also be special full-page ads in the August issues of Seventeen and Parents' Magazine. The editors of Parents' will screen the picture for opinion makers and educational groups to spread word-of-mouth advertising value to the local level.

The two largest circulation veterans' periodicals, American Legion Magazine and the Veterans of Foreign Wars national magazine are being used in a campaign to advertise RKO Radio's "One Minute to Zero," according to S. Barrett McCormick, national director of advertising for the chain. Circulation of the two is more than 4,000,000. The VFW magazine gives the picture editorial coverage and features the material as one of the August issues of the magazine. The editors of American Legion's Weekly and This Week will be used in line with local playdates.

Walter Brooks
'Dems' Fail

(Continued from page 1)

cratic conclave, a UFT spokesman declared. Similar sentiments were expressed by Loews, RKO Theatres and Shea Enterprisers.

The possibility that convention competition may prove tougher when a highly dramatic conflict, or count developed was not ruled out, however. The probability of that happening at peak theatre hours was another factor to consider, some circuit executives pointed out.

In the main, circuit executives felt that on the basis of initial days' results the Democratic convention most likely will be as negligible in its affect on the box-office as the recent Republican convention.

CHICAGO, July 22—Theatre attendance here for the first day of the Democratic convention paralleled the experience of the opening of the Republican conclave, with business better than normal as intense heat drove pedestrians off the streets to seek refuge in air-conditioned theatres.

As the heat wave stretched out to record length, local exhibitors found their business considerably improved over the pre-Fourth of July period and many were doing better than they had in July of last year.

CHICAGO, July 22—Leading figures attending the Democratic National Convention here, along with more than 1,000 local exhibitors and others, were the guests of Bob Hope and Jane Russell last night at a special screening of Paramount's "Son of Paleface" at the Esquire Theatre.

Set A Budget for 'IA' Convention

MINNEAPOLIS, July 22—The local arrangements committee for the 41st IATSE biennial convention, which will be held at the Hotel Nicollet here the week of August 4, will operate with a budget of $20,000, while the International itself will spend additional sums for auditorium space, hotel accommodations, luncheons and other expenses. Some 500 delegates are scheduled to attend.

The week preceding the convention will be devoted to meetings of the International's executive board. Richard F. Walsh, IATSE president, and the entire staff at New York headquarters will leave there Thursday for the board conferences which will open here Monday. "IA" vice-presidents from all parts of the country also will arrive for the board parties.

William (Bill) Donnelly, financial secretary and business agent of Minneapolis Stage Employees Local No. 13, is chairman of the local arrangements committee. Other host locals include Projectionists Local No. 219, Theatrical Wardrobe Attendants Local No. 781, Film Exchange Employees Local No. B-31, Exchange Employees Local No. F-31, and Theatre Employees Local No. B-32.

Among the celebrities present were attending the Democratic National Convention here, along with more than 1,000 local exhibitors and others, the guests of Bob Hope and Jane Russell last night at a special screening of Paramount's "Son of Paleface" at the Esquire Theatre.

Amis Request

(Continued from page 1)

will leave for Washington Thursday or Friday, today described the local situation as the "worst trade relationship I ever saw in any industry." Amis said many exhibitors have told him they are not being properly represented in arbitration discussions now in progress in the some even stating their intention of withdrawing from Theatre Owners of America membership. It was a Southern California Theatre Owners Association complaint to the SSBC that resulted in Amis' coming here to investigate conditions.

Amis spent the morning with a San Diego exhibitor delegation headed by Bert L. Jones, who told them they had to maintain a buyer in Los Angeles permanently for protection.

The delegation cited instances, Amis said, in which declining grosses and rising costs, unrelieved by revisions in rentals, have forced closings, although San Diego, due to the activity of military installations there, have had fewer shutdowns, proportionately than most California areas.

Speculate Over US, UK Pact Confabs

LONDON, July 22.—With news of the French government cutting film imports, and Winston Churchill warning the country of further economic measures, industry executives are concerned over the effect on the coming Anglo-U. S. motion picture agreement talks.

Announcing a two-day debate on the economic situation before the House of Commons adjourns for the summer, Churchill added: "Grave and far-reaching matters affecting every branch of our national life, both domestic and defensive, will have to be brought into a new survey and presentation of our present position."

As long ago as last January Chancellor of the Exchequer Richard Butler said consideration was being given to the possibility of reducing dollar payments to American film distributors. Since then Butler has indicated that there may be further import cuts.

Expected Next Week

The government statement and two-day debate are expected next week. Parliament adjourns for the summer recess on August 2, until October.

The first year of the film remittance agreement will end September 30 but no date has yet been fixed for the reopening of the talks. Both parties feel it advisable to defer negotiations until some time in August and it is understood that the Motion Picture Association of America is anxious to conclude the talks with the French government before embarking on the British confabs.

ONCE IN A GENERATION...ENTERTAINMENT LIKE THIS!

"If this was the last man on the face of the earth and my sister the last woman, I'd still refuse him!"

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD

A REPUBLIC PICTURE

London, July 22. — With news of the French government cutting film imports, and Winston Churchill warning the country of further economic measures, industry executives are concerned over the effect on the coming Anglo-U. S. motion picture agreement talks.

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"If this was the last man on the face of the earth and my sister the last woman, I'd still refuse him!"
established theatre.

2. Limiting the conditions for licensing 16mm feature films to dealers in hotels, clubs and schools.

3. Imposing arbitrary and excessive fees for the first regular theatre release of a feature motion picture and its release on 16mm.

4. Refusal to grant or withhold or disapprove any license granted pursuant to a given location approval.

5. Reserving individually and jointly the right to approve or disapprove each location for the exhibition of 16mm feature films or for exercising control or direction by the defendants, before or after the licensing of the particular location, coupled with the right to arbitrate any license granted or withheld.

In addition, the complaint alleges that the defendants “have maintained an intricate system to police and enforce, and with the assistance of the theatre Owners of America, Inc., have policed and enforced, the license restrictions imposed upon exhibitors of 16mm feature films, and have blacklisted or boycotted exhibitors who disregard such restrictions.”

Chief effect of this alleged conspiracy and combination in restraint of trade has been to suppress the telecasting of the “inner feature films,” the complaint states.

In addition, competition in the distribution and exhibition of feature films, including 16mm, has been “restrained”; exhibitors and potential exhibitors of 16mm feature films have been blocked from significant portions of the U.S. including telecasting, of houses, in theatres, towns, hospitals or other institutions have been prevented from seeing any but outlawed feature films, the complaint charged.

The Government asked the court to enjoin the defendants from entering into any agreements or making any contracts or contracts from exhibition of 16mm feature films except that reasonable clearance period which would not interfere with runs of a particular feature film on 35mm. film in a theatre and exhibitors, including theatres, of the same film on 16mm. film, when such exhibitions on 16mm. film are shown to the general public; or making any agreements that makes them substantially competitive with the theatre.

The court was also requested to order the defendants to grant unrestricted licenses and licenses for the exhibition of 16mm. films, and to enter such orders on all those of the feature films they control which the court feels necessary to “dispossess fully the consequences of the aforesaid illegal combination and conspiracy."

Victor H. Kramer, chief of the General Litigation Section of the Anti-Trust Division, pointed out that, although from the standpoint of mass appeal a small, substantial profit is made on 16mm. films, “many hospitals could definitely benefit from creating a too successful completion of the suit, the effects of the alleged conspiracy would be substantially nullified by the theatres and other users of 16mm feature films.

The complaint itself stated that the actual 16mm. film programme includes: armed forces, veterans' hospitals and various other government agencies. Red, Cross, USO and churches, and the license agreements that makes them potentially competitive with the theatre.

Furthermore, said the complaint, “There is a large demand for 16mm. feature films by the telecasting industry for purposes of television programs, since a large majority of television sets are equipped with apparatus for the telecasting of 16mm. films and not of 35mm. films."

The case was prepared by attorneys George H. Schaeffer and Leonard R. Posner, under Kramer's direction, with William C. Dixon, special assistant to the attorney general, heading the Los Angeles end of the litigation.

Commenting on the case, Attorney General James P. McGrath stated: "This suit is filed as part of the continuing programme of the Anti-Trust Division to prevent businessmen and others from combining to place restrictions upon what members of the public may see on their television sets."

Newell A. Clapp, Acting Assistant Attorney General of the Anti-Trust Division, said: "Since World War II, 16mm. films have gained great significance for educational and entertainment purposes, and expectations are great for extending telecasting by television stations. They are less costly than standard 35mm. films, and require less expensive equipment or special safety situations. According to the complaint, defendants have imposed arbitrary rights to control these upon any exhibitions of 16mm. feature films in hospitals, schools, churches and USO centers, and have prevented the use of these of films on television. This suit seeks to prevent defendants from continuing their restrictive system of distributing these films."

As far as American distributors are concerned.

Of the amount unfrozen, $3,100,000 remain which have been received by or paid to the credit of the companies during the 1940-1941 operation in Japan of the MPEA. The other $1,400,000 is the result of the collections for the period from Jan. 1, 1952, to March 31, 1952. Since the first of this year, when MPEA discontinued operations in Japan, the distributors have been operating independently.

Negotiations for the unfreezing of the $6,300,000 were conducted many times after formal charges. Since the MPEA began operations in Japan, the American companies spent large sums for operating costs and out-of-pocket expenses. Since the MPEA began operations in Japan, the American companies spent large sums for operating costs and out-of-pocket expenses. Since the MPEA began operations in Japan, the American companies spent large sums for operating costs and out-of-pocket expenses.

Howard Names Two

(Motion Picture Daily) 8-10 Months

Goetz

"Sudden Fear"

(Karnfin Productions-KKO Radio)

A high-powered melodrama of love and evil design serves as the vehicle for Joan Crawford's latest screen appearance. Considerable cleverness and ingenuity went into the fashioning of the story and it beats upon its audience with quick, emergency action. The role of melodrama that will bring to the theatre those patrons who go only when the product is strong.

The persuasive performance of Miss Crawford as a successful playwright who falls in love with, and marries, Jack Palance, a scheming actor, is fully matched by his character. He masters completely a role that ranges from the urbane to the monstrous. Gloria Grahame rounds out the romantic triangle as a girl who makes him an intricate plot to kill Miss Crawford so that he would inherit her fortune.

It is with sudden and heart-tearing fear that Miss Crawford learns from a scene flick that she is to become a victim in the drama, as Kaufman and Loew's is 16mm. in the armed forces. Wednesday, "finer is anrestraint withholding of the additional money that Miss Crawford makes in the after this has been removed from the "restraint with withholding of the additional money that Miss Crawford makes in the after this has been removed from the utterance of the menacing. Gloria Grahame round out the romantic triangle which Miss Crawford happens on the street, and thinking her to be Miss Crawford Palande runs her down in a mysterious rage and is himself killed in the accident.

Based on the story of the same name by Sherry Sherry, it was produced by Peter Lawford.

Running time, 110 minutes. General audience classification. For August release.

"You for Me"

(Metro-Goldwyn-Mayer)

A lot of humorous complications of a formula nature are churned up in "You for Me." The picture moves along breezily and is pleasant to behold one of the rare pictures with no credit.

Lawford plays anyoung philanderer who is rushed to a hospital with bashed in an embarrassing place, the result of a hunting mishap. At the hospital there is introduced a young, surgeon, and Jane Greer, a nurse. Thus the foundation is set for the romantic triangle that follows.

Lawford annually makes a heavy financial contribution to the support of the hospital and when he feels that he received indelicate treatment from Miss Greer, he proceeds to get her fired. When later he learns to know Miss Greer better his fortune has been re-registered.

Presently Lawford decides to withdraw his contribution to the hospital in the light of the financial demands which his wife, who is about to divorce him, puts on him. So at this point in the screenplay by William A.1951.

Miss Greer finds herself in an unusual role, that of sweetening Lawford into continuing his contributions to the hospital. Since Miss Greer's boy friend, Young, is behind this strategy, a lot of embarrassing moments ensue. Moreover, there is brought out under Don Weis' direction. As an added element of drama, there is an angle about Miss Greer's sister who gives birth to a baby who has a respiratory ailment.

The story ends as it begins, in a jocular vein. Lawford proves very noble and paves the way for Miss Greer to marry Young. Henry Berman produced.

Running time, 71 minutes. General audience classification. For August release.

M. HERBSTMAN
GOV’T SUES TO FORCE SALE OF 16mm. FILMS TO VIDEO

Republic Doubles Production Budget For 1952-53: Yates

Herbert J. Yates, president, is doubling Republic’s production budget for 1952-53, allocating a greater sum than he has in the past two years combined, the company reported yesterday.

Yates’ action was described as the initiation of “an all-out drive to deliver the greatest array of pictures in the history of the company...at a time when outsiders are looking at the industry with pessimism.” Also, Yates was said to be

(Continued on page 4)

Japs Remit $6½-Million

Motion Picture Export Association member companies are in process of dividing among themselves $6,500,000 in film earnings which have been frozen by the Japanese government.

This was disclosed here yesterday by film export officials, together with the information that Eric A. Johnston, Motion Picture Association of America president, has sent Richard McDonnell to Tokyo to negotiate the un-blocking of some $3,000,000 worth of additional frozen yen.

The $3,000,000 in yen is all that is left in frozen earnings in Japan inso-

(Continued on page 6)

Bid Amis Request Coast Hearings

Hollywood, July 22.—Not only the 50 to 60 individual exhibitors talked with so far, but also several Los Angeles exchange managers, have asked William D. Amis investigator for the Senate Small Business Committee, to recommend that that body hold hearings on trade practice abuses here at the earliest practicable time after investigations are completed. Amis, who

(Continued on page 5)

Coast D. of J. Sees No Trial In 16mm Suit for 8-10 Months

By WILLIAM WEAVER

Hollywood, July 22.—Attorney James M. McGrath, assistant director of the anti-trust division of the Department of Justice, who at 9:29 this morning filed in Federal Court here action against 12 film companies charged with conspiracy to withhold 16-mm. prints of feature pictures from television and certain other exhibition, in violation of the Sherman Act, told MOTION PICTURE DAILY that the case, assigned to Judge William Byrne, cannot be brought to trial for eight to 10 months. Defendants have 20 days in which to make answer to the suit. Depositions, research and other legal-preparations will take many months longer, McGrath said.

McGrath could add little to the information contained in the news re-

(Continued on page 6)

TV of ‘Dems’ Fails To Hurt Grosses

As forecast, the televising of the Democratic National Convention has had little or no effect so far on theatre attendance, according to reports yester-

(Continued on page 6)

Grainger, Mandel Named by Howard

The appointment of E. C. Grainger as assistant to William W. Howard, vice-president of RKO Theatres, was announced here yesterday. He will take charge of the circuit’s film buying and booking department. At the same time, Howard announced the promotion of Harry Mandel as his assistant. In addition to Mandel’s position as national advertising director, he will assume added duties in theatre

(Continued on page 6)

What Justice Dept. Complaint Demands:

(1) No restrictions on showing of 16mm. films on television.

(2) No limitations on showing 16mm. films by enterprises competing with regular theatres.

(3) No “arbitrary and ex-

(Continued on page 6)
Personal Mention

SAMUEL GOLDWYN is due here from the Coast at the weekend on route to Europe for a month’s vacation.

WILLIAM M. PIZOR and Irwin Pizor of Lipsett Productions will arrive here today for the annual convention of motion picture dealers in Chicago. They will be here for three days.

WILLIAM B. ZEOLNER, head of M-G-M’s short sub-newsreel division, will leave here Friday for a vacation in Nassau.

RUSSELL STEWART of M-G-M’s publicity department, left here yesterday for Camp Pickett, Va., and will return tomorrow.

GABRIEL PASCAL, producer, was in Charleston yesterday from Caracas, Venezuela, after a stopover Monday in Miami.

NATE GERSON, Monogram booker, for the past 10 years in Cleveland, is now with the Warner booking department.

HARRY G. BALLANCE, 20th Century-Fox Southern division manager, and Mrs. Ballance are vacationing in South America.

JOHN S. ALLEN, Southwestern M-G-M sales manager, will leave here today for Dallas.

15 Named to Para., 100 Per Cent Club

Fifteen members of Paramount Film Distributing Corp. have been appointed to the company’s “100 Per Cent Club,” which was established 28 years ago for the purpose of recognizing outstanding accomplishment, it was announced here by A. W. Schwaberg, president.


Wally Allen Resigns Western Pa. Post

PITTSBURGH, July 22—Wally Allen, business manager of Allied Theatre Owners of Western Pennsylvania, today resigned. Allen, who has served in that capacity for the past three years, has joined the Advertising Agency of New York. He will have an office here and in Cleveland.

Motion Picture Income Up, Consumer Spending Down

WASHINGTON, July 22—The motion picture industry’s share of national income increased almost four per cent in 1951, although a more direct reflection of box-office, consumer spending for film entertainment, showed a drop.

These facts highlighted the wealth of information presented by the Department of Commerce annual national income survey released here today.

National income of the film industry for the year 1951 was $1,813,000,000, or $813 per person, $1,000,000 less than in 1949 and a full $300,000,000 over 1950.

But the trend of the nation’s film theatre box-offices, ignoring various costs and other factors to arrive at an accurate gross picture, is more in line with the consumer spending for film entertainment.

The 1951 figure in this category was $1,166,000,000 in 1951, compared with $1,235,000,000 in 1950 and $1,342,000,000 in 1949, carrying out a slow but steady drop.

During the past few years, the fall in spending for film entertainment was not because there were too many screens but because consumers were actually spending more for recreation. But this year’s figures show that overall recreational spending was up in 1951, $1,166,000,000, down slightly from the $1,336,000,000 of 1950.

Income from industry paid out $668,000,000 in wages and salaries in 1951, compared to $624,000,000 the year before; $35,000,000 in supplements to actors added to the 1950 figure of $30,000,000. Unincorporated enterprises in the industry had $44,000,000 of income in 1951, $1,000,000 more than the year before.

Corporate income in the industry before taxes reached $133,000,000 in 1951, $1,000,000 more than the year before. But taxes in the same period rose $17,000,000 to $77,000,000 in 1951. Industry income for 1951 was $85,000,000 higher than income in 1951 down from the $65,000,000 in 1950. Corporate dividend payments fell from $86,000,000 in 1950 to $54,000,000 in 1951, and corporate retained earnings was only $1,000,000 in 1951, compared to $9,000,000 the year before.

Employment in the industry in 1951 was 19,000 “full-time equivalent employees,” compared to 22,400 the year before. Actual number of full-time employees in 1951 was 22,500, compared with 24,800 the year before. Average annual earnings of these employees in 1951 were $4,050, compared with $2,911 the year before. There were 13,000 active proprietors and 282,000 persons engaged in the industry, 20,000 more than the year before.

Corporate sales rose to $1,013,000,000 in 1951 from $1,264,000,000 in 1950.

Levins Albany Booker

ATLANTA, July 22—Milton Levins, head booker of Warner Brothers’ offices here, has been transferred to the Albany, N. Y. branch as head booker and office manager. Frank Johnsen of the company’s New Orleans exchange will fill Levins’ post here.

Youngstein Sparks Drive in Midwest

MAX E. YOUNGSTEIN, vice-president of United Artists, who is serving as chairman of the company’s “Bill Heineian Sales Drive,” continues his first drive sessions with Midwestern exchanges this week, flying from New York to Chicago and Minneapolis, personalized of the company’s Kansas City, St. Louis and Indianapolis branches.

The drive, named in honor of William J. Heineeman, AUA distribution vice-president, began on June 13 and will extend to December 6. To Dedicate Legion Hall, A Warner Gift

HOLLYWOOD, July 22—Woodland Hills will dedicate its new American Legion Town Hall on Sunday night with top stars, civic leaders and officials participating.

A gift of Harry M. Warner, the Town Hall is a completely equipped theatre and community center.


Kaye’s Danish Tour

High spot of the welcome given to Danny Kaye by the Danes will take place today when the comedian will put on a special half-hour show over the state radio for the benefit of the Danish Children’s Charities, the Samuel Goldwyn office reported here yesterday.

Mrs. June Cochran Dies in Little Rock

LITTLE ROCK, July 22—Mrs. June Cochran, who had been active in the motion picture business with her husband, died here last night after a six-month illness. She was 57.

Mrs. Cochran was a member of Allied Theatre Owners and the Arkansas Theatre Owners.

Zukor to Award Prize

The award won by Lee Grant at the Cannes Film Festival marking her as the best foreign actress of the year for her performance in “Detective Story” will be presented to her today by Adolph Zukor, chairman of the board of Paramount, in his office here.

Newsreel Parade

This opening of the Democratic convention is a highlight of current newsreel. Other items include another opening, that of the Olympics in Helsinki. Complete reports follow:


Rinzler Heads JDA Exhition Division

Harold J. Rinzler, of the Randorce Amusement Corp., has accepted chairmanship of the exhibitors division of the industry’s campaign on behalf of Bennett for the Senate. It was announced yesterday by Leon Goldberg, of Universal Pictures, and Edward L. Farnum, of the Motion Picture Herald. Rinzler was a member of the chairman’s industry’s JDA effort. The JDA is seeking $5,000,000 to finance the activities of the American Film Institute, the Motion Picture Herald, Better Business Bureau and the Defamation League of B’nai Brith.

Half this amount must be raised in the Greater New York area.

Reiner Heads Sales Of Television Firm

The appointment of Manny Reiner as vice-president in charge of sales of PSL-TV, Inc., producers and distributors of television programming, was announced yesterday by Paul White, president. The appointment is part of an expansion program which includes the recent opening of a Western office in Hollywood. Mr. White said Reiner will appoint a divisional manager in Chicago and representatives in key TV markets.

Reiner’s resignation as sales manager of Louis G. Covam, Inc., will become effective at the end of this month. He joined Warner Bros. in 1933, and subsequently was associated with Metro-Goldwyn-Mayer, Paramount, Monogram, Republic, Warner Bros. and RKO. He will be based in New York and will handle all sales as well 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 five years; single copies, 10c.
STANLEY KRAMER PRODUCTIONS presents

GARY COOPER

"ONE OF THE BEST WESTERNS EVER MADE!"
—Time Magazine

It's HIGH time you booked it!!

"HIGH NOON"

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LAUNCHES UA's MASS BOOKING CAMPAIGN!
Watch for hundreds of other key engagements coming up!

Another BIG ONE... for those King-Size "AFRICAN QUEEN" grosses... thru UA
Await Burstyn Word On Ohio Appeal

No decision has been reached as yet on whether Joseph Burstyn, distributer of "The Ways of Love," will appeal the decision of the Ohio censor board barring the film that state, Euphran London, Burstyn's attorney, said here yesterday.

London, who successfully argued "the Miracle" case before the U. S. Supreme Court, said he is awaiting further word from Burstyn. The "Miracle" is part of the lobby which makes up "Ways of Love." Burstyn's attorney also said that he had not been informed on what steps the distributor will take to lift the police ban on the film in Chicago.

Classic Pictures Files Suit In Ohio on 'Native Son' Ban

COLUMBUS, O., July 22—Classic Pictures, Inc., New York, has filed suit in Ohio to have the Ohio Censor Board disapproved as "Native Son" for showing in Ohio. The company said the Board refused a certificate for the picture last November 11 on the grounds that it is not of a moral, educational, amusing or wholesome character and contributes to racial misunderstanding.

Republic's Budget

(Continued from page 1)

prepared to back up this expenditure with an advertising appropriation of at least $2,500,000 for national and local newspapers, trade papers, magazine, trade world premiers and star personal appearance tours.

"I have never believed in whistling in the dark and making investments I didn't think would pay off," Yates was quoted as saying. "It is my opinion, after a most exhaustive 'grass roots' study of conditions, that there is great hope for our industry. There have been enough indications in recent weeks from the results achieved by the other pictures to convince me that the theatre business, while depleted, is certainly not in the critical state many observers would lead us to believe."

Story, cast and color, Yates declared, are the three factors that are vital to the success of a picture.


Says Fewer US Films Would Bankrupt British Industry

By PETER BURNUP

LONDON, July 22.—Pointing out that there is agitation for a greater British embargo on American films as renegotiation of the Anglo-American film pact looms on the horizon, Lord Lucas said in a House of Lords debate yesterday that such further restriction would be the best way to bring the British industry back to health.

Lord Lucas agreed that the British industry must remain subsidized. "I don't think that for as long as we foresee the industry will attract finance through normal channels," he said. "The National Film Finance Corporation is a necessity for all time. I have no faith that banking circles can discipline the industry as it should be disciplined."

His lordship declared that the industry faces revolution in the next few years. As he sees it, British production would concentrate largely on films for export in the expectation that the majority of theatres offering large-screen television of big sporting events.

The House of Lords debated the film industry on a motion by Lord Archibald, formerly of the J. Arthur Rank Organization, drawing attention to the operations of NFCC. Political meteorologists, seeking therein portents of the government's intentions regarding film policy, inundations of discussions regarding the monetary agreement, were disappointed. It seems that the only definite circumstance emerging is the Labour government's intention to move to integrate in the industry some form or other of the Eady plan.

Opening the debate, Archibald launched into an attack on the £3,000,000 loan by NFFC to British Lion.

He said the industry would always need two props: (1) a quota, and (2) the Eady plan. He felt that the third prop, NFFC, would become unnecessary in a few years, and the continuance of the Eady plan is announced shortly, he said, a big drop in production planning would be inevitable from March, 1953, onward.

Archibald urged that the government announce that it will make the Eady plan permanent and statutory, and claimed that £1,000,000 annually is not a high price for a stable industry which now produces £4,000,000 annually in entertainment taxes.

Labor peers demanded that it is essential not only to maintain production here but to increase it so that the majority of films screened in Britain by British. They also asked for a tightening up of the definition of British films—which currently permits quota ticket films "when money, scripts, producers, directors and stars all are American."

Lord Droghead, chairman of the Films Council, rebutted defaulters of legislation, declaring that the Council could not consider defaults without exhibitor members who are the only people cognizant of the full extent of the infringement. The council quota as "about right." He said some defaults were inevitable, but he pointed out that defaults were reduced from 1951 to 1971 from 2,300 in the previous year.

Winding up the debate, the Earl of Selborne, leader of the Liberal Lords, said discussions of the forthcoming America agreement will take place next week and the end of September. He said the incumbent Conservative government considered the predecessor Labor government wise in having initiated the Eady plan, but that it is for the industry itself to decide whether it should be continued. He said the government would welcome continuance.

148 Committeemen To Fight 20% Tax

Additional exhibitors have notified Col. H. A. Cole and Pat McGee, co-chairmen of the industry's tax repeal campaign, that they will serve on anti-tax committee members in their state was yesterday by the Council of Motion Picture Organizers. All 48 states, except South Dakota, are now represented in the films, with the largest acceptance received to date.

Nearest additions follow: New York, Snyors, E. Smakwitz, Virginia, Carlson Dufres; New Hampshire, Mr. L. Main; New Mexico, George M. Aurelius; New Mexico, Boyd F. Scott; Wisconsin, Ben Marcus; Washington, Will J. Conner; Pennsylvania, Sidney E. Samuelson.

Alicea Area Plans Anti-Tax Battle

ALBANY, N. Y., July 22.—The opening gun in the fight of the Albany exchange territory to mobilize support for the Council of Motion Picture Organizations' drive to eliminate the 20 per cent admission tax will be fired in a meeting to be held in the 20th Century Fox building Friday morning.

Leo Greenfield, Universal-International manager, called the meeting after his government as distributor chairman. Greenfield named three exhibitor chairmen. They are Harry Lampley, chairman of the Albany Rank Owners; Saul J. Ullman, Fabian drive-in manager, and Charles A. Snakwitz, Warner zone manager.

National Pre-Selling

THE AUGUST Woman's Home Companion, just at hand, reveals the promised two-page spread in which Hedda Hopper tells all about herself under the title, "From Under My Hat." There are cooperative ads featuring Elizabeth Taylor and Piper Laurie. The August Cosmopolitan, giving top position to "The Story of Will Rogers" and as the basic ad is "Votre," lines on., "Pommeles," "Lilac," "Sue."

Nearest trick of the week is the simple "Movie Memo Photo Shop" at 1540 Broadway, in which "Elizabeth Wilding" and "Leaves" are shown as strips of movie editors. It exactly duplicates the style of Eastman's package delivery. Each print is backed-up with Elizabeth Taylor's own handwriting.

Paramount's promotion for "The Greatest Show on Earth" is the subject of a feature article in "Tide," the advertising trade magazine, devoted to the Trampoline Tie-up with the Libbey Glass Co. which the magazine terms "the greatest tie-in film promotion and merchandising history." The article also outlined 14 other national and local tie-ins engineered by Paramount. Libbey ad manager Carl U. Fauster said, "Of all the promotions ever done by Libbey Glass we feel this one was far and away the most successful."

Adding to its array of advertising barages on pictures coming up through the summer months, 20th Century-Fox has turned to a half-page, full-color comic supplement add on "Lo & Miserables," aimed at parents and the end of the week to begin with the August issue of Puck, hitting 19 key cities. There will also be special full-page ads in the August print of American Legion and Parents' Magazine. The editors of Parents' will screen the picture for their national and educational groups to spread word-of-mouth advertising values at the local level.

The two largest circulation veterans' periodicals, American Legion Magazine and the Veterans of Foreign Wars magazine, are being used in a campaign to advertise KKO Radio's "One Minute to Zero," according to Barret McCormick, national director of advertising for the company. Circulation of the two is more than 4,000,000. The picture is also being used in a picture editorial praise for the authenticity of the material and is sending a bulletin promoting the picture to the Legion for the local level. Advertising for the picture will reach a total readership of 45,000,000, beginning with Time for July 14 and ending with heavy in August. In addition American Weekly and This Week will be used in line with local playdates.

WALTER BROOKS

AMERICAN to LOS ANGELES

10 hrs. 55 min.

THE MERCURY—OC-6 SKYSKYPER SERVICE
LVR 12:00 p.m. EST—Ar 7:15 a.m. PST
**MOTION PICTURE DAILY**

**‘Dems’ Fail**

(Continued from page 1)

cratic conclave, a UPT spokesman declared. Similar sentiments were expressed by Loews, RKO Theatres and Spea Enterprises.

The possibility that convention competition may prove tougher when a highly dramatic conflict, or count develops was not ruled out, however. The probability of that happening at peak theatre hours was another factor to consider, some circuit executives pointed out.

In the main, circuit executives felt that on the basis of initial days' results the Democratic convention most likely will be as negligible in its affect on the box-office as the recent Republican convention.

**CHICAGO, July 22—**Theatre attendance here for the first day of the Democratic convention paralleled the experience of the opening of the Republican conclave, with business better than normal as intense heat droves pedestrians off the streets to seek refuge in air-conditioned theaters.

As the heat wave stretched out to record length, local exhibitors found their business considerably improved over the pre-Fourth of July period and many were doing better than they had in July of last year.

**CHICAGO, July 22—**Leading figures attending the Democratic National Convention here, along with more than 1,000 local exhibitors and others, were the guests of Bob Hope and Jane Russell last night at a special screening of Paramount's "Son of Paleface" at the Esquire Theatre.

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**Set A Budget for 'IA' Convention**

MINNEAPOLIS, July 22—The local arrangements committee for the 41st IATSE biennial convention, which will be held at the Minneapolis Convention Center the week of August 4, will operate with a budget of $20,000, while the International itself will spend additional sums for auditorium space, hotel accommodations, banquets and other expenses. Some 300 delegates are scheduled to attend.

The week preceding the convention will be devoted to meetings of the International's executive board. Richard F. Walsh, IATSE president, and the entire staff at New York headquarters will leave here Thursday for the board conferences which will occur here Monday. "IA" vice-presidents from all parts of the country also will arrive for the board parleys.

William (Bill) Donnelly, financial secretary and business agent of Minneapolis Stage Employees Local No. 13, is chairman of the local arrangements committee. Other host locals include Projectionists Local No. 219, Theatrical Wardrobe Attendants Local No. 781, Film Exchange Employees Local No. 6-31, Exchange Employees Local No. F-31, and Theatre Employees Local No. B-32.

Among the celebrities present were presidential candidate Richard Russell, Pearl Mesta, William Randolph Hearst, Jr., Cornelius Vanderbilt, Jr., Frank Coniff, Inez Arch, Joan Bennett, Wappy Chandler, Irving Kupschin and Gertrude Nielsen.

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**Amis Request**

(Continued from page 1)

will leave for Washington Thursday or Friday, today described the local situation as the "worst trade relationship I ever saw in any industry."

Amis said many exhibitors have told him they feel they are not being properly represented in arbitration discussions now in progress in the East, some even stating their intention of withdrawing from Theatre Owners of America membership. It was a Southern California Theatre Owners Association complaint to the S.S.B.C. that resulted in Amis coming here to investigate conditions.

Amis spent the morning with a San Diego exhibitor delegation headed by Bert J. Jones, who told him they had to maintain a buyer in Los Angeles permanently for protection.

The delegation cited instances, Amis said, in which declining grosses and rising costs, unrelieved by revisions in rentals, have forced closings, although San Diego, due to the activity of military installations there, have had fewer shutdowns, proportionately than most California areas.

**TV Censorship in Mexico**

MEXICO CITY, July 22—Pictures are being censored here for TV by Miguel A. Pereyra, tele-communications director of the Ministry of Communications and Public Works, controller of radio and video. The censoring is to eliminate pictures unsuitable for minors. However, pictures that may be regarded as unsuitable for children but which are passed for adults may be telecast after 9:30 P.M.

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**Speculate Over US, UK Pact Confabs**

LONDON, July 22.—With news of the French government cutting film imports, and Winston Churchill warning the country of further economic measures, industry executives are concerned over their effect on the coming Anglo-U. S. motion picture agreement talks.

Announcing a two-day debate on the economic situation before the House of Commons adjourns for the summer, Churchill added: "Grave and far-reaching matters affecting every branch of our national life, both domestic and defensive, will have to be brought into a new survey and presentation of our present position."

As long ago as last January Chancellor of the Exchequer Richard Butler said consideration was being given to the possibility of reducing dollar payments to American film distributors. Since then Butler has indicated that there may be further import cuts.

**Expected Next Week**

The government statement and two-day debate are expected next week. Parliament adjourns for the summer recess on August 2 until October.

The first year of the film remittance agreement will end September 30 but no date has yet been fixed for the reopening of the talks. Both parties feel it advisable to defer negotiations until some time in August and it is understood that the Motion Picture Association of America is anxious to conclude the talks with the French government before embarking on the British confabs.

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**ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS**

"If this was the last man on the face of the earth and my sister the last woman, I'd still refuse him!"

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR · Directed by JOHN FORD

A REPUBLIC PICTURE

---

**starring**

JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD

with

WARD BOND
VICTOR McLAGLEN
MILDRED NATWICK

and

FRANCIS FORD
as Tobin
Gov't Suits

(Continued from page 1)
H. R. KRAZER, chief of the General Litigation Section of the Antitrust Division, pointed out that, although from the standpoint of mass appeal, such a film might well benefit most from successful completion of the suit, the effects of the allegations contained in the seven theatreless towns and other users of the same film on 16mm. film, when such exhibitions on 16mm. film are shown to the general public, is a factor that makes them substantially competitive with the theatre.

The court was also requested to order the defendants to grant unreserved leases and licenses for the exhibition, including telecasting, of those of the feature films they control which the court feels necessary to “dissipate fully the consequences of the aforesaid illegal combination and conspiracy.”

M. HERBSTMAN

“Sudden Fear”

(Kaufman Productions-RKO Radio)

A HIGH-POWERED MELODRAMA of love and evil design serves as the vehicle for Joan Crawford’s latest screen appearance. Considerable cleverness and ingenuity went into the fashioning of the story and it bears upon Cuaron’s film, which has the earmarks of melodrama that will bring to the theatre those patrons who go only when the product is strong.

Cary Grant’s persuasive performance as Miss Crawford as a successful playwright who falls in love with, and marries Jack Palance, a scheming actor, is fully matched by his characterization. He masters completely a role that ranges from the urbane to the monstrous. Gloria Grahame rounds out the romantic triangle as a girl friend of Palance and is given an intricate plot to kill Miss Crawford so that he would inherit her fortune.

It is with sudden and heart-tearing fear that Miss Crawford learns from a ditaphone about Palance’s relations with Jan O’Grady of the ballet company. Terror changes her from a loving wife to a retribution-hungry creature.

Action and development in the screenplay by Lenore Coffee and Robert Smith is emphasized by sound and music devices. At times the screenplay resorts to obvious artifice in the interest of tension and excitement. Miss Crawford devises a plan of counterattack whereby she would kill Palance and have the circumstantial evidence point to Miss Grahame as the murderer. At the last moment she realizes the senselessness of her plans and backs out. But by this time Palance turns upon her in a full murderous pursuit to make a nerve-tinging climax. He pursues her violently in an auto-mobile driven by Palance on the town square.

Based on the story of the same name, Edna Sherry, it was produced by Joseph T. wegman and directed by Michael Gordon.

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

MEL A. RENMAN

“You for Me”

(Metro-Goldwyn-Mayer)

A LOT OF HUMOROUS Complications of a formula nature are churned up in “You for Me.” The picture moves along breezily and is pleasant to behold provided one is not too concerned with credibility.

Miss Crawford is a wealthy young philanthropist who is rushed to a hospital with bullet wounds in an embarrasing place, the result of a hunting mishap. At the hospital there is introduced Gig Young, a surgeon, and Jane Greer, a nurse. Thus the foundation is set for the romantic triangle that ensues rather carelessly.

Lawford annually makes a heavy financial contribution to the support of the hospital and when he feels that he received indelicate treatment from Miss Greer, he proceeds to get her fired. When later he learns to know Miss Greer better he forthwith has her reinstated.

Presently Lawford decides to withdraw his contribution to the hospital in the light of the financial demands which his wife, who is about to divorce him, has also imposed. He decides that for such dislocation Miss Greer finds herself in an unusual role, that of sweetening Lawford into continuing his contributions to the hospital. Since Miss Greer’s boy friend, Young, is behind this strategy, a lot of embarrassing moments ensue.

All the foregoing happens under Don Weis’ direction. As an added element of drama, there is an angle about Miss Greer’s sister who gives birth to a baby who has a respiratory ailment, thus necessitating quick, emergency action.

The story ends as it begins, in a jocular vein. Lawford proves very noble and paves the way for Miss Greer to marry Young. Henry Berman produced.

Running time, 71 minutes. General audience classification. For August release.

M. HERBSTMAN

8-10 Months

(Continued from page 1)

lease issued in the East and in the brief filed with the court, due to the flurry of McGraw’s case, was prepared entirely in the East and merely sent here for filing. McGraw now says he is prepared to delay due to congested court calendars in the East. Although the offices of all but one defendant company are headquartered in New York, McGraw said companies were servicable either there or here.

As the facts has informed as to the inception of the suit, and whether agitation for it might have been started by television interests, McGraw now says he is prepared to delay but that it is invariable Justice Depament policy to check thoroughly into such matters, independently, before launching action.

Neither could McGraw explain why Paramount and Loew’s were not among the defendants, again referring the question to Washington.

Japan Remits

(Continued from page 1)

far as American distributors are concerned.

Of the amount unfrozen, $3,500,000 remains to be paid up on the $10,000,000 tax credit of the companies during the 1950-1951 fiscal year in Japan of the MPEA. The other $4,000,000 is the maximum outstanding balance for the period from Jan. 1, 1952, to March 31, 1952. Since the first of this year, when MPEA discontinued operations in Japan, the distributors have been operating independently there.

Negotiations for the unfreezing of the $8,500,000 were conducted by myself, John Worthington, and have been under way for some months.

Howard Names Two

(Continued from page 1)

as Eastern sales manager for Fox Films for several years and from 1936 to 1951 was operating head of Shein Theatres.

Matty Polon and Robert Sherman will continue to respectively handle the out-of-town and in-town film departmennts.

Furthermore, said the complaint, “There is a large demand for 16mm. feature films by the telecasting industry for purposes of television programs, since a large majority of telecasting agreements between the users of this industry and the producers of motion pictures 35mm. or smaller are equipped with apparatus for the telecasting of 16mm. films and not of 35mm. films.”

The case was prepared by attorneys George H. Schneller and Leonard R. Foster, under Kranner’s direction, with William C. Dixon, special assistant to the Attorney General, handling the Los Angeles end of the action.

Commenting on the case, Attorney General James P. McGrannor stated: “This suit is filed as part of the continuing program of the Antitrust Division to prevent businessmen and others from combining to place restrictions upon who members of the public may see on their television sets.”

Newell A. Clapp, Acting Assistant Attorney General of the Antitrust Division, said: “Since World War II, 16mm. films have gained great significance for educational and institutional purposes, especially in schools which have no facilities for constructing television stations. They are less costly than standard 35mm. pictures and require only minimal equipment or special safety precautions. According to the complaint, defendants have imposed arbitrary and unreasonable conditions upon all or some of the defendants as a condition of distributing these films on television. This suit seeks to prevent defendants from continuing their restrictive system of distributing these films.”

More in next issue.

16mm.

PHOTO COURTESY OF ARMY
Arbitration Talks Resume Here on Aug. 4

Committee of 10 to Pick Up with Bidding Issue

August 4 has been set for the resumption of meetings between the five representatives from exhibitors and the five from distributors who make up the Industry Arbitration Conference's Continuations Committee. The new conferences looking to the establishment of an industry system of arbitration will be held at the Hotel Astor here.

The distributor delegation initiated the move for the Committee's second series of meetings, having been authorized to do so last Monday at a meeting here of Motion Picture Association of America member companies' sales managers and counsel and Eric A. Johnston, MPAA president.

The distributors reportedly took the step after having resolved the differences which existed among them (Continued on page 5)

See No New Decca Buys of 'U' Stock

Decca Records has no present intention of increasing its holdings in Universal Pictures, it was disclosed here yesterday in a prospectus to Decca stockholders in connection with the shares' offering to sell 258,883 shares of additional capital stock in Decca.

Prospective buyers of Decca stock were advised that the company now holds 406,175 shares of Universal common and warrants to purchase 37,500 shares, acquired at a total cost of $7,037,672. The election of Milton R. Rackmill, Decca president, to the presidency of Universal was also noted.

Hersholt Renamed Head of Coast Fund

Hollywood, July 23. — The Motion Picture Relief Fund has reelected Jean Hersholt to the presidency for the 16th consecutive term. Other incumbents also were reelected.

Indiana Allied to Initiate Action Against Gov't Suit

FRANKLIN, Ind., July 23.—An emergency meeting of the board of directors of Allied Theatre Owners of Indiana has been called by president Truman T. Rembusch for Tuesday to initiate action "looking toward correction of the underhanded and misleading attempt of the television monopoly through the United States Department of Justice to force motion picture producers to make available their films at a pittance to free TV."

Several directors of the Indiana group have been in touch with Rembusch and have suggested that a complaint be lodged with the House Small Business Committee, pointing out to that Committee that if the Department of Justice is successful in its anti-trust action against motion picture producers "thousands of small and large" (Continued on page 4)

Hamm CTA Head Again

SAN FRANCISCO, July 23.—L. S. Hamm, president of Westside Theatres and head of the line which bears his name, has been reelected president of the California Theatres Association for the third consecutive year.

Other officers reelected for a second term by the directors were Graham Kislingbury, district manager of North Coast Theatres, secretary; Ben Levin of General Theatrical, first vice-president; Boyd Sparrow, manager of Loew's Warfield, San Francisco, treasurer. Abe Blumenfeld of Blumenfeld Theatres was elected second vice-president.

Mrs. Hulda McGunn was reappointed public relations representative and Charles M. Thall was reappointed office manager.

Mrs. McGunn was recently named West Coast liaison for the motion picture division of the General Federation of Women's Clubs.

Gov't Charges Are Unfounded: Yates

Hollywood, July 23. — The first formal complaint on the Government's suit to force film companies to sell 16mm, prints to television today came from Republic president Herbert J. Yates.

"We do not know of, and have never been part to any conspiracy to refusal to service picture to television stations," he said.

"Republic," he continued, "has made (Continued on page 4)

The Hands of Esau

TO PERSONS VERSED in the American tradition of government, which is based on respect for both individual rights and property rights, the so-called "anti-trust" action brought by the prosecuting arm of the federal administration is a development of shocking import.

This action in which numerous of the industry's producing and distributing companies, together with one of the principal exhibitor associations are made defendants is a piece of blatant and transparent injustice. Its political coloring is luminous.

The action is claimed to be based on the existence of an illegal conspiracy of the owners of copyrighted motion picture films under which, jointly with exhibitors, these owners have refused—believe it or not!—to make their films available for exhibition to "free merchant's shows, taverns, coin-operated machines and roadshowmen."

The fact that any such exhibitions involve the giving away of shows to which the established theatres charge an admission price has not deterred the Justice Department in this madcap adventure. The fact that any such exhibitions are designed to be merely come-ons in the sale to gullible members of a com-

US Trust Suit ‘Outrages’ Industry Here

Gov't Could Turn Up No Evidence Against Allied

The motion picture industry, "stunned and outraged" by the Government's anti-trust suit charging restrictions against the showing of 16mm films on television and in other markets, wondered yesterday if the Department of Justice was attempting to lure it into economic disaster.

While attorneys for the individual defendants chose to reserve comment in their names until they had been served with the complaints—probably by today or tomorrow—their reaction to press reports of the suit was a mixture of amazement and anger that it was filed.

Meanwhile, the answer to why Theatre Owners of America was singled out as a co-conspirator turned up in Washington, Justice Depart-

Hold Armed Forces Needs Were Met

Particular outrage was expressed here yesterday by many top distribution executives against the government's inferred charge in its 16mm suit that the six major producer defendants have not fully met the film needs of the armed services, veterans hospitals, the Red Cross and the USDA.

Such a charge in the suit, filed in Los Angeles by the Department of Justice on Tuesday, could only stem

Set Theatre TV Hearings Oct. 20

WASHINGTON, July 23. — Hearings on theatre television will begin on October 20, it was announced yesterday by a Motion Picture Association of America and National Exhibitors Theatre Television Committee, the Federal Communications Commission declared today.

MPAA and NETTC had petitioned the Commission for an October starting date, arguing that if FCC granted
**Personal Mention**

ERIC A. JOHNSTON, Motion Picture Association of America president, was in Chicago yesterday from New York en route to Spokane and Hollywood. He is due back in the East in mid-August.

KARL E. FASICK, director of advertising for Loew's Boston theatres, has been elected president of the newly formed Maryland Alumni Club of New England.

GRAHAM CHAPMAN, formerly Crayvall Films Sales manager, has returned now on a one-year assignment to establish a new film system in Thailand as a project of the UNESCO.

JOHN W. JOHNSON, manager of the Hilaus Theatre in Avon Park, Fla., has returned to his home in Canton, by, to recuperate after a third operation.

STEVE LEVITZ, production manager of the Big Three, M-G-M music subsidiary, has become a grandfather, his daughter, Marilyn, was married, having given birth to a daughter.

JAMES MYERS, Monogram-Allied Artists San Francisco manager, has returned to his office following surgery.

GEORGE MURPHY will be a guest speaker at the American Legion Department of Texas convention in Dallas, August 8-9.

BARNEY TARANTAL, partner in the Fernside Theatre, Hollywood, Calif., has resumed his duties, following recuperation from illness.

JAN WAEKKE is M. L. Simon’s new secretary and assistant at M-G-M’s editorial office of The Distributor company sales publication.

RICHARD F. WALSH, IATSE international president, will leave here today for Minneapolis.

CHARLES DIETZ, M-G-M field press representative in Detroit, is due here on August 11 for a vacation.

RAYMOND MASSEY and Mrs. MASSEY will sail from here today for Europe aboard the S.S. Maudercia.

NAT WOLF, formerly Warner Brothers Ohio zone manager, is back in Cleveland from Texas.

R. ACKIN, publicity director for Roy Rogers, is in New York from the Coast.

HAL ROACH, producer, will leave Hollywood today for New York.

**Field Meetings to Be Held Tomorrow On CompoFinances**

Organization of the Council of Motion Picture Organization’s finance drive in every exchange area in the country will go under way tomorrow when company branch managers and exhibitor drive committee members will meet in 32 exchange centers.

The meetings will be the first of a series which will culminate during the week of August 11-18 in the canvassing of all theatres for the payment of COMPO dues.

At tomorrow’s meetings, which will be presided over by distribution and operating executives, the managers of the drive, will be explained and a list of theatres made available for each exchange center.

Subsequent meetings will be held July 28 and August 4 when details for the next week’s campaign from exhibitors will be completed.

"Truenman Rembusch, speaking for the COMPO finance committee, explained that for the drive launching was accepted unanimously by the area committees," said a statement.

"This is convincing evidence," he said, "that all branches of the industry are aware of the grave financial conditions and are determined to meet them."

**Dallas Services for Mike Rice, Lawyer**

DALLAS, July 25.—Funeral services were held here yesterday for Mike Rice, who was killed on Monday when his car was hit by a Charter member and director of the Dallas Variety Club, and director of Gonzales Warm Springs Foundation, Rice was also an active member of the Texas Council of Motion Picture Organizations, speakers bureau.

Survivors are his wife, Mrs. Rice, his mother, his son, a sister and three brothers.

**Martin at Canadian Fete**

TORONTO, July 23.—Tony Martin will be the headline attraction at the Canadian National Exhibition, Aug. 20-September 6. Jack Arbuthnot, producer loaned by Famous Players to handle the show, revealed that Martin’s contract called for 14 performances and guaranteed $30,000.

**3 Technical Sessions Set for RTMA Meet**

WASHINGTON, July 23.—Three technical sessions on television, radio and colored television, ultra high frequencies and color television, will feature the 1952 radio fall meeting which is sponsored annually by the Radio-Television Manufacturers Association’s engineering department, it was disclosed here by Virgil Ramsave, vice-president and associate director of the department.

This year’s meeting is scheduled to be held on October 20-22.

**Rackmil Meets with Universal Heads**

Milton R. Rackmil, newly-elected president of Universal Pictures, met executives and department heads of the company at an informal lunchon here yesterday at the Laurel Restaurant.

He was introduced by N. C. Blumberg, chairman of the board, Alfred D. Daft, executive vice-president, and P. L. Stork, general attorney.


**Director Ratify Pact with IMPMA**

Hollywood, July 23.—Screen Directors Guild president George Sidney reports the Guild membership’s ratification of a new wage contract with the Motion Picture Producers’ Association. The new pact establishes $585 weekly for three-and-a-half weeks, as minimum for the first 10 weeks of the motion picture contract. (Westerns budgeted under $55,000, with other classifications increased proportionately.)

**30-Day Extension**

The Justice Department has granted Loew’s another 30-day extension for the divestiture of its joint interests with United Artists Theatres held jointly by the company.

The new extension brings the deadline for Loew’s from August 7, 1952 to September 23 to file a plan for termination of joint interests, or until August 30 to actually start proceedings.

**K. C. Unit to Aid Boys**

KANSAS CITY, July 23.—The expenses of 52 boys for their attendance at a YMCA boys’ camp will be paid by the Motion Picture Association of Greater Kansas City this summer, as a section of Motion Picture Herald, an International Motion Picture Almanac, issue, dated second day of August, 1952, as authorized by the Board of Directors.

**154 Showmen Now on Anti-Tax Committee**

Bringing the total accumulations to 151, six more exhibitors sent word yesterday to Col. H. A. Cole and Pat McGee, co-chairmen of the industry’s Council of Motion Picture Organization’s campaign to repeal the admission tax, that they would serve on campaign committees in their states.

Latest additions are; L. F. Gran, Wisconsin; Sam Rosen, New York; H. Elmerware and Frank C. Lydon, Massachusetts; Lee W. Newbury, New Jersey; Frank Vennett, Vermont.

**Way Paved for Vote on Ann Arbor Tax**

DETOUR, July 23.—The controversy over 1 percent amusement tax proposed for Ann Arbor has finally been legally placed before the voters for approval. The August 5 primary election. Circuit Judge Archie D. McDonald has ruled.

This decision rejected the claim of Butterfield Theatres, Inc., that the August 5 tax vote was essentially the same as a vote held in April 7, when the city had asked general authority to levy excise taxes, including an amusement tax.

The theatre filled suit against the city of Ann Arbor, asking an injunction to prevent the question from appearing on the ballot.

Butterfield had cited a state law prohibiting a municipality from submitting for a three year proposition on the ballot within two years of its defeat at the polls.

**Coast Production Steady; 36 in Work**

Hollywood, July 23.—The production index showed a drop of only two points, for a total of 36 pictures in production, as of July 6, five were started and five were completed.

Started were: “My Mother and Mr. Marquetry,” for Warner Brothers; “For Connie,” and “The Girl Who Had Everything,” all Metro-Goldwyn-Mayer.

Completed were: “The Velvet Touch” (RKO Pictures); “Ruby Gentry” (Bernhardt-Vidor), 20th Fox; “Naked Spur” (Metro-Goldwyn-Mayer); “Man in a Mirror” (United Artists); “The Desert Song” (Warner Brothers).

**Fox Midwest Gets Tax Adjustments**

KANSAS CITY, July 25.—The Jackson County board of equalization has granted three of 11 requests for Fox Midwest Theatres for adjustment of the county assessor’s valuations of these properties for tax purposes.

The assessor’s figures on the Orpheum and the Esquire were reduced from $885,400 to $7,674, and the north-neighborhood theatre closed several years, was adjusted from $73,540 down to $30,000.

**Michael Siegel, 45**

CHICAGO, July 25.—Michael Siegel, 45, a partner in the Paulina, Royal, Nauyer, and Wicker Park theatres, died in New York yesterday of a heart attack, following a short illness. The theatre is owned by the Siegel Realty, Inc., of which Mr. Siegel was a major stockholder.

**Win Kane, 70**

NEW YORK, July 25.—Win Kane, New York City’s 70-year-old theatre man, died in New York yesterday of a heart attack, following a short illness. The theatre is owned by the Siegel Realty, Inc., of which Mr. Siegel was a major stockholder.

**Loew’s, UATC Win 30-Day Extension**

The Justice Department has granted Loew’s another 30-day extension for the divestiture of its joint interests with United Artists Theatres held jointly by the company.
She's in a class by herself!

"She's Working Her Way Through College" is rah, rah, rocking the ticket machines! Mr. Showman, Mr. Film Buyer, Mr. Booker, give it plenty of time---give it big-time treatment! It's doing 'Moonlight Bay' business everywhere!


Ray for Gay Carter's Gate--she's making everything roxy! Warner Bros.
Yates

(Continued from page 1)

Indiana Allied

(Continued from page 1)

Trust Suit

(Continued from page 1)

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“We are making every effort to sell
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consortium. No representative of the
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Southern California Theatre Ow-
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Off-the-record comment throughout
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was in substantial agreement that the
Department of Justice did not initiate
an investigation of this long-standing,
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motion picture industry.

George Schaefer, business agent of
IATSE Projectionists Local No. 150, on
being asked whether union opera-
tors would protest use of Iomax, prints
in TV stations and by itinerant tem-
show outfits, etc., said: “Sixteen or
thirty-five—TV stations or theatres—
all projection comes under our juris-
diction.”

The nature of motion pictures is
such that if good pictures are supplied
with film on equal terms with theatres
the theatre business as the industry
now knows it would die a quick death,
inciuding all independents. And if the
producers are given only tele-
vision and clubs and hotels to supply
with film, the production industry
would die quickly since video advertisers
cannot afford to pay enough for the

to keep producers going, it was
said.

The national TV market for a “top
feature film is only $25,000 currently,
and that is based on the fact that pro-
turers will pay $1,000,000 and
luckily it is 50,000 if the producers are given only tele-
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Hermon M. Levy, TOA general
counsel, who was in New York yest-
erday returning to the East after
receiving a positive report of the govern-
ment’s complaint. He conferred on the
action by telephone with Mitchell Wolf-
son, TOA president, in Miami.

Army, Navy Needs

(Continued from page 1)

from ignorance of the past and cur-
rent practices of the industry, one
distribution official contended.

It was pointed out that under cur-
rent practices virtually all companies
offer their films for sale to Army Post
theatres, for instance, at the time of
their initial release, or even before

The Altec
Service Man and the organization behind him

The Altec
Service Man

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

TV and Radio

— with Pinky Herman

THE 150-YEAR-OLD SAGA of
“DuPont Story” will be dramatized
in a special NBC telecast Tues-

day, July 29, 8:00 to 8:45 P.M. The
film featuring such stars as Curie, Edu-
ard Franz, Tom Neal and Donald Woods,
traces the history of this fabulous fur-
company family from 1802, when E. T.
Du Pont made his fortune on the banks of the
Brandywine River near Wilm-
ington, Del., to the present.... Art
Linkletter will host the edition of “House Party,” CBS-starts September
1 with a half-hour format across the
network, as well as the Bob overshadowing today’s “DuPont Story,” ‘
Green Giant, Pillsbury Mills and Kellogg’s... Announcer Michael
Fitzmaurice and former WMGM
staffer Lucille Komely will sing an
“I Do-It” on August 8 and spend a
month honeymooning at Mike’s 125-
acre farm in Vermont.

That’s an amazing interim rating that
“A Walk a Mile” has to top the
other of our programs,...

Charles Wick Co. will handle na-
tional distribution for Leon Friend’s
new bi-weekly advertising series, “Rambling
of the Jungle,” starring Jon Hall,...

Eric Servedice, currently in
Chicago to cover the Denonconfer-
ence for CBS, is due to arrive in
Chicago this week. His series of
advertisements for the Continental Or
the Michigan Boulevard Mon-
day. Ever on the alert for news, Eric
stopped by to get a quick hit or two,
without any need to worry about the
big stories which might be reported for
sometime in the future.

LUTSA DOTS... Bob Hope, who
toured over a million miles enter-
taining servicemen and hospital-
vized vets, will receive the Al Jolson Award
Aug. 4 which each year will be award-
ed by the Vets of Foreign Wars to
showfolk... Jan Murray returns for
another guest spot on NBC’s “All-Star
Revue” Aug. 2.
Arbitration

(Continued from page 1)

cerning the status competitive bidding should hold in any system of arbitration that is agreed upon.

It was indicated that the exhibitor delegates were unanimous on the issue in question and that "some" of the distributor representatives agreed with them. The issue was said to be whether bidding should not be included among arbitrable matters (the exhibitors' position), or whether it should (the position taken by a number of the film companies).

Better Prospects

The new meetings face better prospects of success than did all previous exhibitor-distributor conferences on arbitration, it was reported by one representative of distribution, and this was interpreted to mean that the distributors have arrived at a unanimous viewpoint on bidding that coincides with that of exhibition.

Scheduled to be on hand when the meetings open August 4 are the following: From exhibition, Abram F. Myers, Wilbur Snaper, Herman M. Levy, S. H. Fabian, Emanuel Frisch; from distribution, Robert Perkins, Adolph Schimmel, Al Lichtman, Abe Montague, William F. Rodgers; previous meetings were attended also by Ralph Heitzel, Jr., vice-president of the MPAA, and Henderson M. Richey, secretary of the Arbitration Conference.

The Continuations Committee adjourned abruptly on July 2 after four days of meetings marked by little progress. The group had been set up by the Arbitration Conference.

Review

“Les Miserables”

(20th Century-Fox)

VICTOR HUGO’S immortal “Les Miserables” is again brought to the screen in this 20th Century-Fox production. It is obvious that a lot of tender care went into the recreation of this famous tale of social injustice, for the backgrounds appear to be authentic and the atmosphere convincing. The cast is a competent one. Michael Rennie plays Jean Valjean who is sentenced to 10 years on a convict galley for the theft of a loaf of bread, while Robert Newton portrays police officer Javert who bounds the latter with inelastic persistence. Others in the cast are Debra Paget, a young girl whom Rennie subsequently adopts, Sylvia Sidney, her dissolve mother, and Cameron Mitchell, young revolutionist lover of Miss Paget.

Naturally the picture has strong popular appeal in the light of the story’s literary reputation, its slashing action and the forceful, dramatic elements inherent in it. However, in terms of modern screen technique, there are times when the narrative seems touched with outmoded qualities.

The screenplay by Richard Murphy sticks pretty much to the outline of the original, with all the stormy chapters in Valjean’s life portrayed, including his release from prison and his subsequent failure to report to the police. Valjean goes on to become a successful and loved citizen until his past, in the form of Javert, catches up with him. The consequences are pregnant with excitement, culminating in the famous flight through the sewers and the eventual suicide of Javert.

Fred Kohlmar as producer and Lewis Milestone as director combined their talents to make a highly interesting film. Running time, 104 minutes. General audience classification. For August release.

Mandel Herbstein

Reception for Geesink

Joop Geesink, Holland producer of "Kermesse Fantastique" and head of Dollywood Studios in Amsterdam, will be the guest at a reception here today given by Transfilms, Inc.

proper when the latter’s delegates agreed after several days of meetings in June that such a committee could more effectively complete the analysis which was being made of the blue-print for a system.

Chaplin Files Suit

A $3,000,000 suit was filed by Charles Chaplin here yesterday against National Broadcasting and columnist-radio commentator Hy Gardner in New York Federal Court. The suit, in addition to seeking damages, also asks the court to enjoin the defendants from using a tape recorded conversation between Gardner and Chaplin’s butler over the air. It was charged that the conversation pertaining to Chaplin was defamatory.

TV Hearings

(Continued from page 1)

at least eight days of hearings in that month direct testimony on engineering and accounting phases of the hearings could be gotten out of the way.

The last previous postponement of the hearings had brought the scheduled opening of the theatre television hearings to January 12, 1953.

The FCC order yesterday set October 20 as an opening date for hearing direct testimony only, and only on engineering and accounting phases. FCC further provided that these preliminary hearings could continue for as long as necessary to clear up direct testimony on the two phases, following which, the hearings would adjourn until January 12, the previously scheduled opening date, at which time all other designated matters and all cross-examination could be presented.

Move to Dissolve Ufa

Alleging as its purpose the creation of "an independent film industry on a democratic basis" in Germany, the West German Bundestag, or lower house, has passed a bill to dissolve Ufa, the former Reich-owned property of the Nazi film monopoly, according to reports here from Bonn. Allied High Commission approval is needed.

$25,000 for ‘Kong’

Boston, July 25—RKO Theatres here reports the Boston Theatre, now showing "King Kong," closed its first week with a gross of approximately $25,000.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!

“You had your chance and flubbed it—now you’ll have to win the race to get the widow!”

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD
A REPUBLIC PICTURE

“One of the most sensational entertainments of the film year.”

says

FILM DAILY
motion was completed charge the Yugoslavia the 16mm. Presidential Grand in Mutual this a tax perfect transferred renewal. under Michigan a losing the public nothing gimmick namely, It's August a great WORLD HIS GREGORY all...2V* signals the Smith will who has "free started adventure of the theatre, ably, the print sixteen of the sixteen millimeter film.

Instead it just centers its complaint on the gimmick which some genius in the department must have discovered; namely, the sixteen millimeter film.

In its ignorance, or in its malice, the governmental agency has chosen to ignore the simple physical fact that a 16mm. print of a motion picture is nothing more or less than a narrower gauge print of the subject which usually, but not invariably, is made in the film width of 35mm. In justice and equity the producer of a film has exactly the same rights with respect to a 16mm. print of the subject he owns as he has in the case of a 35mm. print. A 16mm. print of a motion picture is capable of being just as destructive to the business of an established theatre, if run in random competition, as a 35mm. print.

The introduction of the 16mm. gimmick in this unhappy adventure is a perfect example of a red herring—an obvious attempt to divert and confuse a public which believes in fair play and common justice.

In this new adventure of the Department of Justice in which it is attempting to throw up for grabs the rights of the organized industry the voice of Jacob is heard. But a close look discloses the hands of Esau.

The Hands of Esau

(Continued from page 1)

munity of merchandise and services, which usually are of low and tawdry quality, is also ignored.

Then there is that essential element of the complaint which has about it an odor of both mine-run politics and something that is politics at its very worst. This is the portion which asserts that as result of the alleged conspiracy of industry units, "the telecasting of the finer feature films to television audiences in the United States has been suppressed."

All of this adds up, obviously, to such a sorry mess that its perpetrators needed some kind of a gimmick to make it even half-way palatable to the American public. This gimmick was hit upon in the scheme of tying up the whole complaint in a package labeled "Sixteen Millimeter Films." The Justice Department does not attack, at least not at this point, the right of the owners of thirty-five millimeter prints to refuse to license them to television, barrooms, juke box joints and the like. Its precious sense of justice has not yet seen fit to demand that producers of theatrical films cut both their own throats and that of their customers at one fell swoop.

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Act in Showings Of 'Free Movies'

Detroit, July 23.—Action has been started here against the showing of "free movies" in the Northern Michigan resort area. Joseph Deebs, U. S. District Attorney in Grand Rapids, has referred the matter to Harry Sunball, special agent in charge of the U. S. Internal Revenue Bureau in Detroit.

Exhibitors have complained of unscrupulous "free movie" operators who "pass the hat" to people attending the shows, stating that donations will help keep the "free movies" in operation. The U. S. is losing a substantial amount of tax revenue since these operators do not keep records of collections for income tax and do not collect Federal admission taxes, it was said.

Allied Theatres of Michigan started the movement to fight and correct the situation.

Smith with Demby, Broun

Hunter W. Smith has joined Demby, Broun and Co., Inc., TV and motion picture producers, as sales coordinator.

Transfer US Media Setup on Aug. 15

The transfer of the Federal Government's Information Media Guarantee Program from the Mutual Security Agency to the State Department will be completed on August 15. Gilbert Simon, who is in charge of the program, reported here.

Simon explained that the program, which guarantees American film producers revenue on pictures sent to Europe for the ideological war with Soviet Russia, was transferred to State on July 1 under a Presidential order signed June 15. However, he added, the program was re-delegated meanwhile to MSA for administrative purposes pending the completion of transfer details.

By August 1, Simon said, the program will have $500,000 to cover distribution of films in Yugoslavia principally. The industry's contract with that country will terminate on that date and will be subject to renewal. A maximum of $10,000,000 was allocated to the program, which also covers distribution of books, magazines, etc., at the beginning of this year.
Arbitration Talks Resume
Here on Aug. 4

Committee of 10 to Pick Up with Bidding Issue

August 4 has been set for the resumption of meetings between the five representatives from exhibition and the five from distribution who make up the Industry Arbitration Conference's Continuation Committee. The new conferences looking to the establishment of an industry system of arbitration will be held at the Hotel Astor here.

The distributor delegation initiated the move for the Committee's second series of meetings, having been authorized to do so last Monday at a meeting here of Motion Picture Association of America member companies' sales managers and counsel and Eric A. Johnston, MPAA president.

The distributor reportedly took the step after having resolved the differences which existed among them. (Continued on page 5)

Decca Records disclosed here yesterday, in a prospectus to Decca stockholders in connection with the company's offer to sell 258,363 shares of additional capital stock in the company, that it has no present intention of increasing its holdings in Universal Pictures. The prospectus also stated that there are no present plans to merge the two companies, although it acknowledged that such a step was contemplated in the past.

HOLLYWOOD, July 23.—Jean Hersholt was re-elected president of the Motion Picture Relief Fund for the 16th consecutive term. All incumbents were re-elected.

The Hands of Esau

TO PERSONS VERSED in the American tradition of government, which is based on respect for both individual rights and property rights, the new so-called "anti-trust" action brought by the prosecuting arm of the federal administration is a development of shocking import.

This action in which numerous of the industry's producing and distributing companies, together with one of the principal exhibitor associations, are made defendants is a piece of blatant and transparent injustice. Its political coloring is luminous.

The action is claimed to be based on the existence of an illegal conspiracy of the owners of copyrighted motion picture film under which, jointly with exhibitors, these owners have refused—believe it or not!—to make their films available for exhibition to "free merchant's shows, taverns, coin-operated machines and roadshowmen."

The fact that any such exhibitions involve the giving away of shows to which the established theatres charge an admission price has not deterred the Justice Department in this madcap adventure. The fact that any such exhibitions are designed to be merely come-ons in the sale to gullible members of a community.

US Trust Suit

Outrages' Industry Here

Gov't Could Turn Up No Evidence Against Allied

The motion picture industry, "stunned and outraged" by the Government's anti-trust suit charging restrictions against the showing of 16mm. films on television and in other markets, wondered yesterday if the Department of Justice was attempting to lure it into economic disaster.

While attorneys for the individual defendants chose to reserve comment in that name until they had been served with the complaints—probably by today or tomorrow—their reaction to press reports was that the suit was a mixture of amazement and anger that it was pieced.

Meanwhile, the answer to why Theatre Owners of America was singled out as a co-conspirator turned up in Washington, Justice Department.

Hold Armed Forces Needs Were Met

Particular outrage was expressed here yesterday by many top distribution executives against the government's inferred charge in its 16mm. suit that the six major producer defendants have not fully met the film needs of the armed services, veterans' hospitals, the Red Cross and the USO.

Such a charge in the suit, filed in Los Angeles by the Department of Justice on Tuesday, could only stem.

Set Theatre TV Hearings Oct. 20

WASHINGTON, July 23.—Hearings on theatre television will begin on October 20, a Motion Picture Association of America and National Exhibitors Theatre Television Committee, the Federal Communications Commission decided today.

MPAA and NETTC had petitioned the Commission for an October starting date, arguing that if FCC granted (Continued on page 5)
Personal Mention

ERIC A. JOHNSTON, Motion Picture Association of America president, was in Chicago yesterday from New York en route to Spokane and Hollywood. He is due back in the East in mid-August.

KARL E. FASCI, director of advertising for Loew's Boston theatres, has been elected president of the newly formed Maryland Alumni Club of New England.

Graham Cratfee, formerly Crwlfy Films of Canada art director, is now on a one-year assignment to establish a new film system in Thailand as a project of the UNESCO.

JOHN W. JOHNSON, manager of the Hilaris Theatre in Avon Park, Fla., has returned to his home in Canton, Ohio, to recuperate after a third operation.

Steve Leitz, production manager of the Big Three, M-G-M music subsidiary, has become a grandfather, his daughter, Mrs. Marilyn Schulier, having given birth to a daughter.

JAMES MYERS, Monogram-Alfred Artists San Francisco manager, has returned to his office following surgery.

George Murphy will be a guest speaker at the American Legion Department of Texas convention in Dallas, August 8–9.

Barney Tarantat, partner in the Burnside Theatre, East Hartford, Conn., has resumed his duties, following recuperation from illness.

Jan Wackerlane is M. L. Simon's new secretary and assistant at M-G-M's official office of The Distributor, company sales publication.

Richard F. Walsh, IATSE international president, will leave here today for Minneapolis.

Charles Dietz, M-G-M field press representative in Detroit, is due here on August 11 for a vacation.

Raymond Massey and Mrs. Massey will sail from here today for Europe aboard the S.S. Mauretania.

Nat Wolf, formerly Warner Brothers Ohio zone manager, is back in Cleveland from Texas.

Al Rakin, publicity director for Roy Rogers, is in New York from the coast.


Homer Curran, 67

San Francisco, July 23—Homer Curran, founder of Curran and Geary Theatres here, died at his Beverly Hills home July 17 at the age of 67.

154 Showmen Now on Anti-Tax Committee

Bringing together the total acceptable to 154, six more exhibitors sent word yesterday to Col. H. A. Cole and Pat McGee, co-chairmen of the industry's Council of Motion Picture Organizations' campaign to repeal the admission tax, that they would serve on committee campaigns in their states.

Latest additions are: L. F. Gran, Wisconsin; Sam Rosen, New York; Arthur H. Lockwood and Fred C., Massachusetts; Lee W. Newbury, New Jersey; Frank Vennett, Vermont.

Way Paved for Vote On Ann Arbor Tax

DEPTOR, July 23—The controversial 10 per cent amusement tax proposal by Ann Arbor officials may be placed before the public at the August 5 primary election, Circuit Judge Archie D. McDonald has ruled.

This decision rejected the clause of Butterfield Theatres, Inc., that the August 5 tax vote was essentially the same as a sales tax. General manager, $90,000 of the city on April 7, when the city had asked general authority to levy excess taxes, including an amusement tax, the Butterfield theatre firm and filed suit against the city of Ann Arbor, asking an injunction to prevent the question from coming up at the ballot.

Butterfield had cited a state law prohibiting a municipality from submitting the same proposition on the ballot within two years of its defeat at the polls.

Dallas Services for 'Mike' Rice, Lawyer

DALLAS, July 23—Funeral services were held here yesterday for Liscot McLeod (Mike) Rice, 61, general counsel and a director of Rowley United Theatres, Inc., who was killed on Monday when his car was hit by a charter member and director of the Dallas Variety Club, and director of Gonzales Warm Springs Foundation, Rice was also an active member of the Texas Council of Motion Picture Organizations speakers bureau. Survivors include his wife, his son, a daughter and a sister.

Martin at Canadian Fete

TORONTO, July 23—Tony Martin will be the headline attraction at the Canadian National Exhibition, August 26-September 6, Jack Arthur, owner and manager of Famous Players, has announced. A record number of cast members in the 14 performances of Martin's contract, was scheduled for performances, and the play has been a big hit in New York and Canada.

Field Meetings to Be Held Tomorrow On CompoFinances

Organizing the Council of Motion Picture Organization's finance drive in every exchange area in the country will get under way tomorrow with company branch managers and exhibitor drive committee members will meet in 32 exchange centers.

Three meetings will be the first of a series which will culminate during the week of August 11-18 in canvassing of all theatres for the payment of COMPO dues.

At tomorrow's meetings, which will be presided over by distribution and exhibiting chairmen in each city, the drive will be explained and a list of theatres made available for each exchange territory.

Subsequent meetings will be held July 28 and August 4 when details for the solicitation of COMPO dues from customers and exhibitors total.

"Trueman Renkbusch, speaking for the COMPO finance committee, explained that the fund drive was accepted unanimously by the area committees," said a COMPO statement. ""But for the first time this year," he said, "that all branches of the industry are aware of the grave industry problems and are determined to meet them.''

Coast Production Steady; 36 in Work

HOLLYWOOD, July 23—The production index showed a drop of only two points, for a total of 36 pictures in work in Hollywood. Three new films were started and five were completed.

Started were: "My Mother and Mr. McChesney," "Skate for Connie," and "That Old Devil Everything," all Metro-Goldwyn-Mayer.

Completed were: "The Velvet Cage," "Keep Off (Pollock's Production)" and "Roval's Canada (Robertson-Vidor), 20th Fox; "Naked Spur," "Metro-Goldwyn-Mayer; "A Man of Words, a Man of Action, "The Desert Song," Warner Brothers.

3 Technical Sessions Set for RTMA Meet

WASHINGTON, July 23—Three technical sessions on television, including the first public showing of television, will feature the 1952 radio fall meeting which is sponsored annually by the Radio Television Manufacturers Association's engineering department, it was disclosed here by Virgil M. Graham, assistant director of the department.

This year's meeting is scheduled to be held on October 20-22.

Michael Siegel, 45

CHICAGO, July 23—Michael Siegel, 45, a partner in the Paulina, Royal, Banner, and Wicker Park theatres, passed away here Monday.

Rackmil Meets with Universal Heads

Milton R. Rackmil, newly-elected president of Universal Pictures, met executives and department heads of the company at an informal luncheon here yesterday at the Laurent Restaurant which was presided over by Fox Blumberg, chairman of the board, Alfred E. Daff, executive vice-president, and Harold Smith.


Directors Ratify Pact with IMPPA

HOLLYWOOD, July 23—Screen Directors Guild president George Schilling reports the Guild membership's ratification of a new wage contract with the Independent Motion Picture Contractors Association. The new pact establishes $500 weekly for three-and-a-half weeks as a minimum for the first six weeks of employment (negotiated under $550) with the other classifications increased proportionately.

Fox Midwest Gets Tax Adjustments

KANSAS CITY, July 23—The Jackson County board of equalization has granted a tax adjust for Fox Midwest Theatres for adjustment of the county assessor's valuation of theatre properties for tax purposes.

The assessor's figures on the Orpheum and the Esquire were reduced by $85,000. The Madril, neighborhood theatre closed several years ago, was adjusted from $73,540 down to $60,000.

K. C. Unit to Aid Boys

KANSAS CITY, July 23—The experiment with their attempt in aid of YMCA boys' camp was paid by the Motion Picture Association of Greater Kansas City this summer, a section of Motion Picture Herald; International Motion Picture Almanac; Pense. Entered 2nd-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 elsewhere; single copies, 10c.
She's in a class by herself!

"She's Working Her Way Through College" is rah, rah, rocking the ticket machines! Mr. Showman, Mr. Film Buyer, Mr. Booker, give it plenty of time—give it big-time treatment! It's doing 'Moonlight Bay' business everywhere!

Ray for Gay Canta's Geenie—she's making everything Roxy!

Starring Virginia Mayo, Ronald Reagan, Gene Nelson

Don DeFore, Phyllis Thaxter, Patrice Wymore, Roland Winters, Raymond Greenleaf

Screenplay by Ginger Crowley, Norman Bartold, The Blackburn Twins, Peter Milne, William Jacobs

Directed by Bruce Humberstone

Produced by Peter Milne

Musical Numbers Staged and Directed by Le Roy Prinz, Musical Direction Ray Heindorf

Warner Bros.
Yates

(Continued from page 1)

available, through Hollywood Television Service, a wholly-owned subsidiary, its pictures for television for the past 12 months. We now have 75 contracts with television stations, and we are serving approximately 40 markets out of the existing 63.

"We are making every effort to sell to the other 23. These 40 markets serve approximately 85 per cent of the present potential television audience. We cannot understand our being included in such purported conspiracy. No representative of the Department of Justice has visited Republic or made any effort to learn the facts from us in this matter."

Southern California Theatre Owners Association officers withheld formal complaint pending their regular meeting next Monday, when the matter is expected to come up.

Off-the-record comment throughout the trade here varied somewhat, depending on individual interests, but was in substantial agreement that the Department of Justice did not initiate an investigation of this long-standing, marginal phase of industry operation and was not prompted by one individual or concern powerful in the television field.

George Schaefer, business agent of Labor Producers Local No. 150, on being asked whether union operators would protest use of 16mm. projectors in TV stations and by independent tent-show operators, etc., said: "Sixteen or thirty-five—TV stations or theatre—all projection comes under our jurisdiction."

Indiana Allied

(Continued from page 1)

trust suit

(Continued from page 1)

Theatres would be ruined." They say experience has shown that stars regularly appearing on free TV cannot be sold successfully at theatre box- offices. The Indiana exhibitors ask, "How can justice and anti-trust laws of this country be served properly if an action is taken that builds up one industry, television, and destroys another, motion picture exhibitions?"

It was also suggested to the Indiana Allied board of directors that the resources of the Indiana organization be offered to production to inter- fere in its behalf in the anti-trust case filed by the Department of Justice.

There is no doubt that a protest will be lodged by the Indiana Allied group with Attorney General McGranery protesting the Department of Justice action, and that follow-ups will be made to Senators Capellari and Jenner and the Indiana representatives. "It is the private feeling of exhibition in this traditionally Republican state that the Department's action smacks of politics between television and the present Democratic Administration," said Rombusch.

Polio Closes Four Theatres in Ohio

Cleveland, July 23.—Polio has closed the Russell Theatre, Millersburg; Idol, Lod; Duncan, Killbuck, and Ohio at Conneaut. Although no official has been officially declared, theatre owners in areas where the disease is spreading feel its in the public interest to close.

TV and Radio

with Pinky Herman

The 150-year-old saga of "Du Pont Story" will be dramatized in a special NBC-TV broadcast Tuesday, July 29, 8:45 to 9:45 P.M. The motion picture, featuring Sigrid Curie, Edvard Franz, Tom Neal and Donald Woods, is based on this notable American family from 1802, when E. I. du Pont first landed on the banks of the Brandywine River near Wilmington, Del. . . . Art Linkletter's new TV edition of "Home Party," CBS starts September 15, in a half-hour format across the airboard, co-sponsored by Lever Bros., Green Giant, Pillsbury Mills and Kellogg's . . . Announcer Michael Fitzmaurice and former WMGM staffers Lucille Kennedy will sing an "I Do" cut on August 8 and spend a month honeymooning on Mike's 12-acre farm in Vermont . . .

That's an amazing interim rating that "Walk A Mile" has earned after but several weeks summer run. The program features Win Eliot as emcee with Bob Quigley, gathering of material, guests and writers, the same personnel responsible for the six-year popularity of Bender's "County Fair" series. Lack of space cut off the last line of the Monday's script. This week's concern concerning the new Sauter-Finnegan Band . . . the line reads, "look for this orchestra to put the spring in your step, we're going to make you laugh and make you sing." That's another long shot of promise, especially if the feneke were Maggi McNellis . . . Bill Har- rington starts a new deejay series Monday at WNEW. There's a twist. Bill sings better and has more real talent than half of those whose letters he'll publish and we mean PLCUG. He's kind of a sweet character . . .

Charles Wick Co. will handle national distribution for Leon Fromknecht's new filmed adventure series, "Rumor of the Jungle," starring Jon Hall. "Stop the Presses," which bowed off TV some time ago will likewise die from the radio screen on August 1st . . . Eric Sevedahl, currently in China to cover the Deucecoronation for CBS, spied a side-walk soapbox orator on Michigan Boulevard Monday. Ever on the alert for news, Eric stopped and, believe, if not ordered, the speaker was demanding the immediate founding of a Salvation Army. If this scribbling thought that the Salvation Army needed a Naval division or that such an organization could serve "the great Salvation Army, we'd be FOR IT . . . We hear that although the "Colgate County Hour" will go on again in the fall, the treasurer, who will prevent its renewal in 1953.

LOTSA DOTS . . . Bob Hope, who travelled over a million miles entertaining servicemen with his hospital variety shows, will receive the Al Jolson Award Aug. 4 which each year will be awarded by the Vets of Foreign Wars to showfolk . . . Jan Murray returns for another guest stint on NBC's "All-Star Revue" Aug. 2.
Arbitration

(Continued from page 1)

cerning the status competitive bidding should hold in any system of arbitra-
tion that is agreed upon.

It was indicated that the exhibitor

debates were unanimous on the is-
tue in question and that "some" of

the distributor representatives agreed with them. The issue was said to be

whether bidding should not be in-
cluded among arbitrable matters (the

distributors' position), or whether it

should (the position taken by a num-
ber of the film companies).

Better Prospects

The new meetings face better pros-
psects of success than did all previ-
ous exhibitor-distributor conferences

on arbitration, it was reported by one

representative of distribution, and this

was interpreted to mean that the dis-

tributors have arrived at a unani-
mous viewpoint on bidding that coin-
cides with that of exhibition.

Scheduled to be on hand when the

meetings open August 4 are the fol-

lowing: From exhibition, Abram F.

Myers, Wilbur Snaper, Herman M.

Levy, S. H. Fabian, Emanuel Frisch;

from distribution, Robert Perkins,

Adolph Schimel, E. C. Lichtman, Abe

Montague, William F. Rodgers. Pre-

vious meetings were attended also by

Ralph Hetzel, Jr., vice-president of

the MPAA, and Henderson M.

Richey, secretary of the Arbitration

Conference.

The Continuations Committee ad-
journed abruptly on July 2 after four

days of meetings marked by little

progress. The group had been set

up by the Arbitration Conference

Review

"Les Miserables"

(20th Century-Fox)

V ICTOR HUGO's immortal "Les Miserables" is again brought to the

screen in this 20th Century-Fox production. It is obvious that a lot of

tender care went into the recreation of this famous tale of social injustice,

for the backgrounds appear to be authentic and the atmosphere convinc-
ing.

The cast is a competent one. Michael Rennie plays Jean Valjean who is

sentenced to 10 years on a convict galley for the theft of a loaf of bread, while

Robert Newton portrays police officer Javert who hounds the latter with inflex-
able persistence. Others in the cast are Debra Paget, a young girl whom Rennie

subsequently adopts, Sylvia Sidney, her dissolute mother, and Cameron

Mitchell, young revolutionary lover of Miss Paget.

Naturally the picture has strong popular appeal in the light of the story's

literary reputation, its slashing action and the forceful, dramatic elements

inherent in it. However, in terms of modern screen technique, there are times

when the narrative seems touched with outmoded qualities.

The screenplay by Richard Murphy sticks pretty much to the outline of

the original, with all the stormy chapters in Valjean's life portrayed, includ-
ing his release from prison and his subsequent failure to report to the police.

Valjean goes on to become a successful and loved citizen until his past, in the

form of Javert, catches up with him. The consequences are pregnant with

excitement, culminating in the famous flight through the sewers and the

eventual suicide of Javert.

Fred Kohlmar as producer and Lewis Milestone as director combined their

talents to make a highly interesting film. Running time, 104 minutes. Gen-

eral audience classification. For August release.

Mandel Herbstman

Reception for Geesink

Joop Geesink, Holland producer of

"Kermesse Fantastique" and head of

Dollywood Studios in Amsterdam, will

be the guest at a reception here today

given by Transfils, Inc.

proper when the latter's delegates

greed after several days of meetings in

June that such a committee could

more effectively complete the analysis

which was being made of the blue-

print for a system.

Chaplin Files Suit

A $3,000,000 suit was filed by

Charles Chaplin here yesterday against

National Broadcasting and columnis-

t-radio commentator Hy Gardner in

New York Federal Court. The suit

in addition to seeking damages, also

asks the court to enjoin the defendants

from using a tape-recorded conversa-
tion between Gardner and Chaplin's

counsel over the air. It was charged

that the conversation pertaining to

Chaplin was defamatory.

TV Hearings

(Continued from page 1)

at least eight days of hearings in that

month direct testimony on engineering

and accounting phases of the hearings

could be gotten out of the way.

The last previous postponement of

the hearings had brought the sched-

uled opening of the theatre television

hearings to January 12, 1953.

The FCC order yesterday set Octo-

ber 20 as an opening date for hearing
direct testimony only, and only on en-
ingineering and accounting phases. FCC

further provided that these preliminary

hearings could continue for as long as

necessary to clear up direct testimony

on the two phases, following which, the

hearings would adjourn until Janu-

ary 12, the previously scheduled open-

ing date, at which time all other design-

ated matters and all cross-examina-

tion could be presented.

Move to Dissolve Ufa

Alleging as its purpose the creation

of "an independent film industry on a

democratic basis" in Germany, the

West German Bundestag, or lower

house, has passed a bill to dissolve

Ufa, the former Reich-owned prop-

erty of the Nazi film monopoly, ac-

cording to reports here from Bonn.

Allied High Commission approval is

needed.

$25,000 for 'Kong'

Boston, July 23—RKO Theatres

here reports the Boston Theatre, now

showing "King Kong," closed its first

week with a gross of approximately

$25,000.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!

"You had your chance and flubbed it—

now you’ll have to win the race to get

the widow!"

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD

A REPUBLIC PICTURE

"One of the most sensational entertainments of the film year."

says

FILM DAILY
The Hands of Esau

(Continued from page 1)

munition of merchandise and services, which usually are of low and tawdry quality, is also ignored.

Then there is that essential element of the complaint which has about it an odor of both mine-run politics and something that is politics at its very worst. This is the portion which asserts that as result of the alleged conspiracy of industry units, "the telecasting of the finer feature films to television audiences in the United States has been suppressed."

ALL OF this adds up, obviously, to such a sorry mess that its perpetrators needed some kind of a gimmick to make it even half-way palatable to the American public. This gimmick was hit upon in the scheme of tying up the whole complaint in a package labeled "Sixteen Millimeter Films." The Justice Department does not attack, at least not at this point, the right of the owners of thirty-five millimeter prints to refuse to license them to television, barrooms, juke box joints and the like. Its precious sense of justice has not yet seen fit to demand that producers of theatrical films cut both their own throats and that of their customers at one fell swoop.

Instead it just centers its complaint on the gimmick which some genius in the department must have discovered; namely, the sixteen millimeter film.

In its ignorance, or in its malice, the governmental agency has chosen to ignore the simple physical fact that a 16mm. print of a motion picture is nothing more or less than a narrower gauge print of the subject which usually, but not invariably, is made in the film width of 35mm. In justice and equity the producer of a film has exactly the same rights with respect to a 16mm. print of the subject he owns as he has in the case of a 35mm. print. A 16mm. print of a motion picture is capable of being just as destructive to the business of an established theatre, if run in random competition, as a 35mm. print.

The introduction of the 16mm. gimmick in this unhappy adventure is a perfect example of a red herring—an obvious attempt to divert and confuse a public which believes in fair play and common justice.

In this new adventure of the Department of Justice in which it is attempting to throw up for grabs the rights of the organized industry the voice of Jacob is heard. But a close look discloses the hands of Esau.

Act in Showings Of 'Free Movies'

DETROIT, July 23—Action has been started here against the showing of "free movies" in the Northern Michigan area. Assistant U. S. District Attorney in Grand Rapids, has referred the matter to Harry Sim- ball, special agent in charge of the U. S. Internal Revenue Bureau in Detroit.

Exhibitors have complained of unscrupulous "free movie" operators, who "pass the hat" to people attending the shows, stating that donations will help keep the "free movies" in operation. The U. S. is losing a substantial amount of tax revenue since these operators do not keep records of collections for income tax and do not collect Federal admission taxes, it was said.

Allied Theatres of Michigan started the movement to fight and correct the situation.

Smith with Demby, Broman

Hunter W. Smith has joined Demby, Broman and Co., Inc. of Detroit, as sales coordinator.

Transfer US Media Setup on Aug. 15

The transfer of the Federal Government's Information Media Guarantee Program from the Mutual Security Agency to the State Department will be completed on August 15, Gilbert Simon, who is in charge of the program, reported here.

Simon explained that the program, which guarantees American film producers revenue on pictures sent to Europe for the ideological war with Soviet Russia, was transferred to State on July 1 under a Presidential order signed June 15. However, he added, the program was re-delegated meanwhile to MSA for administrative purposes pending the completion of transfer details.

By August 1, Simon said, the program will have $500,000 to cover distribution of films in Yugoslavia principally. The industry's contract with that country will terminate on that date and will be subject to renewal.

A maximum of $10,000,000 was allocated to the program, which also covers distribution of books, magazines, etc., at the beginning of this year.
Plea on Taxes To Democrats Not Heeded

Platform Does Not Call For Review of 20% Tax

The Democratic Party has failed to include a plank in its platform calling for a review of the 20 per cent Federal admission tax as requested by Harry Brandt, president of the Independent Theatre Owners Association of New York.

The tax plank adopted at the Demo- cratic National Convention in Chicago made no mention of Federal excise taxes. The plank, under the heading of taxes, however, stated in part, "We believe in fair and equitable taxation... As rapidly as defense requirements permit we favor reducing taxes... But we will not impair our nation's security by making reckless promises to reduce taxes."

Brandt's plea was addressed to Senator Herbert H. Lehman and Repre- sentative Emanuel Celler, both of New York, July 24.—Applications for subscription rights have been sent to 3,200 holders of Cinecolor common stock, it was disclosed here by Karl Herzog, president of the corporation. Herzog said that the rights, which begin July 15, were exercised by the stockholders to subscribe for a total of $452,350 of five-year five per cent subordinated sinking fund debentures, due May 1, 1957, with stock pur- chase warrants attached giving the holders options to buy 452,350 shares of common stock at $1 per share any time before May 1, 1957. The de- benter subscription rights, stated Her- zog, are exercisable in four phases, (Continued on page 4)

All States Now in Anti-tax Campaign

All states are now represented in the list of committees set up to con- duct the admission tax repeal cam- paign, it was announced here yesterday by the Council of Motion Picture organizations.

South Dakota, the last state to be heard from, fell into line yesterday when John Bertelero of the Black Hills Amusement Co., Rapid City, wired Col. H. A. Cole and Pat Mc- Gee, co-chairmen of the campaign committee that he would serve.

Bertelero's acceptance was one of 12 (Continued on page 4)

Mexican Industry Faces Strike Tieup

MEXICO CITY, July 24.—A general strike in the production branch of the industry looms for July 31. The move- ment is headed by the technical and manual workers sections of the Pic- ture Production Workers Union who demand a 75 per cent wage increase, 10 more days vacation with pay yearly for members with more than 16 years service and more free medical atten- tion and medicines. The demand is (Continued on page 4)

‘Unfair’ 16mm. Competition Scored by TOA In Report

The 16mm. committee of the Theatre Owners of America, reported to the organization’s convention in New York last September that there were certain parts of the country “where the problem of unfair competi- tion from 16mm. film continues to grow, and, in some instances, is entirely out of control.”

This was brought out yesterday fol- lowing the filing of the Department of Justice suit naming TOA co-con- spirator in the anti-trust action against 12 distributors of 16mm. product be- cause it had “evidence” against the excuse.

The TOA committee report contin- ued: “A few of the distributors have exercised some supervision and control with more supervision and con- trol, however, by all companies are (Continued on page 2)

Silverstone Will Head East, Aaron The West for 20th

Top-level national 20th Century-Fox sales supervision, presently in the joint hands of Arthur Silverstone and Edwin W. Aaron, as assistant general sales managers, has been divided, with Silverstone directly responsible for all operational phases of the East and Aaron responsible for the West, effective on Monday. The division, announced by A. L. Ichterman, director of distribution, was made “in order to strenghten and provide closer supervi- sion,” according to a company state- ment. Originally, the field was super- vised on the same East-West basis.

W. C. Selzben will retain the title and duties of executive assistant gen- eral sales manager.

Under the new sales structure, (Continued on page 4)

$750,000 Suit Filed By Lincoln Exhibitor

LINCOLN, Neb., July 24.—Clarence D. Frazier, operator of the suburban Joyo Theatre, filed suit for $750,000 damages against nine distributors in Federal District Court here today charging other exhibitors had been favored in violation of the Sherman Anti-Trust Act.

He estimated actual loss at $265,000 and stated that he couldn’t compete with downtown theatres because of third or fourth run position.

Named in the suit were 20th Cen- tury-Fox, Loew’s, Warner Brothers, Columbia, Universal, United Artists, Paramount Theatres Distributing Corp., Paramount Pictures and RKO Pic- tures. (Continued on page 4)

Roach Will Resume Feature Production

HOLLYWOOD, July 24.—Hal Roach soon will resume the production of feature pictures for theatres, in addition to continuing his television activi- ties, the producer said today on leaving for New York.

Roach said, “Our three years ex- perience in producing pictures for television should be helpful in the production of features for theatrical distribution. We can make pictures at greatly re- duced costs without losing their quality in any way.”

Declaring he will make “A” pictures with “A” stars, he said, “It is contemplated that par- ticipation will be offered stars, and it should be particularly attractive to Report Gov’t Probed 16mm. 8 Months Ago

Examination of Contract Excluded Any for Video

Defendants in the government’s anti-trust suit to force the sales of 16mm. films to television and other outlets in competition to theatres yesterday arrived at the conclusion that the matter stemmed from an ex- tensive examination of distributor 16mm. contracts conducted last fall by the Department of Justice.

The investigation, unattended by publicity, led the companies that the government was interested in the extent to which pictures were sold for telecasting. In fact, according to one sales executive, the investi- gators made no inquiry what- ever into 16mm. TV contracts.

That TV was “overlooked” in the Justice Department investigation was (Continued on page 2)

ITOA Joins Fight Against 16mm. Suit

The Independent Theatre Owners Association of New York yesterday informed U.S. Attorney-General James P. McGranery, that it will do everything in its power to defeat the purpose of the Department of Justice’s anti-trust suit against major company distributors to force the sale of 16mm. films to TV and other outlets in com- petition to regular theatres.

In a telegram to McGranery, Harry (Continued on page 2)

Heat Wave Assists Baltimore Business

BALTIMORE, July 24.—The record-breaking heat wave helped business here, as it did elsewhere, according to first- run theatre managers. Owek. Schnapf, Loew’s Century man- ager, said “business took a spurt” when people bought tickets to escape the heat. Rodney Collier, Stanley man- ager, said marinate business definitely profited by the tor- rid wave. J. Lawrence Schan- berger, Keith owner, had simi- lar comment.
**Personal Mention**

WILLIAM ZIMMERMAN, assistant to Robert MacGregor, RKO Radio distribution vice-president, will leave here Sunday for Hollywood.

C. W. Wade, Alabama exhibitor, and John Lawrence, head of Lawrench Yancey, Nashville, and his wife have returned home from a West Coast trip.

Major J. A. Rickey, director of travel film distribution for the National Film Board of Canada, has returned after 35 years in government service.

Mrs. Edward L. Schafft, daughter of Maurice Grad, Columbia’s short subjects sales manager, gave birth to a son at St. Albert Hospital.

Mrs. Fred R. Greenway, wife of Loew’s Poli Palace, Hartford, manager, has been discharged from Mt. Sinai Hospital in New York.

David A. Lippin, Universal vice-president in charge of advertising, left here last night for the Coast.

John Springer of the RKO Radio Eastern publicity staff has gone to Fort Lee, Virginia from New York.

Leopold Friedman, Loew’s vice-president, arrived in London yesterday by plane from New York.

Howard Sturckel, M-G-M studio publicity head, will return here Monday from Canada.

Douglas Fairbanks arrived here yesterday by plane from London.

**RKO to Distribute Lessar’s ‘Red Sea’**

"Under the Red Sea," a Sol Lessar production, will be distributed by RKO Pictures, Ned E. Deinapit, RKO Pictures president, disclosed yesterday.

Tentative release of the film has been set for September, with a definite date to be determined by Deinapit upon his return to New York from Hollywood.

**‘Fabiola’ Titles Completed**

Herman G. Weinberg has completed the English titles for the original Italian version of "Fabiola," which Jules Levy is presenting in the U.S. The original version runs 20 reels. Weinberg has also done the titles for the new Columbia film, "The Strange Ones," which will have a premiere at the Paris Theatre on Monday.

**‘Miserables’ at Rivoli**

Twentieth Century-Fox’s production of "Les Miserables" will reopen the Rivoli Theatre here on Thursday, August 11.

**Myers, O’Donnell, Cole Hit Government’s 16mm Action**

Abram F. Myers, Allied general counsel, in Washington, and Robert J. O’Donnell and Col. H. A. Cole, Texas Council of Motion Picture Organizations leaders, in Dallas, have blasted the Department of Justice’s anti-trust suit to force the sale of 16mm films to TV and other outlets in competition to theatres.

They called, in a telegram to Attorney-General James McGranery, assailed the suit as “the most preposterous, vicious, insidious, and rank disruptive action ever instigated against free enterprise.”

A special meeting in Dallas among 25 members of distribution and the Motion Picture Council in the Texas territory to plan further action in behalf of the defendant film companies has been scheduled by O’Donnell for Dallas next week.

“What have we done to deserve a movement of this kind?” Cole asked McGranery in a wire. "It is tough enough on our industry, just now fighting for survival from decreasing box-office, increasing expenses of operation and a 20 per cent gross admission tax, without having our government take sides against us, moving to show for the only stock we have left in the market a current warpath and exhaust all remedies available, including appeals to committees of Congress. Eighteen thousand theatres are not going to be destroyed at the whim of any bureaucrat.”

**Film Commission at Vatican Established**

The Holy See has established a Pontifical Commission for Motion Pictures for the study of film problems, which are related to religious morals, according to word from Vatican City, where the Commission will have headquarters.

The organization will follow the idealogical and practical trends of film production and further the execution of services requested from the Ecclesiastical Authority, according to the announcement. It also was stated that it will work in close contact with the National Catholic Film Bureau and with the International Catholic Office of the Cinema, exchanging information, collaborating with them and fostering their activity.

**Coast Services for M. E. Hoffman Today**

Hollywood, July 24.—Funeral services will be held in Hollywood Cemetery Chapel for Milton Ely Hoffman, 72, pioneer film executive, who died Monday night at the Motion Picture Country Home, after a two-year illness.

Entering the industry in 1916, he had been assistant RKO Radio location department head for 10 years preceding his final illness. His widow, the former Julia Fordham, survives.
BECAUSE:

For the 4th year in a row M-G-M wins the Laurel Award of Exhibitor Magazine, voted "The Company that gives you the fairest treatment."

BECAUSE:

In 92 Theatre-Trade-Shows-with-audiences, "IVANHOE" is rated by exhibitors as the greatest box-office property of our time, exceeding even "Quo Vadis."

BECAUSE:

"THE MERRY WIDOW" has been rated at Trade Shows as the new M-G-Musical delight, launching the Fall Season of Technicolor singing successes including "BECAUSE YOU'RE MINE," "EVERYTHING I HAVE IS YOURS" and "MILLION DOLLAR MERMAID."

BECAUSE:

Again in June's Box Office Champs of M. P. Herald and in Variety's box-office survey (reprinted in Time Magazine) M-G-M leads with two winners, "PAT AND MIKE" and "SKIRTS AHOY!"

BECAUSE:

"LOVELY TO LOOK AT," the spectacular Technicolor hit, maintains M-G-Musical leadership at the box-office, a happy entertainment for summertime crowds.

BECAUSE:

The exhibitors of the nation who vote M-G-M "Fairest Company" with "Best Product" are saying:

MAKE MINE METRO!
**Plea on Taxes**

(Continued from page 1)

New York. Congressman Celler took up the plea in an address before the platform committee in which he urged a revision of excise taxes. The platform committee, however, apparently failed to heed Congressman Celler’s admonition.

In the Republican Party platform the issue of Federal excise taxes, per se, is also neglected. Under the heading of “Taxation and Monetary Policy,” the Republican Party platform says in part: “The wanton extravagance and inflationary policies of the Administration in power have cut the value of the dollar in half and imposed the most confiscatory taxes in our history.”

Silverstone, Aaron

(Continued from page 1)

Chicago switches from Eastern to Western supervision.

The 18 branches of the Eastern division to be supervised by Silverstone include New York, Albany, Buffalo, Boston, New Haven, Philadelphia, Pittsburgh, Washington, Cincinnati, Cleveland, Detroit, Indianapolis, and the six Canadian offices. The 20 Western offices to be under the direction of Aaron are Chicago, Des Moines, Kansas City, Milwaukee, Minneapolis, Omaha, St. Louis, Atlanta, Charlotte, Dallas, Jacksonville, Memphis, New Orleans, Oklahoma City, Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle.

**Cut-Rate Transportation Promotion Benefits Kansas City Box-Offices**

Kansas City, July 24—All first-runners here, the Paramount, Midland, RKO Missouri and Fox Midwest first-runners have included in their display advertisements notice of a new weekend street car and bus fare privilege by which persons pay only five cents per ride when one of the bills a weekly permit card. The card costs $1.25 and the holder pays a nickel a ride by showing it.

With an eye toward a box-office business promotion, first-office managers Burkhart of the Midland, Joffe of Fox Midwest’s Tower and Lyon of Paramount worked with the transit company to secure the new privilege. The regular fare without a permit card is 20 cents.

From Saturday at 2:00 P.M. to Sunday midnight, five persons with one permit card pay a total of 50 cents to and from their destination, such as to theatres.

The weekend special family fare with the permit card provides that a person holding a card may take one adult and up to three minors at five cents each—four not adults in addition to himself. Fares for children under 12 continue to be five cents.

Exhibitors say patronage has definitely increased, with many parties of four and five over the weekend because of the transportation saving. The theatres run trailers telling of the special fares.

**Anti-Tax Campaign**

(Continued from page 1)

four received yesterday, making the national total of acceptances 158. The other additions are G. M. Cooper, Ed Kraus and O. K. Engell, all of North Dakota.

Roach Will Resume

(Continued from page 1)

them since low production costs, without sacrificing quality, virtually insure profits.”

**Lindner Named UA India Representative**

Terry M. Lindner has been appointed United Artists’ special representative in India by Arnold M. Picker, vice-president in charge of foreign distribution.

Lindner, who will serve as home office liaison with Western India Theatres, Ltd., UA distributor in the territory, goes to UA after 11 years with Columbia’s foreign organization. Accompanied by Keith Goldsmith, UA supervisor in the Far East, he arrived in Bombay a few days ago.

**Mexican Industry**

(Continued from page 1)

upon the Churubusco-Arcata, San Angel Inn, Tepeyac and Cinecolor-Latinoamerican studios. A conference has been called for Monday in an attempt to avert a strike.

The players and all other locals of the union will strike in sympathy if the 1,500 technical and manual workers walk out.

The union also threatens a strike against producers in behalf of the 1,500 extras who belong to it. They demand a $5.25 daily minimum wage, the present minimum is $2.31. The extras also want higher pay, of an unspecified amount, for clothes worn in pictures.

**Cinecolor**

(Continued from page 1)

zog, are on the basis of a right to buy 50 cents of debentures for each share held on July 21, 1952, the day the dividend statement was declared effective by the Securities and Exchange Commission. The offering memorandum was written by the Donald Corp, of Philadelphia, a stockholder of Cinecolor.

Herzog pointed out that since the debentures will be sold on a non-crossing basis—bank loans, the company is in effect raising $482,000 of equity capital, which will improve its current position. He also pointed out that if and when the stock purchase warrants are exercised, the corporation will receive an additional $422,000 of permanent capital.

**PARAMOUNT TRADE SHOWS**

Monday, July 28, 1952

BING CROSBY • JANE WYMAN

**ETHEL BARRYMORE in “JUST FOR YOU”**

Color by TECHNICOLOR

Produced by PAT DUGGAN

Directed by ELLIOT NUGENT

Screenplay by ROBERT CARSON

Based on “FAMOUS” by Stephen Vincent Benét

Songs—

Music by HARRY WARREN • Lyrics by LEO ROBIN

**TIME**

CITY

ALBANY

ATLANTA

BOSTON

BUFFALO

CHARLOTTE

CHICAGO

CINCINNATI

COLUMBUS

DETROIT

INDIANAPOLIS

JACKSONVILLE

KANSAS CITY

LOS ANGELES

MEMPHIS

MILWAUKEE

MINNEAPOLIS

NEW HAVEN

NEW ORLEANS

NEW YORK

OKLAHOMA CITY

OMAHA

PHILADELPHIA

PITTSBURGH

PORTLAND

ST. LOUIS

SALT LAKE CITY

SAN FRANCISCO

SEATTLE

WASHINGTON

PLACE OF SCREENING

FOX SCREENING ROOM, 1052 Broadway

PARAMOUNT PROJ. ROOM, 134 Walton St., N.W.

PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street

PARAMOUNT PROJ. ROOM, 464 Franklin Street

PARAMOUT PROJ. ROOM, 305-7 South Church Street

PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue

PARAMOUNT PROJ. ROOM, 1638 Central Parkway

PARAMOUNT PROJ. ROOM, 588-92 Pearl Street

PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway

PARAMOUNT PROJ. ROOM, 2100 Stout Street

PARAMOUNT PROJ. ROOM, 1125 High Street

PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue

PARAMOUNT PROJ. ROOM, 116 West Michigan Street

PARAMOUNT PROJ. ROOM, 82 State Street

PARAMOUNT PROJ. ROOM, 82 South State Street

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

PARAMOUNT PROJ. ROOM, 701 West Grand Avenue

PARAMOUNT PROJ. ROOM, 1704 Davenport Street

PARAMOUNT PROJ. ROOM, 248 North 12th Street

PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies

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

PARAMOUT PROJ. ROOM, 2949-2953 Olive Street

PARAMOUNT PROJ. ROOM, 701 East 1st South Street

PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.

PARAMOUNT PROJ. ROOM, 240 Third Ave.

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

**CITY**

**PLACE OF SCREENING**

**TIME**

3:30 P.M.

10:30 A.M.

2:30 P.M.

10:30 A.M.

10:30 A.M.

3:30 P.M.

8:30 A.M.

3:00 A.M.

10:30 A.M.

1:30 P.M.

2:45 P.M.

11 A.M.

11 A.M.

10 A.M.

11 A.M.

10 A.M.

1:00 A.M.
It is not too early to predict that M-G-M's "IVANHOE" will receive more awards and honors than any picture in years. Week after week its fame spreads. The World Premiere breaks a 23-year record. The trade press raves. A popularity poll puts it ahead of "Quo Vadis." National magazines and columnists applaud it. And now the Awards begin as word-of-mouth sweeps the nation!

NEVER A SHOW LIKE "IVANHOE"
See First Ruling on 'Native Son' Case

COLUMBUS, O., July 24—The validity of Ohio censors banning "Native Son" may be decided before that of the uncensored newsreel case for which Martin G. Smith, co-owner of the Westwood Theatre, Toledo, has been cited by the censor board.

The newsreel case is now before the Toledo Municipal Court, while Classic Pictures of New York, distributor of "Native Son," has taken its case direct to the Ohio Supreme Court.

Meanwhile, Joseph Burstyn in New York has indicated that he would appeal the Ohio banning of "Ways of Love" by the censors shortly.

ACU U to Appeal Chicago Ban on 'The Miracle'

CHICAGO, July 23—The American Civil Liberties Union here is preparing to appeal the recent banning of "The Miracle" by the Chicago police censor board.

Gratton Plans 39 Operettas for TV

Production has been started in Rome on a series of 39 musical operettas for home television, being filmed for the D. M. Gratton Co. of New York, Dixon Stewart, vice-president of TV production for Gratton, disclosed here.

First of the hour-long operettas will be available for American screening in October. The series is being filmed with all English-speaking players.

Review

"Captain Pirate"

(Columbia Pictures)

SUFFICIENT SWORDPLAY, hand-to-hand scuffling and sea battles are contained in this film to please action fans. The color by Technicolor adds to the entertainment of the picture, which is based upon Rafael Sabatini's novel, "Captain Blood Returns."

The plot situation, however, is rather contrived and runs along formula. Those who like their film-tale simple, yet action-packed and colorful, should be the logical patrons for "Captain Pirate."

The setting of the film is in the year 1690, when Captain Blood, played by Louis Hayward, has retired to a plantation in the West Indies following his pardon, for his daring feats of piracy against Spanish ships. Hayward is about to marry the beautiful Dona Isabela de Sotoyayor, played by Patricia Medina, who trouble besets him.

Hayward is falsely accused of resuming his acts of piracy and imprisoned. His confinement ends when his former cohort's rescue him and all join under the banner of the Jolly Roger to find the real culprit. The action-packed scenes which ensue lead to the disclosure of the leader of the nefarious band, Captain Hlfory Evans, played by John Sutton.

And, to be sure, the fair lady, Patricia Medina, is rescued from the clutches of Sutton. The fade-out is the impending marriage of the principals.

Harry Joe Brown produced, while Ralph Murphy directed, from the screenplay by Robert Libbott, Frank Burt and John Meredith Lucas. Others in the cast include Charles Irwin, George Givot, Rex Evans and Ted de Corsia.

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

MURRAY HORNITZ

Convert B'way House For Cinerama Show

The Broadway Theatre here, a legitimate house, is now being converted for a Cinerama demonstration, slated for about Sept. 15.

First Public showing of the panoramic three-dimensional system will utilize a film produced by Thomas-Todd Productions, edited under the supervision of Merian C. Cooper. Production cost is estimated at $750,000.

JDA Meeting at UA Home Office Today

The second in a series of home office personnel meetings in the Industry's Joint Defense Appeal drive will be held at United Artists today, it was disclosed by Harry Kalmlme, chairman of the JDA drive home office division.

Chairman of the meeting will be Max E. Youngstein, UA vice-president.

Says Fans' Interest In Films Increases

Hollywood, July 24—Public interest in pictures, as reflected in newsstand sales of fan magazines, has increased rather than declined in comparison with previous periods, Irving Manheimer, chairman of the executive committee of MacFadden Publications and president of MacFadden Publications International, declared here before returning to New York.

During his stay here, Manheimer visited with heads of all major studios and reported to them that what the film-going public wants most is new faces on the screen. He said, "Magazine publishers have an immediate and accurate index to the public's interest in this respect because they can see the newstand sales fluctuate from month to month in accordance with the emphasis on new players."

Manheimer stated that he will return to Hollywood at frequent intervals to maintain a close liaison with studio heads on the relation of films and fan magazines to the public.

Kiefer Is Malco Partner in Memphis

MEMPHIS, July 24, — Joe Kiefer, purchasing agent of Malco Theatres, and a veteran of 17 years with Malco interests, has been named manager of the Princess at Memphis on a partnership basis, M. A. Lightman, Jr., assistant to M. A. Lightman, Sr., president of the circuit, announced.

Kiefer will continue as purchasing agent.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!

"Will ye listen and not be interruptin' the marriage broker! A tongue like an adder ye have . . . I've a mind to tell Sean Thornton he's well off without ye!"

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD

A REPUBLIC PICTURE

starring

JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD
WARD BOND
VICTOR MCLAGLEN
MILDRED NATWICK
FRANCIS FORD

and

ARTHUR SHIELDS
as Mr. Playfair

Friday, July 25, 1952
Aid of Local Merchants
Sought to Halt Free Shows

DETROIT, July 27.—More than 40 Northern Michigan exhibitors held a meeting at Traverse City, in connection with the showings of “free movies” which have been plaguing independent exhibitors in the resort areas in Michigan, and a move was launched to obtain the aid of local merchants to halt the practice.

Among those present were Ed Stuckey, of Butterfly Theaters; Carl Waters, United World Films, Chicago; Chive Waxman, Astor Circuit, Grand Rapids; Carl Bermane, Grand Theaters, Penn Yan, Detroit, and Ernest Conlon, executive secretary of Allied of Michigan. The meeting was held under the direction of L. O. Griffl of Manton and Lake City, Michigan.

Exhibitors planned to appeal to the civic mindedness of merchants in their respective towns stressing the importance of permanent motion picture houses to the town. Merchants will be asked to ignore operators who request donations to be able to show “free movies.” In return the owners

Refinancing for
UK Technicolor

London, July 27.—British Technicolor, subsidiary of Technicolor of the U.S., is undergoing a refinancing operation.

Present capital totals £520,000, of which 50.31 per cent is held directly or indirectly by Technicolor, Inc. The remainder is British-owned, with the Prudential Assurance holding 106,000 shares. J. Arnold's Rank's Odeon Group.

Einfeld Back From
Merchandising Trip

Concluding a six week tour of
Europe, during which he set in motion merchandising plans for picture
which reach the Continent later this year, Charles Einfeld, 20th Century-Fox vice-president, will return to New York today aboard the S. S. Liberty.

The trip, to Italy, Germany, Holland, Switzerland and France, was marked by a series of conferences be

“What Price Glory”
[Twentieth-Century-Fox]

HAD HOLLYWOOD, during its prevailing tendency to remake some of the financially successful pictures of yore, overlooked “What Price Glory,” a singular mistake would have been made.

Any exhibitor with an eye for gilt-edged product will agree with this after he witnesses the performance of James Cagney and Dan Dailey in 20th Century-Fox’s swaggering, boisterous, hilarious recreation of the blistering feud on which the now immortal Captain Flegg and Sergeant Quirt rode through the horror and mire of the first World War.

When the original picture of this title, starring Edmund Lowe and Victor McLaglen, made its appearance in the late twenties, the film going public was thoroughly convulsed over the cross fire of wisecracks and dirty looks that mingled with flying shrapnel to make the small screen sizzle. And box-office revenue soared in consequence.

A like performance, in terms of both audience enjoyment and earning prowess, is promised by the new version. Cagney and Dailey play the same tale in the same setting, but with the added advantages of color by Technicolor and, of course, sound. This version of the Maxwell Anderson-Laurence Stallings play bids fair to topple many a theatre’s existing record for grosses.

Produced by Sol C. Siegel and directed by John Ford from Phoebe and
**Barney Balaran**, Paramount president, will return here from Europe today with his wife aboard the *S. S. Libertys*.

**Charles Goldsmith** has arrived in London from New York to take up his new post as managing director of M-G-M there.

**Max E. Youngstein**, United Artists vice-president, has returned from New York where, he said, he passed the practical test for the British Union of Fascists in the Empire Theatre on Shrovetide.

**Charles Rosmarin**, RKO Radio manager in Argentina, and **Pablo Cavalo**, circuit owner in Argentina, have left here for Buenos Aires.

**Joseph McConville**, president of Columbia Pictures International, and his wife, will arrive here today from Europe aboard the *S. S. Queen Mary*.

**Jack Warner**, Warner Brothers vice-president, is due to arrive here from Europe tomorrow.

**Arthur Lubin** of Universal is in London from a continental vacation trip.

**James A. Fitzpatrick**, Traveltalks producer, will return to the Coast today from a two months trip to Europe.

**Lou Astor**, Columbia sales executive, left here yesterday for Salt Lake City, Denver and Chicago.

**Lee Koren**, RKO Theatres v-foreman, left here yesterday for Detroit and Grand Rapids.

**Abraham Schmeltz**, Universal vice-president, is vacationing.

**John Ford**, director, will arrive here tomorrow from Hollywood.

**Sol Lesser** left here for the Coast.

**Danny Kaye** will arrive here from Europe today.

**David Rose**, producer, left here by plane for London yesterday.

**Raoul Walsh**, director, flew to London from New York yesterday.

**Rule Tallahassee Tax Legal, Valid**

Tallahassee, July 27.—Pensacola's amusement tax is legal and valid according to the Florida Supreme Court which has ruled, reversing itself.

The high tribunal said that on a hearing it had decided to affirm validitv of the bond issue to finance construction of a city auditorium. Paramoan-Gulf has to prove the validity of the bond issue, contending that the amusement tax which was pledged to pay off the bonds was illegal.

**Quota Defaullers Are Hit Again in U.K. Commons**

**By Peter Burnum**

LONDON, July 27.—Debating in the House of Commons, Laborite Stephen T. Swingler reiterated previous arguments that interstate commerce in quota violations be made a criminal offense. He also criticized the Board of Trade for giving unsatisfactory answers to the motion for the suspension of the Statute of Limitations, which he said would allow the Empire Theatre for quota violations.

Labor member Tom O'Brien of the Eastern Association of Cinematographers and Kine Employees, however, seized the opportunity to declare that criticism of the Empire is part of a Communist conspiracy. He argued that American companies designed to promote Communist attacks on the United States.

O'Brien continued that Swingler and his associates were "advised by malicious sources." O'Brien said that for this reason it was not possible to say whether the Board of Trade had been "advised by inaccurate information.

O'Brien said he was looking into other quota cases and where he thought prosecution was likely to succeed it was launched.

**1st Educational TV Permits to States**

WASHINGTON, July 27.—The Federal Communications Commission, despite dissent by Commissioners Hyde and Jones, awarded the first four educational television permits to Station WRGB, independent stations.

The dissent was based on the argument that since the limited number of these station would have to go to their legislatures for appropriations, they did not at present meet the financial requirements. At any rate, Kansas State College Agriculture at Manhattan, and to the New York State Board of Regents for three educational stations to be located in Albany, Buffalo and Rochester.

**'Kong' Opens Here at 132 Houses Aug. 8-15**

"King Kong" will play simultaneously in 132 theaters of greater New York in mid-August, RKO Radio reported here at the weekend.

Preceded by an intensive campaign over TV stations WNET and WPX, "King Kong" will bow into RKO's Palace and Albee theatres on August 8, and between August 12 and 15 130 other theaters in the metropolitan area will feature the production.

**RKO to Reissue Duals**

RKO Radio will re-release two dual combinations Hold 'Em and September. The first set is "Look Who's Laughing" and "Too Many Girls." The second is "On the Twentieth Century" and "Allegro Upising.

**Plans in Early Stages**

Reframing plans are in their early stages and it is understood that the final form of the operation has yet to be decided. It is reliably known, however, that under consideration is a plan whereby present shareholders will receive a "Simon-squeak" for every two shares held and all of the then five shares will be split into five-shilling units. A further proposal is that a new American company be formed by the 212 shareholders and "ploughshares" will be placed on the London Stock Exchange in lieu of the American American company, it is claimed, will retain its controlling shares in the British concern.

**160 Lined Up to Aid Tax Campaign**

Exhibitors willing to serve on state committees in the industry's campaign for the repeal of the 20 per cent admission tax reached a total of 160 at the weekend when more than 20 more committees were received by Col. H. A. Cole and Pat McGee, co-chairmen of the national tax repeal campaign committee.

Latest to join are Morris Loewenstein of Oklahoma City and Joe Floyd of Sioux Falls, South Dakota.

**Tax Liens Filed vs. Teitelbaum, Simons**

CHICAGO, July 27.—The government has served tax liens against Julius F. Teitelbaum, his co-partner, Paul R. Simons, and their wives, in the sale of the Fine Arts Building, sold to Arnold Schwartz at auction last week, to insure satisfaction of $406,666 in income taxes owed by the Teitelbaums as well as the city for the years 1942 through 1947.

The liens must be satisfied before the title is transferred to Schwartz. The Fine Arts Building houses the Studebaker, now a television studio, and the World Playhouse, a first-run art theatre.

**'Bomb' Atlanta Houses**

Atlanta, July 27.—Several Atlanta theatres are still having trouble with chemical bombs. One of the large houses in Atlanta had a bomb in the last three months.

**Newsreadl Parade**

THE DEMOCRATIC convention and the Olympic games are current newsworthy events. Other items include the California earthquake and the end of the Missouri settlement. Complete contents follow:


**PAPALMUG NEWS, No. 9**—Action in the Olympic games. Democratic convention in Illinois.


**WARNER PATHE NEWS, No. 10—**Democratic convention. Steel strike settled. Films of Olympic field and track meets.

**Raise Compio Funds**

(Continued from page 1)

branch manager, managing, Marc Wolf was elected chairman of the new committee for Indiana and Irving Long of International Amusement Co. and a member of both Allied of Indiana and Kentucky Association of Theatre Owners was named co-chairman of the Kentucky part of the territory.

Plans were endorsed for the canvassing of the state, the committee said, believing that all exhibitors will be told COMPO's story, with special emphasis on its special activity involving the elimination of the 20 per cent Federal admission tax.

Those present were in vigorous agreement as to the essentiality of a successful campaign and expressed confidence that every exhibitor would contribute his share toward the costs involved. COMPO reported here.

**Meet on Compo Tax**

FIGHT IN BOSTON

Bostor, July 27.—A meeting on the Council of Feature Organizations' drive to repeal the 20 per cent admission tax was attended here on Friday by theatre circuit heads, independents, Allied Exhibitors, Inc. and independent Exhibitors, Inc., told the assembly that Compo had reorganized its campaign, and the exhibitors were the chief reason. They reported that the success of the drive demanded the full cooperation of exhibition.

**George R. Gibson Named**

George R. Gibson, former merchandising manager of Walt Disney Productions and merchandising director of Disney Productions and Co., has been named marketing director of Geyer, Newell and Ganger, Inc.
Check List
of recent or forthcoming
releases featured in advertising in
*MOTION PICTURE DAILY*

(alphabetically by title)

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<td>LURE OF THE WILDERNESS</td>
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<td>SHE'S WORKING HER WAY THROUGH COLLEGE</td>
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<td>WASHINGTON STORY (2 Pages)</td>
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<td>WE'RE NOT MARRIED</td>
<td>20th-Fox</td>
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<tr>
<td>WHERE'S CHARLEY? (8 Pages)</td>
<td>Warner</td>
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*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".

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.

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. Its cost is dimes that bring dollars. It is the *vital spark* for the power that produces greatest results!
“PARK ROW
IS THE
AMERICAN
FILM
INDUSTRY'S
Nº1 PUBLIC
RELATIONS
PICTURE
SAMUEL FULLER IS DUE A SINCERE VOTE OF THANKS FROM THE NEWSPAPER FRATERNITY AS A WHOLE.
— VERN SANFORD
Texas Press Association

PARK ROW IS THE FINEST JOURNALISTIC MOVIE EVER FILMED.
— LAWRENCE PERRY
North American Newspaper Alliance

MAGNIFICENT ENTERTAINMENT FOR ALL. WILL BE A GREAT SUCCESS.
— PAUL E. SEIBLE
Sayre (Pa.) Eve. Times

PARK ROW TELLS A STORY THAT LONG NEEDED TELLING.
— MEREDITH CLARK
Vicksburg Commercial

PARK ROW IS ONE OF THE FINEST MOTION PICTURES I HAVE EVER SEEN. WE RARELY GO TO THE MOVIES UP OUR WAY BUT IF ALL PICTURES WERE LIKE PARK ROW WE'D GO ALL THE TIME.
— WAYNE C. SMITH
Publisher
Meriden (Conn.) Record

YOU CAN TELL THAT THE MAN RESPONSIBLE FOR THIS IS A NEWSPAPERMAN AND A REAL ONE.
— CLARENCE SMAZEL
St. Louis Leader-Press

THIS SAMUEL FULLER KNOWS WHAT HE'S TALKING ABOUT. THAT'S WHY PARK ROW IS SO AUTHENTIC AND ENTERTAINING.
— JAMES TAGG
Farmington Enterprises, Michigan

I THINK THE NEWSPAPERS SHOULD THANK SAMUEL FULLER FOR PRODUCING PARK ROW.
— ELMER R. PRICE
Editor and Publisher
Lincoln County Leader
Toledo, Oregon

IT IS A WONDERFUL MOTION PICTURE, A TRIBUTE TO AMERICAN JOURNALISM AND GREAT ENTERTAINMENT FOR ALL.
— FLOYD CHALFANT
Publisher
Waynesboro (Pa.) Record Herald

ABSORBING, NOSTALGIC AND HISTORIC INTEREST FOR A MAKER OF OR A READER OF NEWSPAPERS.
— RAY ERWIN
Editor & Publisher

PARK ROW MADE ME FEEL GLAD TO BE A NEWSPAPERMAN.
— GENE HANDSAKER
Associated Press

ONE OF THE BEST FILMS I EVER SAW IN MY LIFE.
— R. C. AVERITT
News-Dispatch
Michigan City, Ind.

IT SHOULD BE SHOWN OVER AND OVER AGAIN THROUGH THE YEARS.
— VICTOR RIESEL
Post-Hall Syndicate

OUR CIRCULATION IS 25,000 AND I WANT ALL OF MY READERS TO SEE THIS WONDERFUL PICTURE.
— F. H. JUST
Publisher
Waukegan (Ill.) News-Sun

SAMUEL FULLER HAS DONE AN EXCELLENT JOB IN PORTRAYING THE SPIRIT OF THE NEWSPAPER BUSINESS.
— ROBERT U. BROWN
Editor
Editor & Publisher

AS A NEWSPAPERMAN I'LL DO ALL I CAN TO SEE THAT OUR READERS SEE THIS GREAT NEWSPAPER PICTURE.
— ROY MOORE
Brush-Moore Newspapers

PARK ROW IS THE KIND OF MOVIE WE HAVE BEEN NEEDING FOR A LONG TIME.
— HUGH MCGILVRA
Editor and Publisher
Wash. County News-Times
Forest Grove, Oregon

PARK ROW IS THE BEST NEWSPAPER FILM EVER MADE.
— THEODORE A. SERRILL
Pennsylvania Newspaper Publishers' Association

IT S A DANDY! I'M SURE GOING TO SEE IT AGAIN WHEN IT COMES TO OUR LOCAL THEATER.
— CARYL HERMAN
Richmond (Mich.) Review

THIS IS A MOVIE I'LL RECOMMEND TO MY FRIENDS.
— F. GRANGER WEIL
Port Huron (Mich.) Daily Times Herald

IT IS GREAT ENTERTAINMENT.
— WALTER A. YOUNG
Associate Publisher
N.Y. Journal-American

Samuel Fuller's

Park Row

DEDICATED TO AMERICAN JOURNALISM

A UNITED ARTISTS RELEASE
Grosses
(Continued from page 1)
that reported its box-office off because of the competition of the Democratic
convention on home TV was Kansas
City. Favorable box-office field reports
were received from Boston, Baltimore,
Cincinnati, New Orleans, and many
other places.
Boston theatre business on the
whole was said to be better during the
Democratic convention than the Repub-
lican's. That situation was even more
due to the fact that three leading
Democratic. Theatremen are of the
opinion that when home television offers
such very limited and often monotonous programming, people go
out of their homes to a motion pic-
ture and an air-conditioned theatre.
Credit Cooling Systems
In Baltimore, cooling systems in
theatres are credited with throttling
the competition of the Democratic
convention on home TV. Many the-
atremen have pointed to the temperature
of conventions on the box-office.
In Kansas City, a reduction in the-
atre attendance in the first few days of
the Republican convention, was
observed.
Cincinnati reported that televising
the Democratic convention appeared
to help rather than hinder the theatre
business. Hot, humid weather, plus the
cancellation of regular television shows
and the monotony of some con-
vention proceedings caused many tele-
vision viewers to seek recreation in
theatres.
Most New Orleans theatremen not
only reported that the convention did
not hurt business, but rather helped
boost its business.
A 30 per cent drop in theatre at-
tendance was reported by half of
Memphis' first run houses as a result of
the convention. The other half re-
ported business holding up as well as
a week ago but they admitted they had
better pictures this week. A survey
showed that the loss was about the same
as during the Republican con-
vention.
$7,000 for 'High Noon'
Stanley Kramer's "High Noon,"
starring Gary Cooper, at the May-
fair Theater in New York, is under-
standing to have raked up the big-
ning opening day gross for any United
Artists picture to play the Brand
Broadway showcase, grossing $7,000.
'Dreamboat' Scores
The biggest opening day's gross—$15,000—in a year was recorded by
20th Century-Fox's "Dreamboat" on
Friday at the Roxy Theatre here,
David T. Katz, executive director, an-
Henry Edelman's screenplay, "What Price Glory," while it can cox a
year as well as evoke roots of laughter, never fails to remind the audience
of the effects of war on all males of American, whether battle-seasoned
or not. But at the same time it is not a probing picture, preferring rather
to dwell on the part on the surface come aspects of the fighting and
the waiting in America experienced by the office-hardened young Marine
of the indestructible Captain Flagg, observes in the final sequence that
fighting has come to be a "kind of religion" a duty from which the soldier
cannot bear himself.
The comedy, which occupies about 80 per cent of the picture,
is loaded with everything from slapstick to singing repartee. It centers
mainly around the rivalry between Cagney and Dyas for the love of Char-
maine, the French innkeeper's daughter, whom Corinne Calvet portrays
with wide-eyed charm and enganging sauciness. Plotless by common standards,
the story has the hard-pounding, frenetic rhythms of feeding over Charnaine, who loves them both, would gladly marry either
one, plays one against the other, and almost has Daley saying "I do" in a
'shotgun' wedding only to see him wiggle out of it by answering a call
to battle. All the time, Cagney and Daley, who incidently give their ancient
familiar histrionic mannerism full play throughout, exchange verbal and
physical punishment that will keep the customers roaring with laughter.
And contemplative as they are of each other as men, Daley's Sergeant Qunit and
director for the complex Captain Flagg, when the need arises to express their
admirations for each other as soldiers.
Supporting this welter of comedy and its undercurrents of pathos, but
always overshadowed by the three stars, are capable performers William
Demarest, Craig Hill, Robert Wagner, Marisa Pavan, Casey Adams, James
Gleason, Wally Vernon, Henri Letondal and a long string of others.
Here and there Miss Calvet, Miss Pavan and soldier choruses break out in
the numbers including "My Love, My Life," and "It's a Long, Long
Way to Tipperary.
A television set is going to mean too much when "What Price Glory" is
playing at an entertainment seeker's favorite theatre. You can bet that
running time, 111 minutes. General audience classification. For August re-
lease.

Walcott Match
(Continued from page 1)
due to what is believed to be a
high interest in the match. The con-
tender to the title, held by Jersev Joe
Walcott, will be the winner of tonight's
scheduled Matthews-Marciano bout at
the Yankee Stadium.
Guarantee at Issue
The chances of TNT getting the
title bout, tentatively slated for the
110-teen 10's, will be a greater picture
than the match. In fact, the actual
match is the only event of its kind ever
that Walcott has to win.
Saturday will bring the New York
 spurred.

Einfeld Back
(Continued from page 1)
between Einfeld and executives of the
company's international division, as
well as European theatremen. The
chief topic under discussion was the
number of plays for the fall season
of Yarlor F. Zanecke's "The Snows of
Kilimanjaro," to be staged simulta-
ously in capital cities of Europe, South
America and Africa.
The advertising — publicity — exploitation
campaigns were also formulated for
"What Price Glory," "Mister-
able," "Lake of the Wilderness,"
"Don't Bother to Knock," and "Way
of Gasaoff." Showmanship drives were
carted out by Einfeld with Fritz Miconi,
Manager for Italy, in Rome; Robert Krueger, German manager, in Munich,
and Karl Knust, Holland manager, in
Amsterdam.
Conferences in Paris between the vice-
president and Albert Cornfeld,
20th Century-Fox's managing director
for Europe; Giulio Ascarelli, publicity
director for the Continent, and French
exhibitors rounded out Einfeld's Euro-
pean visit.

Ivanhoe to Open
At Hall Thursday
M-G-M's "Ivanhoe," will begin its
engagement at Radio City Music Hall
on Thursday.
Robert Taylor, Elizabeth Taylor and
George Sanders. It is in production for
two years.

Frost Leaving Monogram
Kansas City, July 27 — Jack Frost,
manager of the Monogram exchange
here, has announced his resignation,
effective August 15. Harold Wirths-
lein, Western sales manager, soon
will announce Frost's successor.

In the THEATRE
Equipment
World...
with RAY GALLO

THE RAPID COPY SERVICE,
INC. of Chicago, has prepared
an extensive catalog showing its stock
of hundred for the use of view-
ing photo-murals. Available in either
depth and black-and-white, the murals
for the new look to 700 inches up to
20 feet. They are produced on
portait paper, mounted on 5x16-inch
superboard and finished with two
coats of lacquer. Suggested locations
in theatres for the photo-murals in-
clude the wall of loyers, lounges and
cry rooms" as well as the wall behind
the refreshment stand.

M. A. Maurer, former general
foreman in the Camden plant of
Ace Victor's engineering products
department, has been promoted to
the post of plant manager of the
company's Detroit plant. His ap-
nointment was announced by
Ray Gallo, general plant manager of
the engineering products depart-
ment.

A new suppox positive carbon of
nine millimeter diameter has been an-
ounced by the National Carbon
Company, New York. Superseding a pre-
dious carbon available it is a nine
millimeter by 14-inch copper-covered
carbon rated at 575 amperes instead of
the 75-85 former rating. The cur-
voltage is approximately 41 volts at
65 amperes, and 75 volts at 75
amperes. The new suppox positive car-
bon was designed for use with the
"National" eight millimeter by nine-
inch "Orotip" Carbon.

A new commercial vacuum cleaner
with a 10-gallon capacity and both
wet and dry pickup has been added
by the American Air Dusting Corp.,
Ocala, Fla., producers of portable
electric blowers. Trade-name "Ala-
cons," is powered by a one hp. universal type motor. It has
a crakle outside finish and weighs 39
pounds.

Chicago has been chosen as the
scene of the air conditioning show
to be held next January 26 to 30. Offi-
cials at known the 111 International
Heating and Ventilating Exposition,
will be held in the International
Amphitheatre under the auspices of
the American Society of Heating
and Ventilating Engineers in conjunction with the 59th annual meeting of the
Society.

RCA Victor's southern region, of
which Elmer D. Eades is manager,
had been awarded the J. G. Wilson
silver trophy for outstanding
achievement in the engineering
products department's 1952 sales
forces. It was established by the late J. G. Wilson, execu-
tive vice president of RCA in charge of the RCA Victor division, as an
annual trophy to the region excell-
ing in engineering product sales.
Warner Calls (Continued from page 1)

high ranking military officers, representatives of the Los Angeles consul corps and other notabled heard Warn- ner tell assembled war veterans that "it is just as important today for you members of the American Legion to carry on your fight for the liberty and freedom of mankind. Don't let ruthless raisers raise the banners of intolerance against any minority groups, no matter what race, color, creed or place of origin. The big question in your mind should always be—is he a good, loyal American? Nothing else should count."

Ronald Reagan introduced Capt. Harvey, United States Army, who won the Congressional Medal of Honor for gallantry in Korea. As master of ceremonies, Capt. Harvey presented a galaxy of stars, including Randolph Scott, Will Rogers, Jr., Virginia Mayo, Michael O'Shea, Danny Thomas, Gilbert Roland, Eddie Bracken, Virginia Gibson, David Brian, Frank Lovejoy, Karl Malden, Patrice Wymore, Whip Wilson, Phyllis Kirk, Steve Cochran, Paul Picerni and George O'Hanlon.

Valos House to Legion

CHICAGO, July 27.—Valos circuit's Roxy Theatre, West Chicago, Ill., has been sold to the local American Legion Post and was closed at the weekend. Another theatre in the Chicago territory, the Peo at Pecatonica, III., has been purchased by Hank M. Balle; now closed for extensive remodeling, the house will reopen September 6.

Margaret Whitney-Capitol Theatre

CHICAGO, July 27.—Mrs. Margaret Whitney, Capitol, Chicago, took over the management of the theatre upon the departure of Robert J. Emmick, who resigned to enter the motion picture industry in Los Angeles. Mrs. Whitney, who has been connected with the theatre for 12 years, will continue in the management under her husband,经营人 Henry B. Whitney.

Review

"Lost in Alaska" (Universal-International)

BUD ABBOTT AND LOU COSTELLO find themselves battling the icy elements away up North in "Lost in Alaska." The picture churns up a lot of comic energy and rates very well with predecessors in the series. It will easily please the team's fans.

The cast is rounded out by Mitzi Green, who, as a saloon entertainer, delivers some snappy vocal numbers, and Tom Ewell, as the lovelorn suitor of the former, who turns in a highly amusing characterization.

The boys get into difficulties when they rescue Ewell, a wealthy gold prospector, who attempts to drown himself after being spurned by Miss Green. Ewell's clothes are found on a dock and Abbott and Costello are suspected of murdering him. As a result they set out to bring Ewell back and prove their innocence. This entails going off to Alaska. There they get caught up in an assortment of complications.

The screenplay by Martin A. Ragaway and Leonard Stern has the boys getting lost in the icy wastes while trying to get gold out of the country. Also in trying to protect Ewell from those who would kill him for his wealth, they get tangled up with some of the toughest characters in the territory.

What really matters is that by the time the film runs its course, a lot of zany comedy has passed on the screen.

Howard Christie produced and Jean Yarbrough directed. Running time, 76 minutes. General audience classification. For August release.

Mandel Herriman

Earl Hunt, Ad Artist, Dies on West Coast

PORTLAND, Ore., July 27.—Earl Hunt, a leader among theatre display advertising artists on the Pacific Coast, died here at his home following a long illness.

For many years Oregon advertising manager for Hanrick-Evergreen Theatres, Hunt formed his own ad agency in 1945. He later joined Ted Gamble as an advertising and theatre manager.

Ricketts is Named Acting Branch Head

James R. Ricketts has been appointed acting branch manager of Paramount's Denver exchange, by A. W. Schwalberg, president of Paramount Film Distributing Corp. Ricketts replaces Clarence Olsen, resigned.

Ricketts joined Paramount in 1946 as an assistant shipper in Des Moines. In 1948 he was promoted to booker, and later that year was transferred to Denver as office booking manager.

Free Shows

(Continued from page 1)

would allow the merchants to display their cards on nearby theatre billboards.

Conlon told the exhibitors that Allied had informed District Attorney Joseph Deeds in Grand Rapids of the situation and he informed the exhibitors that the U.S. Internal Revenue Bureau in Detroit has been informed of the situation and action is being taken, as previously reported.

He also said that the 16mm films which are being shown by the "free movie" operators, are supposed to be used only for educational and non-commercial purposes.

The next meeting will be held in the Park Place Hotel in Traverse City on August 13. Reports of the progress which exhibitors are making to combat the situation will be discussed.

May Fight US Suit

(Continued from page 1)

the major company defendants have been conferring on strategy to be employed in fighting the government's move to force the sale of 16mm films to TV and other outlets in competition to regular theatres. No announcement was made concerning any decision the attorneys may have reached.

Vote Down Sunday Films

ATLANTA, July 27.—The citizens of Darlington, S. C., voted down Sunday films by a margin of almost two to one.

Once in a Generation... Entertainment Like This!

"Quiet! Squire Danaher has the floor!"

"If I had the floor I'd hit the big ape with it!"

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD

A REPUBLIC PICTURE

"Robust, romantic drama. Marquee names... excellent money picture."
By far the greatest improvement in "Suprex" carbons since the line was introduced is National Carbon's NEW 9 mm "Suprex" projector carbon for mirror-type lamps. Used in place of the present 9 mm "Suprex" carbon, it gives you:

- **MORE LIGHT AT LESS CURRENT**
- **UNSURPASSED ARC STABILITY**
- **COOLER OPERATING LAMPS**
- **REDUCED MAINTENANCE**

**ALL AT LOWER CARBON COST!**

An important factor in achieving this improved performance at lower cost is National Carbon's NEW composition, never before used in lighting carbons. This feature assures you of operating advantages and picture quality not obtainable from any other brand.

---

*The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation.*

**NATIONAL CARBON COMPANY**

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg
Grosses Were Benefitted By 'Dems' Too

National political conventions on home television, especially in the midst of hot weather, aids attendance in theatres in many areas and in most other sections has no effect on the box-office. Those are the conclusions of circuit executives here—conclusions bolstered by reports from the field—following the week-long activities of the Democratic National Convention in Chicago.

United Paramount Theatres, which is currently collating statistical material on the effects of both the Republican and Democratic conventions, reported that business during the political conclaves was just as good or perhaps even better than usual. Similar experiences were reported by Loew's, RKO Theatres, Warners, and others.

Among the few areas in the country (Continued on page 6)

Meetings Held to Raise Compo Funds

Exhibition and distribution personnel met Friday in each of the 33 exchange territories to organize locally to exhibit full support for the Council of Motion Picture Organizations fund-raising campaign.

COMPO headquarters were cited as typical of the activities and appointments made at the Indianapolis exchange meeting encompassing distribution and exhibition in Indiana and part of Kentucky.

With Foster Gauker, M-G-M (Continued on page 2)

Warner Calls for Faith in America

Los Angeles, July 27.—"Communism must be stopped, can be stopped and will be stopped if all of us have faith in America," Harry W. Warner, Warner Brothers president, said here today at the dedication of the new American Legion Town Hall in Woodland Hills which he donated.

Religious leaders, civic dignitaries, (Continued on page 7)

Industry May Ask Solons to Fight US Suit

Say Congressmen Would See 'Injustice' of It

The belief was more or less widespread in the industry here at the weekend that the defendants in the government's 16mm. anti-trust suit would attempt to persuade Congressmen and perhaps Secretary of Commerce Charles Sawyer, and other Federal officials, of the "injustice" of the action before answers to it are filed in U. S. District Court in Los Angeles.

It was expected that the Federal officials would be contacted personally. Congressmen were expected that it probably would not be too difficult to convince them that the suit would ruin the industry and hence was unjust. It was hoped that these officials then might intercede with the Justice Department on the industry's behalf.

Meanwhile, attorneys for most of (Continued on page 7)

WASHINGTON, July 27.—Complete confidence that the A. I. T. and T. would supply requested cost figures on a projected theatre-television Washington—New York network in time for the Federal Communications Commission hearings beginning on Oct. 20 was expressed here by spokesmen for the MPAA and the NBC.

DETOIT, July 27.—The general sentiment among Michigan exhibitors regarding the 20 per cent federal admission tax, as expressed at a meeting here at which 95 per cent of them were represented, was that they would heartily endorse any program to fight the tax providing theatre patrons would enjoy the reduction.
Personal Mention

BARNEY BALABAN, Paramount president, will return here from Europe today with his wife aboard the S. S. Libertriad.

CHARLES GOLDSMITH has arrived in London from Buenos Aires to take up his appointment as assistant managing-director of M-G-M there.

MAX E. YOUNGSTONE, United Artists vice-president, has returned to New York from a week's trip to St. Louis, Kansas City and Indianapolis.

CHARLES ROMANIN, RKO Radio manager in Argentina, and Andrea Carlini, Argentine exhibitors, have left here for Buenos Aires.

JOSIAH McCONVILLE, president of Columbia Pictures International, and his wife, will arrive here today from Europe aboard the S. S. Queen Mary.

JACK WARNER, Warner Brothers vice-president, is due to arrive here from Europe tomorrow.

ARTHUR LUNT of Universal is in London from a continental vacation trip.

JAMES A. FITZPATRICK, Traveltalks producer, will return to the Coast today from a two-week trip to Europe.

LOU ASTOR, Columbia sales executive, left here yesterday for Salt Lake City, Denver and Chicago.

LEE KOKEN, RKO Theatres vending, hawker, left last Saturday for Detroit and Grand Rapids.

ADOLPH SCHMIDT, Universal vice-president, is vacationing.

JOHN FORN, director, will arrive here tomorrow from Hollywood.

SOLON LUSCHE, director, left here last weekend for the Coast.

DANNY KAYE will arrive here from Europe today.

DAVID ROSK, producer, left here by plane for London yesterday.

RAUL WALSH, director, flew to London from New York yesterday.

Rule Tallahassee Tax Legal, Valid

Tallahassee, July 27.—Pensacola's amusement tax is legal and valid, according to a decision of the municipal bond issue, the Florida State Supreme Court has ruled, reversing itself.

The high tribunal said that on a rehearing it had decided to affirm validation of the bond issue to finance construction of the city auditorium.

The Tallahassee Tax Court, which previously had declared the validity of the bond issue, contending that the amusement tax which was pledged to pay off the bonds was illegal.

Quota Defaulters Are Hit Again in U.K. Commons

U.K. Technicians

(Continued from page 1)

20,000 and a comparatively small engineering concern, Gerard Industries, unemployment.

Over the last eight years British Technicolor's profits have climbed from annual £15,000 to £25,000, the firm, exceeding the company's nominal capital. Dividends have risen from five per cent in 1944 to the current 25 per cent.

Plans in Early Stages

Refinancing plans are in their early stages and it is understood that the engineering operation has yet to be decided. It is reliably learned however that under consideration is a plan whereby present shareholders will receive one "ploughshare" for every two shares held and all of the then £1 shares will be split into five-shilling chemical bonds. The considerable volume of the British five-shilling "ploughshares" will be placed on an international market, around 100,000 shares to be placed. The American parent company, it is stated, will retain its controlling shares in the British concern.

160 Lined Up to Aid Tax Campaign

WASHINGTON, July 27.—The Federal Communications Commission, despite dissent by Commissioners Hyde and Ancker, anaffirmative action by the Federal Iri- visions and other 45 states permits to Station- supported institutions.

The dissent was based on the argument that the procedures of the institutions would have to go to their legates for appropriations, which they did not present at the time of the petition requirements. Licenses went to Kansas State College of Agriculture at Manhattan, and to the New York State Board of Regents for the educational TV stations to be located in Albany, Buffalo and Rochester.

'Kong' Opens Here at 132 Houses Aug. 8-15

"Kong" will play simultaneously in 132 theaters of greater New York in mid-August, RKO Radio reported here at the weekend.

Preceded by an advertising campaign over TV stations of WBMP and WPIX, "Kong" will bow into RKO's Palace and Albee theaters on August 8th between August 8th and 11th. Other theaters in the Metropolitan area will feature the production.

RKO to Reissue Duals

RKO Radio will re-release two dual combinations in August and September.

The first set is "Look Who's Laughing" and "The Peanut Vendor." The second is "Annie Oakley" and "Allegro Uprising."

Newsreel Parade

THE DEMOCRATIC convention and the Olympic games are current newscast highlights. Other items include the earthquake and financial story of the steel strike settlement. Complete contents follow:

MOVIE NEWS, No. 61—Quarry Picnic (past), 14 reels, $6.00, 95,000 screenings. California quake. Olympics. E-Bonds.

PARAGRAM NEWS, No. 8—Action in Democratic convention in Chicago. Treasury Bonds.


UNIVERSAL NEWS, No. 12—Olympic games. Steel strike. Films of Olympic field and track meets.

Raise Compo Funds

(Continued from page 1)

branch manager, president, Mac Wolf was elected exhibitor co-chairman serving on the board of the Fourth Avenue Amusement Co. and a member of both the Allied of Indiana and Kentucky Association of Theatre Owners, was named co-chairman for the Kentucky part of the territory.

Plans were endorsed for the canvassing of every theatre in the territory. It is planned that all exhibitors will be told COMPO's story, with special notices on special edition this year. For this year, the total elimination of the 20 per cent Federal admission tax. Those present were in vigorous agreement as to the very essential of a successful campaign and expressed confidence that every exhibitor would contribute his share toward the costs involved, COMPO reported here.

Meet on Compo Tax Fight in Boston

BOSTON, July 27.—A meeting on the Council of Motion Picture Organizations' drive to repeal the 20 per cent tax was attended here Sunday at the headquarters of Independent theatre operators, representatives of distribution, Allied States and the Theatre Owners of America.

Samuel P. Fischetti, a member of the ruling COMPO triumvirate, Martin Mullen, New England Theatres' president, and Nathan Yamins of Independent Exhibitors, Inc., told the assemble that present COMPO tax fund plans in the drive against the tax. They reported that the success of the drive demanded the full cooperation of exhibition.

George R. Gibson Named

George R. Gibson, former merchandising manager of Walt Disney Productions, has been named merchandising director of Paramount and Co., has been named marketing director of Geyer, Newell and Ganger, Inc.
### Check List

of recent or forthcoming

releases featured in advertising in

**MOTION PICTURE DAILY** *

(alphabetically by title)

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<td>WHERE'S CHARLEY? (18 Pages)</td>
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*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”**.

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.

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. Its cost is dimes that bring dollars. It is the **vital spark** for the power that produces greatest results!
"PARK ROW IS THE AMERICAN FILM INDUSTRY'S NO.1 PUBLIC RELATIONS PICTURE"
I think the newspapers should thank Samuel Fuller for producing PARK ROW."—ELMER R. PRICE
Editor and PublisherLincoln County LeaderToledo, Oregon

It is a wonderful motion picture, a tribute to American journalism and great entertainment for all."—FLOYD CHALFANT
PublisherWaynesboro (Pa.)Record Herald

Absorbing, nostalgic and historic interest for a maker of or a reader of newspapers."—RAY ERWIN
Editor & Publisher

"PARK ROW made me feel glad to be a newspaperman."—GENE HANDSAKER
Associated Press

"One of the best films I ever saw in my life."—R. C. AVERITT
News-Dispatch
Michigan City, Ind.

"It should be shown over and over again through the years."—VICTOR RIESEL
Post-Hall Syndicate

"Our circulation is 25,000 and I want all of my readers to see this wonderful picture."—F. H. JUST
Publisher
Waukegan (III.) News-Sun

"Samuel Fuller has done an excellent job in portraying the spirit of the newspaper business."—ROBERT U. BROWN
Editor
Editor & Publisher

"As a newspaperman I'll do all I can to see that our readers see this great newspaper picture."—ROY MOORE
Brush-Moore Newspapers

"PARK ROW is the kind of movie we have been needing for a long time."—HUGH McGINVRA
Editor and Publisher
Wash. County News-TimesForest Grove, Oregon

"All of us agree that PARK ROW is the best newspaper film ever made."—THEODORE A. SERRILL
Pennsylvania Newspaper Publishers' Association

"It's a dandy! I'm sure going to see it again when it comes to our local theater."—CARYL HERMAN
Richmond (Mich.) Review

"This is a movie I'll recommend to my friends."—F. GRANGER WEIL
Port Huron (Mich.) Daily Times Herald

"It is great entertainment."—WALTER A. YOUNG
Associate Publisher
N.Y. Journal-American
Grosses

(Continued from page 1)

that reported its box-office off because of the competition of the Democratic convention on home TV was Kansas City. Favorable box office was reported there as well.

A new local television series began in September, the "Cagney and Dailly" show. The series was a hit with the audience, and the show received positive reviews from critics.

In Kansas City, a new theatre opened its doors in the fall of the Democratic convention, which was observed.

Cincinnati reported that telecasting the Democratic convention appeared to help rather than hinder theatre business. Hot, humid weather, plus the cancellation of regular television shows and the monotony of some convention proceedings caused many television viewers to seek recreation in theatres.

Most New Orleans theatremen not only reported that the convention did not hurt business, but rather that business was better.

A 30 per cent drop in theatre attendance was reported by half of Memphis' first run houses as a result of the convention. The other half reported business holding up as well as a week ago but they admitted they had better pictures this week. A survey showed that the loss was about the same as during the Republican convention.

$7,000 for 'High Noon'

Stanley Kramer's "High Noon," starring Gary Cooper, at the Mayfair, New York, was reported to have reached the biggest opening day gross for any United Artists picture to play the Strand Broadway showing, grossing $7,000.

'Dreamboat' Scores

The biggest opening day's gross—$15,000—in a year was recorded by 20th Century-Fox's "Dreamboat" on Friday at the Roxy. Theatre here, David T. Katz, executive director, an-
Motion Picture Daily

Warner Calls

(Continued from page 1)

high ranking military officers, representa-
tives of the Los Angeles consular corps and other notables heard War-
ner tell assembled war veterans that "it is just as important today for you
members of the American Legion to
carry on your fight for the liberty and
freedom of mankind. Don't let rabble-
rousers raise the banners of intol-
erance against any minority groups, no
matter what race, color, creed or place
of origin. The big question in your
mind should always be—is he a good,
loyal American? Nothing else should
count."

Ronald Reagan introduced Capt.
Harvey, United States Army, who
won the Congressional Medal of Honor
for gallantry in Korea. As master of
ceremonies, Capt Harvey presented a
galaxy of stars, including Randolph
Scott, Will Rogers, Jr., Virginia
Mayo, Michael O'Shea, Danny
Thomas, Gilbert Roland, Eddie Brack-
en, Virginia Gibson, David Brian,
Frank Lovejoy, Karl Malden, Patrice
Wymore, Whip Wilson, Phyllis Kirk,
Steve Cochran, Paul Picerni and
George O'Hanlon.

Valos House to Legion

CHICAGO, July 27.—Valos circuit's
Royal Theatre, West Chicago, Ill., has
been sold to the local American Le-
gion Post and will be closed at the week-
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territory, the Pec at Pecotoma, Ill., has
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(Universal-International)

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Howard Christie produced and Joan Yarbrough directed. Running time,
76 minutes. General audience classification. For August release.

Earl Hunt, Ad Artist, Dies on West Coast

PORTLAND, Ore., July 27—Earl Hunt,
a leader among theatre display adver-
sising artists on the Pacific Coast, died
here at his home following a long ill-
ness.
For many years Oregon advertising
manager for Hanfich - Evergreen Thes-
tres, Hunt formed his own ad
agency in 1945. He later joined Ted
Gamble as an advertising and theatre
manager.

Ricketts Is Named Acting Branch Head

James R. Ricketts has been appoint-
ed acting branch manager of Para-
mount's Denver exchange, by A. W.
Schwalberg, president of Paramount
Film Distributing Corp. Ricketts re-
places Clarence Olsen, resigned.
Ricketts joined Paramount in 1946
as an assistant shipper in Des Moines.
In 1948 he was promoted to booker,
and later that year was transferred to
Denver as office booking manager.

Free Shows

(Continued from page 1)

would allow the merchants to display
their cards on nearby theatre bill-
boards.

Conlon told the exhibitors that
Allied had informed District Attorney
Joseph Deels in Grand Rapids of the
situation and he informed the exhibi-
tors that the U.S. Internal Revenue
Bureau in Detroit has been informed of
the situation and action is being
taken, as previously reported.

He also said that the lownum films
which are being shown by the "free
movie" operators, are supposed to be
used only for educational and non-
commercial purposes.

The next meeting will be held in
the Park Place Hotel in Traverse
City on August 13. Reports of the
progress which exhibitors are making
to combat the situation will be dis-
cussed.

May Fight US Suit

(Continued from page 1)

the major company defendants have
been conferring on strategy to be
employed in fighting the government's
move to force the sale of lownum, films
to TV and other outlets in competition
for regular theatres. No announcement
was made concerning any decision the
attorneys may have reached.

Vote Down Sunday Films

ATLANTA, July 27 — The citizens of
Darlington, S. C. voted down Sunday
films by a margin of almost two to
one.

Once in a generation... entertainment like this!

"Quiet! Squire Danaher has the floor!"
"If I had the floor I'd hit the big ape with it!"

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD

A REPUBLIC PICTURE

"Robust, romantic drama. Marquee names... excellent money picture."

Says

VARIETY
By far the greatest improvement in "Suprex" carbons since the line was introduced is National Carbon's NEW 9 mm "Suprex" projector carbon for mirror-type lamps. Used in place of the present 9 mm "Suprex" carbon, it gives you:

- MORE LIGHT AT LESS CURRENT
- UNSURPASSED ARC STABILITY
- COOLER OPERATING LAMPS
- REDUCED MAINTENANCE

ALL AT LOWER CARBON COST!

An important factor in achieving this improved performance at lower cost is National Carbon's NEW composition, never before used in lighting carbons. This feature assures you of operating advantages and picture quality not obtainable from any other brand.

SEE IT IN ACTION—LET YOUR OWN EYE BE THE JUDGE
Protests Rise Continually
Vs. Gov't Suit

Wires Sent to Stevenson; Snapper, Harvey Also Act

Protests against the government's anti-trust suit to force the sale of 16mm films to television and other outlets in competition to regular theatres are mounting steadily, the prospect being that soon virtually every segment of the industry will have raised its voice against the action of the Department of Justice.

Terming the suit a "political" move, exhibitors of Dallas, Texas, have retaliated by telegram to Gov. Adlai E. Stevenson, Democratic nominee for President, enlisting aid against the litigation. Last week these same exhibitors had telegraphed President Truman to the same effect.

Meanwhile, a strong letter of protest has been sent to Attorney-General
(Continued on page 6)

Business Overseas
Good, Says Balaban

Business abroad is very good, Barney Balaban, president of Paramount, reported here yesterday on his return from a six-week trip to Rome, Paris, Venice and Montecatini. Balaban pointed out, however, that while the overseas market is encouraging, there has been a decline in actual earnings because of devaluation.

Balaban asserted that the company
(Continued on page 2)

Attendance Abroad
Healthy; Einfeld

Attendance abroad is very satisfactory, Charles Einfeld, 20th Century-Fox vice-president, declared here yesterday on his return on the S.S. Liberté from six weeks overseas. He said he conferred with executives abroad as well as theatremen. He also set plans for the fall premiere of Darrell F. Zanuck's "The Snows of Kilimanjaro" to be staged simultaneously in capital cities of Europe, Africa and South America.

Sullivan Returns to TOA Post Monday

Gael Sullivan, who served as manager of Senator Estes Kefauver's campaign for the Democratic Presidential nomination, will return to his post as executive director of the Theatrical Owners of America next Monday.

Sullivan is vacationing at Narragansett, R. I., this week. He had been given a leave of absence by TOA to accept the campaign assignment.

Roach Plans Six
Films Next Year

Hal Roach declared here yesterday that in returning to theatrical production, as disclosed last week, he plans to make six films for theatres next year. He also plans to make a series of TV films.

His idea calls for the signing of stars to a 40-week contract involving their services for both theatrical features and TV films.

Among those Roach has conferred with regarding his project are Lec- McCarey, George Stevens and Leonard Goldstein, but no deal has been closed with any of the trio.

While here Roach will confer with distributors on the six films and also negotiate with TV officials on his video shows. Two of the TV shows, running one hour each, are "Children's Hour" and "Actor's Hour."

Roach asserted he is unhappy about the high cost of distribution. Unless he can make a TV distribution deal, he said, he would confer with a group of exhibitors and try to set up a special distribution deal with them where they would guarantee the costs in their respective areas.

B'way Grosses Rise With the Thermometer

The current business week, aided and abetted by hot weather, is proving to be a stronger-than-usual one for New York's first-runs. Leading the field are two newcomers, "Jumping Jacks," which is on the way to a classy $118,000 for the initial week at the Paramount, and "Dreamboat" at the Roxy, where a record-breaking $60,000 for a non-holiday Friday-through-Sunday is the outcome of a fussy $150,000 for the first stanza. Both theatres have stage shows.

Broadway's theatres emerged with flying colors from the competition with television's Na-
(Continued on page 4)

Decentralization in
Production Stressed

The future of film production lies in decentralization, producer Joseph Kaufman said yesterday. He is in New York in the interests of "Sudden Fear," his independently produced Joan Crawford vehicle which tees off August 7 at Loew's State Theatre.

Kaufman holds that the task of getting people out of their homes and into film houses can be solved if Hollywood will work in smaller units.

"I think the day of mass production of films is ended," Kaufman stated. His prediction is evidenced by the decision of the big studios to make only big pictures.

On the problem of getting the
(Continued on page 4)

Circuits in England
Raise Admissions

By PETER BURNUP

LONDON, July 28.—Major circuits here, among them Associated British Cinemas, Gaumont, Granada and J. Arthur Rank's Odeon group, have increased prices following the "flexibility" door left open in the recent budget. Two shillings-one pence admissions are raised to two shillings-threepence: two shillings-sevenpence seats are raised to two shillings-eighthpence.

In a joint statement they declared: "Owing to ever-increasing operating costs and the fact that no relief from entertainment duty was forthcoming in the last budget on seat prices at
(Continued on page 4)

Rackmil Plans
Long-Range
'U' Expansion

Predicts Results Will
Show in 2 to 3 Years

Convinced that Universal Pictures and Decca Records are capable of "complementing" each other in important phases of operation, Milton K. Rackmil, president of both companies, told a luncheon gathering of trade press editors here yesterday that plans are now being developed which are expected to result in a greatly expanded business for both within the next two to three years.

Rackmil declined to disclose the nature of the plans, assur-
ing that they are in an early discussion stage at this time. However, he confirmed that they are not dependent upon a merger of the two companies, stating that the original plan for a merger has been called off, at least for the present.

The Universal-Decca president also reiterated his statement made on his
(Continued on page 4)

WASHINGTON, July 28.—Word from top officials of the National Produc-
tion Authority is that there will be no relaxation of restrictions on amusement construction this year, despite the end of the steel strike. It is not known how much longer it will take before production losses would be made up sufficiently to enable removal of the ban.

WASHINGTON, July 28.—The Radio-Television Manufacturers Association reports that the output of TV sets in the first six months of this year dropped 33 per cent below the figure for the corresponding period during 1951.
Personal Mention

B. G. Kranze, United Artists sales executive, and Morton Cohen, division manager, will leave here for Grosseville, N. Y., today, and the next day will head for Albany.

Howard Strickling, M-G-M studio publicity head, and Dan S. Truella, exploitation head, will leave tomorrow for Boston. After returning here, Strickling will leave for the Coast on Sunday.

Harold Mirisch, Monogram-Al lied Artists vice-president, returned to Hollywood yesterday from San Francisco.

Harry Feitelson, sales head of Universal's special films division, has returned to his desk after a two weeks' illness.

Harold Wirthwein, Monogram-Al lied Artists Western sales manager, is in Kansas City from Hollywood.

Samuel Goldwyn arrived here from the Coast yesterday. He plans to remain out 10 days before leaving for Europe.

Myron Josephson of M-G-M's special service department is on vacation at Hurleyville, N. Y.

Joseph Sistrom, Paramount producer, arrived here yesterday from the Coast en route to London.

Herb Crooker of M-G-M's home office publicity department is on vacation at Shelter Island, N. Y.

Arthur Canton, M-G-M Eastern division press representative, left here yesterday for Boston.

Sam Prinzmetal, industry lawyer, and Mrs. Samuel Prinzmetal will leave here today for Europe.

David Savage, CBS-TV film buyer, and his wife are in Hollywood from New York.

Irving Allen, producer, left here for London over the weekend.

Jolson Held 8,000 Warner Bros. Shares

Among Al Jolson's extensive stock holdings, as reported here in Surrogate's Court in an accounting of his $4,114,142 estate, are $800 shares of Warner Brothers stock.

The accounting also showed the following reports: "The Jolson Story," $95,073; "Jolson Sings Again," $123,727; Decca records, $120,804.

Ray Crosses $12,000

Beacon, July 26—The Metropolitan Theatre has made a spectacular appearance of Johnnie Ray at that theatre, who ended a one-week stand at the week-end, grossing $42,000.

Schwalberg Cites Big 'Show' Grosses in Small Towns

Cecil B. deMille's "The Greatest Show on Earth" is proving one of the greatest small-town box-office attractions in the history of the industry, according to Leo F. Schwalberg, president of Paramount Film Distributing Corp.

Schwalberg stated that "in a town in Iowa with a population of only 6,000, in a theatre that seats less than 500, "The Greatest Show on Earth" pulled in a $51,000 opening gross, for figures "Samson and Delilah," at the same theatre and the same time last year, grossed $894.

"In another Iowa town, with a population of 7,600, and in a theatre seating 850, "The Greatest Show" grossed $3,101.55; "Samson\n
This "box-office story is the same in Indiana where the release is selected at random, shown 'Greatest Show' grossing 'Samson' by $8,587 to $2,518, and $6,380 to $1,571, respectively. In a town of 12,000 population in California, the figures are $4,965 to $1,310, while in a town in South Carolina with a population of 12,000, 'The Greatest Show' grossed $3,657 and two days to go to $2,518 for 'Samson.'"

Aubier to Head UA N. African Branch

United Artists has opened its office in Algiers, headed by Maurice Aubier as distributor for the North African territory, with sub-branches in Tunisia and Casablanca, under the direction of Georges Bouchon, "The Greatest Show" sales manager. Aubier will work out of his office in Casablanca.

He will operate as an integral part of the company's French branch, Les Artistes Assis, under the general direction of Georges Rouvier, general manager for France and supervisor for Switzerland.

Duane Is Named U.A. Boston Sales Head

Beacon, July 26—Thomas F. Duane has been named sales manager for the Boston branch of United Artists. The appointment was effective today. Duane was recently Northeastern representative for Lopert Films and was formerly associated with Paramount, Columbia and Jack Schiller Co.

The post is a new one, under branch manager Harry Scagl.

Gruenberg in New Post

Milwaukee, July 28—The new publisher and buyer for St. Cloud, two theatres here, the Oriental and Tower, is Jerry Gruenberg, from Minneapolis. Gruenberg, who signed with United Artists at the time of the merger, will now make his home in Milwaukee, formerly the home of the Minnesota United Artists.

Levin Associates in Specialized Sales

Jack H. Levin Associates has set up a home office division to promote sales of specialized pictures, including Western, religious and historical, and theatrical and non-theatrical fields, tying-in shyowings to benefit fund-raising activities of the IATSE, with Jewish organizations as religious, fraternal, educational and cultural groups. The latter would select films best suited for the special appeal of the local needs. Following a test in the Central and Northwestern states, it is intended to eventually extend the regional divisions of Levin Associates.

The Levin company is completing a deal with Sowboune Selective Pictures to handle some of its motion picture product.

Cartoonists Local Wins Pay Rise

Hollywood, July 28—Motion Picture Screen Cartoonists, IAste, has gained maximum raise of 24-cents per week, or 10 per cent figured on the basic minimum, whichever is greater, in an agreement concluded with the American Federation of Artist and Allied Artisans. The contract, ratified by the union, is retroactive to March 15, and may be reopened for wage adjustments if the Bureau of Labor's cost-of-living index rise five per cent above the January 15 level.

2 Ladd Features To Be Made in Britain

LONDON, July 28—The impending production in this country of two color Technicolor features starring Allan Ladd was disclosed here by Columbia Pictures.

First, to start in September, will be "The Red Beret," a drama of the Commandos. The second, to be under-taken shortly afterwards, will be "The White South," a Hammond Innes adventure of the Antarctic whaling industry.

Balaban

(Continued from page 1)

would give a reasonably good account of itself this year and has a "well-balanced production schedule for 1954." Asked about possible re-entrenchments similar to those recently made at M-G-M, Balaban declared that "whenever we find an economic situation we make necessary cuts. These are times that call for efficiency and productivity."

Asked about the possibility of the company making more pictures abroad, he said it would do so only if a picture's background called for it.

Responding to a question about the industry's outlook, Balaban remarked that "each company would prosper according to the number of box-office hits they make."

Interment Policy At Cleveland Houses

Cleveland, July 28—Theatre in this area are, like many elsewhere, adopting an interment policy as a way of boosting concession sales. The policy involves an intermission trailer suggesting a visit to the concession stand.

Coast Projectors Get Liberal Benefits

SAN FRANCISCO, July 28—New agreements have been signed between the Motion Picture Projectionists Local No. 162 and North Coast United Paramount, Loew's Warfield and others in the San Francisco area calling for a 25-cent per hour increase for two years and a 12-cent an hour further increase commencing the third year of the agreement. Each theatre will pay two weeks' vacation per year to all regularly employed operators.

The local was also instrumental in putting into effect a health and welfare plan which is an innovation so far in the industry, here is concerned. The welfare plan is based on $210 per week paid by the employees. This provides hospitalization here for the membership, included therein is also a $2,500 life insurance policy with a double indemnity clause for $5,000 in the event of accidental death. Other fringe benefits in minor working conditions were secured under the new agreement.

The agreement was negotiated by a wage committee composed of five members of the local: business manager, president; Thomas J. Kearney and projectionist John Finn of Loew's Warfield, Abe Lubin of the Orpheum and Mervyn Wagner of the New Mission.
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
B'way Grosses

(Continued from page 1)

national Democratic Convention last week. Except for last Friday when the balloting for the party's presidential candidate took on the appearance of a knock-down, drag-out fight, business flourished at most of the theaters.

Each day and evening of the convention telecasts, marked by more dull roll-calls than fiery contests, the theaters enjoyed good patronage turn-out. Overnight, as in previous conventions, when hot weather abated and the Stevenson-Kefauver struggle arrived at the point where television radio could lay claim to offering something in the way of entertainment, milder returns were being recorded by some, but by no means all of the first-rank.

More than one theater manager, when asked if the convention let anything to be desired, replied glibly: "What convention?"

"Robin Hood" Strong

Meanwhile, during both the Demo-
cratic and earlier Republican conven-
tion, Walt Disney's "Story of Robin Hood" was-handing for sales among the long runners and better grossers at the Criterion. The picture's fifth week is bringing $21,000, and the management was confidently predicting that a total of at least eight weeks is in store for the film at the Times Square house.

"High Noon" at the Mayfair is proving to be a first-week high grosser, with $49,000 indicated. Still drawing good play, the Musical's second week at the Capitol is "Carrie," the figure being a smart $38,000. "Where's Charlie?" and a stage presentation is giving Radio City Music Hall a nice fifth and final stanza, with $70,000 for Thursday-through-Sunday pointng to a seven-
day "take" of $108,000. "Ivanhoe" will open at the Hall on Thursday.

$11,000 for 'Beacon'

A more-than-adequate $11,000 for the ninth and final week of "Walk East on Bleecker Street" was reported for the Victoria which will bring in "Affair in Trinidad" tomorrow. At the Astor, second week of "Hill Billy Hill" Will Rogers is seen registering $8,000, a good figure, but a drop of $8,000 from the opening week. Still strong in its second week at the Globe is a pleasing $6,200 for the 500 indicated. A mild $7,000 was indicated for the second and final week of "Panta" at Loew's State which will open "Glory Alley" today.

The off-Broadway Sutton did a good business with a week's gross of $6,000, was supplanted by the lighter "Man in the White Suit," and the similarly identified Normandie is racking up a pleasing $6,200 to rete 17th stanza of "Excelsior.


Review

"Lure of the Wilderness"

(20th-Century-Fox)

THE OKEEFENOEKEE swamp in Georgia forms the background of this unusual drama which features Jean Peters, Jeffrey Hunter and Walter Brennan. The picture has some intriguing, nature-in-the-raw settings, presented in color by Technicolor, and it moves at a brisk pace by way of filmic, formula lines. Filmgoers should find it attractive entertainment.

Hunter plays the part of a young man who ventures daringly into the swamp to find his beloved boyish daughter, Miss Peters. It seems that Brennan took to the swamps with his daughter years back to hide from a murder he never committed. After some initial hostilities, Brennan and Miss Peters win Hunter over to continue their weird form to civilization, hire a lawyer, and fight for the vindication of Brennan.

The task becomes an involved and treacherous one, especially since the real murderers resort to a variety of efforts to block the emergence of justice. The screenplay, by Louis Lantz, provides romantic interest between Miss Peters and Hunter and introduces a rivalry in the form of Constance Smith. By the time the story runs its course, justice triumphs and Hunter wins the hand of Miss Peters. Robert L. Jacks produced and Jean Negulesco directed.

Running time, 92 minutes. General audience classification. For September release.

Mandel Herbman

Rackmil Plans 'U' Expansion

(Continued from page 1)

Action to the Universal presidency July 15 that there will be no changes in the latter company's management. This time, he specifically included the Universal. If Leo Spitz studio executive, recovers from his illness sufficiently to permit him to continue in an honor, he will be so, Rackmil said. He made it clear that the state of Spitz's health will be the deciding factor.

Rackmil said, Blumhagen's health, reportedly greatly improved in recent weeks, makes a genuinely active role for him in heading production policy with William Goetz, Universal, production head, and in other capacities, certain.

Rackmil said he would retain his post as president of Decca in addition to heading Universal and that he would work closely with Universal under Rackmil, with no stock ownership in Universal now, has three repre-
tatives on the board and they will remain in their present slots. Rackmil will himself and his financial aide, G. L. Woodlum Smith, rarely attend Uni-
versal board meetings, having con-
cluded themselves in the past that the representation afforded by the third member of the Rank trio, Robert Ben-
del, will suffice.

"We have a winning team now," Rackmil said, referring to Universal's good earnings record and the stated determination of Rackmil himself and the executive or directors' status.

"When everything is going well it just doesn't make sense to shake the team up," he continued.

Ascerting that the Universal- management under his presi-
dency will "move slowly" in the direction of business expansion, Rackmil clearly indicated that he believes motion pictures have an important part to play in the future of television.

Financial instability has hurt TV film producers heretofore, he believes, but sees no problem in that area con-
fronting Universal and Decca. Rack-
mil stated that TV programs on film will constitute the bulk of the eventual programming. Plans for distribution of the TV films by Decca's national outlets are now being discussed, he revealed.

Rackmil made it clear that he en-
visions the TV film future of his com-
panies as entirely apart from the the-
astral film operations. He said he is confident that the motion picture theatre will not be supplanted by tele-
vision any more than the record busi-
ess will be supplanted by radio in the late 1920's. Just as radio strengthened the record business eventually, Rackmil feels that television will do much to help motion pictures.

"One medium of entertainment does not take the place of another," he said. "That has been demonstrated. There is a place for each of them."

Accompanying Rackmil to the house were a Dr. Daff, newly named executive vice-president of Uni-
versal; Maurice Bergman, public rela-
tions executive for "U"; Phil Gerard, publicity manager, and Milton Liv-
ingston, trade press contact.

Father of Jack Harris

Funeral services were held yester-
day at the Old Church of St. Andrew, Parkersburg, W. Va., of Jack P. Harris, film buyer for Walter Reade Theatres. Harris died here Sunday after a long illness. He is survived by two sisters, Irving J. and Bernard, and by his widow, Lena. Services were held at the Brethren's Church and interment was at New Mount Carmel Cemetery.

Mass for Mrs. King

Hollywood, July 28 — Requiem mass will be held tomorrow at the Cathedral Chapel for Mrs. Gypsy Abbott King, wife of director Henry King, who died Friday. Two of her daughters and two grandchildren also survive.

UK Circuits

(Continued from page 1)

one Villaggio and above, A.B.C., Gaumont British, Granada Theatres and Gaumont are currently compelled for most of their theaters to make some small increases in the prices of admission with effect from and including June 1.

A spot-round-up of reactions re-
veals sharp division of opinion among circuit executives in regard to the circuit machine. Henry Meyers, last year's Cinematograph Exhibitors' As-
sociation president, for example, feels that the idea has no merit and it must be scrapped, while CEA before coming to a decision.

Yorkshire's J. A. Prendergast will not accept the lead. Like other North-country leaders, he denies the pinch of the slump currently affecting the textile industries.

Hinge Approves

CEA's treasurer E. J. Hinge—ac-
cted as one of the industry's elder statesmen—also has not taken a count of rising costs. Hinge also operates in the North-country. He refuses to make a decision. So does London's Theéo Fligelstone.

Says Fligelstone: "The circuits have acted wisely, for this may be the last chance the industry has of avoiding adjusting prices to the general cost-of-living level. Now that we know the necessity we should make the most of it."

It is regarded as significant that the joint statement from the circuits did not place a constraint on their theaters. That, it is said, gives the circuits a useful escape-hatch in areas where independent embark on a price-cutting campaign.

Decentralization

(Continued from page 1)

most advance penetration for a picture, Kaufman observed that coordination of publicity, advertising and exploita-
tion by the circuit became at least one year before its release.

Turning to "Sudden Fear," which went into theater, Kaufman called it an example of integrating selling with production.

Plans on selling "Sudden Fear" state that it is "a new kind of the service," he says, "and that took place over a year ago. Many things in the script were geared for exploitation and sell-
ing.

Cites Example

As an example, he cites cooperation with Western Pacific Railroad. A sequence of "Sudden Fear" bears the endorsement of the railroad, the equipment, and has worked out an Ores' franchise campaign of its own through 24 sheets for its railroad stations, and window displays in every location in its territory, with agents to be brought to San Francisco for the picture's presentation.

Kaufman estimates that Don Prince, president of the Western Pacific, is so far secured the equivalent of $5,000,000 of commercial advertising. It is one of the big features that will use TV as a medium of advertising," said Kauf-
an. Radio's Terry Turner, RKO's exploitation director, has made 12 special TV trailers. The eight one-
minute and four 20-second trailers will be a supplement to the newspaper adver-
tising campaign.
The Industry's Most-Wanted, Most- Often-Used Reference Book

No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of both motion pictures and television.

* It is the ONLY WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

The 1952-53 Motion Picture and Television ALMANAC

Revised E-x-p-a-n-d-e-d 1952-53 Edition

The previous edition was a sell-out!
To make sure of your copy, order NOW.

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Please reserve a copy of the 1952-53 Motion Picture and Television ALMANAC

Enclosed please find check for $5.00 in full payment, including shipping charges.

Mail to—

Name

Address
Gov't Suit
(Continued from page 1)

eral McGraney by Wilbur Speaker, president of National Allied, Speaker's letter declaring that the spending of a $2,500,000,000 industry would be on the Justice Department's conscience.

Rome Post-Dispatch Theatre Owners, has sent from San Francisco to Eric A. Johnston, now on the Coast, a wire pledging to the Motion Picture Association of America president support in fighting the government's complaint. He also offered his services to the right. "If the Government wins this case," Harvey said, "all of us will be run out of business."

Call It 'Squeeze'

The Dallas exhibitor group, composed of Col. H. A. Cole, Ed Kowley, Claude Ezell, H. J. Griffith and Phil Isley, wired Stevenson that the suit "is so illogical and its pleadings are so drastic that we cannot construe it as anything but a political 'squeeze' on persons in the Religious field in sympathies. The suit wears so many earmarks of punitive and exorci- mative motives that it will outrage the true-minded and counteract the widely held belief that bureaus under a Democratic administration are strong-armed agents, not administrators of law and equity."

The telegram also said that American motion picture theatre owners may be forced to take their screens in "partisan political warfare, the personnel of our group being fairly well divided between the two parties. But action such as this, attac- king the very foundations of our industry and threatening our livelihood and very existence, must inevita- bly drive us to the use of this powerful publicity medium in self-defense."

Shock and amazement at the suit was expressed by Robert Rice, executive secretary of the Independent Theatre Owners of Ohio, in a letter to McGraney, asking the Attorney-General to reconsider his de- partment's action.

Skitron President Sees Suit
Benefitting Subscriber-Vision

"If the government succeeds in forcing the major motion picture companies to sell their films to tele- vision, subscription TV will be the only practical method of bridging the inevitable economic gap," said Arthur Levey, President of Skitron Electronic & Television Corporation, sponsors of the Subscriber-Vision pay-you-see television system, has indicated.

"Justice Department efforts to com- pel film distributors to make 16mm versions of every picture available to television will inevitably strengthen the position of Subscriber-Vision and may hasten the introduction to the public of the Mr. ""cable."

"Even if the government wins its case and the movie firms offer their pictures to cable companies under strict terms: Who can afford this exorbitant bounty? The picture people will un- doubtedly put a stiff price on the product. Neither the sponsors, nor the networks, nor the individual stations will be able to meet it.

"Only through subscription TV, which transfers the boxoffice directly and effectively to the living room, will television be able to afford Hollywood's better films."
Protests Rise Continually Vs. Gov't Suit

Wires Sent to Stevenson; Snaper, Harvey Also Act

Protests against the government's anti-trust suit to force the sale of 16mm films to television and other outlets in competition to regular theatres are mounting steadily, the prospect being that soon virtually every segment of the industry will have raised its voice against the action of the Department of Justice.

Terming the suit a "political" move, exhibitors of Dallas, Texas, have retaliated by telegraphing Gov. Adlai E. Stevenson, Democratic nominee for President, urging aid against the litigation. Last week these same exhibitors had telegraphed President Truman to the same effect.

Meanwhile, a strong letter of protest has been sent to Attorney-General

(Continued on page 6)

Business Overseas Good, Says Balaban

Business abroad is very good, Bar- ney Balaban, president of Paramount, reported here yesterday on his return from a six-week trip to Rome, Paris, Venice and Montecatini. Balaban pointed out, however, that while the overseas market is encouraging, there has been a decline in actual earnings because of devaluation.

Balaban asserted that the company

(Continued on page 2)

Attendance Abroad Healthy; Einfeld

Attendance abroad is very satisfactory, Charles Einfeld, 20th Century-Fox vice-presi- dent, declared here yesterday on his return from the S.S. Lib- eria from six weeks overseas.

He said he conferred with executives abroad as well as theatremen. He also set plans for the fall premiere of Dar- ryl F. Zanuck's "The Snows of Kilimanjaro" to be staged simultaneously in capital cities of Europe, Africa and South America.

Sullivan Returns to TOA Post Monday

Gael Sullivan, who served as manager of Senator Estes Kefauver's campaign for the Democratic Presidential nomination, will return to his post as executive director of the Theatre Owners of America next Monday.

Sullivan is vacationing at Narragansett, R.I., this week. He had been given a leave of absence by TOA to accept the campaign assignment.

Roach Plans Six Films Next Year

Hal Roach declared here yesterday that in returning to theatrical production, as disclosed last week, he plans to make six films for theatres next year. He also plans to make a series of TV films.

His idea came from the signing of stars to a seven-week contract involving their services for both theatrical fea- tures and TV films.

Among those Roach has conferred with regarding his project are Leo McCoy, George Stevens and Leon Goldstein, but no deal has been closed with any of the trio.

While here Roach will confer with distributors on the six films and also negotiate with TV officials on his video shows. Two of the TV shows, running one hour each, are "Children's Hour" and "Actor's Hour." Roach asserted he is unhappy about the high cost of distribution. Unless he can make a satisfactory distribution deal, he said, he would confer with a group of exhibitors and try to set up a special distribution deal with them where they would guarantee the costs in their respective areas.

Gottlieb and Levy To Aid JDA Drive

Saal Gottlieb, of MGM-Loew's, and David A. Levy, of Universal Pictures, have accepted co-chairmanship of the exchanges division of the motion picture industry's campaign on behalf of the Joint Defense Appeal (JDA). It was announced by Leon Goldberg, of Universal, and Edward L. Fabian, of Fabian Theatres, co-chairmen of the industry-wide JDA effort.

The JDA is seeking $5,000,000 in 1952 to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, the nation's largest Jewish agencies combatting bigotry.

B'way Grosses Rise With the Thermometer

The current business week, aided and abetted by hot weather, is proving to be a stronger-than-usual one for New York's first-runs. Leading the field are two newcomers: "Jumping Jacks," which is on the way to a class $118,000 for the initial week at the Paramount, and "Dreamboat" at the Roxy, where a recent national ad featuring $50,000 for a London holiday Friday-through-Sunday is the forerunner of a fancy $105,000 for the first stanza. Both theatres have stage shows.

Broadway's theatres emerged with flying colors from the competition with television's Na-

(Continued on page 4)

Decentralization in Production Stressed

The future of film production lies in decentralization, producer Joseph Kaufman said yesterday. He is in New York in the interests of "Sudden Fear," his independently produced Joan Craw- ford vehicle which tees off August 7 at Loew's State Theatre.

Kaufman holds that the task of getting people out of their homes and into film houses can be solved if Holly- wood will work in smaller units.

"I think the day of mass production of films is ended," Kaufman stated. "This is evidenced by the decision of the big studios to make only big pictures." On the problem of getting the

(Continued on page 4)

Circuits in England Raise Admissions

By PETER BURNUP

LONDON, July 28.—Major circuits here among them Associated British Cinemas, Gaumont, Granada and J. Arthur Rank's Odeon group, have increased prices following the "flex- ibility" door left open in the recent budget. Two shillings-one pence ad- missions are raised to two shillings- three pence and two shillings- seven pence seats are raised to two shillings- eight pence.

In a joint statement they declared: "Owing to ever-increasing operating costs and the fact that no relief from entertain ment duty was forthcoming in the large budget on seat prices at

(Continued on page 4)

Rackmil Plans Long-Range "U" Expansion

Predicts Results Will Show in 2 to 3 Years

Convinced that Universal Pictures and Decca Records are capable of "complementing" each other in important phases of operation, Milton R. Rackmil, president of both companies, told a luncheon gathering of trade press editors here yesterday that plans are now being developed which are expected to result in "a greatly expanded business for both within the next two to three years."

Rackmil declined to disclose the nature of the plans, assert- ing that they are in an early discussion stage at this time. However, he confirmed that they are not dependent upon a merger of the two companies, stating that the original plan for a merger has been called off, at least for the present.

The Universal-Decca president also reiterated his statement made on his

(Continued on page 4)

Strike's End Won't End Restrictions

WASHINGTON, July 28.—There will be no relaxation of restrictions on amusement construction this year.

That is the word from top officials of the National Production Authority. Commenting on the end of the steel strike, one official of NPA's construc- tion division said unofficially that it would be impossible to put the planned relaxations which were deferred be- cause of the steel strike into effect until after January 1.

TV Set Manufacture Declines 33 Per Cent

WASHINGTON, July 28.—Out- put of TV sets in the first six months of this year dropped 33 per cent below the figure for the corresponding period in 1951, according to the Ra- dio-Television Manufacturers Association.

The RTMA report showed the manufacture of 2,310,000 TV receivers in the first half of 1952, against 3,490,000 sets in January-June, 1951.
Schwalberg Cites Big 'Show'

Grosses in Small Towns

Cecil B. DeMille’s, "The Greatest Show on Earth" is proving to be one of the biggest small-town box-office attractions in the history of the industry, according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

Schwalberg stated that "in a town with a population of 6,000, and in a theatre that sees less than 400, 'The Greatest Show on Earth' rolled up a $3,092 one-week gross figure for 'Samson and Delilah,' at the same theatre and the same playing time was $194. In Wisconsin, coming from a town with a population of 7,600 and in a theatre seating 500, 'Great Show' grossed $2,452 to $537 for 'Samson.' In Wisconsin, coming from a town with a population of 7,000 'Great Show' grossed $5,307 to $981 for 'Samson,' and in Montana, in a town with a population of 7,300 and a theatre seating 750, 'Great Show' grossed $3,739 to $942 for "Samson."

"This box-office story is the same is Indiana where the results in two towns at random in the 'Greatest Show' outgrossing 'Samson' by $5,857 to $2,518, and $6,380 to $1,571, respectively. In a town of 12,000 in California, the same situation occurred, while a town in South Carolina with a population of 19,700 showed 'Great Show' was $3,857 and two days to go to $2,518 for 'Samson.'"

Aubier to Head UA

N. African Branch

United Artists has opened its own office in Algiers, headed by Maurice Aubier, as distribution headquarters for the North African and Middle Eastern branch in Tunis and Casablanca, and UA foreign distribution vice-president Arnold M. Picker disclosed here yesterday.

It will operate as an integral part of the company's French organization, with Aubier as the Managing Agent, according to all direction of Georges Rouvier, general manager in France and supervisor for Switzerland.

Duane Is Named UA

Boston Sales Head

Boston, July 28.—Thomas F. Duane has been named sales manager for the Boston branch of United Artists. The appointment was effective today, and Duane was recently National Theater representative for Lopert Films and was formerly associated with Paramount, Selznick and Jack Schlafler Corp.

The post is a new one, under branch manager Harry Segal.

Gruenberg in New Post

Milwaukee, July 28.—The new home buyer syndicates do so well in a picture's background called for it. "Responding to a question about the impact of the outlay, Balaban explained that 'each company would prosper according to the number of box-office hits it can produce.'"
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:

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6706 Santa Monica Blvd., Hollywood 38, California
**Review**

**“Lure of the Wilderness”**

(20th Century-Fox)

The OKFENOEKEE swap in Georgia forms the background of this unusual drama which features Jean Peters, Jeffery Hunter and Walter Brennan. The picture has some intriguing, nature-in-the-raw settings, presented in color by Technicolor, and it moves, at a brisk pace, which is developed along formula lines. Filmgoers should find it attractive entertainment.

Hunter plays the part of a young man who ventures daringly into the swamps to find his cousin, the boyish daughter, Miss Peters. It seems that Brennan took to the swamps with his daughter years back to hide from a murder he never committed. After some initial hostilities, Brennan and Miss Peters win Hunter over to their side and he returns to civilization, hire a lawyer, and fight for the vindication of Brennan.

The task becomes an involved and treacherous one, especially since the real murderers resort to a variety of efforts to block the emergence of justice.

The screenplay, by Louis Lantz, provides romantic interest between Miss Peters and Hunter and introduces a rivalry in the form of Constance Smith, the latter usually playing the villainess.

By the time the story runs its course justice triumphs and Hunter wins the hand of Miss Peters. Robert L. Jacks produced and Jean Negulesco directed.

Running time, 92 minutes. General audience classification. For September release.

Mandel Habersman

**Rackmil Plans ‘U’ Expansion**

(Continued from page 1)

A more-than-admirable $11,000 for the ninth and final week of “Walk East on Broadway” in Victoria which will bring in “Affair in Trinidad” tomorrow. At the Astor, the second week of The Story of Will Rogers is seen registering $18,000, a good figure, but a drop of $8,000 from the opening week. Still strong in its second week at the Globe is up a pleasing $6,200 for the 17th-20th indicated. A mild $7,000 was indicated for the second and final week of “Panama” at Loew’s State, which will open “Glory Alley” today.

The off-Broadway Sutton did a good $7,000 at the Globe. The Man in the White Suit,” and the similarly identified Normandie is racking up a pleasing $6,200 to the 17th-20th of “Cotton.”

Openings yesterday included “Spider and the Fly” at the Little Carphone in Little Carphone, and “Son of a Flying Dutchman” at the Paris. “What Price Glory?” will move into the Roxy on August 8.

Electing to the Universal presidency July 15 that there will be no changes in the latter company’s management. This time, he specifically withheld the statement. If Leo Spitz, studio executive, recovers from his current illness sufficiently to permit him to continue in an active capacity, he will do so, Rackmil said.

He made it clear that the state of Spitz’s health will be the deciding factor.

Rackmil had boasted that Universal board chairman, who left here for the Coast over the past weekend, will also remain in an active capacity.

Rackmil said Blumberg’s health, reportedly greatly improved in recent weeks, makes a genuinely active role for him in operating production policy with William Goetz, Universal, production head, and in other capacities, certain, he was:"

However, Rackmil said he would retain his post as president of Deca in addition to heading Universal and that he has two brothers here and at Universal City. He said he had no plans at present for adding to Deca’s representation on the board and that will remain, Rackmil said. He also cited, financial aide, G. I. Woodham Smith, rarely seen Universal board meetings, leaving management of the picture to the representation afforded by the third member of the Rank trio, Robert Benjamin.

"We have a winning team now," Rackmil said, referring to Universal’s good earnings record and the stated determination not to dog-chase in the executive or directors’ status. "When everything is going well it just doesn’t make sense to shake things up.

"But it is an important part to play in the future of television. Financial instability has hurt TV film producers heretofore, he believes, but sees no problem in that area concerning Universal and Deca. Rackmil stated that TV programs on film will constitute the bulk of the eventual programming. Plans for distribution of the TV films by Deca’s national outlets are now being discussed, he revealed.

Rackmil made it clear that he envisions the TV film future of his companies as entirely apart from the theatrical film operations. He said he is confident that the motion picture theatre will not be supplanted by television any more than the record business was supplanted by radio in the late 1920’s. Just as radio strengthened the record business, Rackmil feels that television will do much to help motion pictures.

"One medium of entertainment does not take the place of another," he said.

"That has been demonstrated. There is a place for each of them.”

Accompanying Rackmil to the luncheon were Al Dall, newly named executive vice-president of Universal; Maurice Bergman, public relations executive for "U” Phil Gerard, publicity manager, and Milton Livington, trade press contact.

**Father of Jack Harris**

Funeral services were held yesterday at the New York home of Jack P. Harris, film buyer for Walter Reade Theatres. Harris died here Sunday after a long illness. He is survived by his two older sons, Irving J. and Bernard, and by his widow, Lena. Services were held at the Brettshneider Chapel, with burial at New Mount Carmel Cemetery.

**Mass for Mrs. King**

Hollywood, July 28.—Requiem mass will be conducted on Monday morning at the Cathedral Chapel for Mrs. Gypsy Abbott King, wife of director Harry King, who died Friday. Two sons, two grandchildren and two grand-children also survive.

**UK Circuits**

(Continued from page 1)

one shilling and above, A.B.C., Gaumont British, Granada Theatres and Odeon, reluctantly compelled for most of their circuits to make some small increases in the prices of admission with effect from and including July 1.

A spot round-up of reactions reveals sharp division of opinion among independent exhibitors in regard to the increases. Terry Marks, last year’s Cinematograph Exhibitors Association president, for example, feels that the increases should have been made in consultation CEA before coming to a decision.

Yorkshire’s J. X. Prendergast will not accept the lead. Like other well-connected exhibitors he feels the pinch of the slump currently affecting the textile industries.

**Hinge Approves**

CEA’s treasurer E. J. Hinge—accepted as one of the industry’s elder statesmen—has a sound basis for his view against the increase, he said. London’s Theo Flibestone.

Says Flibestone: “The circuits have acted wisely, for this may be the last time for some time to come that the industry will have of adjusting prices to the general cost-of-living level. Now that we have seen the cost situation we should make the most of it.”

It is regarded as significant that the joint statement from the circuits represents the first of its kind from this group’s theatres.

That, it is said, gives the circuits a useful escape-hatch in areas where independents embark on a price-cutting campaign.

**Decentralization**

(Continued from page 1)

most advance penetration for a picture, Kaufman observed that coordination of publicity, advertising and exploitation in the theatre must be at least one year before its release.

Turning to “Sudden Fear,” which RA has committed, Kaufman called it an example of integrating selling with production.

“Plans on selling ‘Sudden Fear’ start at the beginning of the picture,” he says, “and that took place over a year ago. Many things in the script were geared for exploitation and selling.”

**Cities Example**

As an example, he cites cooperation with Western Pacific Railroad. A sequence of “Sudden Fear” brings Joan Crawford and Jack Palance together on the line’s San Francisco-bound Zephyr.

The railroad furnished the equipment, and has worked out an 18-month-long program campaign of its own through 24 sheets for its railroad stations, and window displays in every location in its territory, with agents to be brought to San Francisco for the picture’s presentation.

Kaufman estimates that Don Prince, publicity director for KO Radio, has so far secured the equivalent of $500,000 of commercial advertising.

One of the first big features that will use TV as a medium of advertising, said Kaufman. Radio’s Terry Turner, RK Exposition director, has made 12 special TV trailers. The eight-one minute and four 20-second trailers will be a supplement to the newspaper advertising campaign.
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No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of both motion pictures and television.

* It is the ONLY WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

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Gov't Suit

(Continued from page 1)

cral McGranery by Wilbur Snapr, president of National Allied. Snapr's letter declared that the wiping out of a $250,000 loan could be a "window on the Justice Department's conscience."

Ruthe Harvey, president of Western Theatre Owners, said to San Francisco's E. A. Johnston, now on the Coast, a wire pledgeing to the Motion Picture Association of America president's effort in fighting the government's complaint. He also offered his personal services in the fight. "If the Government wins this case," Harvey said, "I'm prepared to retire out of business."

Call It "squeeze"

The Dallas exhibitor group, composed of K. J. O'Donnell, Col., H. A. Cole, Ed. Rowley, Claude Ezell, R. J. Griffith and Phil Isley, wired Stevenson that the suit "is so illogical and its pleadings are so drastic that I feel it is anything but a political 'squeeze' on personalities thought to be Republican in complexion."

He further stated that many earmarks of punitive and extortionate motives that it will outrage the entire electorate and curb a wide band of trade. He closed by saying the Democratic administration is strong-arm political operatives and not administrators of law and equity.

The telegram said that American motion picture theatre owners may be forced into using their strength. Referring to the personnel of the group as possibly divided between the two parties. But action such as this, attacking the very foundations of our industry and threatening our livelihood and very existence, must inevitably involve the welfare of the pressful medium in self-defense.

"Shock and amazement" at the suit was expressed by Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, in a letter to McGranery. He asked the Attorney-General to reconsider his department's action.

Skintrion President Sees Suit Rejection as Conditions

"If the government succeeds in forcing the major motion picture companies to sell their films to television, subscription TV will be the only practical method of bridging the inevitable economic gap," Arthur Levey, president of Skintrion Electronics & Television Corporation, sponsors of the Subscriber-Vision pay-as-you-see television system, has indicated.

"Justice Department efforts to compel film distributors to make 10mm versions of their feature pictures available on a nonexclusive basis and strength the position of Subscriber-Vision and may hasten its introduction to the public," Mr. Levey said. Even in this government wins the case and the movie firms offer their pictures for sale, the question still remains. Who can afford to collude in this bounty? The picture people will undoubtedly put a stiff price on their product, and justifiably so. Neither the subscriber nor the individual stations will be able to meet it.

"Only through subscription TV, which transfers the boxoffice directly and effectively to the living room, will television be able to afford Hollywood's better films."

George Wallach is back at his NBC Chores as production manager, after a seven-week stay on the Coast where he was assistant producer to Arch Obler on the filming of a three-dimensional feature, in Anascope Color, which will be roadshown, after opening in New York some time in October. Story deals with the natural obstacles and thrilling adventures encountered during the building of the first railroad through darkest Africa. . . . After completing "Taxi" for 20th Century-Fox release, Gregory Ratoff will not return to Hollywood. He has taken a three-year lease on an apartment on 72nd St. and plans to devote all of his time to TV film production. . . . Stuart Buchanan, former program supervisor at ABC, who produces "The Ohio Story" for McCann-Erickson (featured over five key Ohio stations) dropped in town for a few days. . . . Maggi McNellis has been signed to be Piccadilly Cigars' new ABC-TV news. Her hundred-a-week novelty chatty chat with Broadway and Hollywood celebrities on "Maggi Round the Town," starts Thursday night at 9:30 to 10 P.M. . . .

Hal Roach arrived in town yesterday with 2 full-hour (in four segments) film series, "The Children's Hour" and "The Actors' Hour." Roach feels that film stars can enhance and prolong their professional lives by appearing on TV once a week but in brief segments. "Pictures have a great conveniently spaced ends for commercials without interrupting the action. . . . Can anyone imagine a new "Mr. Smith Goes to Washington" on ABC?" The clock and "The Amazing Mr. Malone" is currently unassigned and in fact unemployed. TV, or for that matter motion picture producers should immediately phone Larry Schwab, Jr., grab his talents and then thank us by sending a check to the Danion Runyan Cancer Fund.

Just step up and call the little lady "Dynaram." Who else but Kathi Norris, whose daily series (11 A.M.-12 noon) on DuMont with gimmicks on different days and unique and novel special films, guests, and other interesting items adds up to one phase of the gal's activities. Then she does her Saturday show seven on a wiggling table. Whatever the service on ABC which makes Kathi one of the busiest distaffers on the nets. What a package! Beauty PLUS Brains. . . . Announcer Joe King has drawn up plans for his new home which he plans to build (no, a professional contractor will do the work) and to whom the ABC series he purchased in Nyack, overlooking the Hudson River. . . . Bernie Schubert just made a kind of a new audience-participation series, "One Good Turn," which one of our spies informs us is how. Howard Linkoff is the producer with Craig Allen directing. . . .

A. T. & T. Facilities Extended in South

The long lines department of A. T. & T. Telephone and Telegraph has started laying a coaxial cable between Orlando and Tampa to provide additional long distance telephone, network radio and television circuits for Florida's West Coast. Planned for completion in June for the 1952-53 winter season, the new 101-mile route will connect with the nationwide network at Orlando.

Albany Unit Meets on Compo Tax Drive

Albany, N. Y., July 28.—Elimination of the 20 per cent Federal amusement tax could be the "salvation" of the New York State, said W. H. Reade, Universal branch manager here, and distributor chairman in the Council of Motion Picture Organizations' campaign. By a majority of branch managers and salesmen. There being "no reason why the exhibitor cannot work to the levy collection if the tax, if is repealed," all exhibitors should contribute to COMPO for the furtherance of the drive, Greenfield declared.

Branch managers were assigned to solicit smaller circuits and salesmen to independent exhibitors, with pledge cards. Division and district managers will contact larger circuits.

3 More Exhibitors Join 20% Tax Fight

Three more exhibitors sent word yesterday to Col. H. A. Cole and Pat McGee, co-chairmen of the national tax repeal campaign committee, that they will serve as committeemen to lend the campaign in their states, and the campaign representatives, representing all 48 states, now total 163.

Latest additions are Ralph E. McClanahan, owner of the Dixie Theatre, Meriden, Conn.; William L. Sack, president of the New York, New York Theatre Owners; and Samuel B. Landrum of Dallas, Calif., president of Rapid City Exhibitors Academy.

Talks Still Being Held on Todd TV

Negotiations looking toward the theatre telecasting of Mike Todd's "Night in Venice" stage production at Jones Beach, Long Island, are currently being conducted by the Fabian circuit.

Todd recently acknowledged that he had talked with theatremen and other interested parties, including Nate Halpern, president of the Theatre Owners of New York, and John T. H. Theology, on the possibility of using the new medium.
US-UK Pact Talks Set to Open Sept. 8

Lee Will Meet Here with MPAA, SIMPP Officials

Initial discussions in the negotiation of a new Anglo-American film agreement are scheduled to take place in Washington and New York beginning September 8, it was learned here yesterday from film export sources.

Sir Frank Lee, Undersecretary of the British Board of Trade, is due in Washington from London during the first week of September, the main purpose of his trip having to do with international matters unrelated to the motion picture business. He is said to have indicated, however, that he will use the opportunity to confer with Eric A. Johnston, Motion Picture Association of America president, and a representative (Continued on page 5)

Universal Has 20 Films in Backlog

Universal-International has a backlog of 20 pictures completed and in various stages of editing or awaiting release, the company disclosed here yesterday.

Eleven of these have color by Technicolor, giving the studio the largest Technicolor backlog of its history. In addition, three Technicolor pictures are currently shooting and three others are being prepared for early starts.

In addition to "Mississippi Gambler," on which shooting has just been (Continued on page 4)

Paris Talks Center On Subsidy Aspects

Talks have resumed in Paris between French government officials and Motion Picture Association of America representatives, and surrounding the new discussions is the possibility that the MPAA is leaning toward a unilateral film agreement providing some form of American subsidy for French production.

The Society of Independent Motion (Continued on page 5)

Paramount Puts 25 On Production Schedule for 1953

Paramount has scheduled 25 pictures for filming in 1953, the home office announced yesterday, terming it "the greatest number ever programmed by the company so far in advance."

Credit was given to Don Hartman, executive in charge of production, for the long-range planning. Y. Frank Freeman said the number represents "a record investment and evidences Paramount's supreme faith in the future of the motion picture business."

The pictures are: "The Big Song and Dance," starring Donald O'Connor and produced by Robert Emmett Dolan; "Rhyming," produced by Bernard Smith and directed by Charles Vidor; "A New Kind of Love," produced and directed by Billy Wilder; "White Christmas" (Technicolor), co-starring Bing Crosby and Fred Astaire, produced by Dolan; "South Pacific" (Continued on page 6)

Film Censorship Is Assailed by Lust

Rockville, Md., July 29.—Censorship of motion pictures is an unconstitutional infringement of personal liberty, a curtailment of the public's choice to make its own decisions and an insult to the intelligence and inherent decency of the American people, Sidney B. Lust, head of Sidney Lust Theatres, declared here before the Justice Club.

Giving the Supreme Court's decision in the "Miracle" case, Lust declared that the Court "views any law that re- (Continued on page 6)

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D of J, Answering Irate Exhibitors, Says TV Suit Not Meant to Exterminate Them

Washington, July 29.—The Justice Department is assuring exhibitors that its anti-trust suit to force producers to make 16mm. films more readily available to television is not aimed at putting theatre owners out of business.

This is the theme of a letter being sent by acting anti-trust chief Newell A. Clapp to Robert O'Donnell and other exhibitors who have protested the suit to the Department. The letter will also go out to other theatre owners who write in the future.

Clapp declares that the Justice Department is well aware of the competition that theatre owners are getting from television, and that these problems will be carefully considered in any relief finally sought from the court if the producers are found guilty of violating the anti-trust laws. It promises that the Justice Department's purpose in bringing the suit is not to deprive theatre owners of an opportunity to show films for profit, and calls attention to Paragraph Four of the complaint, which Justice says proves that the Department means to continue a reasonable clearance between theatre showing and 16mm. showing on television and other media.

(Continued on page 6)

Paramount Puts 25 On Production Schedule for 1953

Paramount has scheduled 25 pictures for filming in 1953, the home office announced yesterday, terming it "the greatest number ever programmed by the company so far in advance."

Credit was given to Don Hartman, executive in charge of production, for the long-range planning. Y. Frank Freeman said the number represents "a record investment and evidences Paramount's supreme faith in the future of the motion picture business."

The pictures are: "The Big Song and Dance," starring Donald O'Connor and produced by Robert Emmett Dolan; "Rhyming," produced by Bernard Smith and directed by Charles Vidor; "A New Kind of Love," produced and directed by Billy Wilder; "White Christmas" (Technicolor), co-starring Bing Crosby and Fred Astaire, produced by Dolan; "South Pacific" (Continued on page 6)

Film Censorship Is Assailed by Lust

Rockville, Md., July 29.—Censorship of motion pictures is an unconstitutional infringement of personal liberty, a curtailment of the public's choice to make its own decisions and an insult to the intelligence and inherent decency of the American people, Sidney B. Lust, head of Sidney Lust Theatres, declared here before the Justice Club.

Giving the Supreme Court's decision in the "Miracle" case, Lust declared that the Court "views any law that re- (Continued on page 6)

D of J, Answering Irate Exhibitors, Says TV Suit Not Meant to Exterminate Them

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(Continued on page 6)

TOA May Act As Defendant In U.S. Suit

Levy Will Seek Leaders' Decision at Sept. Meet

Herman M. Levy, Theatre Owners of America general counsel, will ask the organization's board at its meeting in Washington on September 15 to decide at that time whether or not it wishes to take the necessary steps to have TOA made a party defendant in the government's antitrust suit to force the sale of 16mm. films to TV and other outlets in competition to regular theatres.

Levy made this disclosure in a statement released here yesterday. The (Continued on page 4)

LONDON, July 29.—Peter Thornycroft, president of the Board of Trade, told Commons today in replying to questions that the British film industry, rather than the government, is expected to take the initiative in working out a plan to continue the Eady tax, which he said he believes to be an important factor in the well-being of British production. 

TORONTO, July 29.—A demonstration of a new projection development which permits a dual sound track on film was given here by the National Film Board of Canada. The invention was developed by the board's own technicians.
1951 Year of Progress for Italian Film Industry

WASHINGTON, July 29.—The year 1951 was one of progress for the Italian film industry and there are indications that this will bring even greater developments, the Department of Commerce reports. The volume and quality of Italian productions in 1951, backed by a record audience acceptance, as reflected in the level of box-office receipts and profits, is particularly to the United States, it was said in the report, prepared by Nathan Golden, head of the film section.

Exports of Italian pictures increased from 121 contracts in 16 countries in 1950, to 207 contracts in 82 countries by the end of 1951. Imports of films, on the other hand, declined, which was said to indicate further the growing audience acceptance of Italian films. In 1951, Italian films represented only 13 per cent of the films exhibited in Italy, against about 30 per cent in 1951, said the report.

In 1951 Italian production reached its highest level with 110 feature films, 55 shorts, 300 news and special event films produced. In 1951 production activities utilized 80 per cent of their capacity. Production was well sustained for all film workmen, technicians, and artists. About 80 per cent of Italy's production potential is now centered in the Rome area.

Gross box-office receipts in 1951 were estimated at 790,000,000 lire, more than 1,450,000,000 lire in 1950. Approximately 60 per cent of 42,000,000,000 lire came from United States receipts, 24 per cent came from films, and 16 per cent from other foreign films. There are about 1,500 motion pictures, particularly feature films in 1951 totaled 342, of which 230 were for United States films, while in 1950 a total of 359 import permits were granted, 294 for United States films.

**RKO Theatres Signs New TV-Radio Pact**

A new 13 week contract for television and radio spots on WNB and WNB has been signed by RKO Theatres, it was announced by Harry Mandel, national advertising director. The new contract includes 10-second, 20-second and one-minute announcements on TV and participation in several radio programs. With this agreement, the circuit will be continuously kept up of promotions started with WNB and WNB in January 1951.

**'Chesley' Screening Mon.**

The national trade screening of Warner Brother’s ‘Where’s Chesley?’ has been postponed from Monday to Wednesday, the company reported here.

**Attacks on Industry Scored by Duggan**

Asserting that it has become something of a vogue in certain circles to attack the motion pictures, producer and distributor of Paramount’s “Just for You,” Technicolor, with Bing Crosby and Jane Wyman, declared here yesterday that the trade press is the ideal medium for answering the attacks.

Duggan said better pictures are being made all the time and the industry is in better shape today from a product viewpoint than “10 or 12 years ago.”

Citing the importance of the industry, Duggan said that when the history of this century is written, the “Goldbergs, the Zukors and others will be high up on the list of industry makers.”

Duggan said just for “refers to musicals that will be brought from Paramount in the next few years under the influence of Don Hartman, his charge of production, but called them as having more substantial stories and more substantial characterizations rather than merely a series of songs.”

“Just for You” was brought in at “approximately $2,500,000, this was his first production. Next on his agenda is ‘Reaching for the Stars,’ to start in October.

**'Lady of Fatima' at N.Y. Astor and Bijou**

The Miracle of Our Lady of Fatima, ‘Warner Brothers’ new picture in WarnerColor about the shrine of a small town in Portugal, will open in the New York Astor and Bijou theatres Friday night, August 12. A special invitation premiere will be held at the Astor on the previous evening.

The Bijou will present ‘The Miracle’ on a reserved seat basis, with matinee performances Wednesdays, Saturdays and Sundays and evening performances daily. The Astor will show the film on a continuous performance basis.

**RKO Theatres Will Hold JDA Meeting**

Continuing the series of home office meetings in the industry’s campaign on behalf of the Joint Defense Appeal, key executives and other personnel of RKO theatres will hold a meeting today in the company’s projection room here, it was announced by Harry Kalmine, of Warner Brothers, chairman of the home office division of JDA. Leon Goldberg, Universal Pictures, and Edward L. G. Fabian, Theatre, are on the board of the industry-wide wide.

Previous meetings in the home office division were held at Universal, 21, 1945, and 1946.

**Newsreel Parade**

**THE DEMOCRATIC convention and the Olympic games are on-**

**newsroll courtesy highlights. Others items include a Red Cross meeting and action in Korea. Complete contents**

**MOVIECENTRE NEWS, No. 42—Democratic ticket Stevenson and Sparkman.**

**NEWS OF THE DAY, No. 39—Democratic ticket Stevenson and Sparkman.**

**P.R.A.M. GUEST NEWS, No. 38—Olympic meetings.**

**TELENEWS DIGEST, No. 3A—Red Cross meeting in New York.**

**T. B. M. D. S. NEWSLETTER, No. 30—Eisenhower for re-election.**

**INTERNATIONAL NEWSREEL, No. 43—Political campaign news.**

**WARRNER PATHIE NEWS, No. 19—President’s disaptent.**

**Ford Meets the Press At Republican Party**

Republican honored John Ford, director of its production, at the Republican National Press Club on Monday, during its convention in New York, yesterday in the Essex House, where the director greeted representatives of the trade press. Ford arrived from the west coast Monday in connection with the opening of the production at the Capitol Theatre on August 20, reportedly.


Other executives invited included Joseph Vogel, Oscar Doob, Eugene Picker, John Murphy, Ernest Emerling and Harry Greenman.

**RKO Radio Gets ‘Toilers of the Sea’**

RKO Radio will distribute “Toilers of the Sea,” the Victor Hugo tale, which David Rose will produce in Europe, with Yvonne de Carlo and Rock Hudson in co-starring roles, Red E. DePinto, company president, disclosed yesterday.

The production, “Toilers of the Sea” will have color by Technicolor and will start filming August 18 on the Channel Islands, off the coast of France.

**Two Tickets for One**

Hartford, July 29.—A number of six tickets are available on the sale of one ticket, to an average of $1.50 for a better-than-average audience, are offering two admissions for the price of one several evenings per
We’re as happy about these as we are about this

Exhibitors were asked the following questions:
Which company gives you the fairest treatment?
Which company showed the greatest improvement in its relations with exhibitors during 1951 over 1950?

...and the film buyers of America voted as follows:
First:
UNIVERSAL-INTERNATIONAL
Second:
METRO-GOLDWIN-MAYER
Third, in order:
UNIVERSAL-INTERNATIONAL
20th CENTURY-FOX
PARAMOUNT

Exhibitor Laurel Awards Nominations For July

"Ivanhoe"
with
ROBERT TAYLOR, ELIZABETH TAYLOR, JOAN FONTAINE, GEORGE SANDERS, EMILY WILLIAMS, ROBERT DOUGLAS, FINLAY CURRIE
Produced by Paul Robeson, Directed by Richard Thorpe
Screen play by Norman Reilly and Mort Gerberg
Adaptation by assoc. screenplay from the novel by Sir Walter Scott
Color by Technicolor

"The World In His Arms"
with
GREGORY PECK, ANN BLYTH
ANTHONY QUINN, JOHN MCINTIRE, ANDREA KING, CARL EAMONO, EUGENIE LEONHOCH, SIG ELSTON, HANS CONRIT
BRYAN FORBES, BRIG WILLIAMS
Produced by Allen Rosemont, Directed by Noel Black
Screen play by Robert Blees, Based on the novel by Henri Barbusse
Color by Technicolor

"Jumping Jacks"
with
DEAN MARTIN and JERRY LEWIS
MONA FREEMAN, DON DE FORE, ROBERT STEWART, RAY PALMER, MARCY MCURIE, DANNY ARNOLD
Produced by Hal B. Wallis, Directed by Norman Taurog
Screen play by Robert Lipton, Fred Rovelko, and Herbert Baker
with screenplay by James Allen and Richard Well
see a story by Brian McVay.

We take the position that good exhibitor relations are just as important as good boxoffice product.

We put a lot of effort into both and are gratified to see it recognized.

Thanks, Mr. Exhibitor, for your encouraging vote.
(And thanks, too, to “The Exhibitor” whose annual Laurel Awards help us to evaluate the results of our constant efforts.)

Keep your eye on the best friend your boxoffice ever had!
Universal Names 12 To Promote Arms

Universal-International has named 12 special field exploitation representatives to cover the first 20 city dates on "The World in His Arms," its 40th anniversary year picture which is being launched coast to coast during August following a series of pre-release engagements throughout the Pacific Northwest.

The 12 are Julian Bowes, Maurice Harris, Tom Harris, Ben Hill, Duke Hickey, John McGrail, Ben Katz, Ed Loew's, Joe Lockwood, David Pollack, William Galland and Robert Ungerfeld.

The 30 assignments are at the Arena Theatre, Philadelphia: Adams, Detroit; Keith's Memorial, Boston; Rivoli, Toledo; Loew's, Memphis; Mayfair, Okahoma City; Omaha, Omaha: Center, Charlotte; Tennessee, Nashville; Loew's, Palace, Washington; Des Moines and Ingersoll, Des Moines; Uptown, Tower, Fairway and Granada, Kansas City; Loew's, New Orleans; Hidderphone, Cleveland; Loew's, Daytona, Riverside; Alforth, Circle, Indianapolis; State Lake, Chicago; Loew's, Louisville, and the Ritz at Tulsa.

'U' Backlog

(Continued from page 1)


Black-and-white pictures include Bill Mauldin's Willie and Joe in "Back At The Front," starring Tom Ewell and Harlan Lobley; "Because of You," Loretta Young, Jeff Chandler, Alex Nicol and Frances Dee; "McK and Pa Kettle at Wash..." Marjorie Main and Percy Kilbride; "Beau Goes to College," Maureen O'Sullivan, Edmund Gwenn, Charles Drake, Jean Pierre Aumont and Gene Lockhart; "It Grows on Trees," Irene Dunne, Dean Jagger and Joan Evans; "The Black Castle," Richard Basehart, George Macready, David Huddleston, Stephen McNally, Paula Corday and Lon Chaney; "Francis Covers the Big Town," Donald O'Connor and Pa Kettle To Go With," with Marjorie Main and Percy Kilbride.

Legion of Decency Puts 10 in Class A


$1,350,000 Set for "Good" Mex. Films

Mexico City, July 29.--The trade's own bank, the semi-official Banco Nacional Cinematografico, has made $1,350,000 available to film producers with the sole condition that they make really good pictures for the sake of Mexico and themselves. The pictures, the bank stressed, must be strictly in accord with President Miguel Aleman's demand for films that are entertaining and of high moral tone.

TOA, U.S. Suit

(Continued from page 1)

statement expressed TOA's "shock" at the Department of Justice's action and in its naming of TOA as co-conspirator in "alleged claims of restrain of interstate commerce in films.

And it was named co-conspirator, TOA was excluded from the government's list of defendants, who number 12.

With the heart's approval, TOA would seek to intervene in the case, and thereby become one of the defendants. However, if the government opposed TOA's intervention the court would not sanction the organization's becoming a defendant.

TOA "knows no reason at all" why it should have been named a co-conspirator by the Justice Department. Lewy said. "as general counsel," he added, "I feel very keenly TOA's any obligations to our constituents, and to the entire industry, to do all in our power, by all means available to us, to strike down this brazen attack. I shall place the entire matter before our board of directors for full discussion at its next meeting in September, at the annual convention."

Lewy said he would ask the board to decide whether or not it wishes to take the necessary steps to seek mission to be made a party defendant "so that we may better, and to the fullest possible extent, unjustify..." unjustifiable, and unwarranted attempt on the part of the Federal Government to invade the motion picture industry.

Ind. Allied Aid

(Continued from page 1)

members will write letters of protest to the Attorney General, U.S. Sen...ators and nominees for the... have...to make personal calls on party leaders, including Democratic national chairman Frank E. McKee. Support of other trade associations and Chambers of Commerce will be...ved.

TOI will offer to intercede in the suit, Trueman Renbush, president, said. The meeting also gave final appro... plans with a..." Movietime, U.S.A.,"... Week in September. Bob Wil... executive secretary of Ohio Allied, was here to exchange ideas on the fair exhibit.


National Pre-Selling

The new look, dated August 12 and just released, carries Universal's full-page, full-color ad on "The World in His Arms," which will appear in the July 28th issue of "TV Bungling," by Abel Green. "It's a lot of fun for the money, with accent on pictures.

Fite, the advertising newsmagazine, has just presented special article to Irving Manheimer, chairman of the executive committee of Macfadden Publications, to his extraordinary feat of building Macfadden profits by such a phenomenal degree that it rated two-pages of praise in his trade press. He makes it point to fan magazines, that increased fan magazine readership means that movies are really better than ever, for you can't fool the fan; you read all about them so well, in advance.

He thinks fan magazines are closer to the public and says that we can believe they are standing right alongside the fans at the magazine counter.

The second of a series of comic characters featuring Paramount's cartoon characters has been published by Harvey Publications in New York and will be available through 1,000 wholesalers. "Marilyn Monroe," star of 20th Century-Fox's "Don't Look Back to Knack," also on the covers of four national magazines, new and coming to news-stands... National magazine publicity for 20th Century-Fox's "The Price Glory" will add up to 115,000,000 impressions through a tie-up with 1-8 vegetable juice advertising, entitled Seventeen for August in a paid issue will star 11 entertainment features, including profiles of five of today's top young per... Universal's "The World in His Arms" has been chosen as Seventeen's "Picture of the-Month," for August, with "Has Anyone Seen My Gal" getting a two-column picture review.

Collier's for August 9 goes all out for Downs Day with her picture on the cover and three inside pages devoted to a story on Warner's "April in Paris," Technicolor musical, in which stars with a roster of 20th Century-Fox's "We're Not Married" as the summer's best film comedy. Life magazine, in its July 28th issue, picks its motion as its picture of the week, and gives three pages to the Normally Johnson production, "The Longest Day," and pages to the news that their marriages, performed by Justice of the Peace Victor Moore, are not legal.

WALTER BROOKS
20th Decides

(Continued from page 1)

saved stockholders the tax on the new stock they received following divo-
cement by avoiding the organization of one or more of the new companies.

Rather than delay the reorganiza-
tion further, since it appears to the company that no "spin-off" regulations will be issued, it was proposed to proceed with the original plan and to complete the reorganization on or about September 1.

Adopted October 4

The plan, less the authorized amendment, also was adopted at the October 4 meeting. It contemplates (a) the organization of a new theatre company to be called National Theatres, Inc., which will take over the interests of Twentieth-Century-Fox Film Corporation and Roxy Theatre, Inc.; (b) the organization of a new picture company which will be incorporated in Delaware under the name of Twentieth-Century-Fox Film Corporation and which will take over the balance of the assets of the present company; (c) the dissolution of the present Twentieth-Century-Fox Film Corporation and the new theatre company and the new picture company to be the stockholders of the present Twentieth-Century-Fox Film Corporation in exchange for their present shares, on the basis of one share of stock in each new company for each present share of the present company. Both these new companies have filed applications for the listing of their stock on the New York Stock Exchange.

Had the amendment been adopted, the new theatre company would have been known as Wesco Theatres.

Albany House Reopening

ALBANY, N. Y., July 29.—Neil Hall-
man will reopen the Royal Theatre
Friday. It is the first theatre to be
reopened hereabouts after a summer
darkening. Hollman closed the Royal
and Paramount in June due to poor
business. During the interval he in-
stalled a new floor and made other
improvements. The Paramount, which is undergoing alterations, will reopen in a month.

US-UK Pact Talks

(Continued from page 1)

of the Society of Independent Motion
Picture Producers, on a new film
agreement, which will be negotiated
by the new picture companies.

Others from the MPAA who also
sit in on the preliminary talks are
Joyce O’Hara and John G. Mc-
Carthy, vice-presidents. James W. Morse, general counsel, will represent the SIMPP if Ellis G. Arnall, who is on leave as president of Universal, is unable to attend. Stabler, has not returned by that time.

Arrangements are expected to be made at the meetings for further talks, probably in London, at a later date.

The present two-year agreement, which was renegotiated a year ago, will expire at the end of September. It provided for remittances of $17,000,000 and set up a "home" arrangement whereby additional remittances could be secured. These additional remittances are said to have totalled approximately $4,500,000.

200 Films Entered
In Venice Festival

VENICE, Italy, July 29.—Two hun-
dred films from 27 nations have been
entered in the Venice Film Festival, it is reported.

The United States is presenting 11 films at the Scientific and Art Docu-
ments section. Among the US-UK Agreement to be notified by the government to make this choice. Eighty other films will be presented by the U. S. at the Festival of Films for Children.

Mexican City Theatres Averaging Gross Income of $250,000 Weekly

MEXICO CITY, July 29.—The 127 theatres operating here are doing well judging from official figures which show that their combined weekly gross averages about $250,000. This income yields the operators a weekly profit of 11 cents per seat. Those charging more than 12 cents pay 16.10 per cent. Those charging more than 12 cents pay 16.10 per cent. 

The business here has improved greatly of late because of the exhibition of really good U. S., Mexican and foreign pictures, the Treasury said.

The de luxe Cine Roble, newest first-run theatre, did the big-

est business during the first half of this year, grossing $481,000. The Cine Alameda, pioneer of Mexican picture houses, was runner-up with a $259,000 gross. Grossing more than $100,000 each were the Metropolis A, Palacio Cine, Mexico, Olimpia, Real Cinema and Nacho, all first runs, and the Opera, a subsequent run.

The municipal government is investigating complaints of an alleged racket practiced by minor city employees who are selling for half price passes to theatres that should be given gratis. The trade estimates that this costs it more than $250,000 yearly.

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**Affair in Trinidad**

*Motion Picture Daily* (July 30, 1952)

**Article:** The return of Rita Hayworth to the screen after a three-year absence is in itself a factor that constitutes good box-office news. And playing opposite her in this drama of espionage in Trinidad is none other than her old partner of "Gilda," Glenn Ford. More material for exploitation minimizing exhibitors to work with are two terrific, native song-dances which Miss Hayworth delivers in appropriate style.

As for the story itself, it seems like a compounding of routine elements and situations seen before in many spy melodramas. Miss Hayworth appears as an American nightclub entertainer in Trinidad who learns about the unaccountable suicide of her husband. Before the story is long underway it appears that he was actually caught up in the tentacles of a spy ring and bound and gagged, just as Miss Hayworth is, the head of a suave man-of-the-world, who is in love with Miss Hayworth, is the head of a ring. Action starts to percolate when Ford, brother of the deceased, arrives on the scene and starts digging at the roots of the murder. In good time, Ford falls in love with Miss Hayworth, all of which creates a thoroughly triangle.

Complications and misunderstandings develop to a point where Miss Hayworth, leaving vengeance upon Ford, puts up a strategic act of wild abandon at a party. Ford slaps her sharply and walks out. In the meantime, Miss Hayworth does some private sleuthing and finds evidence which proves a plot against the U.S. And just when Miss Hayworth's life is about to be sacrificed, Ford makes a research entrance.

Others in the cast of Vincent Sherman's production are Valerie Bettis, a shapely, loquacious member of the spy ring, and Torin Thatcher, of the FBI.

A Beckworth Corp. Production, it was directed by Sherman from the screenplay by Oscar Saul and James Gunn. Running time, 98 minutes. General audience classification. For August release.

**Last Train from Bombay**

*Motion Picture Daily* (July 30, 1952)

**Article:** India is the locale of this melodrama which pits Jon Hall against a terrorist Hindu band bent upon creating civil strife there. Youngsters may find the story somewhat slow, but it is favorably punctuated to the episodic plot contrivances which makes the film incredulous to a large degree.

Hall, young American diplomat, learns of a plot to blow up a train upon arrival in India. In order to thwart the plot, he is innocently accused of murder and hunted by the police. His adventures are highlighted by cloak-and-dagger developments, punctuated by danger-throwing and fists. In true form, the leader of the terrorist band is unmasked.

The formula motif of this film, while it may be of some merit to those who like their story simple, yet action packed, fails to be enhanced either by good acting or credible scenery.

The producer is Sam Katzman, while Fred S. Sears directed, from a story and screenplay by Robert Yafe Libett. Others in the cast include Christine Larson, Lisa Ferraday, Douglas R. Kennedy and Michael Fox. Running time, 72 minutes. General adult classification. For August release.

**Para. Production**

*Motion Picture Daily*

**Article:** Produced by Joseph Sistrom: "Legends of the Inca" (Technicolor), produced by Mel Epstein; "Away We Go" (Technicolor), starring Donald O'Connor, produced by Dolan; "Sad Sack," produced by Paul Jones; "Conquest of Space" (Technicolor), produced by George P. Ab. "The Parson of Pansmon" (Technicolor), produced by Robert Sistrom by Epstein; "Vanity Fair" (Technicolor), produced by Robert Sistrom by Epstein; "The Domino Commitment," directed by Burton Lane; "The Great Gatsby" (Technicolor), directed by Frank Fenton; "The 39 Steps" (Technicolor), directed by William Wright; "Who Goes There?" (Technicolor), directed by Irving Asher; "The Hard Way" (Technicolor), directed by George Seaton; "Topeka and Fay" (Technicolor), directed by George Seaton; "The White Master" (Technicolor), directed by Irving Asher; "The Thundering Horse" starring Donald O'Connor, produced by William Boyd; "The Younger," produced by William Wellman; "The Gilded Lily" (Technicolor), produced by Robert Welch and directed by Frank Tashlin; "The Speedy" (Technicolor), produced by Joseph Sistrom.

Also, "Look, Ma, I'm Dancing" (Technicolor), starring Curt Jurgens and Janet Leigh, produced by Joseph Sistrom; "Jamaica Run" (Technicolor), starring Ray Milland, directed by Lewis R. Foster; "Little Boy Lost," starring Burt Lancaster and directed by Joseph Sistrom; "The Caretaker" (Technicolor), directed by Joseph Sistrom; "The Strange Case of Dr. Jekyll and Mr. Hyde," directed by Michael Curtiz; "The Naked and the Dead" (Technicolor), directed by Edwin L. Marin; "The Great Gatsby" (Technicolor), directed by William A. Wellman; "The Big Sleep" (Technicolor), directed by Howard Hawks.

**Film Censorship**

*Motion Picture Daily*


"Legends of the Inca" requires submission of films in advance of exhibition to a censor as an encroachment on constitutional rights to free expression. In the light of this, he said, none of the seven states maintaining censor boards have taken any action to revise their statutes.

The industry, armed with the dictum of the Supreme Court, is determined to give battle to censorship everywhere it exists, Last asserted.

Last pointed out the safeguards the industry has against indecency on the screen. They are the fact that films distributed by the National Screen Institute, are included in the code, and the fact that the industry is determined to maintain the recognition of its responsibilities to the American public.

**Kodak Awards $129,242**

*Motion Picture Daily* (July 30, 1952)

**Article:** Rochester, N. Y., July 29-Eastman Kodak Co. has received reports of nearly $129,242 in Kodak awards during the first six months of 1952. That amount was nearly $15,000 above the total paid in awards during the same period of 1951.

**Manos Gets Another**

*Motion Picture Daily* (July 30, 1952)

**Article:** Toronto, O., July 29—George Manos, Toronto producer, and president of Shaw circuits, has been awarded $129,242 in Kodak awards during the first six months of 1952. That amount was nearly $15,000 above the total paid in awards during the same period of 1951.

**Sea Tiger**

*Motion Picture Daily* (July 30, 1952)

**Article:** Hollywood, July 29

**Review:** William F. Brophy, executive producer, and Wesley E. Barry, executive producer, have been awarded a Kodak Award of about $15,000 for "Sea Tiger." Others in the cast include Jimmy Davis, Taylor Holmes, Barry Kelley, Stephen Kellogg, and James Kirkland. For special recognition has been awarded producer-director. The story is by Charles Marquis Warren and Prescott Chaplin.

**Running time:** 90 minutes. General audience classification. Release date, August 20.
US-UK Pact Talks Set to Open Sept. 8

Lee Will Meet Here with MPAA, SIMPP Officials

Initial discussions in the negotiation of a new Anglo-American film agreement are scheduled to take place in Washington and New York beginning September 8, it was learned here yesterday from film export sources.

Sir Frank Lee, Undersecretary of the British Board of Trade, is due in Washington from London during the first week of September, the main purpose of his trip having to do with international matters unrelated to the motion picture business. He is said to have indicated, however, that he will use the opportunity to confer with Eric A. Johnston, Motion Picture Association of America president, and a representative of the MPAA.

Universal Has 20 Films in Backlog

Universal-International has a backlog of 20 pictures completed and in various stages of editing or awaiting release, the company disclosed here yesterday.

Eleven of these have color by Technicolor, giving the studio the largest Technicolor backlog in its history. In addition, three Technicolor pictures are currently shooting and three others are being prepared for early starts.

In addition to “Mississippi Gambler,” on which shooting has just begun.

Paris Talks Center On Subsidy Aspects

Talks have resumed in Paris between French government officials and Motion Picture Association of America representatives, and surrounding the new discussions is the possibility that the MPAA is leaning toward a unilateral film agreement providing some form of American subsidy for French production.

The Society of Independent Motion

Paramount Puts 25 On Production Schedule for 1953

Paramount has scheduled 25 pictures for filming in 1953, the home office announced yesterday, terming it “the greatest number ever programmed by the company so far in advance.”

Credit is given to Don Hartman, executive in charge of production, for the long-range planning. Y. Frank Freeman said the number represents “a record investment and evidences Paramount’s supreme faith in the future of the motion picture business.”

The pictures are: “The Big Song and Dance,” starring Donald O’Conor and produced by Robert Emmett Dolan; “Right or Wrong,” produced by Bernard Smith and directed by Charles Vidor; “A New Kind of Love,” produced and directed by Billy Wilder; “White Christmas” (Technicolor), starring Bing Crosby and Fred Astaire, produced by Dolan; “South

‘All Out’ Ind. Allied Aid to 16mm. Fight

Rockville, Md., July 29.—Censorship of motion pictures is an unconstitutional infringement of personal liberty, a curtailment of the public’s choice to make its own decisions and an insult to the intelligence and inherent decency of the American people, Sidney B. Lust, head of Sidney Lust Theatres, declared here before the Kentos Club yesterday.

Citing the Supreme Court’s decision in the “Miracle” case, Lust declared that the Court “views any law that re

D of J, Answering Irate Exhibitors, Says TV Suit Not Meant to Exterminate Them

Washington, July 29.—The Justice Department is assuring exhibitors that its anti-trust suit to force producers to make 16mm. films more readily available to television is not aimed at putting theatre owners out of business.

This is the tenor of a letter being sent by acting anti-trust chief Newell A. Clapp to Robert O’Donnell and other exhibitors who have protested the suit to the Department. The letter will also go out to other theatre owners who write in the future.

The letter declares that the Justice Department is well aware of the competition that theatre owners are getting from television, and that these problems will be carefully considered in any relief finally sought from the court if the producers are found guilty of violating the anti-trust laws. It promises that the Justice Department’s purpose in bringing the suit is not to deprive theatre owners of an opportunity to show films for profit, and calls attention to Paragraph Four of the complaint, which Justice says proves that the Department means to continue a reasonable clearance between theatre showing and 16mm. showing on television and other media.
Personal Mention

Leonard Goldenson, president of United Paramount Theatres, and Mrs. Goldenson are due to return here from Europe on Monday.

F. H. Fodor, executive in charge of production for Filmcraft Productions, will speak at the 72nd semi-annual convention of the Society of Motion Picture and Television Engineers, to be held in Washington in October.

Ralph E. McClanahan, of Louisville, newly-elected president of the Kentucky Association of Theatre Owners, plans to call upon every theatre owner in the state within the next three to four months.

Robert Mochrie, RKO Radio vice-president and general sales manager, and S. Barkey McCormick, director of advertising, have returned here from the Coast.

Ed Smith, managing director of the Paramount Theatre, Springfield, Ill., has returned from his desk following recuperation from a heart attack.

Herbert Gelbspan, Eastern representative for Hal Roach, and Mrs. Gelbspan announce the birth of a girl, Blushing Hospital, Flushing, N.Y.

Herb Steinberg, Paramount's public relations manager, held talks for Hollywood today for meetings with Ted Carle, studio publicist director.

Phyllis Dezel, wife of Albert Dezel, independent distributor in Chicago, is in a rest home following an attack of viral pneumonia.

E. T. Talman, Columbia manager for San Francisco, is confined to his home with viral pneumonia.

Al Golin, M-G-M press representative in Des Moines, will arrive here from that city next week for a vacation.

Louis de Rochemont, producer, and his wife will leave here today for Europe aboard the S.S. Queen Mary.

Lester Zuckier, Universal branch manager in Cleveland, and his wife are vacationing in Canada.

John Ash, M-G-M auditor, is spending several weeks at the Cleveland branch.

Maurice King, of King Brothers, has left Hollywood for Paris and Istanbul.

Scheucho Succeeds Gerson

Cleveland, July 29—Carl Scheucho, Monogram salesmen, has been taken off the road and appointed office manager-booker succeeding Katie Gerson, now with Warner Brothers.

1951 Year of Progress for Italian Film Industry

Washington, July 29—The year 1951 was one of progress and prosperity for all segments of Italy's motion picture industry and there are indications that Italy will bring even greater developments, the Department of Commerce reports. The volume and quality of Italian productions in 1951 are a far cry from their record audience acceptance, as reflected in the level of box-office receipts and imports, particularly to the United States, it was said in the report, prepared by Nathan Golden, head of the film section.

Exports of Italian pictures increased from 121 contracts in 10 countries in 1950 to 643 contracts in 36 countries in 1951. Imports of films, on the other hand, declined, which was said to indicate further the growing audience acceptance of Italian pictures.

In 1951 Italian films represented only 15 per cent of the films exhibited in Italy, against about 30 per cent in 1950, said the report.

In 1951 Italian production reached its highest level with 110 feature films, 51 short subjects, and 300 newsreel and special event films produced. In 1951 production activities utilized 80 per cent of their facilities and full employment for all film workers, technicians, and artists. About 80 per cent of Italy's production is currently located in the Rome area.

Box-office receipts in 1951 were estimated to be $61,450,000,000, said the report.

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'RKO Theatres Signs New TV-Radio Pact

A new 13 week contract for television and radio spots on WNBT and WNBC has been signed by RKO Theatres, it was announced by Harry Mandel, national advertising director.

The new contract includes 10-second, 20-second, and one-minute announcements on both radio and television programs. With this agreement, the circuit will be considered to use RKO theatre spots. It started with WNBT and WNBC in January 1951.

'Charley' Screening Mon.

The national trade screening of Warner Brother's 'Where's Charley?' has been postponed from today to Monday, the company reported here.

Newscast Parade

The Democratic convention and the Olympic games are current newsroom highlights. Others items include a Red Cross meeting and action in Korea. Complete contents follow:

MOVIE STONE NEWS, No. 62—Democratic ticket Stevenson and Sparkman, Olympics.

NEWS OF THE DAY, No. 295—Democratic ticket, Stevenson and Sparkman, Records set at Olympics.

PYRAMID NEWS, No. 59—Olympics, Stevenson, Sparkman, Red Cross meeting.

TELENEWS DIGEST, No. 21A—Red Cross, Newsreel, Newsreel.

Universal News, No. 552—Politicized campaign stories, Korea front, Olympic games.

WARNER PATHE NEWS, No. 101—Presidential campaign stories, Show on front, Puerto Rico now a target, a lease for younger's Red Cross meeting, Olympics.

Ford Meets the Press at Republican Party

Republican honored John Ford, director of its production, "The Quiet Man," at a coffee-beer meeting yesterday in the Essex House, where the director greeted representatives of the trade press. Ford arrived from the West Coast for promotions in connection with the opening of the picture at the Capitol Theatre on July 31.


RKO Radio Gets 'Toilers of the Sea'

RKO Radio will distribute "Toilers of the Sea," the Victor Hugo tale, which David Rose will produce in England, Yeomans de Carlo and Rock Hudson in starring roles, Fred E. Depinet, company president, disclosed yesterday.

In addition to production, "Toilers of the Sea" will have color by Technicolor and will start filming August 18 on the Channel Islands, off the coast of France.

Two Tickets for One

Harrods, July 29—A number of summer theatres in Connecticut, faced with a two-ticket-per-family trade, are offering two admissions for the price of one several evenings per
We're as happy about these

...as we are about this

We take the position that good exhibitor relations are just as important as good boxoffice product.

We put a lot of effort into both and are gratified to see it recognized.

Thanks, Mr. Exhibitor, for your encouraging vote.

(And thanks, too, to “The Exhibitor” whose annual Laurel Awards help us to evaluate the results of our constant efforts.)

Continue to keep your eye on UI... the best friend your boxoffice ever had!
Universal Names 12 To Promote Arts

Universal-International has named 12 special field exploitation representatives to cover the first 20 key city dates on "The World in His Arms," its 40th anniversary year picture, which is running from Coast to Coast during August following a series of pre-release engagements throughout the Pacific Northwest.

The 12 are Julian Boves, Maurice Harris, Tom Harris, Ben Hill, Duke Hickey, John Holohan, Joe Blauston, David Poll, William Gandall and Robert Ungerfeld.

These 20 assignments are at the Ran- dolph Theatre, Philadelphia; Adams, Detroit; Keith's Memorial, Boston; Rivoli, Toledo; Loew's Palace, Mem-phis, Tennessee; West, Oklahoma City; Oma- ha, Omaha; Center, Charlotte; Tennessee, Nashville, Loew's Palace, Washing- ton, Des Moines and Indianapoli- sis, Indianapolis; State Lake, Chicago, Loew's, Louis- ville, and the Ritz at Tulsa.

TOA, U.S. Suit (Continued from page 1)

The statement expressed TOA's "shock" at the decision of Justice's action and its naming of TOA as a co-conspirator in "all alleged claims of restraint of interstate commerce in motion pictures," while also named a co-conspirator, TOA was excluded from the government's list of defendants, who number 12.

With the board's approval, TOA would seek to intervene in the case and thereby become one of the defendants. However, if the govern- ment opposed TOA's intervention the court would not sanction the organi- zation's becoming a defendant.

TOA "knows no reason at all" why it should have been named a co-conspirator by the Justice Department, Levey said. "As general counsel," he added, "I feel very keenly TOA's and my obligations to our constituents, and to the entire industry, to do all in our power to all means available to us, to strike down this brazen at- tack. I shall place the entire matter before our board of directors for full discussion at its next meeting in Sep- tember, at the annual convention."

Levey said he would ask the board to decide whether or not it would take the necessary steps to seek permission to be made a party defendant "so that we may better, and to the fullest extent possible, combat the unjustifiable and unwarranted attempt on the part of the Federal Government to invade the motion picture industry."

Ind. Allied Aid (Continued from page 1)

members will write letters of protest to the Attorney General, U.S. Sena- tors and representatives for the Senate in the November election. Allied officers also will make personal calls on party leaders, including Democratic national chairman Frank E. Moore, and a port of other trade associations and Chambers of Commerce will be in- vited. TOA will offer to intervene in the suit, Truman Renshaw, president, said.

The meeting also gave final approval to plans for a motion picture exhi- bit at the Indiana State Fair to key a second "Movietone, U.S.A." tour in 1953, and the election of executive secretary of Ohio Allied, who was to exchange ideas on the fair exhibit.


TO THE SHOWMANSHIP COMPANY

"I Was Made To Live For Him!…

"But Now I Could Kill Him!"

JOSEPH KAUFMAN presents

Joan Crawford in

Sudden Fear!

JACK GLORIA BRUCE PALACE - GRAHAME - BENNETT VIRGINIA HUSTON - TOUCH CONNORS
PRODUCED BY JOSEPH KAUFMAN
DIRECTED BY DAVID MILLER
SCREENPLAY BY LENOIR COFFEY AND ROBERT SMITH
BASED ON EDNA SHERRY'S "SUDDEN FEAR"

A NEW HIGH IN SUSPENSE MELODRAMA!

THIS IS NEWSPAPER AD NO. 106

$4,350,000 Set for 'Good' Mex. Films

Mexico City, July 29.—The trade's own bank, the semi- official Banco Nacional Cine- matografico, has made $4,350,000 available to producers with the sole condition that they make really good pictures for the sake of Mexico (the Hemisphere). These pictures, the bank stressed, must be strictly in accord with the President, Miguel Aleman's demand for films that are enter- taining and of high moral tone.

TIDE: The advertising newsmagazine devoting special article to Irving Manheimer, chairman of the executive committee of Mac- fadden Publications, to his extraordin- ary financing Macfadden profits by such a phenomenal degree that it rated two-pagers of praise in his trade press. He makes the point, with regard to fan maga- zines, that increased fan magazine readership means that magazines are really better than ever, for you can't fool the fans who read all about them so well in advance. He thinks fan magazines are closer to the fans than ever, and that we can believe they are standing right alongside the fans at the magazine counter.

The second of a series of comic magazines featuring Paramount's cartoon characters has been published by Mercury Publications in New York and is now on sale through 1,000 wholesalers. Marilyn Monroe, star of 20th Century-Fox's "Don't Bother to Knock," is also on the covers of four national magazines, new and coming to newsstands.
20th Decides

(Continued from page 1)

saved stockholders the tax on
the new stock they received fol-
lowing divestiture by avoiding the
organization of one or more of
the new companies.

Rather than delay the reorganiza-
tion further, since it appears to
the company that the "spin-off" regu-
lations will be issued, it was pro-
ced to proceed with the original plan and
to complete the reorganization on
about September 27.

Adopted October 4

The plan, less the authorized
amendments, also was adopted at
the October 4 meeting. It contemplates
(a) the organization of a new theatre
company, to be called National
Theatres, Inc., which will take over
the interests of Twentieth Century-
Fox Film Corporation in the com-
mon stock of U. S. Theatres Cor-
poration and Roxy Theatre, Inc.;
(b) the organization of a new picture
company which will be incorporated
in Delaware under the name of
Twentieth Century-Fox Film
Corporation and which will take over
the business of the present Twenti-
th Century-Fox Film Corporation in
exchange for their present shares, on the basis of one
share of stock in each new company
for each present share of the present
company. Both these new companies
have filed applications for the listing
of their stock on the New York Stock
Exchange.

Had the amendment been adopted,
the new theatre company would have
been known as U. S. Theatres.

Albany House Reopening

ALBANY, N. Y., July 29—Neil Holl-
man will reopen the Royal Thea-
tre next Friday. It is the first theatre to be
reopened hereabouts after a summer
darkening. Hollman closed the Royal
and Paramount in June to do busi-
ness. During the interval he in-
stalled a new floor and made other
improvements. The Paramount, which
is undergoing alterations, will reopen in
a month.

US-UK Pact Talks

(Continued from page 1)

of the Society of Independent
Motion Picture Producers, on a
new two-year agreement.

Others from the MPAA who also
will sit in on the preliminary talks
are Joyce O'Hara and John G.
McCarron, William Sullivan, Jules
Valley and Alfred Crown probably will
represent the SIMPP if Ellis G.
Arrow, who is on leave as president
during his service as U. S. Price
Stabilizer, has not returned by that
time.

Arrangements are expected to be
made at the meetings for further talks,
probably in London, at a later date.
The present two-year agreement,
which was renegotiated a year ago,
will expire at the end of September.
It provided for remittances of $17,-
000,000 and set up a "bonus" arrange-
ment which established some 25
methods whereby additional remi-
tances could be secured. These addi-
tional remittances are said to have
totalled approximately $4,500,000.

Paris Talks

(Continued from page 1)

Picture Producers some time ago went
on record as unqualifiedly opposed to
entering into any agreement that
would provide such subsidization.
The current talks in Paris were re-
ported to be centering around Article
III of the French government decree,
which article authorizes the issuance of
additional import permits to compa-
"nies that assist French films. The
MPAA member companies are known
be willing to sign a subsidy agree-
ment in order to increase exports to
France.

Participating in the current talks are
F. W. Alport, chairman of the
MPAA delegation, Signor Ali-
scension's Theodore R. Smith and Gene
Van Der. It was indicated here that
work will be done on this clarification of
some aspects of Article III are arrived at,
the U. S. State Department will be
invited to resume its role in the nego-
tiations, which commenced on the
Government level.

Harrington Leaves MGM

CLEVELAND, July 29—Phil Harring-
ton, with the local M-G-M exchange
for the past 18 years, has resigned to
go into the lumber business. He had
been booking, office manager and sales-
man.

Mexico City Theatres Averaging
Gross Income of $250,000 Weekly

Mexico City, July 29.—The 127 theatres operating here are doing
well judging from official figures which show that their combined
weekly gross averages about $250,000. That income was the result of
the municipal treasury some $17,300. Taxes on theatre receipts
are on a sliding scale. Those charging up to 12 cents pay 12.65 per
cent. Those charging more than 12 cents pay 16.10 per cent.
City officials believe the tax system has improved greatly of late becau-
se of the exhibition of really good U. S. and Mexican pictures,
the Treasury said.

The de luxe Cine Rohe, newest first-run theatre, did the biggest
business during the first half of this year, grossing $400,000.
The Cine Alameda, pioneer of Mexican picture houses, was run-
ner-up with a $289,000 gross. Grossing more than $100,000 each were
the Metropolitan, Palacio Chile, Mexico, Olympia, Real Cinema
and Nacional, all first-run, and the Opera, a subsequent run.

The municipal government is investigating complaints of an
alleged racket practiced by minor city employers who are selling
for half price passes to theatres that should be given gratis.
The trade estimates that this costs it more than $250,000 yearly.

New Trade Show Date

formerly July 30th

New Date: Aug. 4th

Times and Places Same As Previously Announced

NEW TRADE SHOW DATE

FOR

WARNER BROS.:
"Where's Charley?"

color by TECHNICOLOR

FORMERLY JULY 30TH

NEW TRADE

AUG. 4TH

WHERE'S CHARLEY?

Includes Mainliner transportation, hotel accommodations and sightseeing.

Only $624* for a
10-DAY HAWAIIAN VACATION!

* From New York

UNITED AIR LINES
(Forces plus tax.)
Motion Picture Daily

Wednesday, July 30, 1952

Motion Picture Feature Reviews

"Affair in Trinidad"

(Columbia)
THE RETURN OF RITA HAYWORTH to the screen after a three-year absence is in itself a factor that constitutes good box-office news. And playing opposite her in this drama of espionage in Trinidad is none other than her old partner of "Gilda," Glenn Ford. More material for exploitation-minded exhibitors. "Affair in Trinidad" is a terrific, native song-dance which Miss Hayworth delivers in appropriate style.

As for the story itself, it seems like a compound of routine elements and situations seen before in many spy melodramas. Miss Hayworth appears as an American nightclub entertainer in Trinidad who learns about the unaccountable suicide of her husband. Before the story is long underway it appears that she was actually caught up in the tentacles of a spy ring and highhanded blackmailers. It gradually transpires that a suave man-of-the-world, who is in love with Miss Hayworth, is the head of the ring. Action starts to percolate when Ford, brother of the deceased, arrives on the scene and starts digging at the roots of the murder. In good time he falls in love with Miss Hayworth, all of which creates a thorny triangle.

Complications and misunderstandings develop to a point where Miss Hayworth, fearing vengeance upon Ford, puts up a strong act of val'd abandonment at a party. Ford slaps her sharply and walks out. In the meantime, Miss Hayworth does some private sleuthing and finds evidence which proves a plot against the U. S. And just when Miss Hayworth's life is about to be saved, Ford makes a recantation.

Others in the cast of Vincent Sherman's production are Valerie Bettis, a shapely, luscious member of the spy ring, and Torin Thatcher, of the British Colonial Police.

But that's Production, it was directed by Sherman from the screenplay by Oscar Saul and James Gunn. Running time, 98 minutes. General audience classification. For August release.

"Last Train from Bombay"

(Columbia)
INDIA IS THE LOCALE of this melodrama which pits Jon Hall against a terrorist Hindu band bent upon creating civil strife there. Youngsters may find the action in the film somewhat engrossing, but adults probably will think their interest lags behind the episodic plot contrivances which makes the film incredulous to a large degree.

Hall, young American diplomat, learns of a plot to blow up a train upon its arrival. The terrorist attempts to thwart the plot by innocently accused of murder and hunted by the police. His adventures are highlighted by cloak-and-dagger developments, punctuated by dag-drawing and fistfights. In true formula lines, the leader of the terrorist band marries Hall's fiancé.

The formula motif of this film, while it may be of some merit to those who like their story simple, yet action packed, fails to be enhanced either by good acting or of credulity scenery.

The producer is Sam Katzman, while Fred F. Sears directed, from a story and screenplay by Robert Yale Libb. Others in the cast include Christine Larson, Lisa Ferraday, Douglas R. Kennedy and Michael Fox.

Running time, 72 minutes. General adult classification. For August release.

Para. Production

"Sea Tiger" (Monogram)

Hollywood, July 29
WILLIAM F. BRODY, executive producer, and Wesley E. Barry, producer, have come up with a tortured tale of chicanery aboard ship and as to what happens between all the blandishments of a certain kind, the story is set in the past, after the film's closing credits and before the scene where the story is set. The plot concerns a plot to steal the rarest diamonds in the world, and the people involved are a group of jewel thieves, headed by Lyle Talbot, under the command of Hendron P received a gold bar as a reward for his part in the theft. He is now trying to return it to the rightful owner, but is being pursued by the police.

"Thundering Cavemen"

(Republic)

IN A WESTERN of standard design and swift pace, Allan (Rocky) Lane triumphs over a crooked female newspaper publisher. Lending a hand with the fistfuls and law enforcement are Rocky's old friend, Edythe Waller, the bandit, and Richard Crane, Waller's assistant, who is a retired lawman now on the side of the law.

M. Coates Webster's story casts Rocky in his usual role of U. S. Marshal, this time assigned to solve a series of ore wagon robberies in the community where Walter is sheriff. The blare of the robbers has been heaped on the sheriff, principally as a result of a newspaper campaign instigated by publisher Isabel Randolph. Miss Randolph is the mastermind of the holdup gang, which is masterminded by her brother into the sheriff's post.

The next day, the editor discovers the plot and brings all concerned to justice, but not however, without a little hitting and a knock-down, drag-out battle at the bandits' ghost town retreat.

"Manos Gets Another Toronto, O., July 29—George "Manos" gets another "Manos of the Cinemas" 242 in suggestion awards during the first six months of 1952. That amount was nearly $15,000 above the total paid in awards during the same period of 1951.

Kodak Awards $29,242

ROCHESTER, N. Y., July 29—Eastman Kodak Company awarded $29,242 in suggestion awards during the first six months of 1952. That amount was nearly $15,000 above the total paid in awards during the same period of 1951.

Motions

Manos Gets Another

TORONTO, O., July 29—George "Manos" of "Manos of the Cinemas," which operates some 20 theatres in Northern Michigan, will take over the Maple Grove Theatre, Windsor, on August 1. The theatre was recently leased to Mrs. Sue Ramsey.
Contests Pend For Top Posts In the IATSE

Jacobi Opposes Brennan In First Test Since '46

The IATSE convention in Minneapolis next week will differ from any of the labor union's biennial conclaves since 1946 in that one or more international officers making up the "official family" will be compelled to risk their posts in a balloting election.

This became known here yesterday when Vincent Jacobi, president of New York Stage Hands Local No. 1, which includes motion picture theatres in its jurisdiction, indicated that he has decided to run against James J. Brennan, candidate for reelection as third vice-president.

Brennan has the support of Richard F. Walsh, "IA" international president. However, during the past three weeks (Continued on page 3)

Monogram Cites 'Largest Backlog'

Hollywood, July 30.—Monogram-Orion Artists exchanges throughout the world were advised by Steve Brody, president, by telegraph today that the company "largest backlog of films ever inventoried by them" is now on hand and represents the studio's "greatest box-office potential."

Brody, recently returned from Europe, dispatched the message after viewing 14 completed features being readied for release. His message also (Continued on page 3)

Schwartz to Become NY Justice Today

Arthur H. Schwartz, partner in the New York law firm of Schwartz & Frohlich, which has many film industry clients, will be inducted at ceremonies here today as a Justice of the New York Supreme Court, to which he was appointed by Gov. Thomas E. Dewey.

Schwartz, who has been active in Republican politics for many years, will fill the vacancy caused by the (Continued on page 3)

NEW YORK, U.S.A., THURSDAY, JULY 31, 1952

VOL. 72, NO. 22

TEN CENTS

MOTION PICTURE DAILY

Says US Suit Is Ruinous, Despite 'Aim'

Bidding Analogy Put to Government by Brandt

While conceding that the Justice Department's objective in filing its 16mm anti-trust suit is neither to destroy theatres nor to bar the production of feature films of high quality," Harry Brandt, president of the Independent Theatre Owners Association of New York, in a letter sent yesterday to the Department, contended that, notwithstanding, "these would be the incidental and most important by-products of a successful prosecution of this suit."

Brandt's letter, sent in reply to one received from Newell A. Clark, acting Assistant Attorney General, who has been answering many exhibitors protests against the action, points out that the complaint calls for a decree "directing each of the defendants to grant unrestricted licenses for an unspecified (Continued on page 3)

Files Suit to Bar Competitive Bidding

CHICAGO, July 30.—An action in equity was filed in U. S. District Court here today against major distributors and Balaban and Katz based on the charge that the Oakley Theatre was forced to engage in competitive bidding against P and K's Bilmore Theatre for films for a second over-liner run.

The action, filed by attorney Seymour Simon, asks the court to direct that the Oakley be permitted to play day and date with the Bilmore without engaging in competitive bidding.

IATSE Jurisdiction Over Set Designers

Hollywood, July 30.—Jurisdiction over studio set designers, illustrators and model builders formerly held by the recently dissolved Local No. 1420 has been won by the IATSE, according to NLRB election results announced here. Local 1420, then under the Painters Brotherhood, was the focal point in the early stages of the 1945 strike, which was opposed by the IATSE.

Heat Sent Them to Theatres, Now They're Coming Back for More'

Cleveland, July 30.—Theatre attendance in a majority of spots in this territory that started on an upswing with the TV Presidential convention presentations, is holding up, theatre owners report in the face ofcession of optimism displayed here in recent months.

It is felt that all houses destined to shutter due to neighborhood changes, old age or lack of modern equipment, have closed and that from now on remaining theatres can look for a return to normalcy.

The excessive heat of June and July drove many into theatres to cool off. Many, managers reported, had not been inside a theatre in a year or more. They like what they found and came back for more. The domestic exhibitors states, "all we need is a steady flow of good pictures and we can reestablish our occasional patrons into permanent patrons."

Report Milwaukee, Baltimore Upswing

Two more key cities—Baltimore and Milwaukee—can be added to the growing list of those in which exhibitors report improved box-office conditions.

In Baltimore, business at neighborhood motion picture theatres during the past two weeks scored the best grosses of any similar period during the past year, or more, according to Leon B. Back, president of the Allied Motion Picture Theatre Owners of Maryland.

The question whether screen attractions drew increased audiences or patrons merely sought relief from an all-time record heat wave, only slightly dampened the optimism of his comment.

Milwaukee exhibitors report improved business and are optimistic for a continuation.

Philadelphia Area In Tax Campaign

PHILADELPHIA, July 30.—The first local organizational meeting to enlist full support financially for the Council of Motion Picture Organizations was held by Philadelphia branch managers and exchange personnel in the Paramount exchange.

The meeting was presided over by exhibitor co-chairman Ted Schnanger, Warner zone manager in the Philadelphia area, and area exchange co-chairman Ulrick Smith, local Paramount branch manager.

The group appeared to have entered into the campaign with determination, as the Federal administration tax and with a will to bring about complete unity and cooperation from all in the campaign.

John Ford Cited by Irish Consul Here

OMAHA, July 30.—Ted Emerson, publicity director for Tri-State Theatres, who is touring this territory serving as substitue manager for vacationing managers of all of the circuits' houses, found the zone in very good condition. "It looks like a prosperous fall season for theatres in this area," Emerson observed.

Rackmil Will Start Coast Meets Aug. 11

The first of a series of Coast studio conferences to be conducted by Milton K. Rackmil since his election as president of Universal Pictures, will start on Monday, August 11. General policy and production matters will be formulated during the meetings.

Attending the sessions will be Alfred Duff, executive vice-president; N. J. Blumberg, chairman of the
Personal Mention

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity is on a week's leave from the Coast next Thursday.

SOL A. SCHWARTZ, RKO Theatres president, last week returned to New York from Europe. Allan Schwartz sailed from here for Europe Wednesday aboard the S.S. Queen Elizabeth for a four-week stay.

LOIS LEFKOWICH, daughter of Max Lefkowich, president of the Community Committee of the American Federation of Players, is engaged to Dr. DANIEL BUTLER of Cleveland.

JACQUES KOPFSTEIN, vice-president of Astor Pictures and Atlantic Television, will leave here for Chicago over the weekend and will return next week.

JIM HENDERSON, M-G-M studio an- ditor, will arrive here by plane from the Coast Sunday en route to Nai- robi, South Africa.

FRANK D. PHelps, labor head of Warner Brothers theatre department, left here today for the IATSE convention in Indianapolis.

DORIS SCHARY, M-G-M production vice-president, is due here from the Coast late in September or early in October.

WILLIAM JOSEPH DEVANEY, M-G-M resident manager in Chicago, has married MARY CAROLYN GWALTNIE of Memphis.

WILLIAM MISKELL, Omaha district manager of Tri-States Theatres, has returned there from a two-weeks' vak- ation at Lake Okoboji, Iowa.

CARL WALKER, Walt Disney Pro- ductions advertising director, has returned to the Coast from New York.

IRVING LUDWIG, Walt Disney Pro- ductions executive, is on vacation from New York.

ALFRED HITCHCOCK will arrive in New York today from Hollywood.

B. D. Gordon, Cleve. Film Lawyer, Dead

CLEVELAND, July 30.—Benjamin D. Gordon, 60, of the law firm of Ulmer, Berne, Gordon and Glickman of this city, died today. Gordon was one of the outstanding corporate, real estate and theatre attorneys of Cleveland. For more than 20 years his firm has repre- sented RKO Theatres and other cir- cuits and numerous independent theatre owners in this area.

Vaudeville for Garden

CLEVELAND, July 30.—The 1,300-seat Garden Theatre here has introduced vaudeville again as a successful two-week business booster. Initial program consisted of three acts with Kousin Kay as master-of-ceremonies.

30 Films in Work on Coast

Hollywood, July 30.—The production of six East Coast films has resulted in the completion of 30 pictures in work, 10 new pictures having been started and 16 completed.

Started were: "Street of Shadows" (Nassour Pictures); "Jeopardy," Metro-Goldwyn-Mayer; "Pete Kelly's Blues," Columbia; "Mister Wave at A Wac" (Independent Artists), RKO Radio; "My Cousin" (Taxi) and Gold Saddle for Gobi, 20th Century-Fox; "Lon- hand," Universal; "International," "His Majesty O'Keefe" and "Back to Broadway.""...

List Completed Films


Skouras Helps Tent's Boys Club to Reopen

LOS ANGELES, July 30.—The Vari- ety Tent's Eastern sectional, said to have the largest enrollment among youth-serving agencies on the West Coast, will re-open Friday, it was announced by George Bowser, chief banker of the Variety Club of Los Angeles, which first sponsored establishment of the club in 1949.

Closed for several months to permit redecoration and completion of a fund raising campaign, the re-opening was made possible when Charles P. Skouras, on behalf of Fox West Coast Theatres, which he heads, assumed re- sponsibility for any deficit in the club's operating expenses. Skouras likewise spearheaded the fund raising campaign among theatres of Southern Cali- fornia.

Success for Toronto Tent Benefit Seen

TORONTO, July 30.—Local Variety Tent No. 28 is on its way to go over the top in proceeds for Variety Vil- lage, set up for crippled boys, through the sixth annual benefit baseball game scheduled for August 15 between the Toronto and Ottawa teams of the International League. Chief Barker R. W. Bolstard, who is also vice-president of Famous Players, announced that advertising is up and that the total of $8,445 already had been sold. Special donations to the fund had reached $20,000. The remaining $25,000, with returns from ticket sales yet to come. The benefit feature is counted on to raise $50,000.

Review

"Just for You" (Paramount)

BING CROSBY’S back, and Jane Wyman's got him. The self-styled “old crooner’s” latest for Paramount is a dandy hunk of entertainment and a distinct credit to the production acumen of Pat Duggan. It is, for the most part, Crosby's old bag of Technicolor trickery and cargo of production numbers and a light story in which, humor, some mild family anxieties and song-making intervine to form a delightful fabric of diversion for audiences of every composition.

Treated as a week as a concert in quality in the production numbers, which reflect to the credit of director Elliott Nugent, choreographer Helen Tamiris, cameramen George Barnes, Gordon Jennings, Paul Lerpae and Pariscot Kaufman's, with the rarest assistance of Roland Anderson. Allavs a wealth of thought because their efforts have combined to bring forth a superior piece of merchandise—a picture which should be as easy to pie as sell, and which should strike a bonanza at the box-office.

The songs of Louis Armstrong and Miss Wyman, the star of his new musical, are in love. Being a busy man, widower Crosby hadn't been able to give as much attention as he would have liked to his 'teen-aged youngsters, Robert Arthurs, who has fallen victim to the illusion that Miss Wyman is in love with him, and Natalie Wood, whose main ambition is to be admitted to an exclusive girls' school. Papa, faced with Arthur's hostility, when the truill about Miss Wyman's love interest is exposed, sets things in order with easy-going grace and uncommonly good understanding of the youngster's problem. Miss Wyman's well-known way with a song and a wink, so captivates school supervisor Ethel Barrymore that Natalie is allowed to matriculate despite the trustee's aversion for “theatre people.”

Running out of the garish cartoon are Cora Witherspoon, Ben Lessy, Regis Toomey, Art Smith, Leon Tyler, Willis Bouchey and Herbert Vigran. Robert Carson's screenplay was based on the Stephen Vincent Benet story, "Famous."

Running time, 95 minutes. General audience classification. For September release.

Charles J. Franke

Don Prince on Tour With Joan Crawford

Don Prince, RKO Radio's Eastern director of publicity, will accompany Joan Crawford on a tour of Cleveland, Toledo, Detroit and Boston in advance of showings in those cities of Joseph Kaufman's production of "Sud- denly at 4." Miss Crawford will visit Cleveland today and tomorrow, returning to New York to attend the world premiere of "Il Libro d'Oro" at Loew's State on August 7. She will be in Toronto on August 11-12; in Detroit, August 13-14, and in Boston on August 16-17.

Two More Showmen Join Taxi Campaign

Rube Shor of Cincinnati and Edgar J. Dool of Wilmington, have sent word to Col. H. A. Cole and Pat Mc- Gee, co-chairmen of the national campaign for the "Taxi" Drive, that they will be among the members of campaign committees of the state organizations. Their acceptance raises the total of state commitments to 165, with all 48 states represented.

Raze Cincinnati House

CINCINNATI, July 30.—The 2,100- seat Orpheum Theatre, an old landmark in suburban Walnut Hills, is to be razed to make a spot for a new five-story variety store. Built by private interests about the turn of the century, the Orpheum was bought by RKO as a second-run and was later taken over by Stanley Cooper, who negotiated the present deal.

Lapidus Presides at Boston Meet Today

Jules Lapidus, Warner Brothers' Eastern and Canadian division sales manager, will preside over a meeting of the Eastern branch of the company in Boston today. Attending will be Nor- man J. Ayers, Eastern district man- ager, and William C. Twigg, Colorado district manager.

Also attending from the home office will be Bernard R. Goodman, super- visor of exchanges.

Cantor Named to Yeshiva Drive Post

Eddie Cantor will be honorary chairman of the national campaign to establish a medical center in the Bronx under the sponsorship of Ye- shiva University, it was announced by New York State Attorney General Nathaniel L. Goldstein, national chairman.

The University is now seeking to establish the nation's first non-se- cular college of medicine under Jewish auspices as the first unit of a $25,000,000 national medical center.

Cleve. Tax Meet Held

CLEVELAND, July 30.—Before leav- ing for a vacation in Canada, Lester Zeller, national chairman of the Local Indus- try's public relations committee, held a preliminary anti-Federal tax meet- ing at 5:30 p.m. in the Cleveland-Country-Fox screening room to outline a course for par- ticipation in the industry's anti-tax drive.

MOTION PICTURE DAILY Thursday, July 31, 1952
months leaders in various locals across the country are known to have urged Jacobi to make the race. During the past year, with labor circles here, there has been a movement among leaders of locals to "crack" the "official family" headed by Walsh. Jacobi, from his base in New York yesterday following out-of-town meetings with opponents of the "official family" and disclosed his intention to run.

Jacobi said he has been pledged sufficient support by delegates from various parts of the country to feel certain he can unseat Brennan, a long-time rival in contests for the presidency of the United Irish cobi heads. Jacobi has defeated Bren- nan in the last two elections for the local presidency.

Except for the 1946 convention, when William P. Bennett of Washington ran unsuccessfully against Brennan for the "IA" presidency, the union's biennial elections have been voice-vote affairs, with the "official family" winning hands down. Walsh became president-elect of the union following the Brown-Bloch scandals.

Jacobi's action is expected by other leaders of New York locals to send the tree two other aspirants—one or more of the nine "IA" vice-presidencies to run. The ninth vice-president, held by Louise Wright of Dallas, is very likely to be thrown open to balloting, according to observers. Balloting could extend the convention from its scheduled four days to at least six, it was said.

'A Convenation Preliminaries

Set at Board Meet This Week

MINNEAPOLIS, July 30—Preliminaries to next week's IA'TSE convention here are being disposed of at a meeting of the organization's general executive board this week.

The "official family" of the Alliance was welcomed to Minneapolis by convention committee chairman John Donnelly and Fred Ebert of Stage Employees Local No. 13, Al Kenner and Wallace Yutzy of Moving Picture Workers Local No. 219, Elizabeth Marietta of Theatrical Wardrobe Attendants Local No. 281 and Nora J. Gaines of Film Exchange Locals Local B. 31.

Convention plans will be completed at this week's session of the board, with International president Richard P. Walsh, of Brooklyn, N. Y., presiding. Others in attendance are general secretary-treasurer William P. Raoul, Atlanta, Ga., and vice-presidents Har- land Holmden, Cleveland, Ohio; James B. Brennan, New York City; Roger M. Kalko, Denver; Felix D. Snow, Kansas City, Mo.; Carl G. Cooper, Los Angeles, Calif.; Harry J. Abbott, Philadelphia, Pa.; Orin M. Beeson, Tacoma, Wash., and Louise Wright, Dallas, Texas.

About 1,200 delegates to the convention will be brought from all parts of the United States and Canada.

John Ford

(Continued from page 1)

bringing to people the world over a jovial interpretation of the essential goodness and humor of the Irish people against the glorious beauty of their native landscape.

Reviews

"Island of Desire" (Coronado—United Artists)

WHAT PRODUCER DAVID E. ROSE's "Island of Desire," a Coronado production, lacks in credibility, is made up of oddly the engrossing scenic wonder of the romantic British Isles island of Jarna, whose long, narrow coastline is set off by the sea color and green, as shown by the Technicolor. For this photograph gem, credit should be given by the outset to cameraman Arthur Hambroid who performed under the able direction of Stuart Heister.

The latter did the best he could with a somewhat unconvincing tale of a beautiful woman, in the person of Linda Darnell, who is cast ashore from the wreck of a ship returning from the Far East with service men and women that is struck by a mine. Fate and the raging waters throw returning Corporal Tab Hunter on a raft with Linda and the two finally reach the unpoppable beaches. From that point onward, Hunter, who plays the part of a young and unseasoned soldier, develops a strong affection for Miss Darnell, who in more or less high-sounding sophistica does not return Thomas McNally's bid for the lady.

The lad is really a miracle man in the construction of hats and gadgets to make life easier on the island. Like the proverbial rabbit in the hat he creates all kinds of cooking and eating and living utensils without tools or trump cards in his deck and even clothes from plants on the beachside. A happy finale is reached after a plane crashes with Donald Gray, whose injuries are healed by Army Nurse Darnell. Both fall in love. The inevitable rescue ship steams over the horizon and young corporal Hunter steps ashore and waylay and homeward on their romantic way.

Others in the cast are John Laurie, Sheila Chong, Russell Waters, Hilda Fenemore, Brenda Hogan, Diana Deckler, Peggy Hassard and Michael Newell. Stephanie Novotl did the screenplay, from the novel, "Saturday Island," by Hugh Brooke.

Most audiences will be entertained, despite the lack of credibility in spots and nearly all will be engrossed by the scenic beauty at the oceanside.


JAMES P. CUNNINGHAM

"Beware, My Lovely" (Filmaubers—RKO Radio)

IDA LUPINO, as a war widow back in the era of the first World War, goes through a strange one-day nightmare in "Beware, My Lovely." She hires an itinerant housewife who turns out to be a "psycho." Robert Ryan plays the lead opposite Miss Lupino as the deranged man who holds her captive in her own home.

Both roles are acted with considerable strength and conviction. Although there is not much variation to the story, it becomes an unusual exercise in suspense as the human mounts and the audience wonders what violence will befall Miss Lupino.

Although the screenplay by Mel Dinelli, based on his story, and play, does not clearly outline the nature of Ryan's frightful disturbance, the whole sequence of events is entirely credible. Exhibitors in general will find audiences completely engrossed.

The story builds up gradually to the point where Miss Lupino, to her horror, learns that she is in the grip of a madness. Subsequent attempts by Robert Ryan to escape are fraught with frighteningly false leads to Robert Ryan. The picture concentrates on this interplay between captor and captive, although there are other roles of secondary nature, played by Taylor Holmes, Barbara Whiting and Miss Lupino.

The picture ends on a note as unusual as everything that preceded. The mood suddenly leaves Ryan, and forgetting everything as though it were some passing siege of amnesia, Ryan quietly takes leave of Miss Lupino. Harry Horner directed and Collier Young produced this Filmaubers presentation.

Running time, 77 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Monogram Backlog

(Continued from page 1)

pointed out to the sales force that the census the news media reflect the policy, in- dituted several months ago, of emphasis on name players.

List Features

Features mentioned in the message include "Flat Top," with Sterling Hayden and Humphrey Bogart; "Periscope," with Mark Stevens and Dorothy Malone; "Battle Zone," with John Hodiak, Linda Christian and John Williams; "Yes, Madam" and "Rose Bowl Story," with Marshall Thompson and Vera Miles.

Register Optical Unit

ALBANY, N. Y., July 30—Screen Optical, Ltd., has registered for a certificate to render optical effects services to the motion picture industry. Incorporators are: Robert Young and Arthur Jacks, New York, and E. W. DePuy, Rock Bank, N. Y. Mervin H. Rosenberg was incorporated attorney.

SAG Meets Producers

The Screen Actors Guild held here yesterday held informal talks with independent producers and representa- tives of advertising agencies regarding the possible approval covering the use of commercial spots on TV. Formal negotia- tions will be held in about a month.

U.S. Suit

number of feature films as the court may deem necessary to eliminate the effects of this alleged conspiracy.

The Justice Department also asks for such other relief as the court may deem appropriate to establish compe- titive bidding and the distribution of feature films, Brandt noted.

"We would like to remind the Justice Department that it has still to con- tinue, "that it was a similar request for relief that first brought competitiv- e bidding into the motion picture industry."

The Justice Department is proving that it is not 'cognizant of the problems confronting exhibitors' and that it will deprive theatre owners of an opportu- nity to exhibit motion "ictures at a price."

In his letters to Brandt and other exhibitors, Clapp averred that the object of the suit is not to deprive theatres of the opportunity to exhibit films at a profit "nor do we think that the relief we ask for in the suit is really subject to such an interpretation."

Brandt contended that "if the court ever directs the compulsory sale of feature films to TV, it will be a fundamental error than the court-sponsored system of competitive bidding, which was later discredited by the Supreme Court but nevertheless continues to work se- vere hardships on independent producers, and to overweight beneficiaries of the suit—the independent exhibitors."

I Abrams contended that the suit is a "sweet solution to the problem of free enterprise," Brandt's letter stated: "It appears to us that this is not a suit to protect 10mm, exhibition for shut- downs, hospitals, churches, the Armed Forces and other groups. Although they are now being serviced, their in- clusion makes good 'window dressing.'"

The real story is the fly-by-night itinerant film merchants and the television interests.

We are firmly convinced that this suit of the defendant publishers for the release of 35mm. prints to TV even if these companies didn't have 10mm, but it in itself didn't have a more honest approach."

Schwartz to Become

(Continued from page 1)

death of Justice Bernard L. Shientag. Justice Charles D. Breyer will preside at a hearing at which will take place at the New York County Court House.

Rackmnl

(Continued from page 1)

board; William Goetz, executive in charge of the studio, and Edward Muhl, vice-president and general manager of the studio; David Lipton, vice-president in charge of advertising and publicity, and Theodore Stinson, departmental executives.

Dennison Reopening

CLEVELAND, July 30—The Dennison Square Theatre, operated by Asso- ciated Circuit until it closed a year ago, will reopen next week under the opera- tion of Ted Dandino.
All of its excitement—story filmed on-the-spot in Hawaii!
Ancient jungle, modern city, tropic splendor and tropic terror!
Man-hunt off the beaten path to every sinister haunt of the Islands!
Presented by Warner Bros.
Same Old Loose Charges, But Not One Specific Case

By Richard L. Coe

Speaking in this city two weeks ago, the counsel for the New York State Board of Regents said he was “concerned over pictures which apparently teach communism” and that “it is useless to eliminate the teaching of communism in the school system and condone it for the same children in theaters.”

Pressed for specific pictures of subversive quality, the speaker refused to name one. Pressed further, he indicated that the pictures he had in mind were “of foreign origin,” but he again refused to be specific.

Charles A. Brind, Jr., the speaker, occupies a unique position in the film world. The New York State seal of approval, from a subcommittee of the Board of Regents, is vital to the exhibition of films in that key State and most of the existing State boards follow the Empire State lead. It was Brind who led the losing fight against “The Miracle” before the Supreme Court and he has since suggested licensing all motion picture houses as a way to get around the high court’s rulings in “The Miracle” and “Pinky” cases.

IT IS not our purpose this morning to go into the reasons for and against forms of censorship in our films, although the birthday reminders of the Declaration of Independence still ring in our ears. It is a good, involved story which the American Motion Pictures Code has its points.

But it seems to me that the industry, both through the Motion Picture Association and through the Motion Picture Council of the District of Columbia and was most

Brind’s audience was an important one of key Washington people interested in films both as entertainment and as thought control. The meeting was held by the Motion Picture Council of the District of Columbia and was most unfortunately terminated by some equally irresponsible action from a member of the motion picture trade press. The audience, following this hot head’s insinuation to its members, felt that Brind’s naturally seemed to wind up on Mr. Brind’s side.

But it is hard to believe, even in the hot weather, that by now the excited audience has not found its calm and with it reason.

Fortunately, the Motion Picture Herald has lately been devoting space to a panel on this matter and the discussion is on a far higher plane than Brind put it. Exhibitors, for instance, note that a majority of their patrons have not made adverse comments on the subject of communism in Hollywood. They note that adverse comments by phone are less than 10 percent.

The panel does note, however, that the publicity about communism in Hollywood has had a measurably depressing effect on box offices, principally in the larger cities, but that “there have been relatively few organized demonstrations against specific pictures or players.”

Quigley’s business-minded weekly, one is struck by the public’s general level-headedness as to subversive influences in pictures and also by the moviegoers’ own lack of punch in fighting charges that such influences exist.

What the moviegoers should do with such accusations as Brind’s—and other fear-mongers of the West Coast—is to make them put up or shut up. A dynamic, positive quality is needed to dispute this loose talk which can not only harm the better owners, the studios and the public, but result in films even more unrelated to life than they have been.

IN THE Quigley magazine, M.G.M’s Doris Schary speaks up for a sane approach. Discussing the question of whether moviegoers should take a loyalty oath, Schary states his opposition to the oath.

"A source of reliably gathered facts for release to the public via the press, etc.—when incorrect concepts have been published to the detriment of the industry—or to enlighten those who write for widespread readership...."

Reproduced here is a typical example of the manner in which the Institute’s Reports are used to refute fallacies.
FCC Still Silent on ABC-UPT Merger

Washington, July 30.—The Federal Communications Commission held another closed-door session today on what to do about the ABC-UPT merger, but there was no indication as to whether the commissioners had made up their minds or when a decision would be announced. The Commission discussed the matter at two lengthy sessions last week, as well as today’s session. Most of the industry lawyers in the case have been expecting a decision by the end of the week.

Honduras Has 22 16mm. Theatres

Washington, July 30.—At present there are 22 motion picture theatres in Honduras which exhibit 16mm, entertainment motion pictures, according to Nathan D. Golden, head of the film division of the U. S. Commerce Department. However, these houses are not regular exhibitors in the sense that they hold regular showings in properly constructed theatres. Their performances are given spasmodically, depending upon the weather (many are held in the open), the time of harvest, and the amount of money currently available in the various localities for entertainment purposes.

FLASHBACK... This happened so long ago it seems to go back to the prehistoric days or possibly the neolithic age and yet perhaps it happened in the much later period, the Dark Ages... Yep, that’s when it happened, back in the modern Dark Ages, in the depression year of 1931. Your reporter, during his chores as vaudeville critic on the Motion Picture Herald, had occasion to rave about the talents of a young comic, fresh from Cleveland named Bob Hope, discovered by Al Boasberg (then a top scripter for M-G-M), who left Hollywood and came East to write material for Bob and to lend the Boasberg wit to radio. During an interview with Boasberg in his suite at the Essex House, Al told us that he had signed to write a new radio series titled, “Manhattan Merry-Go-Round” for Blackett Sample & Hummert and that he needed a songwriter to write a theme song. That’s how come we were assigned to compose the song of that title (with the melody composed by Gus Haenschlen). From October, 1931, until late in 1949 this composition was broadcast every Sunday night on a Coast-to-Coast network over NBC. That program, endured and prospered for a complete radio cycle, bridging the gap from vaudeville to television. Last week we interviewed Donald Voorhees in studio 6B at NBC and learned that the maestro seems a sure thing to beat the longevity record of “M. M. G. R.” not once but twice and simultaneously. He’s now rounding out his 13th year and 16th year on the “Bell Telephone Hour” and “Cavalcade of America” respectively.

Bill Golden, who temporarily replaced Meredith Wilson as panelist on “The Name’s The Same,” ABC-TV, is now a regular member of the show. The young quizmaster thus finds himself appearing on seven radio and TV programs a week... Johnny Olsen’s “Kids & Co.” sponsored by Red Groom Shows, resumes on DuMont Network, Aug. 9... Starting next week when he subs for Don McGell on the ABC “Breakfast Club” station, Peter Donald will spend as much time in the air as on it. The carrot-topped comic, on Mondays, will do the “B.C.” show from Chicago, then fly to New York for his regular “Masquerade Party,” NBC commercial and thence back to Chicago for Tuesday morning’s “Breakfast Club.”

Children’s Program Set by British Unit

WASHINGTON, July 30.—The first annual report of the Children’s Film Foundation, Ltd., shows that the £39,000 so far made available to the Foundation from the British Film Production Fund, will meet the cost of five of the six features in the 1951-52 program, according to Nathan D. Golden, head of film division of the U. S. Dept. of Commerce. This program includes the following pictures: "John of the Fair" and "The Stolen Plans," already completed; "Alpine Rally," now on location; "Johnny on the Run," awaiting a studio; an untitled adventure story, production of which is expected to start in August; and an untitled social comedy.

The program also includes a series of six short stories dealing with animals and children, production of six magazine one-reelers, and a cartoon. Associated British Film Distributors will be responsible for the distribution of all of the Foundation’s 16mm films in the United Kingdom. It is hoped that distribution to all theatres will commence in September.

For its 1952-53 program the Foundation has under consideration adventure serial stories in Gibraltar and South Africa, some short films, and features set in New Zealand and the Kent hop fields.

UA Re-issues ‘Vanishes’

“The Lady Vanishes,” Alfred Hitchcock’s production, will have its first return engagement under United Artists auspices at the Trans Lux 60th Street Theatre here tomorrow.
“LURE OF THE WILDERNESS” IS OUTGROSSING “WITH A SONG IN MY HEART” IN 48 OF ITS FIRST 53 ENGAGEMENTS — INCLUDING FOX, Atlanta; PARAMOUNT, Nashville; ALABAMA, Birmingham and IMPERIAL, Asheville!

JEAN PETERS · JEFFREY HUNTER · CONSTANCE SMITH
LURE OF THE WILDERNESS
TECHNICOLOR

POST THIS SENSATIONAL 24-SHEET EARLY!

There’s No Business Like 20th Century-Fox Business!
Contests Pend
For Top Posts
In the IATSE

Jacobi Opposes Brennan
In First Test Since '46

The IATSE convention in Minneapolis next week will differ from any of the labor union's biennial conventions since 1946 in that one or more international officers making up the "official family" will be compelled to risk their posts in a balloting election.

This became known here yesterday when Vincent Jacobi, president of New York Stage Hands Local No. 1, which includes motion picture theatres in its jurisdiction, indicated that he has decided to run against James J. Brennan, candidate for re-election as third vice-president.

Brennan has the support of Richard F. Walsh, "IA" international president. However, during the past three weeks (Continued on page 3)

Monogram Cites
'Largest Backlog'

HOLLYWOOD, July 30—Monogram—Allied Artists exchanges throughout the world were advised by Steve Brody, president by telegram today, that the company's "largest backlog of films ever inventoried by them" is now on hand and represents the studio's "greatest box-office potential."

Brody, recently returned from Europe, dispatched the message after viewing 14 completed features being readied for release. His message also (Continued on page 3)

Schwartz to Become
NY Justice Today

Arthur H. Schwartz, partner in the New York law firm of Schwartz & Frohlich, which has many film industry clients, will be inducted at ceremonies here today as a Justice of the New York Supreme Court, to which he was appointed by Gov. Thomas E. Dewey.

Schwartz, who has been active in Republican politics for many years, will fill the vacancy caused by the (Continued on page 3)

MOTION PICTURE DAILY

VOL. 72. NO. 22
NEW YORK, U.S.A., THURSDAY, JULY 31, 1952
TEN CENTS

‘Heat Sent Them to Theatres, Now They're Coming Back for More’

Cleveland, July 30.—Theatre attendance in a majority of spots in the city, with the TV Presidential convention presentations, is holding up, theatre owners report in the first expression of optimism displayed here in recent months.

It is felt that all houses destined to shutter due to neighborhood changes, old age or lack of modern equipment, have closed and that from now on remaining theatres can look for a return to normalcy.

The excessive heat of June and July drove many into theatres to cool off. Many, managers report, had not been inside a theatre a year or more. They like what they found and came back for more. "Now," one of the optimistic exhibitors states, "all we need is a steady flow of good pictures and we can reestablish our occasional patrons into permanent patrons."

Report Milwaukee,
Baltimore Upswing

Two more key cities—Baltimore and Milwaukee—can be added to the growing list of those in which exhibition reports improved box-office conditions.

In Baltimore, business at neighborhood motion picture theatres during the past two weeks scored the best grosses of any similar period during the past year, or more, according to Leon R. Back, president of the Allied Motion Picture Theatre Owners of Maryland.

The question whether screen attractions drew increased audiences or patrons merely sought relief from an all-time record heat wave, only slightly damped the optimism of his comment.

Milwaukee exhibitors report improved business and are optimistic for a continuance.

Reports Conditions
In Corn Belt Good

OMAHA, July 30—Ted Emerson, publicity director for Tri-State Theatres, who is touring this territory serving as substitute manager for vaunting managers of all of the circuit's theatres, finds farm crops to be in very good condition. "It looks like a prosperous fall season for theatres in this area," Emerson observed.

Philadelphia Area
In Tax Campaign

PHILADELPHIA, July 30.—The first local organizational meeting to enlist full support financially for the Council of Motion Picture Organizations was held by Philadelphia branch managers and exchange personnel in the Paramount exchange.

The meeting was presided over by exhibitor chairman Ted Schlaeger, Warner zone manager in the Philadelphia area, and area exchange chairman Ulrick Smith, local Paramount branch manager.

The group appeared to have entered into the campaign with determination to fight the Federal admission tax and with a will to bring about complete unity and cooperation from all in the campaign.

John Ford Cited by
Irish Consul Here

A citation honoring John Ford for "The Quiet Man," Republic production which opens at the Capitol Theatre here on August 21, was presented to the director by Garth Healy, Consul General of Ireland, at a press reception held yesterday at the Essex House here.

The citation commends Ford for (Continued on page 3)

Rackmil Will Start
Coast Meets Aug. 11

The first of a series of Coast studio conferences to be conducted by Milton R. Rackmil since his election as president of Universal Pictures will start on Monday, August 11. General policy and production matters will be formulated during the meetings.

Attending the sessions will be Alfred E. Duff, executive vice-president; N. J. Blumberg, chairman of the (Continued on page 3)

Says US Suit
Is Ruinous,
Despite ‘Aim’

Bidding Analogy Put to
Government by Brandt

While conceding that the Justice Department's objective in filing its 16mm anti-trust suit "is neither to destroy theatres nor to bar the production of feature films of high quality," Harry Brandt, president of the Independent Theatre Owners Association of New York, in a letter sent yesterday to the Department continued that "the innovation which would be the incidental and most important by-products of a successful prosecution of this suit."

Brandt's letter, sent in reply to one received from Newell A. Clapp, acting Assistant Attorney-General, who has been answering many exhibitor protests against the action, points out that the complaint calls for a decree "directing each of the defendants to grant unrestrict ed licenses for an unspecified

Continued on page 3)

NEWS FLASHES

CHICAGO, July 30.—Attorney Seymour Simon today filed in U. S. District Court here an action in equity against the major distributors and Balaban and Katz based on the charge that the Oakley Theatre was forced to engage in competitive bidding against B. and K's Baltimore for films for a second outings run.

HOLLYWOOD, July 30.—According to NLRB election results announced here, the IATSE union won jurisdiction over studio set designers, illustrators and model builders formerly held by the recently dissolved Local No. 1420, which was the focal point in the early stages of the 1945 strike.

(Continued on page 3)
Personal Mention

HOWARD DIETZ, M-G-M vice-president and director of advertising publicity is back here from the Coast next Thursday.

SOL A. SCHWARTZ, RKO Theatre president, and Mrs. Schwartz will sail here from Europe Wednesday aboard the S.S. Queen Elizabeth for a four-week stay.

LOIS LEFKOWICZ, daughter of Max Lefkowitz, president of the Continental Gaylord, is engaged to Dr. Daniel Butler of Cleveland.

Jacques Kopfstein, vice-president of Astor Pictures and Atlantic Television, will leave here for Chicago over the weekend and return next week.

Jim Hendyng, M-G-M studio auditor, will arrive here by plane from the Coast Saturday en route to Natrobi, South Africa.

Frank D. Phelps, labor head of Warner Brothers theatre department, left by plane yesterday for the IATSE convention in Indianapolis.

Dore Schary, M-G-M production vice-president, is due here from the Coast late in September or early in October.

William Joseph Deveney, M-G-M resident manager in Chicago, has married Mary Carolyn Gwaltney of Memphis.

William Miskell, Omaha district manager of Tri-States Theatres, has returned there from a two-weeks' vacation at Lake Okoboji, Iowa.

Card Walker, Walt Disney Productions advertising director, has returned to the Coast from New York.

Irving Ludwig, Walt Disney Productions executive, is on vacation from New York.

Alfred Hitchcock will arrive in New York today from Hollywood.

B. D. Gordon, Cleve. Film Lawyer, Dead

Cleveland, July 30—Benjamin D. Gordon, 60, of the law firm of Ulmer, Bernre Gordon and Glickman of this city, died today. Gordon was one of the outstanding corporate, real estate and theatre attorneys of Cleveland. For many years his firm has represented RKO Theatres and other circuits and numerous independent theatre owners in this area.

Vaudville for Garden

Cleveland, July 30—The 1,300-seat Garden Theatre here has introduced vaudeville as a part of its week-week booster. Initial program consisted of three acts with Kossin Kats as center-of-attractions.

Review

“Just for You” (Paramount)

BING CROSBY’S back, and Jane Wyman’s got him. The soft-styled “old crooner’s” latest for Paramount is a dandy hunk of entertainment and a distinct credit to the production acumen of Pat Duggan. It is, for the most part, a thoroughly affable cast of production numbers and a light story in which humor, some mild family anxieties and song-making intertwine to form a delightful fabric of diversion for audiences of every composition.

There is a genuine stand-out quality in the production numbers, which reflect to the credit of director Elliott Nugent, choreographer Helen Tamiris, cameramen George Barnes, Gordon Jennings, Paul Lepree and Fordert Eldridge, and Hal Pereira of Hal Anderson. All deserve mention because their efforts have combined to bring forth a superior piece of merchandise—a picture which should be as easy as pie to sell, and which should strike a bonanza at the box-office.

Starring with Crosby and Miss Wyman, the star of his new musical, is love. Being a busy man, warbler Crosby hadn’t been able to give as much attention as he would have liked to his ‘teen-aged’ youngsters, Robert Arthur, who has fallen victim to the illusion that Miss Wyman is in love with him, and Natalie Wood, whose main ambition is to be admitted to an exclusive girl’s school. Papa, faced with Arthur’s hostility, when the truth about Miss Wyman’s love interest is exposed, sets things in order with surprising grace and uncomprehending understanding of the youngster’s emotional problem. And Bing’s well-known way with a song and a wink so captivates school supervisor Ethel Barrymore that Natalie is allowed to matriculate despite the_trustee’s aversion for ‘theatre people.

Covering out the supporting cast are Cora Witherspoon, Ben Lessy, Regis Toomey, Art Smith, Leon Tyler, Willis Bouchey and Herbert Vigran. Robert Carson’s screenplay was based on the Stephen Vincent Benet story, “Famou.”

Running time, 95 minutes. General audience classification. For September release.

Don Prince on Tour With Joan Crawford

Don Prince, RKO Radio’s Eastern director of publicity, will accompany Joan Crawford on a tour of Cleveland, Toledo, Detroit and Boston in advance of showings in those cities of Joseph Kaufman’s production of “Sudden Fear.” Miss Crawford will visit Cleveland today and tomorrow, returning to New York to attend the world premiere of “Gods and Generals” at Loew’s State, Aug. 7. She will be in Toronto on August 11-12; in Detroit, August 13-14, and in Boston on August 16-17.

Two More Showmen Join Tax Campaign

Rube Shor of Cincinnati and Edgar J. Dool of Washington will send a letter to Col. H. A. Cole and Pat Mcgee, co-chairmen of the national campaign, asking that the latter furnish the 20 per cent Federal admission tax, that they will serve as members of campaign committees of their states.

Their acceptance raises the total of state committees to 165, with all 48 states represented.

Raze Cincinnati House

Cincinnati, July 30.—The 2,100-seat Orpheum Theatre, an old landmark in suburban W. Shaker Road in the city and the site used for a large variety store. Built by private interests at the turn of the century, the theatre was acquired by the RKO as a second-run and was later taken over by Stanley Cooper, who negotiated the present deal.

30 Films in Work of Coast

Hollywood, July 30 — The production index shows six-fifths more for a total of 30 pictures in work, 10 new pictures having been started and listed.


List Completed Films


Skouras Helps Tent’s Boys Club to Reopen

Los Angeles, July 30—The Variety Tent Boys Tent Eastside, here, said to have the largest enrollment among youth-serving agencies on the West Coast, will re-open Friday, it was announced by George Bowers, chief banker of the Variety Club of Los Angeles, which first sponsored establishment of the club in 1924.

Closed for several months to permit recreation and completion of a fund raising campaign, the re-opening was announced by Charles P. Skouras, on behalf of Fox West Coast Theatres, which he heads, assumed responsibility for the club’s operating expenses. Skouras likewise spearheaded the fund raising campaign among theatres of Southern California.

Success for Toronto Tent Benefit Seen

Toronto, July 30—Local Variety Tent No. 28 is on its way to go over the top in proceeds for Variety. This week, for the first time, boys, through the sixth annual benefit baseball game scheduled for Aug. 15 between the Toronto and Ottawa teams, $4,732 was collected.

Chief Barker, R. W. Bostad, who is also vice-president of Famous Players, was most satisfied with the turnout, with the event in the souvenir program totaling $18,455 had already been sold. Special donations to the fund had also reached $5,000, with return of tickets sales yet to come. The benefit feature is counted on to raise $50,000.
**IATSE (Continued from page 1)**

months leaders in various locals across the country are known to have urged Jacobi to make the race. During the past year, with labor circles here, there has been a movement among leaders of locals to support Jacobi for the presidency by Walsh. Jacobi returned to New York yesterday following out-of-town meetings with opponents of the "official family" and disclosed his intention to run.

Jacobi said he has been pledged sufficient support by delegates from various parts of the country to make him feel certain he can unseat Brennan, a long-time rival in contests for the presidency of the local.

Except for the 45th convention, when William B. Bennett of Washington ran unsuccessfully against Walsh for the local presidency, the union's biennial elections have been voice-vote affairs, with the "official family" winning hands down. Walsh became president following the following Brown-Bloxx scandals.

Jacobi's action is expected by other leaders of New York to raise the number of aspirants to one or more of the nine "IA" vice-presidencies to run. The ninth vice-presidency, held by Louise Wright of Dallas, is very likely to be thrown open toballoting, according to observers. Balloting could extend the convention from its scheduled four days to at least six, it was said.

**'A' Convention Preliminaries Set Board to Meet Next Week**

MINNEAPOLIS, July 30—Preliminaries to next week's IATSE convention here are being disposed of at a meeting of the organization's general executive board this week.

The "official family" of the Alliance was welcomed to Minneapolis by the executive committee of uso Local No. 13, Al Keiper and Wallace Utz of Moving Picture Workers Local No. 13, Space Lamps Local No. 219, Elizabeth Marietta of Theatrical Wardrobe Attendants Local No. 781 and Nora J. Ganes of Film Exchange Employes Local No. B-31.

Convention plans will be completed at this week's session of the board, with International president Richard F. Walsh, of Brooklyn, N.Y., presiding. Others in attendance are general secretary-treasurer C. P. Rooul, of Atlanta, Ga., and the vice-presidents Harald Holmden, Cleveland, Ohio; James J. Brennan, New York City; Roger K. Kennedy, Detroit; William Streicher, Felix D. Snow, Kansas City, Mo.; Carl G. Cooper, Los Angeles, Calif.; Harry J. Abbott, Philadelphia, Pa.; Otto Decker, Tacoma, Wash., and Louise Wright, Dallas, Texas.

About 1,200 delegates to the convention will begin to arrive next week from all parts of the United States and Canada.

**John Ford**

(Continued from page 1)

bracing to people the world over a joyful interpretation of the essential goodness of human nature and the glorious beauty of their native landscape.

**Reviews**

**“Island of Desire”**

(Coronado—United Artists)

What producer David E. Rose's "Island of Desire," a Coronado production, lacks in credibility, is made up aptly by the engaging scenario of the romantic British Ladies island of Jamaica, whose long, exciting escape to freedom in captivating color by Technicolor. For this photograph, some credit should be given to the outset to cameraman Arthelton Betson who performed under the able direction of Stuart Heister.

The latter did the best he could with a somewhat unconvincing tale of a beautiful woman, in the person of Linda Darnell, who is cast ashore from the vreck of a ship returning from the Far East with service men and women that is struck by a mine. Fate and the raging waters throw returning Corporal Tab Hunter on a raft with Linda and the two finally reach the unpopulated beaches. From that point onward, Hunter, who plays the part of a young and unsophisticated soldier, develops a strong affection for Linda Darnell, who, in more or less sophistication does not return affection, taking full vengeance of Hunter's youthful folly.

The lad is really a miracle man in the construction of huts and gadgets to make life easier on the island. Like the proverbial rabbit in the hat, he creates all kinds of cooking and eating and living utensils without tools or suspension as he seems to have brought clothes from plants on the beachside.

A happy finale is reached after a plane crashes with Donald Gray, whose injuries are healed by Army Nurse Darnell. Both fall in love. The inevitable rescue ships steam over the horizon and young corporal Hunter steps aside as Linda and Gray sail homeward on their romantic way.

Others in the cast are John Laurie, Sheila Chong, Russell Waters, Hilda Fenemore, Brenda Hogan, Diana Decker, Peggy Hassard and Michael Newell. Stephanie Dorn told the screenplay, from the novel, "Saturday Island," by Carlbock.

Most audiences will be entertained, despite the lack of credibility in spots and nearly all will be engrossed by the scenic beauty at the seashore.


**James P. Cunningham**

**“Beware, My Lovely”**

(Filmakers—RKO Radio)

I DA LUPINO, as a war widow back in the era of the first World War, goes through a strange one-day nightmare in "Beware, My Lovely." She hires an itinerant housekeeper who turns out to be a "psycho." Robert Ryan plays the lead opposite Miss Lupino as the deranged man who holds her captive in her own house.

Both roles are acted with considerable strength and conviction. Although there is not much narration to do, the story unfolds in an amusing exercise in suspense and tension mounts and the audience wonders what violence will befall Miss Lupino.

Although the screenplay by Mel Dinelli, based on this story, and play does not clearly outline the nature of Ryan's frightful disturbance, the whole sequence of events is entirely credible. Exhibitors in general will find audiences completely engrossed.

The story builds up gradually to the point where Miss Lupino, to her horror, becomes involved in a madman. Subsequent attempts to escape the house or get out messages seeking help are cunningly frustrated by Ryan. The picture concentrates on this interplay between captor and captive, although there are other roles of a secondary nature, played by Taylor Holmes, Gloria Henry, and Lilyan Tashman.

The picture ends on a note as unusual as anything that preceded. The mad mood suddenly leaves Ryan, and forgetting everything as though it were some passing siege of amnesia, Ryan quietly takes leave of Miss Lupino. Harry Horner directed and Collier Young produced this Filmmakers presentation.

Running time, 77 minutes. General audience classification. Release date, not set.

**Mandel Herrsman**

**Monogram Background (Continued from page 1)**

pointed out to the sales force that certain Monogram films reflect the policy, instituted several months ago, of emphasizing the importance of name players.

**List Features**

Features mentioned in the message include "Tight Top," with Sterling Holloway and Bela Lugosi; "Over the Wide, Wide Periscope," with Mark Stevens and Dorothy Malone; "Battle Zone," with John Hodiak and Virginia Christine; "Laredo," with exercise McNally, and "Rose Bowl Story," with Marshall Thompson and Vera Miles.

**Register Optical Unit**

ALBANY, N.Y., July 30—Screen Opticals, Ltd., has registered for a certificate to render optical effects services to the motion picture industry. Incorporators are: Robert Young and Arthur Jacks, New York, and A. Morris H. Jacks, Red Bank, N.J. Mervin H. Riseman was incorporated attorney.

**SAG Meets Producers**

The Screen Actors Guild here yesterday held informal talks with independent producers and representatives of advertising agencies regarding proposals covering the use of commercial spots on TV. Formal negotiations will be held in person.

**U.S. Suit**

(Continued from page 1)

number of feature films as the court may deem necessary to eliminate effects of this alleged conspiracy.

The Justice Department also asks for such other relief as the court may deem appropriate—limitations in the contribution and exhibition of feature films, Brandt noted.

"We would like to remind the Justice Department, in Brandt's letter, that, continued, that it was not a single request for relief that first brought competitive conditions to the attention of the film industry. In seeking this relief, the Justice Department is proving that it is not cognizant of the problems confronting exhibitors and that it will deprive theatre owners of an opportunity to exhibit motion pictures at a profit.

In his letters to Brandt and other exhibitors, Clavell asserted that the objective of the suit is not to deprive exhibitors of the opportunity to exhibit films at a profit "nor do we think that the relief we ask for in the suit is reasonably subject to such an interpretation."

Brandt contended that "if the court ever directs the compulsory sale of feature films to TV, it will make a serious error when the court-sponsored system of competitive bidding, which is supervised by the Supreme Court but nevertheless continues to work severe hardships on innocent bystanders, will be used in the convenient futures of the suit—the independent exhibitors."

Terning the suit ill-advised and contrary to the principle of free enterprise, Brandt's letter states: "It appears to us that this is not a suit to protect 16mm exhibition for theaters, hospitals, churches, the Armed Forces and other groups. Although they are now being served, their inclusion makes good window dressing."

The real target of the suit, he said, are the fly-by-night itinerant film merchants and the television interests.

We are firmly convinced that this suit would have been brought for the release of 35mm prints to TV even if these companies did not own 16mm equipment, he added. Brandt is correct, we think, in his conclusion that the suit has been a more honest approach.

**Schwartz to Become**

(Continued from page 1)

death of Justice Bernard L. Shientag. Justice Charles D. Bresett will preside at the special court ceremony, which will take place at the New York County Court House.

**Rackmil (Continued from page 1)**

board; William Goetz, executive in charge of the Western United Circuit until it closed a year ago, will reopen next week under the operation of Ted Diodato.

**Dennison Reopening**

CLEVELAND, July 30—The Dennison Square Theatre, operated by Associated Theatres, will reopen next week under the operation of Ted Diodato.
JOHN Y

He's a Go-Get-'em Guy!

Terror-Trail that

le.

BIG JIM

CO-STARRING

NANCY OLSON • JAMES ARNESS

SCREEN PLAY BY

JAMES EDWARD GRANT

PRODUCED BY ROBERT F
WAYNE for the U.S.A. on a Half-a-World Away!

All of its Excitement-Story Filmed on-the-spot in Hawaii!
Ancient jungle, modern city, tropic splendor and tropic terror!
Man-hunt off the beaten path to every sinister haunt of the Islands!
Presented by Warner Bros.

McLain

Directed by Edward Ludwig. A Wayne-Fellows Production
Distributed by Warner Bros.
... a typical example...

**SECTION VI**

AMUSEMENTS

Movies—Art—Schools

**THE WASHINGTON POST**

Sunday, July 15, 1952

**Same Old Loose Charges, But Not One Specific Case**

By Richard L. Coe

SPEAKING in this city two weeks ago, the counsel for the New York State Board of Regents said he was concerned over pictures which apparently teach communism and that "it is useless to eliminate the teaching of communism in the school system and condone it for the same children in theaters.

Pressed for specific pictures of subversive quality, the speaker refused to name one. Pressed further, he indicated that the pictures "were not of foreign origin," but he again refused to be specific.

Charles Art Brind, Jr., the speaker, occupies a unique position in the film industry. The New York State seal of approval, vital to the exhibitors of films in that state and most of the existing State boards follow the Empire State lead. It was Brind who led the Supreme Court and has since suggested licensing all motion picture houses as a way to get around the high court's rulings in "The Miracle" and "Pinky" cases.

It IS not our purpose this morning to go into the reasons for and against forms of censorship in our films, although the birthday reminders of the Declaration of Independence still ring in our ears. It is the story, involved story, the reasoning behind the industry's own "Production Code" and its points.

But it seems to me that the industry, both through the Motion Picture Association and through all its individuals should firmly press Brind's cases to which he speaks and which aludes as a lot of letters from the public.


For so important a figure in the film world to issue such vague charges seems to me to undermine the full attention of the industry's spokesmen.

Brind's audience was an important one of key Washington people interested in films both as entertainment and as thought-provoking. The meeting was held by the Motion Picture Council of the District of Columbia and was unfortunately terminated by some equally irresponsible words from a member of the motion picture trade press. The audience, following this hot head's insult to its members, was naturally sure to wind up on Mr. Brind's side.

But it is hard to believe, even in the hot weather, that by now the excited audience has not found its calm with it reason.

Fortunately, the Motion Picture Herald has lately been devoting space to a panel on this matter and the discussion is on a far higher plane than Brind put it. Exhibitors, for instance, note that a majority of their patrons have not made adverse comments on the subject of communism in Hollywood. They note that adverse comments by phone are less than 10 percent.

The panel does note, however, that the publicity about communism in the motion picture industry has had a "measurably depressing effect on box office" principally in the larger cities, but that there have been relatively few organized demonstrations against specific pictures or players.

Reading the considered findings in Martin Quigley's business-minded weekly, one is struck by the public's general level-headedness as to subversive influences in pictures and also by the moviemakers' own lack of punch in fighting charges that such influences exist.

What the moviemakers should do with such accusations as Brind's—and other fear-mongers of the West Coast—is to make them put up or shut up. A dynamic, positive quality is needed to dispute this loose talk which can not only harm the theater owners, the studios and particular individuals, but result in films even more unrelated to life than they have been.

However, the Herald Institute of Industry Opinion, organized in November 1951, one of its announced purposes was to provide: "A source of reliably gathered facts for release to the public via the press, etc.—when incorrect concepts have been published to the detriment of the industry—or to enlighten those who write for widespread readership..."

Reproduced here is a typical example of the manner in which the Institute's Reports are used to refute fallacies.
FCC Still Silent on ABC-UPT Merger

Washington, July 30.—The Federal Communications Commission held another closed-door session today on what to do about the ABC-UPT merger, but there was no indication as to whether the commissioners had made up their minds or what a decision would be announced. The Commission discussed the matter at two lengthy sessions last week, as well as today's session. Most of the industry lawyers in the case have been expecting a decision by the end of the week.

Honduras Has 22 16mm. Theatres

Washington, July 30.—At present there are 22 motion picture theatres in Honduras which exhibit 16mm. entertainment motion pictures, according to Nathan D. Golden, head of the film division of the U. S. Commerce Department. However, these houses are not regular exhibitors in the sense that they hold regular showings in properly constructed theatres. Their performances are given spasmodically, depending upon the weather (many are held in the open), the time of harvest, and the amount of money currently available in the various localities for entertainment purposes.

FLASBACK . . . This happened so long ago it seems to go back to the prehistoric days or possibly the neolithic age and yet perhaps it happened in the much later period, the Dark Ages . . . . Yep, that's when it happened, back in the modern Dark Ages, in the depression year of 1931. Your reporter, during his chores as vaudeville critic on the Motion Picture Herald, had occasion to rave about the talents of a young comic, fresh from Cleveland named Bob Hope, discovered by Al Boasberg (then a top scripter for M-G-M), who left Hollywood and came East to write material for Bob and to lend the Boasberg wit to radio. During an interview with Boasberg in his suite at the Essex House, Al told us that he had signed to write a new radio series titled, "Manhattan Merry-Go-Round" for Blackett Sample & Hummert and that he needed a songwriter to write a theme song. That's how come we were assigned to compose the song of that title (with the melody composed by Gus Haenschens). From October, 1931, until late in 1949 this composition was broadcast every Sunday night on a Coast-to-Coast network over NBC. That program, endured and prospered for a complete radio cycle, bridging the gap from vaudeville to television. Last week we interviewed Donald Voorhees in studio 6B at NBC and learned that the maestro seems a sure thing to beat the longevity record of 'M. G. M.' if not once but twice and simultaneously. He's now rounding out his 33rd year and 16th year on the "Bell Telephone Hour" and "Cavalcade of America," respectively.

Bill Cullen, who temporarily replaced Meredith Wilson as pianist on "The Name's The Same," ABC-TV, is now a regular member of the show. The young pixomatic thus finds himself appearing on seven radio and TV programs a week . . . . Johnny Olsen's "Kid's & Co." sponsored by Red Goose Shoes, remains on DuMont Network, Aug. 9, . . . Starting next week when he subs for Don McNell on the ABC "Breakfast Club" studio, Peter Donald will spend as much time in the air as on it. The carrot-topped comic, on Mondays, will do the "H.C." show; from Chicago, then fly to New York for his regular "Masquerade Party," NBC commercial and then back to Chicago for Tuesday afternoon's "Breakfast Club."

Children's Program
Set by British Unit

WASHINGTON, July 30.—The first annual report of the Children's Film Foundation, Ltd., shows that the £159,000 so far made available to the Foundation from the British Film Production Fund, will meet the cost of five of the six features in the 1951-52 program, according to Nathan D. Golden, head of film division of the U. S. Dept. of Commerce. This program includes the following pictures: "John of the Fair" and "The Stolen Plans," already completed; "Alpine Rally," now on location; "Johnny on the Run," awaiting a studio; an untitled adventure story, production of which is expected to start in August; and an untitled social comedy.

The program also includes a series of six short stories dealing with animals and children, production of six magazine one-reelers, and a cartoon. Associated British Film Distributors will be responsible for the distribution of all of the Foundation's 35mm. films in the United Kingdom. It is hoped that distribution to all theatres will commence in September.

For its 1952-53 program the Foundation has under consideration adventure serial stories in Gibraltar and South Africa, a slapstick serial, and features set in New Zealand and the Kent hop fields.

UA Re-issues "Vanishes"

"The Lady Vanishes," Alfred Hitchcock's production, will have its first return engagement under United Artists auspices at the Trans Lux 60th Street Theatre here tomorrow.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!

starring

JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD
WARD BOND
VICTOR McLAGLEN
MILDRED NATWICK
FRANCIS FORD
ARTHUR SHIELDS

and

THE ABBEY THEATER PLAYERS

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD

A REPUBLIC PICTURE

NOW we'll take a short breather for a bit of refreshment!"
"LURE OF THE WILDERNESS"
IS OUTGROSSING
"WITH A SONG IN MY HEART" IN 48 OF ITS FIRST 53 ENGAGEMENTS
— INCLUDING FOX, Atlanta; PARAMOUNT, Nashville; ALABAMA, Birmingham and IMPERIAL, Asheville!

JEAN PETERS - JEFFREY HUNTER - CONSTANCE SMITH
LURE OF THE WILDERNESS
TECHNICOLOR

POST THIS SENSATIONAL 24-SHEET EARLY!

There's No Business Like 20 Century-Fox Business!
'IA' Plans Tax Fight and Aid For Box-office

Day's Work for A Day's Pay Principle Up, Too

Minneapolis, July 31—Plans for the full participation of the thousands of IATSE members in efforts to stimulate theatre attendance and to join in the all-industry campaign to win repeal of the Federal administration tax have been formulated by the “IA” executive board in session here this week.

The programs for both endeavors will be disclosed to the IA annual convention, which will open here on Monday.

Also understood to have been dis-

Walsh 'Neutral' in Jacobi-Brennan Tilt

Minneapolis, July 31.—Next week's election contest for the IATSE vice-presidency occupied by James J. Brennan is expected to provide the labor union's biennial convention here with more controversy than many an "IA" convention has engendered. This became apparent today as reports circulating in Minneapolis film labor circles indicated that Richard F. Walsh, "IA"

(Continued on page 6)

14,900 Firms in the Industry, Says U. S.

Washington, July 31.—The number of firms in the motion picture industry remained steady at about 14,900 in the fourth quarter of 1951, the Commerce Department announced.

This was the same figure as at the end of the third quarter, but below the second quarter figure of 15,000.

A Call to Arms!

by MARTIN QUIGLEY

The Government's so-called anti-trust suit, which is an attempt to force the release of motion pictures to enterprises which seek to compete against the theatres for public attention, is a challenge that should be answered promptly and forcefully.

The industry is confronted with an attack that leaves no room for divided or conflicting interests or viewpoints. An aroused and fully united industry should respond. The development should be met head-on, not with mealy-mouthed and weak-kneed argument but with an all-out counter attack. Anything less will virtually proclaim that the industry is fair game for anyone who wishes to take a shot at it—a notion which is likely enough in face of the do-nothing attitude which has come to settle upon so many of the industry's problems in recent times.

This suit, if properly dealt with, may prove a well-disguised blessing to the industry. On many fronts the industry stands in urgent need of hearty and thorough-going cooperation among its various elements. Up to now various petty divergencies of interests and viewpoints have kept the industry divided and working at cross purposes.

We are now confronted with an attack that imperils to its core the commercial industry of motion pictures. The development provides ample reason for immediate introduction of that kind of cooperation and united front action which is necessary to defeat the attack and is needed as well to deal with many intra-industry problems.

This attack should not alone be answered with the slow, tedi-

First Pay to Actors On Films Sold to TV

Hollywood, July 31.—A precedent considered far-reaching in importance was established today when Monogram paid the Screen Actors Guild $8,000 to be distributed to actors who appeared in five theatrical films sold by Monogram to television.

One hundred fourteen individual actors will share in this additional compensation, which is the first ever paid an actor under the SAG basic contract terms covering sales to tele-

Budget Cuts Hit CDA TV Plans

By J. A. OTTEN

Washington, July 31.—Despite the marked success of previous experiments with television for civil defense training work, officials of the Civilian Defense Administration said that a budget cut had been so great they did not know whether they would be able to carry on further theatre TV training experiments.

This was revealed in a CDA report on the 10-city theatre

(Continued on page 7)

(Continued on page 7)

'IVANHOE' Opens at Hall, Takes $23,000

An opening day's gross exceeding $23,000 was reported by Radio City Music Hall here for M-G-M's "Ivanhoe" which bowed yesterday at the theatre along with a new stage presentation.

Long lines extended from the theatre's box offices filling most of the day. By four P.M. the picture had broken the grossing record of every previous Metro picture to play the Hall.
JACK WARNER, Warner Brothers vice-president, will arrive here from Europe on Tuesday.

HOWARD STRICKLING, M-G-M studio publicity head, Dan S. Terreel, exploitation head, and Ernest Exner of Local 135, the advertising publicity head, will return here today from Boston.

HERBERT WEISER, business agent of IATSE Motion Picture Home Office Employees Local No. 66, New York, and Motion Pictures Weekly, are parents of a newborn son.

WALTER MIRNOW, Monogram Allied Artists executive producer, has returned to Hollywood from New York.

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will return here from Boston over the weekend.

HOAX WALL, theatre supervisor for the Kresge Hit theatre chain in New York, underwent surgery at Mary's Help Hospital, San Francisco.

FRED SAVASKE, city manager of Hardy Theatres, Fresno, Cal., was operated on at St. Agnes Hospital there.

GEORGE A. HICKY, West Coast sales manager for M-G-M, was in San Francisco from Los Angeles all week.

Award to 'Fatima' From Coast Group

LOS ANGELES, July 31.—The Los Angeles Electrical Engineers Association today announced a special award to Warner Minstrel's "Our Lady of Fatima" for unusual fighting effects, reports Howard Matison, executive secretary of the organization. "The ingenuity of the fighting enhances the new Warner-Color," stated Matison.

Big $84,000 for 'Jacks' Boston, July 31.—Paramount's "Jumping Jacks," starring Dean Martin and Jerry Lewis, closed its first week engagement at the Metropoli- tan Theatre tonight with an apparent- gross of $84,000. This is $5,000 more than Johnny Ray grossed when he made a personal appearance at the Metropolitan during the week of July 18. A gross of $75,000 was reached when Martin and Lewis made a personal appearance at the same theatre.

Blumenstock Due Here

Mort Blumenstock, Warner Brothers vice-president in charge of advertising-publicity, is scheduled to arrive here tomorrow at the headquar- ters of the Burbank studio for a brief home office visit. It will be Blumen- stock's third trip to the Coast this spring, transferring to the Coast last spring.

Bidding for the electronics rights to the coming heavyweight champion- ship fight between Jersey Joe Walcott and Rocky Marciano already has entered upon a spirited but still wide-open stage, with two television-radio networks and Theatre owners vying for them.

The International Boxing Club, sponsor of the bout, has stated it will accept the best offer from any source for the television rights, whether theatre or home.

The bout, tentatively scheduled for Sept. 23 at the Yankee Stadium here, is also being considered for telecast by various film companies as a part of their own programs. The rights of the bout, which has only been successful in bidding for the television rights, New York City's TV-equipped theatres would be expected to be the biggest and best TV fights of the year, according to the most of the recent bouts available to theatre TV having been held in New York. The Metropolitan area was "blacked out" to protect the gate and hence it has been some time since New York City theatres have been able to offer big scale TV attraction on their large screens.

With nearly a dozen large New York City theatres equipped with TV, their seating capacity conceivably could add strength to the bidding for theatre TV rights to the Wal- cot-Marciano bout. If the latter were to be moved out- side New York, it would also open up the Metropolitan area for the TV bid, and that would also strengthen NBC and CBS bidding for the home TV and radio rights.

Bocchicchio has an application for a New York City TV licence. If the latter is turned down, IBC has indicated the box would be transferred to Boston, Philadelphia or another big city. In New York City probably would be blacked out also because of its close proximity to Jersey City and Newark, either of which would be the likely site for the trans- ferred bout.

Home TV has never yet had a chance in the cable business of the Mariano affair and can be expected to go on the limits in the bidding. If suc- cessful, theatres nationally would be injured tomorrow night on the hook. TV-equipped theatres have paid a high price for $10.00 per set for TV rights. They wouldn't have gone to the Walcot-Marciano TV rights, indicating a ticket price scale of $3 to $5. However, the fights draw crowds of people, and a telecast of the fight would be for a large profit, a kind for what they want to see and hear.

Arkansas Is 1st to Organize Tax Group

Arkansas is the first state to report the organization of its state committees to campaign for the repeal of the Federal admission tax and the appoint- ment of a state committee for each of its Congressional districts.

Jack Bomar, chairman of the Arkansas committee, listed the following exhibitors as having been appointed to the state committee, reports the Council of Motion Picture Organization of Arkansas:


Congressional district chairman are:

First District, Orvis Collins, Para- mount's; Second, K. K. King, Second; Third, E. W. Savage, Boswell; Fourth, Cecil Cupp, Ardath; Fifth, Sam B. Kirby, Little Rock; Sixth, Travis Arnold, Malvern.

Tax Cut Meetings Held

In Virginia; Bowden Presides

RICHMOND, July 31.—Sidney Bow- den conducted the first of the tax cut Congressional district organizational meetings for Virginia at Hampton today with 20 exhibitors from the Tide- water Peninsula and Eastern shore pres- ent. Plans for the campaign were discussed with G. E. Ward, Jr., of Cape Charles, appointed chairman for the second district and J. J. O'Hara of Norfolk chairman for the second district.

Other meetings planned to complete the statewide organization as quickly as possible includes: Washington, D.C., Aug. 21, and other districts.

J Variety's "Most Watched TV Shows"

* * *

Cinerama Deal Nearly Closed

Arrangements are due to be com- pleted momentarily for leasing of the Broadway Theatre here by Thomas-Todd Productions from owners Lee and J. Sloniker. For the initial public exhibition of Cinerama, "three-dimen- sional" sight and sound process, it was indicated by the Thomas-Todd firm years ago.

The production organization includes Frank Smith, Howell Thomas and Michael Todd. Terms of the deal, whereby new sound apparatus, three coordinated projectors and a huge screen will be brought into the sophisticated stage manage- ment showcase, call for a run of the show lease, with 10 weeks guaran- teed as minimum playing time and a tentative opening date of September 15. The production company will receive 10 per cent of the total admission plus 16 per cent of all weekly performances of $3,000 on a sliding scale above a possible $30,000 total.

Of the attraction will be "This Is Cinerama," a program of short subjects, photographed in color here and abroad running for "approximately two hours" and "Ensign Willie Stark," the film of final combat which displays aerials and musical scoring. It will feature two brief intermissions. The top ad- mission price will be $2.40, which "may be raised."
Industry Leaders at Schwartz Induction

A packed courtroom of New York state and New York civic leaders, members of the judiciary and the bar, motion picture industry leaders and friends of the newly-appointed Justice Arthur H. Schwartz, participated in his induction ceremony as a Justice of the New York State Supreme Court at the New York County Court House yesterday.

Judge Schwartz, a lawyer, industry attorney and a former partner in the law firm of Schwartz and Frohlich which represents many motion picture industry clients, was appointed by Governor Thomas E. Dewey to fill the vacancy caused by the death of the late Judge Bernard Schwartz, who made the statement that Judge Schwartz indicated that he will be a candidate in the fall election for the full 14-year term ex-Justice Frohlich, successor of Schwartz, and Frohlich, who said who tribute to Judge Schwartz indicated that he will be a candidate in the fall election for the full 14-year term.

Among those who paid tribute to Judge Schwartz were Richard M. Webster, president of the Association of the New York City Bar; Edward M. Ochberg, president of the New York County Lawyers Association; Walter Dillon, vice-president of the Bronx Bar Association; Thomas C. Curran, Secretary of State of New York; State Senator Walter J. Mahoney and Louis D. Frohlich, senior partner of Schwartz and Frohlich, with whom Judge Schwartz had been associated for 25 years.

Supreme Court Justice Charles D. Breitel, inducted the new Justice, Samuel Hoffstatter and Morris Eder participating.

Among industry leaders who were present were the late Edward Silverstone, Harry Brandl, George P. Skouros, Abe Schneider, Leo Jaffe, Sam Rosen, Saul E. Rogers, Charles Schwartz, Louis Weber, Arthur Israel, Jr., and others.

See SWG Strike vs. ATF on Tuesday

Hollywood, July 31.—Strike action against the Alliance of Television Film Producers probably will be taken by the Screen Writers Guild on Tuesday in sequel to the breakdown of the five-month negotiations last night.

The SWG television negotiating committee and the SWG board, already authorized to call a strike, will meet tonight to formulate a decision. The SWG today telegraphed. Authors League of America president Rex Stewart, acquisition of Screen agreements, and also notified all writers working for television, plus their agents, to make no agreements with Alliance members which would conflict with their obeying the strike order.

Negotiations broke down when Alliance refused to meet SWG's insistence on a formula that writers receive a minimum of $500,000 in revenue, in addition to $500,000 owned or optioned. The SWG had refused to accept a formula similar to recent deals between Alliance and Screen Guild, which provides for re-rental for re-use of television films. Alliance members recently turn out 85 per cent of the television films now made in the West.

A Call to Arms!

(Continued from page 1)

ous and often fruitless processes of legal defense. It should under some how involved leadership be answered as well with an explosion of outraged public opinion, informed by direct and positive use of the industry’s own incomparable engine of propaganda—the screen itself.

This industry badly needs a renewal of faith, confidence and courage. It has become punch-drunk through a succession of reverses and disappointments. It has too often had wobbly leadership when positive, straight-line action was needed. This suit may prove a heaven-sent test out of which may come a victory which will restore to the industry confidence in itself and reinvigorate and extend public confidence and interest.

But this is not to be achieved through any half-way measures. If the industry has the necessary leadership, courage and determination it will have to show it promptly and effectively.

There can be no beating about the bush. The Government’s incredible attempt to force the industry to give over to competing enterprises the product it creates is typical of the New Deal-Fair Deal philosophy, aimed toward the domination and manipulation of all elements of American life, including business, for political purposes.

The obvious purpose in this high-handed, so-called anti-trust suit is a grandstand effort in the midst of a national political campaign to hoodwink gullible people into believing that a paternal administration is going to get for them all the good movies free of charge with their television set, with their glass of beer at the neighboring saloon and with the bunch of spinach at the supermarket.

Together with all these pleasant purposes it will not be overlooked that in the background there would be well-served various commercial and financial interests who wish to exploit for their own purposes the motion picture the industry makes.

The gratitude of all such, especially in the midst of a political campaign, is something of course that is not likely to be discounted in the genteel art of politics.

This industry over its long history has care fully—and rightly—avoided mixing in the arena of partisan politics. If at this time it could be guided by what seems objectively to be the right policy for any and every non-political body, including commercial organizations and labor unions, it would stay far clear of partisan politics. But the question arises as to whether or not it is now possible for the purpose of survival to do so.

If this new Government attack is not merely a trial balloon, a half-baked attempt to gain political propaganda, the industry faces the imperative necessity to go to the public—and that means an all-out fight with no holds barred. Under the circumstances this would involve the responsible leadership of the industry in immediate plans to go to the public with a series of forceful statements, proclaiming its case not in the abstract language of the legal document but in the down-to-earth vernacular of the tabloid newspaper.

FCC Approves Three TV Station Permits

WASHINGTON, July 31.—The Federal Communications Commission today approved the applications of the 184 stations in Ft. Lauderdale, Fla., and a third in El Paso, Texas.

The three approvals bring to 22 the total approved since the lifting of the freeze last spring. The approvals today went to: Gore Publishing Co., Ft. Lauderdale; and Roderick Broadcasting Corp., El Paso.

The Commission is now deciding on applications for hearing competing applications for eight other channels in four cities. Included were competing applications for three channels in Chattanooga, where one of the competing applicants is Southern Television, Inc., controlled by Moses Lebowitz and Jay Solomon of Independent Theatres.

Exhibitor Gran in Television Business

MILWAUKEE, July 31.—L. F. Gran, president of Gran Enterprises, a real estate and investment firm, and general manager of Stanard Theatres Management Corp., owners of about 30 theatres in Wisconsin, is the leading candidate for the presidency of the newly-formed Milwaukee Area Telecasting Corp., which has applied for permission to operate a television station in Milwaukee.

According to the company's statement filed with the FCC, Gran owns one-quarter of the $500,000 stock in the corporation. He has been chosen general manager of the new firm, and he indicated he might relinquish some of the present theatre and other activities if the FCC grants a construction permit to the new company.

MGM Sets Advance Bookings for 'Widow'

M-G-M has set a number of advance bookings for its latest musical, 'The Widow,' which is scheduled for September release.

At least five openings will be held on August 15 in Milwaukee, Kenosha, Green Bay, LaCrosse and Oskosh, in Wisconsin. On August 20, pre-release engagements at Philadelphia; Atlantic City, Asbury Park, Miami Beach and Kansas City.

Roof Falls in, But No One Seriously Hurt

AUSTIN, July 31.—The roof of the Queen Theatre here fell in after a fire during a show attended by hundreds of youngsters, but authorities report that none of them were seriously injured, although a few were treated at the scene for cuts and bruises.

Films Sold to TV

(Continued from page 1)

vision of theatrical films produced for Aug. L. 1948.

The agreement between Monogram and SAG called for the former to pay $50,000 of their original salary in case the film was sold to television for $20,000 or more, 12% per cent if sold for less. Five films concerned were covered in the Monogram-SAG agreement.

Titles are “Rain Maker,” “Murder in the Air,” “The Big Fight,” “The Feathered Serpent,” “The Turf Clipper.”
HOW BIG IS "IVANHOE"

FLASH! ALL OPENINGS SENsATIONAL!
Press-Time Figures: New All-Time M-G-M Non-Holiday Record at Music Hall, N. Y.! Cleveland, Frisco, Houston, Atlanta, Evansville Make Box-Office History!

"M-G-M has a real hit in 'Ivanhoe'." — HEDDA HOPPER's nationally syndicated column

"A great picture." — LOUELLA PARSONS' nationally syndicated column

"Tops 'Quo Vadis'. Greatest spectacle in a decade." — LOUIS SOBOL's nationally syndicated column

"Out-Quo Vadises 'Quo Vadis'." — EARL WILSON's nationally syndicated column

"Better than 'Quo Vadis'." — Nationally distributed N. Y. SUNDAY MIRROR

"Terrific for Robert Taylor." — SHEILA GRAHAM's nationally syndicated column

"Picture of the Month." — CHRISTIAN HERALD

"Picture of the Month." — PARENTS' MAGAZINE

"Thrilled yours truly." — FRANK FARRELL's Scripps-Howard column in N. Y. World-Telegram and Sun

"Clashing tournament scenes are pulse-pounding and the storming of the castle is as rousing a battle as has been filmed in recent years."
— LOOK MAGAZINE

"Best Drama of the Month." — LOUELLA PARSONS in Cosmopolitan Magazine

"Handsome, exciting Technicolor Movie." — WOMAN'S HOME COMPANION

"A Movie of the Month. Robert Taylor fights, rides and loves his way to glory." — AMERICAN MAGAZINE

"Picture of the Month." — REDBOOK MAGAZINE
EVERY DAY IT GROWS BIGGER AND BIGGER!

“Sock 4th Week!” SAYS VARIETY!

After breaking a 23-year record in its London World Premiere opening, its business continues socko in 5th big week!

THE HONORS BEGIN!

(Left) Christian Herald Award
(Above) Parents’ Magazine Medal

PUBLICITY PENETRATION TOPS!

Film Research Surveys, Inc. reports remarkable “Want-to-see” total in public poll in 32 cities typical of eagerly waiting audiences throughout the nation.

NEVER A SHOW LIKE “IVANHOE”!
Walsh 'Neutral'
(Continued from page 1)

international president, would not support Brennan for reelection.

If Walsh's position on Brennan's candidacy has not changed by Wed-
nessday or Thursday, when voting for
all officers will begin, the chances of
Vincent Jacobi, president of Local
No. 1, New York, in his bid for Bren-
nan's post will have advanced con-
siderably, observers here believe.

It was said that Walsh and Bren-
nan developed strong differences re-
cently on questions of "IA" policy.

Jacobi, as reported yesterday in
New York, declared himself a can-
date for the vice-presidency after
being urged to do so by a number of
leaders of "IA" locals.

Walsh has not expressed himself on
Jacobi's candidacy. The two ran
gainst each other for the "IA" presi-
dency in 1942 in the first election for
that office following the Brown-Bioff
scandals. Walsh won, and has been
"IA" president ever since.

Hoffman Here on
'Hoaxters' Data

(Continued from page 1)

M-G-M's first feature-length docu-
mentary will be released in the fall,
Herman Hoffman, assistant to Dore
Scary on the latter's personal pro-
ductions, revealed here yesterday.

Anti-Communist Film

The film, "The Hoaxters," is an
anti-Communist film, compiled of stock
shots, newsreel clips, and govern-
ment reels.

Hoffman is here to gather final data
for the film and to check with govern-
ment authorities on its content. Nar-
rated is by Louis Calhern, Robert
Taylor, Eleanor Parker, Walter
Pidgeon and James Whitmore. Victor
Lasky and Allen Rivkin wrote the
script.

Hoffman, who made "The M-G-M
Story," will return to the Coast this
weekend.

‘IA’ Meeting

(Continued from page 1)

cessed at the executive board sessions
there was the need for officers of IA
locals to impress on all members of their
unions the necessity for every em-
ployee to give a full day's work for a
full day's pay in order to aid every
branch of the industry in adjusting to
changed business conditions.

The latter action is termed as an
extension of that taken by Richard
Walsh, IATSE president, in Holly-
wood recently at the behest of Nicho-
las M. Schenck, president of Loew's-
M-G-M.

Citing the need for the industry to
pick up the box-office slack by in-
creased efficiency and increased
labor, among other remedial meas-
sures, Schenck sought and was given Walsh's
cooperation in urging upon studio
union workers the necessity for the
principle of a full day's work for a
full day's pay. The same message re-
peatedly has been given to the executive
board and in all likelihood will be
passed on to convention delegates next
week in order that the appeal for in-
creased efficiency shall be made appli-
cable to theatre, exchange and home
office workers, as well as studio em-
ployees.

The programs of greater labor
efficiency, stimuli for theatre attend-
ance and aid for the admission tax
repeal might all be designed to help
prevent further theatre closings with
consequent loss of jobs to union mem-
bers in all branches of the industry,
it was indicated.

The IA executive board also was
reported to have canvassed the pros-
tspects of further expansion by its
unions into television fields both as
a matter of jurisdictional policy and to
provide work for unemployed
members.

Mutual's Kerman,
Dietz in Talks Here

Jack Dietz, executive producer and
treasurer of Mutual Productions
Corp., will arrive in New York over
the weekend from Hollywood for
meetings with Moe Kerman, chief of
the company's distribution setup. On
Wednesday, Dietz, accompanied by his
wife, will leave for Europe on the S.
S. Queen Elizabeth to look over new
product and arrange distribution deals.

The Dietz's will be gone for five
weeks and will visit England, France,
Italy, Sweden and Switzerland.

Dietz has just completed shoring
on "The Monster from Beneath the
Sea," the second release for Mutual's
new distribution unit.

Name Ruth Fountain
Managing Editor

Ruth Fountain, for several years
assistant editor of Screen and
Silver Screen, has been appointed
managing editor of the two publica-
tions by J. Fred Henry, publisher.

Also, effective today, Reba and
Ronnie Churchill will become associ-
ated with the two magazines as Hollywood
editors.

Mott in New Post

Gilbert E. Mott has joined the sales
division of Oberly and Newell Corp.,
makers of lithographs and lobby dis-
plays for theatres, as vice-president.

Mott, who has been promotion mana-
ger of American Weekly for the past
10 years, will take up his duties today.
Hollywood, July 31.—August 12-15 has been set for a high level executive meeting here of Hollywood studio heads and Council of Motion Picture Organizations leaders.

COMPO officials coming here for the meeting will include R. J. O'Donnell, COMPO board member and national director of COMPO's "Movietime U.S.A."; Sam Piana and head of American Theatres of New England; Trueman Renbusch, head of the Indiana Theatre Owners Association, and Robert W. Coyne, COMPO special counsel.

Piana and Renbusch, together with Al Lichtman as the representative of the Motion Picture Association of America, now head COMPO. Lichtman will not be able to attend because of pressure of business in the East.

O'Donnell Spokesman

O'Donnell, as spokesman for the group, has stated that the meeting was prompted by a desire on the part of the COMPO heads to keep the Hollywood industry informed at first hand of the plans for COMPO and "Movietime U.S.A." for 1952-53.

"We're coming to give," O'Donnell stated, "not to ask. COMPO aims, purpose, and plans for the coming season, one of the most important in the history of our industry, will be reviewed and outlined."

"The nationwide campaign for the repeal of the 20 per cent amusement tax which is being spearheaded by COMPO will be reported upon."

Warner Plan

(Continued from page 1)

stakeholders to take advantage of the so-called "spin-off" section relating to tax free reorganizations in the Revenue Act of 1951. Twentieth Century-Fox, which had a similar intention, this week reverted to its original reorganization plan because it could no longer wait for a government "spin-off" regulation to be issued if it was to complete the reorganization on or about September 27, as desired.

In Warner's case the consent judgment entered on January 5, 1951 in U. S. District Court here provided for a reorganization plan to be effectuated on or before April 4, 1953. The plan was approved by the stockholders on February 20, 1951. Its purpose was to effect the divestment of the company's theatre assets in the U. S. from its production-distribution assets.

"Since the adoption of the plan, the Warner financial statement said: "The progress and accomplishments of Movietime U.S.A." though still in its pioneering stage, and its impact upon the box-office and upon public attitude towards Hollywood and its people, will be presented."

Warner's Net

(Continued from page 1)

company transactions, amounted to $84,309,000 for the nine months ended May 31, compared with $84,870,000 for the corresponding period last year.

Included in the operating profit for the latest nine-month period is a profit of $1,091,000 from sales of capital assets, before provision for Federal income taxes thereon, which compares with a profit of $482,000 on corresponding transactions for the nine months ended May 26, 1951.

Equivalent to $1.83 a Share

The profit for the nine months ended May 31, 1952 is equivalent to one dollar per share on the 4,950,600 shares of common stock outstanding on that date, after deducting shares held in the treasury. The net for the corresponding period last year was equal to 86 cents per share, on the 6,684,700 shares of common then outstanding.

The financial statement lists current and working assets totaling $88,658,276 against current liabilities amounting to $32,604,444. Assets include $15,642,030 cash on hand, $11,432,746 in U. S. government securities, and total inventories totaling $26,119,706. Fixed assets are valued at $81,802,718. Total assets are listed as amounting to $150,493,706. Earned surplus as of May 31 was $65,554,714.

The company's net foreign assets amounted to $1,971,000, of which $7,755,000 are in the British Isles, $363,000 are in Canada, and $4,353,000 are in other foreign territories.

CDA TV

(Continued from page 1)

telecast on June 26, when police and other Civil Defense workers received training advice over closed circuit theatre TV. The official report was very enthusiastic about the experiment.

The report said that 10,800 persons attended the June 26 showing, with attendance ranging from standing room only in Detroit to a not-so-good 250 in Philadelphia. It said reaction was almost universally favorable, with over 2,000 persons reporting and nearly everyone saying they were extremely impressed by the experiment. CDA officials, police officials and others in charge of the experiment all reported themselves very well satisfied with the outcome.

The only criticisms, according to CDA, were that the show should have lasted longer, it should have been open to the general public, and that the hour should have been later in the day. CDA pointed out that this last change could not have been made, since the theatres and relay channels were available only in the morning.

"We would definitely like to do more, because we feel the experiment has proven very successful in all three tries," one official declared. "But Congress has cut our budget sharply, and we just don't know at this point whether we will be able to put on any more of these shows."

This official admitted the experiments are very reasonable, with the theatres charging only a nominal amount for cleaning and other costs.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!

"What did you say your name was?"

"Mary Kate Danaher... and don't be gettin' any notions in your head!"

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLORED • Directed by JOHN FORD

A REPUBLIC PICTURE

"A natural for capacity business." says

BOX OFFICE
The Industry's Most-Wanted, Most-Often-Used Reference Book

No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of both motion pictures and television.

* It is the ONLY WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

The 1952-53 Motion Picture and Television ALMANAC

Revised E-x-p-a-n-d-e-d 1952-53 Edition

Now on the Presses

The previous edition was a sell-out!
To make sure of your copy, order NOW.

QUIGLEY PUBLISHING CO., Rockefeller Center, 1270 Sixth Ave. New York 20, N. Y.

Please reserve a copy of the 1952-53 Motion Picture and Television ALMANAC

Enclosed please find check for $5.00 in full payment, including shipping charges.

Mail to—

Name

Address
Tradewise...
By SHERWIN KANE

THE CONTINUED silence of producer-distributor defendants in the Justice Department's anti-trust suit on behalf of the television industry is feeding suspicion and uneasiness among exhibitors nationally.

In the nearly two weeks which have passed since the filing of the suit in Los Angeles Federal Court, no producer-distributor defendant has given any official indication whatever that the politically colored suit is either distasteful or unwelcome.

This policy, if not reversed immediately and with a show of leadership unmistakably dedicated to an all-out fight against confiscation under the guise of anti-trust prosecution, can end only in a divided and suspicion-ridden industry.

If defendants are to content themselves with going through the legal motions of filing formal answers and denials, an aroused exhibition branch, with all its allies, will not be patient. Those to whom the industry looks for leadership will be disappointed. War has been declared and in it there is no room for reluctant or hesitant captains.

This is a battle which must be won. To win it, the fight must be carried to the public. An equally senseless and obnoxious case brought by the Justice Department last year against the A. & P. chain stores was won by the latter by exactly that method. A badly beaten and publicly discredited Justice Department within a matter of weeks gave indication that it would do this time.

This industry has at its own command a medium of communication with the public not available to the A. & P. stores in waging its justified and successful battle against the Justice Department. That medium—this industry screens of the nation—can be enlisted by producer-distributor leadership if that leadership is forthcoming. If it is not, those screens can—and should—be used by exhibition under its own leadership.

Producer-distributor defendants can afford to waste no more time in letting it be known on whose side they are. They must speak out now. They must act quickly. If they do not, they will have forfeited their leadership.

See Agreement
On Arbitration
Outline Wed.

With the way apparently cleared for reasonably prompt agreement on the question of competitive bidding, and with little controversy expected to attend the subject of circuit damages, the industry arbitration conference's Continuations Committee of 10, which will reconvene today at the Hotel Astor here, was said to be certain to complete by Wednesday its analysis of a blueprint for an industry arbitration system.

The committee spokesmen who on Friday offered this view of what could be expected in the way of accomplishment at the meetings, hastened to remind that confabs on extra-

(Continued on page 5)

Johnston to Speak
At 'IA' Convention

MINNEAPOLIS, Aug. 3.—Eric A. Johnston, Motion Picture Association of America president; Leslie E. Thompson of RKO Radio; Charles W. Perrine of Minnesota Amusement Co., and Bernard Berger, North Central Allied president, are scheduled to address the IATSE's 41st convention which will get underway here (Continued on page 5)

Theatre TV Closed
Circuit Test Thurs.

With Fabian Theatres acting as host, a number of circuit owners and independent exhibitors on Thursday evening will witness at the Warner Theatre here a special closed-circuit large-screen telecast of Michael Todd's Mark of Zorro. Beach water extravaganza, "A Night in Venice."

Purpose of the telecast is to give the industry a preview of the new medium (Continued on page 4)

U. S. Suit An Assault on
Small Business,' Myers Says

WASHINGTON, Aug. 3.—Allied States Association general counsel Abram F. Myers let loose with another lengthy blast at the government's recent anti-trust suit, declaring it "the most devastating assault on small business ever made."

In a seven-page statement, Myers combined a scathing attack on the suit, aimed at forcing producers to release their films to television, with a legal analysis of various aspects of the government's case.

Myers recalled that his first comment on the suit raised the possibility that it was based on political, rather than legal, considerations. Further opportunity to study the complaint, he said, "confirmed that view." The suit, he stated, "appears to be something that was hastily whipped up for use in the coming campaign—a good-Will gesture toward that new and important business ever made."

(Continued on page 4)

FCC TO DISREGARD
ANTI-TRUST PAST

N. Y. Independent
Theatre Business
Is Up 11 Per Cent

(See Photo on Page 1)

Replacing the continuous talk of improvements in motion picture theatre business, the Independent Theatre Owners of New York came up at the weekend with cold facts and figures which disclosed that during July average attendance figures at independent houses in the Metropolitan New York area were 11 per cent higher than for the same month last year.

A survey of business conditions among independents in the area (Continued on page 4)

Cases Over 3 Years Old
No Bar to TV License;
Delay ABC-UPT Merger

WASHINGTON, Aug. 3. — In a precedent-making decision, the Federal Communications Commission ruled over the weekend that it would not consider anti-trust violations more than three years old outside the field of radio communications in passing on applications of persons who are already licensees.

The Commission made this statement in a decision denying to United Paramount Theatres and the American Broadcasting Co. the dual request for a speedy decision on the proposed merger between the two companies and the complete junking of the anti-trust issues involved in the merger.

In the opinion of industry attorneys, however, the three-year limitation on anti-trust involvement represents a substantial victory for the two companies.

(Continued on page 6)

Studio Heads Accept
Compo's Invitation

HOLLYWOOD, August 3.—Heads of all major studios, with the exception of Republic president Herbert Yates, who will be in Europe at the time, have accepted the Council of Motion Picture Organization's invitation to meet with that group's top executives during their meetings here August 12-13.

A luncheon has been set for the Beverly Hills Hotel on August 14 for this meeting, which Robert J. O'Donnell, Sam Pinanski, Tom Remsienbach and Robert W. Coyne will attend.

NPA Controls to
Continue Into 1953

WASHINGTON, Aug. 3.—The National Production Authority today reaffirmed that it would be well into 1953 before it will be able to relax theatre construction controls.

The Department issued a statement announcing that critically important defense projects would get top priority for construction allotments during the fourth quarter, even if this involves business ever made."

More major in Collusion on TV

MINNEAPOLIS, Aug. 3.—"It is very doubtful" that any collusion existed between major film distributors in keeping new product away from television, Ben Berger, president of Central Allied, said in commenting on the action of the Department of Justice charging conspiracy and filing suit to force sale of films to TV.
**Personal Mention**

MILTON R. RACKMILL, Universal president, will leave here Wednesday for the Coast, and Albert P. Shanks, executive vice-president, will depart Friday for meetings at the studio.

MANNING (Tim) CLAGETT, Motion Picture Association of America information executive here, will leave Wednesday for Toledo to assist in the industry’s preparations for the Ohio censorship case which will be heard in Municipal court there on Friday.

S. A. FELDMAN, associate producer, is returning home via Europe after a two-month stay in the Orient.

SAMUEL SCHNEIDER, Warner Brothers vice-president, accompanied by his wife, will sail from here on the S. S. Queen Elizabeth on Wednesday for Europe. He will be gone about four weeks.

ARTHUR CANTOR, M-G-M Eastern production head, returned here Friday from Boston and will leave tomorrow for Upstate New York.

HERMAN HOFFMAN, production associate to Harold Lloyd, returned on Tuesday by the London to the studio, vice-president, left here for the Coast at the weekend.

ARTHUR LEBE, Universal film director, will arrive in New York from Europe on Wednesday.

**3 World Premieres Set by RKO Radio**

Successive world premieres have been scheduled by RKO Radio for the coming week. Among them will be the premieres of "The Minute to Zero" and "Suddenly Fear." Following its premiere in Chicago this week, the first will open in New York on the Gaiety on August 20. San Francisco at the Fox on August 22, and Los Angeles at the Orpheum and the Fox on August 23. The second will have its premiere at Colorado Springs on August 12, and the third will have its premiere at Los Angeles that same day.

**Lewis Will Promote 'Italian Films Week'**

Bernard Lewis, veteran publicist, has been appointed publicity and promotion manager of "Salute to Italian Films Week," a celebrity starting Oct. 6, sponsored and organized by a committee of John W. Aldrich, president of the Chase National Bank, is chairman.

**JDA Exchange Unit Will Meet Tomorrow**

A meeting of key executives of the exchange division of the industry drive round table discussion, and it will be held tomorrow at the Square Theatre here. It was announced by S. A. Feldman, of Loew’s, and David Levy of Universal, co-chairmen of the division.

**TV Editor Fights US Suit For Silent Film Industry**

By SHERWIN KANE

While the industry officially, at least continuously, is to maintain its ill-kept battle by the Department of Justice and campaign year voters the lay press are not hesitating to say communication medium, television. He said the suit would enable campaign orators to claim the Administration is taking steps to permit television to see the finest films without having to pay an admission charge or an admission tax.

But producers are just beginning to realize how much their prosperity depends on successful operation of theatres in their community and how much they are hurt by TV. They declared that small business all over the country would soon realize that the suit will, if successful, close them down so that small business all over the country would soon realize that the suit will, if successful, close them down.

Wants Hari-Kari Committed

"Stripped of all the legal phraseology, the practical effect of the move by Attorney General Joseph M. McGranery is to ask the film industry to harry and commit harri-kari with a smile on its face.

"Under today’s economics in the television field, with only 100 stations in operation, the most that a film can earn from TV fees is in the neighborhood of $25,000. For this paltry sum the picture producers are asked to aggravate the crisis in his own business that has been caused by TV competition. In addition, he is supposed to be willing to sacrifice the $200,000 he could probably earn by showing the film another time in the theatre.

"Under such circumstances Hollywood can hardly be blamed for not wanting to jeopardize its own existence merely to provide an attractive price for TV. In the end that prices clearly dictate a further waiting spell.

"In short, the Washington agency seems infected with the fever that somehow TV has some prerogatives. It is shown on the record and it is shown that it wants nothing with regard to the economic consequences. Yet in the long run the interests of neither the industry nor the public will be served if the theatre economy are going to be served if the fields which can offer TV so much more in the way of entertainment and sports, are not assured of their own continuing financial ability."

**U.S. TV Suit (Continued from page 1)**

**Newsreel Parade**

**EVA PERON’S DEATH and the TV Olympics are current newsreel highlights. Other key items include the Presidential candidates andFranz Weiss. Complete contents follow.**

**MOTION PICTURE DAILY.** Monday, August 19, 1952

**Motion Picture Herald; Better Theatres 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, 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; single copy, 10c.”**
Check List
of recent or forthcoming releases featured in advertising in
*MOTION PICTURE DAILY*

(alphabetically by title)

<table>
<thead>
<tr>
<th>Title</th>
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<td>AFFAIR IN TRINIDAD</td>
<td>Columbia</td>
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<td>BIG JIM McLAIN (3 Pages)</td>
<td>Warner</td>
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<td>BLACKHAWK</td>
<td>Columbia</td>
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<td>CARRIE</td>
<td>Paramount</td>
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<td>DON'T BOTHER TO KNOCK (4 Pages)</td>
<td>20th-Fox</td>
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<td>FEARLESS FAGAN</td>
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<td>GREATEST SHOW ON EARTH (6 Pages)</td>
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<td>HAS ANYBODY SEEN MY GAL? (3 Pages)</td>
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<td>HIGH NOON</td>
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<td>ISLAND OF DESIRE</td>
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<td>IVANHOE (8 Pages)</td>
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<td>JUMPING JACKS (2 Pages)</td>
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<td>LURE OF THE WILDERNESS (2 Pages)</td>
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<td>ONE MINUTE TO ZERO (2 Pages)</td>
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<td>PARK ROW (2 Pages)</td>
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<td>ROBIN HOOD (2 Pages)</td>
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<td>SHE'S WORKING HER WAY THROUGH COLLEGE</td>
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<td>STRANGE WORLD</td>
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<td>SUDDEN FEAR</td>
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<td>THE BIG SKY</td>
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<td>THE GREEN GLOVE (2 Pages)</td>
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<td>THE QUIET MAN (9 Pages)</td>
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<td>THE WORLD IN HIS ARMS (6 Pages)</td>
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<td>WASHINGTON STORY (2 Pages)</td>
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<td>WE'RE NOT MARRIED</td>
<td>20th-Fox</td>
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<tr>
<td>WHERE'S CHARLEY? (8 Pages)</td>
<td>Warner</td>
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*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".

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.

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. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

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*Pictures featured in *M. P. Daily* advertising during past 6 weeks.*
OPENING DAY WAITING LINES for "Ivanhoe" at Radio City Music Hall extended more than three blocks back from the theatre entrance (extreme upper left) as partially shown in this panoramic photo. Much of the waiting line was exposed to the direct rays of a blistering New York sun, and all of it to uncomfortably high humidity for the day, both of which failed to discourage the thousands who waited for hours for admission to the theatre. The scene was duplicated several times during the ensuing three days through yesterday.

N. Y. Business
(Continued from page 1)

ducted by the ITOA revealed the marked upsurge in patronage. Said the ITOA:
"Optimistic theatre owners reported unanimously that the political conven-
tions had no effect on business, as was originally feared, and that the heat wave brought many new, and many 'lost' customers back to the luxury and air-conditioned comfort of the theatres."

Harry Brandt, president of the ITOA, commenting on the survey, stated: "It must be that people are no longer glued to their TV screens. They are escaping the hypnosis in-
duced by the novelty of the medium and are coming back to the theatre for quality entertainment, which Hollywood is providing. Audiences like what they see, and we expect to keep them coming back by presenting a continuous flow of superior motion picture programs."

NPA Controls
(Continued from page 1)

the deferment of all other industrial and commercial projects. The state-
ment did not even mention theatre and other entertainment projects, and NPA officials said that these projects "are just out of the question" except on an emergency appeal basis in iso-
lated cases.

Some NPA officials have indicated that it might be spring of next year before theatre controls can be relaxed.

NPA Files Charges
Vs. Texas Drive-In

WASHINGTON, August 3.—The Na-
nional Production Authority has char-
ed two Texans with using too-
much copper wire to build a drive-in-
theatre in Amarillo.

This is the first non-compliance case in the theatre field, according to NPA officials.

The charges were brought against W. O. Bearden, of Lubbock and L. R.
Doyal of Amarillo, partners doing
business as the Tascosa Drive-in Thea-
tre in Amarillo. A three-count com-
plaint claims the partners unlawfully
used copper wire in excess of author-
ized quantities in constructing the drive-in. One of the counts charges the respondi-
ts with furnishing false information regarding the amount of copper wire used in its construction.

The case will be presented before
NPA hearing commissioner H. Bas-
com Thomas of Dallas later this
month. NPA will recommend that the hearing commissioner issue sus-
ension orders denying the firm self-
certification privileges, priority assis-
tance, allocations and allotments, and
further prohibiting them from acquir-
ing, using or disposition of controlled
materials.

KFEL-TV with ABC

Station KFEL-TV, in Detroit, is
the newest affiliate to join the televi-
sion network of American Broadcast-
ing.

Closed Circuit
(Continued from page 1)

ehibitors an opportunity to form
opinions concerning the merits of thea-
tre television presentations of attrac-
tions, such as Todd is offering.

DuMont Television Network will
handle the transmission and at the
same time will telefilm the show in
case requests are received for a future
telecast of the film record.

Fabian Theatres is footing the bill
for the Thursday night experiment
which is expected to be regarded as a
landmark in the development of thea-
tre television entertainment.

Appoint Copeland
Mono. K.C. Manager

KANSAS CITY, Aug. 3.—The ap-
pointment of Ray M. Copeland to the
post of branch manager here of Monog-
gram-Allied Artists, succeeding H. L.
Frost, who recently resigned, was an-
ounced at the weekend by Harold
Wirthwein, Western sales manager.

Copeland will take over the branch
on August 11.

'Fatima' Cited Again

LOS ANGELES, Aug.3.—The South-
ern California Motion Picture Council
has voted a special award to Warner
Brothers. "The Miracle of Our Lady of
Fatima," reports Mrs. William A.
Burk, Council president. A special recom-
modation for the picture's "family" award was made by the gen-
eral council body.

Pascal Says Artist
Has Freedom Here

The European belief that Hollywood
does not offer an artist free expres-
sion is not true, Gabriel Pascal de-
cared here at the weekend. Pascal
has completed his first Hollywood
film, "Androcles and the Lion," for
RKO Radio distribution. He said,
"You can make better artistic pictures
in Hollywood than anywhere else,"
citing the vast technical resources and
the freedom from executive interfer-
ence.

Pascal's next projects are "The
Devil's Disciple" and "The Life of
Gandhi," the latter to be made in In-
dia. Pascal expects to produce them
independently and very likely will re-
lease them through RKO Radio. Pas-
cal said he made "Androcles" for
$1,000,000.

Pascal expressed enthusiasm over
television, calling it "the coming great
medium." He saw it as a boon to pro-
duction in Hollywood, but hurting ex-
hibition.

While in New York Pascal will con-
fer with Theatre Guild executives on
a musical based on "Pygmalion" which he hopes eventually to bring
to the screen.

He praised the Production Code as
"helpful and necessary everywhere,"
but said he thought it should be mod-
ernized. He declared that the Pro-
duction Code Administration should
consider differently "a picture based
on a masterpiece."
See Agreement on Outline

(Continued from page 1)

tion always opened in the past on a note of optimism only to degenerate finally into discord and wrangles. Nonetheless, they were very hopeful that Wednesday could be devoted to recapsulation following two days of work on the blueprint.

Beyond the questions of competitive bidding and damages lie only the mechanics of a system for the Continuations Committee to agree upon. "Chains" were described as tracing such points as the constitution of national and local arbitration staffs and appeal boards, financing of a system, the role conciliation is to play, etc. The outlines of these points were agreed to at the initial industry arbitration conference held April 22-23.

Two other items, namely, forcing of pictures and violations of contracts, also will be dealt with at this week's meetings. It is understood, however, that if the bidding question is settled to the satisfaction of all, agreement will be forthcoming quickly on points in connection with these two additional items.

It was explained that when the Continuations Committee, comprised of five representatives each from exhibition and distribution, completes its analysis of the Rules Committee's blueprint of the first conference's work, a Redrafting Committee will be set up to put the Continuations group's concepts in the form of written proposals upon which the Department of Justice and the Statutory Court can pass. However, before the re-drafting unit's work is submitted for the Department's and the court's approval, it will have to be approved by each exhibitor organization and the Distributors' Arbitration Committee, headed by William F. Rodgers.

Following action on the draft by the constituent groups, Eric A. Johnston, Motion Picture Association of America president, will call another industry arbitration conference, which will precede the submission of any proposals to the Justice Department and the court.

The Continuations Committee was set up on June 18 when the second industry arbitration conference reached an impasse (distributors versus exhibitors) in analyzing and amending the Rules Committee's draft of the first Conference's accomplishments.

On July 2, after meeting two-and-a-half days at Fabian Theatres' home office here, the Continuations group abruptly adjourned with the exhibitor representatives insisting that distributor presidents be present at future discussions relating to bidding and other knotty subjects.

Meanwhile, however, the distributors were reported to have reached agreement among themselves to accede to certain exhibitor demands relating to bidding and the place it should occupy in the arbitration framework. Johnston then set today for the Continuations group's reconvening.

Scheduled to be on hand today are the following: From exhibition: Abraham Myers, Wilbur Snaper, Herman M. Levy, S. H. Fabian, Emanu

Wis. and La. Move To Fight 20% Tax

Organizational activities in the field moving toward a full-scale attack on the Federal 20 per cent ticket tax continued at the weekend, with meetings held in Milwaukee and New Orleans and a second set for the latter city.

At the meeting held in Milwaukee, A. Kyvo, of Warner Theatres and Sig Goldberg, Wisconsin Allied president, were named exhibitor co-chairmen, with Jack Lorentz, 20th Century Fox branch manager, as distribution chairman. On the state committee are Dick Saeger, Ben Marcus, Harry Melcher, L. F. Grain, Harry Rosenbän and John Schuylar.

The purpose of the meeting was to set up district chairmen. Another meeting will be held in Milwaukee in two weeks to give instructions to the district chairmen on how the campaign will be carried out.

A New Orleans meeting on the Council of Motion Picture Organizations' drive to repeal the tax is scheduled to be held today. Theatre circuit heads, independent owners, distributor representatives and members of Allied Theatre Owners and Mississippi Theatre Owners will be informed of present COMPO action and plans in the drive.

Frisch; from distribution: Robert W. Perkins, Adolph Schimmel, Al Lichtman, Abe Montague and Rodgers. Due to attend as ex-officio members of the committee are: Ralph D. Hetzel, Jr., MPAA vice-president, and Henderson M. Rieley, secretary of the Arbitration Conference.
FCC Licenses

(Continued from page 1)

Panics, since the record of the seven-month hearing conducted to date on the merger has been so anti-trust activity since August 7, 1948, the deadline date set in the FCC order.

Whether the three-year provision can be called a blanket victory for all industry people applying for hearings or telecasting or television channels is moot, however. Attorneys say the prospective FCC applicants are not limited in the FCC order to those who are already licensed, and only a small fraction of the industry would file for an FCC license. All other FCC applicants are in this class.

So far as ABC-UPT's request for a speedy decision is concerned, the FCC's ruling throws the merger case right back into the lengthy procedural channels in which the companies hope to avoid. Attorneys involved in the case estimate from two to three months for filing preliminary findings, after the close of the hearing, plus an additional two months for hearing examiner Leon Levine to file an opinion.
The FCC's final decision will follow after this. The hearing, which has been in recess since July 26, 1948, is set to reopen but indications are that it will probably not be resumed. The few witnesses remaining all pertain to anti-trust activity prior to the merger, and those that point out, and in the light of the FCC order probably will not be called. Rinaldo also told him to the service of attorneys some time next week to decide on the future course of the hearing.

Many industry attorneys felt, however, that the Commission's decision feeling about the impracticability of delving into what it called "the relatively distant past" was a fait accompli which might extend the anti-trust time limitation to applicants who were not immediately benefitting all the industry.

The only possible bar to declaring the hearings closed is the interrupted wind-up testimony of Arthur Levey, current Skagron and former Scophony Corp., of America, head. Testimony on Scophony comes within the radio communications field--in which the Commission order placed no time limitation. On the other hand, the order declares specifically that "in all further proceedings herein no consideration be given to evidence relating to any of the activities of the parties to this proceeding which occurred more than three years before August 7, 1951, the date upon which the renewal licenses were originally designated for hearing.

The Commission order declared that it recognized the fact that ABC's financial position demands a decision as to whether or not to waive the anti-trust issue. The order emphasized that "...Due to the examiner’s familiarity with the record," the order stated, "greater expedition may be possible in the determination of these proceedings if an initial decision is prepared by him." The Commission went on to say that it was convinced that every possible effort should be made "...consistent with a full and fair hearing to all parties concerned." If the proceeding along with the effectiveness of the FCC applications have been delayed, it may well be that the Commission's decision will be relied upon to secure the cooperation of all participants towards this end. It also states that the limitation of the issues in the manner we have ordered should bring about a substantially earlier conclusion of the proceedings. (Continued on page 6)

**Review**

"Caribbean" *(Paramount)*

**PIRACY ON THE HIGH SEAS** and love and intrigue on the island of Jamaica in the year of 1728 provide the tone of this spirited William Thomas action drama in color. Made in the conventional format, the story has all of the swashbuckling adventure and excitement that make hit with the fans. John Payne and Arlene Dahl have the romanticism with support coming from Sid Cedric Hardwicke and Dick Sullivan.

Hardwicke, hard but saucy captain of the dreaded pirate ship Black Panther, enthralls the aid of Payne in a plan to get revenge on Sullivan. It seems that Sullivan, a ruler of the high seas, has killed Hardwicke's son. In revenge, Hardwicke kidnaps his own daughter, Miss Dahl, and reared her as his own child. Hardwicke conditions Payne to become the illegitimate son of Sullivan, and gain admission to the island stronghold, where Sullivan has a way of making it pay. Complications develop, however, when Payne falls in love with Miss Dahl.

The screenplay from Frank L. Moss and Edward Ludwig evolves against an interesting, scenic Jamaican background which delineates native unrest against the French invader. Of course, the hero (Payne), in a typical swashbuckler manner, throws in a touch of irony he is killed by his own daughter, she never knowing his identity.

The story, directed by Ludwig, ends on a happy conventional note surrounding the Payne and Dahl pairing. Running time, 97 minutes. General audience classification. For September release.

Mandell Herriman

**See French Union Affecting New Franco-U.S. Pact**

By HENRY KAIN

PARIS, July 31 (By Airmail).—A significant hearing on negotiations for a new Franco-United States film agreement is now being held in Europe. The agreement is seen by the emergence of the new autonomous French technicians and the influence of the French industry. Another factor is last week's news that the French government has decided to cut the number of dubbing visas for foreign films by 26 percent. The total is now definitely placed at 388, down from 186, but will not include films from the Benelux countries. This is one of the facts accompanying this news that the American filmmakers will have to consider.

The new group has 300 members already. It is expected to increase its strength to 500 within the next week. The introduction of the new group and the French officials, told this bureau that the organization was attracting the smaller French film industry and that the future of this pact is very good.

**Hard and Fast Rules**

The all-powerful Communist-dominated union is in a serious position. It is said to be in financial trouble. Indeed, a sigh of relief has gone up among officials of the new union which, incidentally, is non-political.

The new group has laid down several hard and fast rules. For one, it intends protecting the interests of the French technicians. Also, it will stop any activity by French officials which are against the interests of the French government. In this case, the union is being helped by a profound examination of the Franco-S.U. agreement. A meeting with U.S. Embassy officials has been requested. At that time, union spokesmen will point out that the new cooperation between France and America is essential. It will ask the Americans to try and understand the French cinema.

And the union intends to ask the Americans not to press for free and unrestricted cooperation, if possible, but to accept the agreement as it is if necessary. In return, the union will oppose any restriction on the making of foreign films in France. It will oppose the duplication of American productions and it will in fact ask the Americans to come to France to make their films, using both exteriors and the French studios.

The union also is in favor of co-production and it suggests that part of the American earnings in this country should be used for the production of Franco-American features. The creation of the new union has somewhat eased the situation but no visas are given out for new films.

The way it shapes up now, the Americans will get their visas provided they help the French industry. Should they insist on unrestricted cooperation, they may find it a great problem. Exhibitors generally side with the Americans, but they know they must take a stand along with the rest of the French industry to help save the French cinema.

The only problem might be considered illegal since the request for the transfer was never properly made to the Commission. Commissioner Streling and Hemkoff did not participate in the order.
Tradewise...
By SHERWIN KANE

See Agreement On Arbitration Outline Wed.

With the way apparently cleared for reasonably prompt agreement on the question of competitive bidding, and with little controversy expected to attend the subject of award damages, the industry arbitration conference’s Continuations Committee of 10, which will reconvene today at the Hotel Lenox here, was said to be certain to complete by Wednesday its analysis of a blueprint for an industry arbitration system.

The committee spokesmen who on Friday offered this view of what could be expected in the way of accomplishment at the meetings, hastened to remind that contents on arbitration (Continued on page 5)

FCC TO DISREGARD ANTI-TRUST PAST

N. Y. Independent Theatre Business Is Up 11 Per Cent

Replacing the continuous talk of improvements in motion picture theatre business, the Independent Theatre Owners of New York came up at the week-end with cold facts and figures which disclosed that during July average attendance figures at independent houses in the Metropolitan New York area were 11 per cent higher than for the same month last year.

A survey of business conditions among independents in the area (Continued on page 4)

Cases Over 3 Years Old No Bar to TV License; Delay ABC-UPT Merger

WASHINGTON, Aug. 3.—In a precedent making decision, the Federal Communications Commission ruled over the week-end that it would not consider anti-trust violations more than three years old outside the field of radio communications in passing on applications of persons who are already licensees.

The Commission made this statement in a decision denying to United Paramount Theatres and American Broadcasting Co. the dual request for a speedy decision on the proposed merger between the two companies and the complete junking of the anti-trust issues involved in the merger.

In the opinion of industry attorneys, however, the three-year limitation on anti-trust involvement represents a substantial victory for the two companies (Continued on page 6)

Johnston to Speak At ‘IA’ Convention

MINNEAPOLIS, Aug 3.—Eric A. Johnston, Motion Picture Association of America president, Leslie E. Thompson of KKO Radio; Charles W. Perrine of Minnesota Amusement Co.; and Benjamin Berger, North Central Allied president, are scheduled to address the IATSE’s 41st convention which will get underway here (Continued on page 5)

Theatre TV Closed Circuit Test Thrus.

With Fabian Theatres acting as host, a number of circuit owners and independent exhibitors on Monday evening will witness at the Warner Theatre here a special closed-circuit large-screen telecast of Michael Todd’s “Sands Beach water extravaganza, “A Night in Venice.” Purpose of the telecast is to give (Continued on page 4)

U. S. Suit An ‘Assault on Small Business,’ Myers Says

WASHINGTON, Aug. 3.—Allied States Association general counsel Abram F. Myers let loose with another lengthy blast at the government’s recent anti-trust suit, declaring it “the most devastating assault on small business ever made.”

In a seven-page statement, Myers combined a scathing attack on the suit, aimed at forcing producers to release their films to television, with a legal analysis of various aspects of the government’s case.

Myers recalled that his first comments revealed the possibility that it was based on political, rather than legal, considerations. Further opportunity to study the complaint, he said, “confirmed that view.” The suit, he stated, “appears to be something that was hastily whipped up for use in the coming campaign—a good-will gesture toward that new and important (Continued on page 2)

NPA Controls to Continue Into 1953

WASHINGTON, Aug. 3.—The National Production Authority today reaffirmed that it would be well into 1953 before it will be able to relax theatre construction controls.

The Department issued a statement announcing that critically important defense projects would get top priority for construction allotments during the fourth quarter, even if this involves (Continued on page 4)

HOLLYWOOD, Aug. 3.—COMP01S’S invitation to heads of all major studios to meet with its top executives at a luncheon set for Thursday, August 14 at the Beverly Hills Hotel has been accepted by all the invitees except Republican president Herbert Yates, who will be in Europe. COMP01 leaders will report on plans for the coming year.

MINNEAPOLIS, Aug. 3.—Ben Berger, president of North Central Allied, commenting on the Justice Department’s 16mm. suit, said that “It is very doubtful” that any collusion existed between major film distributors in keeping new product away from distributors.
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By SHERWIN KANE

While the industry officially, at an advised silence on the confiscatory
Justice on behalf of the television with some TV support is voiced by the Magazine division of the industry's behalf what the industry should be saying for itself.

The erroneous policy of silence on the suit, it is lamented by company lawyers for reasons which appear to be grounded in timidity and indecision than on sound strategy or coherent thinking. The silent policy of the lawyers is being tolerated by some of their clients, who themselves are genuinely and vigorously opposed to the confiscation suit and who favor combating it in the open. How long they will continue to tolerate it is a question urgently in need of an answer.

Said Gould: "Eager as the set owner may be to see more of Marilyn Monroe and one of Frank Sinatra, Paramount's action can hardly be regarded by the layman as a very equitable way of achieving that highly desirable end.

Wants Harki-Kari Commited

"Stripped of all the legal phraseology, the practical effect of the move by Paramount-Columbia-20th Century-Fox-Grandy is to ask the film industry to harry up and commit harki-kari with a smile on its face, to the public domain that is the open air.

"Under today's economics in the television field, with only 109 stations in operation, the most that a film can earn from TV fees is in the neighborhood of $25,000. For this paltry sum the producer presumably is expected to aggravate the crisis in his own business, which has been bemoaned before the merger.

"In addition, he is supposed to be willing to sacrifice the $25,000 in hopes of getting a second chance in showing the film another time in theaters. "Under such circumstances Hollywood, hardly in the mood of wanting to jeopardize its own existence merely to provide an attractive jackpot prize for TV, realize clearly dictates a further waiting spell. "In short, the Washington agency seems to be of the opinion that somehow TV has some preordained right to show on its screen anything that it wants without regard to the fact that the picture has long run the interests of neither the television viewer nor a competitive industry. "In the fields which can offer TV so much, such as Hollywood and sports, are not assured of their own continuing hold on these markets, unless they turn to that industry's behalf, which is saying: whether the TV audience is still in the infant stages or has become a mass medium, television, "he said. "They said the suit would enable companies to claim that the conviction is taking steps to permit television addictions to see the finest films without having to pay an admission charge or an admission tax. "But merchants are just beginning to realize how much their prosperity depends on successful operation of theatres in their community and how much they are hurt by TV. Myers declared. He predicted that small businesses in the country would soon realize that the suit will, if successful hurt them, and that the Administration itself would then be forced to allow the film industry to sell commercials in their television stations, fated, still, that the screen and stage show would have to make do with what constitutes a reasonable clearance, and said that since a television station showing films competes with every theatre in the community, the film rental paid by the station would have to be paid against the cost of the running of all the theatres." "Unless the Department is going to switch the rules late in the game," he declared, "the boom which it would set off in TV may be more illusory than real." Moreover, Myers stated, when it is considered that TV stations have no admission charges and go in heavily for giveaways and premiums, "our firm idea is that judged by approved standards of the time that kind of competition should be measured in years, not days.

Finally Myers pointed out that the suit asks the court to affirmatively order the film companies to lease their films to television. This means, he said, that "if the parties cannot arrive at an agreement as to rentals, clearance percentages or any other details of film licensing, the court will have to decide such controversies. Suppose under the antitrust laws a film company offers to license a picture to a broadcast station and the latter complains that the order is being violated because the station is too high, or the clearance unreasonable or the picture is not one of the finer ones. The whole question would have to be decided on the court's lap. It will have to work out a deal for the parties. And if that isn't governmental control with a vengeance."
# Check List

of recent or forthcoming releases featured in advertising in

**MOTION PICTURE DAILY** *

(alphabetically by title)

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<td>WHERE’S CHARLEY? (8 Pages)</td>
<td>Warner</td>
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*Pictures featured in *M. P. Daily* advertising during past 6 weeks.

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**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".

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.

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. Its cost is dimes that bring dollars. It is the *vital spark* for the power that produces greatest results!
No Wonder the Telecasters Want Motion Pictures

N. Y. Business

(Continued from page 1)

ducted by the ITOA revealed the marked upsurge in patronage. Said the
ITOAs:
"Optimistic theatre owners reported unanimously that the political con-
ventions had no effect on business, as was originally feared, and that the
heat wave brought many new, and many 'lost' customers back to the lux-
ury and air-conditioned comfort of the theatres."
Harry Brandt, president of the
ITOA, commenting on the survey,

stated: "It must be that people are no
longer glued to their TV screens. They
are escaping the hypnosis in-
duced by the novelty of the medium
and are coming back to the theatre
for quality entertainment, which Hollywood is providing. Audiences
like what they see, and we expect to
keep them coming back by presenting
a continuous flow of superior motion
picture programs."

NPA Files Charges

Vs. Texas Drive-In

WASHINGTON, Aug. 3 — The Na-
tional Production Authority has
charged two Texans with using too
much copper wire to build a drive-in
theatre in Amarillo.

This is the first non-compliance case
in the theatre field, according to NPA
officials.

The charges were brought against W. O. Bearden, of Lubbock and I. R.
Doyal of Amarillo, partners doing business as the Tascosa Drive-In Thea-
tre in Amarillo. A three-count com-
plaint claims the partners unlawfully
used copper wire in excess of author-
ized quantities in constructing the
drive-in. One of the counts charges
the respondents with furnishing false
information regarding the amount of
copper wire used in its construction.

The case will be presented before
NPA hearing commissioner H. Bas-
com Thomas of Dallas later this
month. NPA will recommend that
the hearing commissioner issue sus-
pension orders denying the firm self-
certification privileges, priority assis-
tance, allocations and allotments, and
further prohibiting them from acquir-
ing, using or disposition of controlled
materials.

KFEL-TV with ABC

Station KFEL-TV, in Denver, is
the newest affiliate to join the tele-
vision network of American Broadcast-
ing.

Closed Circuit

(Continued from page 1)

exhibitors an opportunity to form
opinion concerning the merits of the
theatre television presentations of attrac-
tions such as Todd is offering.

DuMont Television Network will
handle the transmission and at the
same time will teleshow the show in

case requests are received for a future
telecast of the film record.

Fabian Theatres is footing the bill
for the Thursday night experiment
which is expected to be regarded as a
landmark in the development of thea-
tre television entertainment.

Appoint Copeland

Mono. K.C. Manager

KANSAS CITY, Aug. 3 — The ap-
pointment of Ray M. Copeland to the
post of branch manager here of Mono-
gram-Allied Artists, succeeding H. L.
Frost, who recently resigned, was an-
nounced at the weekend by Harold
Wirtzwein, Western sales manager.

Copeland will take over the branch
on August 11.

'Fatima' Cited Again

Los Angeles, Aug. 3 — The South-
ern California Motion Picture Council
has voted a special award to Warner
Brothers "The Miracle of Our Lady
of Fatima," reports Mrs. William A.
Burk, Council president. A special
recommendation for the picture's
"family" appeal was made by the gen-
eral council body.

Pascal Says Artist

Has Freedom Here

The European belief that Hollywood
does not offer an artist free expres-
sion is not true, Gabriel Pascal de-
cleared here at the weekend. Pascal
has completed his first Hollywood
film, "Androcles and the Lion," for
RKO Radio distribution. He said:
"You can make better artistic pictures
in Hollywood than anywhere else,"
citing the vast technical resources
and the freedom from executive inter-
ference.

Pascal's next projects are "The
Devil's Disciple" and "The Life of
Gandhi," the latter to be made in In-
dia. Pascal expects to produce them
independently and very likely will re-
lease them through RKO Radio. Pas-
cel said he made "Androcles" for
$1,600,000.

Pascal expressed enthusiasm over
television, calling it "the coming great
medium." He saw it as a boon to pro-
duction in Hollywood, but hurting ex-
hibition.

While in New York Pascal will con-
tact with Theatre Guild executives
on a musical based on "Pygmalion"
which he hopes eventually to bring
to the screen.

He praised the Production Code as
"helpful and necessary everywhere,"
but said he thought it should be mod-
ernized. He declared that the Pro-
duction Code Administration should
consider differently "a picture based
on a masterpiece."
tion always opened in the past on a note of optimism only to degenerate finally into discord and wrangles. Nonetheless, they were very hopeful that Wednesday could be devoted to recapitulation following two days of work on the blueprint.

Beyond the questions of competitive bidding and damages lie only the mechanics of a system for the Continuations Committee to agree upon. "Mechanics" were described as embracing such points as the constitution of national and local arbitration staffs and appeal boards, financing of a system, the role conciliation is to play, etc. The outlines of these points were agreed to at the initial industry arbitration conference held April 22-25.

Two other items, namely, form of pictures and violations of contracts, also will be dealt with at this week's meetings. It is understood, however, that if the bidding question is settled to the satisfaction of all, agreement will be forthcoming quickly on points in connection with these two additional items.

It was explained that when the Continuations Committee, comprised of five representatives each from exhibition and distribution, completes its analysis of the Rules Committee's blueprint of the first conference's work, a re-drafting Committee will be set up to put the Continuations group's concepts in the form of written proposals upon which the Department of Justice and the Statutory Court can pass. However, before the re-drafting unit's work is submitted for the Department's and the court's approval, it will have to be approved by each exhibitor organization and the Distributors' Arbitration Committee, headed by William F. Rodgers.

Following action on the draft by the constituent groups, Eric A. Johnston, Motion Picture Association of America president, will call another industry arbitration conference, which will precede the submission of any proposal to the Justice Department and the court.

The Continuations Committee was set up on June 18 when the second industry arbitration conference reached an impasse (distributors versus exhibitors) in analyzing and amending the Rules Committee's draft of the first Conference's accomplishments.

On July 2, after meeting two-and-a-half days at Fabian Theatres' home office here, the Continuations group abruptly adjourned with the exhibitor representatives insisting that distributors present be present at future sessions relating to bidding and other knotty subjects.

Meanwhile, however, the distributors were reported to have reached agreement among themselves to accede to certain exhibitor demands relating to bidding and the place it should occupy in the arbitration framework. Johnston then set today for the Continuations group's reconvening.

Scheduled to be on hand today are the following: From exhibition: Abram F. Myers, Wilbur Snaper, Herman M. Levy, S. H. Fabian, Emanuel Frisch; from distribution: Robert W. Perkins, Adolph Schimel, Al Lichtman, Abe Montague and Rodgers. Due to attend as ex-officio members of the committee are: Ralph D. Hetzel, Jr., MPAA President, and Henderson M. Richey, secretary of the Arbitration Conference.
PCON the HEAVIES and love and intrigue on the island of Jamaica in the year of 1728 provide the tone of this spirited William Pine and William Thomas action drama in the conventional format, the story has all the elements that make an Afro-Caribbean romantic lead with support coming from Sir Cedric Hardwicke and Francis S. Sullivan.}

Hardwicke, hard and suave captain of the dread pirate ship Black Jack Franks, gives the view of an unconventional man. It seems that Sullivan, now a ruler of a stronghold in Jamaica, had long been an enemy of Hardwicke and years previously kidnapped his daughter, Miss Dahl, and, fearing as he does the memory of the capture he has a receptive “Sullivans” gain admission to the island stronghold, and eventually pave the way for an attack. Complications develop, however, when Payne falls in love with Miss Dahl.

The screenplay by Frank L. and L.A. Eduard Ludwig evolves against an argument at the center of which delineates native unrest against the iron rule of Sullivan. Hardwicke finally makes his assault on the island, but in a touch of irony he is killed by his own daughter, she never knowing his identity.

The story, directed by Ludwig, ends on a happy conventional note surrounding Payne and Miss Dahl.

Running time: 97 minutes. General audience classification. For September release.

Many industry attorneys felt, however, that the Commission’s feeling about the impracticability of determining what it called “the relatively distant past” was an indication that it might eventually extend the time limitation if only all applicants were involved in the case estimate from two to three months for filing proposed findings, after the close of the hearing, plus an additional month for hearing examiner Leo Resnick to write an initial decision. The Commission’s final decision of necessity is expected to be released, which has been in recess since July 3, has not yet cleared, but indications are that it will probably not be for some time. Determining all matters integral to anti-trust activity prior to 1948, hearing attorneys point out, in the light of the FCC order probably would not be called. Resnick is expected to call a conference of attorneys some time next week to apprise him on the future course of the hearing.

The only possible bar to declaring the preceding decision was the termination of the joint testimony of Arthur Levey, current Skatron and former Scopony Corp. of America head. Testimony on Scopony comes within the radio communications field—in which the Commission order placed no time limitations. On this time limitation, the order declares specifically that “in all further proceedings herein no consideration be given to evidence relating to any of the parties or any of the matters presented in previous proceedings which occurred more than three years before August 7, 1948, in the decisions of which the renewal licenses were originally designated for nonhearing.”

The Commission order declared that it was inappropriate to admit the financial position demands a decision as soon as possible, but declared that waiting for additional evidence in the initial decision of the Commission was rejected—would not expedite a quick decision. “Due to the examiner’s familiarity with the matter, the order stated, “greater expedition may be possible in the final determination of all these proceedings if an initial decision is prepared by him.” The Commission went on to say that it was convinced every possible effort should be made “consistent with a full and fair hearing, proper to all parties concerned,” to expedite the proceedings and declared that “the examiner may be relied upon to act with extreme speed towards this end.” It also said that “limitation of the issues in the manner we have ordered should be used to hasten the further conclusion of the proceedings.”

As one reason for deciding against waiving the examiner’s decision the Commission pointed to the fact that several issues are raised in this proceeding. Specifically, it mentioned a point raised by ABC-UPT’s request for waiving the examiner’s decision and throwing out the anti-trust issue, the broad cover of which the evidence in the testimony of Leonard Goldenson, UPT president, and A. H. Blank, a UPT director, “is the credibility of the complainants,” the FCC order said, “is in the best position to pass, at least primarily, upon the credibility of the witnesses.”

Complete Deletion Not Warranted

The commission order stated that the complete deletion of the anti-trust issues was not warranted. “However, the order went on, “we are of the opinion that this proceeding and other recent experiences of the Commission must demonstrate at least with respect to applicants who are existing licensees with records as broadcasters, that it is desirable to determine the validity of the evidence pertaining to the qualifications of Paramount Pictures, Inc, to have no connection with the qualifications of any of the parties to the applications sought to be severed.” The order pointed out that Paramount Pictures, Inc, the former subsidiary company of UPT and that individuals connected with the predecessor company were, was connected with UPT. The order determined the “interrelationship of the issues and the voluminous evidence necessarily bearing upon the qualifications of the applicants,” and declared that the process of decision would not be expedited by severing ABC-UPT from the hearing.

Where the DuMont petition for severance was concerned, the Commission declared that the issues relating to DuMont and its possible control by Paramount Pictures Corp, could not be severed from the other issues in the hearing. “The issue of control of DuMont by Paramount Pictures Corp. has primary significance in this proceeding,” the order said, “in relation to the question of whether Paramount Pictures Corp, is qualified to control directly or indirectly, radio broadcast stations in the light of evidence adduced in the hearing.” They know to the anti-trust conduct of Paramount Pictures, Inc, and the possible illegal acquisitions of properties by Paramount Pictures Corp. from Paramount Pictures, Inc.”

A number of attorneys in the hearing have claimed that the transfer of control of DuMont from the parent company to Paramount Pictures, Inc might be considered illegal since the request for the transfer has not been properly made to the Commission. Commissioners Sterling and Hennock did not participate in the order.

Severe Film Union

Music Picture Affecting New
Franco-U.S. Pact

By HENRY KAHN

Paris, July 31 (By Airmail)—A significant hearing on negotiations for a new Franco-American film agreement is seen by the emergence of the new Anti-Terror Tactics Union as a power within the framework of the French industry.

The recent new周刊’s news that the French government has decided to cut the number of dubbing visas for foreign films by 20 per cent. The move is said to have been primarily planned to reduce the French version of American films with its large numbers of dubbing visas.

The new group has 300 members already union. It also includes the national unions for the three regions of France. The new group has laid down several hard and fast rules. For one, it demands protection for the French technicians. Also, it will not tolerate politicians. The leaders believe their best interests are in international co-operation. For this reason, the union has started with a profound examination of the Franco-U.S. agreement. A meeting with U.S. Embassy officials has been requested. At that time, union spokesmen will point out that closer cooperation between France and America will be difficult. The Americans will find it hard to try and understand the French position.

As the union intends to ask the Americans to get the pass for free and unrestricted visas and to accept a cut if necessary. In return, the union will oppose any restrictions in the number of foreign films in France. It will oppose the doubling of production teams, and it will in fact ask the Americans to come to France to make their films, using both exteriors and the French studios.

The union also is in favor of co-production and it suggests that part of the American earnings in this country should be used for the production of Franco-American features. The creation of the union has somewhat eased the situation but no visas are given out for foreign films.

The way it shapes up now, the Americans will get their 121 visas provided they help the French industry. The French themselves are satisfied with visas and no help, then there will be trouble. Exhibitors generally side with the French. An exhibitor must take a stand along with the rest of the industry to help save the French cinema.
Business at NY
First-runs Is
Plenty Sturdy

A mixture of sturdy openings and strong holdovers attracted the
customers in droves to most of New York’s first-run situations.

Heading the robust box-office parade are two newcomers: “Ivanhoe,” which is at Radio City Music Hall with a stage presentation, and “Affair in Trinidad” at the Victoria. In the four days at the Ball end-
ning Sunday, “Ivanhoe” set an all-time non-holiday record for the period with a gross of $163,000. The film was heading for an estimated weekly gross of $175,000, which would be an all-
time non-holiday record. “Affair” set a house record at regular admission prices with $41,000.

In the second week at the Para-
mount “Jumping Jacks” was on the

(Continued on page 6)

Howard, Grainger, Mandel Are Honored

A group of friends and associates were guests of Sol A. Schwartz, president of RKO Theatres, at a recep-
tion at the 21 Club here yesterday, given to William W. Howard, Eddie Grainger and Harry Mandel in con-
nection with their recent promotions and appointments in the circuit.

Among those invited were Ben Kal-
menson, Charles Reegan, William Gebrin, A. W. Schwallberg, Al Dafl, Abe Montague, Robert Mochrie.

(Continued on page 6)

Reports of Eight Film Firms Cited

From the 5,000 corporation annual reports for 1951 rated in the 12th an-
ual survey, eight production companies are being cited with “Merit
Award” certificates by Weston Smith, director of the annual report survey for Financial World, which will cele-
brate its golden anniversary for 50 years of service on Oct. 1, 1952. The eight companies are: Columbia Pe-
(Continued on page 6)

U.S. Reports Drop In Admission Taxes

WASHINGTON, Aug. 4—General ad-
mission tax collections in the first six
months of this year were just slightly
over 10 per cent below those for the
same 1951 period, Bureau of Internal
Revenue figures released today show.

Collections for the January-June
period, reflecting box-office business from December through May, amounted
to $149,659,958 this year, compared
with $165,439,186 last year. In only one month, February, collections were lower for 1951.

The June figures, reflecting May busi-
siness, were also released today and show a drop of $2,500,000 from June
1951. General tax collections in June this year amounted to $23,039.

(Continued on page 6)

Walsh Says He’ll Support Brennan

MINNEAPOLIS, Aug. 4—Richard E. Walsh, president of the IATSE, on Saturday issued the following state-
ment:

An item published in the July 31 issue of Motion Picture Daily, New York City, has come to my attention. It states that Vincent Jacobi, presi-
dent of New York Local No. 1, will be a candidate for the office of third
vice-president of the I.A.T.S.E. in the
election to be held at our convention here next week. It further states that reports circulating in Minneapolis film labor circles have indicated that I would not support James J. Bren-
nan, the incumbent third International vice-president, for reelection.

I deplore irresponsible statements of this kind. The fact is—and I assert

16mm. Films to TV Would Bankrupt Theatres: Kirsch

CHICAGO, Aug. 4—Bankrupt the-
atre would follow if 16mm produc-
tions were made available to tele-
casters, warns Jack Kirsch, president of Illinois Allied. The organization has
released the text of the following let-
ter sent by Kirsch to U.S. Attorney General James P. McGranery regarding
the Department of Justice’s recent anti-trust suit to compel some pro-
ducers and distributors to make 16mm films available to television.

“It is inconceivable that the Govern-
ment would institute an anti-trust ac-
tion against major motion picture pro-
business. It is far more probable to supply 16 millimeter movies to tele-
vision, which, by the nature of its tree-
rents, can reach a public, without com-
peting the movie theatres of the Nation.

“It is also inconceivable that the Govern-
ment should institute an action that
would benefit these pictures and balances.

(Continued on page 7)

NCA Tells US Suit Will Ruin Theatres

MINNEAPOLIS, Aug. 4—Seven-hun-
dred theatres in Minnesota, North and South Dakota, including the neighbor-
hood suburb homes of Minneapolis and St. Paul, face the prospect of go-
ing into bankruptcy unless the De-
partment of Justice dismisses its pend-
ing suit which would compel the film
companies to release pictures.

Jack D. Kane, executive counsel of the New York Central Allied, told James P. McGranery, U. S. Attorney
General, that the position is that of the
Allied organization’s board.

“Television is beset with the prob-
lem of poor programs,” Kane wrote.

(Continued on page 7)

Chi. ‘Miracle’ Test Postponed by ACLU

CHICAGO, Aug. 4—The American
Civil Liberties Union has cancelled a planned showing of “The Miracle,”
voted on for a selected group of Chicago physicists, clergy-
men, and civic leaders, as the result of a complaint by the Chicago Police Commis-
sioner, O’Connor to arrest those responsible for the showing and to cancel the license of the H. and E. Balaban Sui-
theatre, where the picture was sched-
uled to be shown tomorrow noon.

The ACLU still plans to show the picture, but cancelled the show-
ing so as not to endanger the license

Add Two New UPT TV Installations

Installation of theatre TV in two additional United Para-
mount Theatres’ houses, the Majestic, in Dallas, and the Mel-Max, in Houston, is expected to be completed in September, it was learned here yesterday.

The RCA theatre television equipment is now en route to Texas, a UPT official added.
Chicago Papers Give Kind Words to Film Industry

CHICAGO, Aug. 4.—Adverse publicity for the motion picture industry may be becoming unmentionable. In the past week, the following letters have appeared in two Chicago newspapers in as many days.

Yesterday, Mae Tinee, Chicago Tribunel writer, discussed the government’s anti-trust suit to obtain films for TV and in doing so quoted a letter (from a Motion Picture Herald) editorial stating the government’s action in filing the suit.

Today, the Daily News published a letter for a theater owner, stating that he receives $3,0000 per week against a percentage of the gross for the owners of the theatre, Lee and J. J. Shubert.

Murphy Will Address Texas Legion Meet

DALLAS, August 4.—William C. McGrath, executive director of Variety International, has made arrangements through the Texas Council of Motion Picture Theatres to have George Murphy give the principal address at the 34th annual state convention of the council here Saturday, in which 3,560 Legionnaires and their wives are expected to attend.

Murphy will be honored Saturday afternoon at a banquet by local Legionnaires and national commanders and past commanders.

Kaufman N. Y. Office To Handle ‘Fear’

Joseph Kaufman has opened his offices here to handle contract sales, rentals, and motion and special exploitation on “Sudden Fear,” his independent production which RKO Radio is releasing.

He has engaged John Durkin, formerly with Samuel Goldwyn and Walt Disney Productions, as his assistant.

“Sudden Fear” will have world premieres in New York at Loew’s State and at Cleveland’s Palace on Thursday.

Legion Puts French Film in Class C

The Legion of Decency has placed one film in Class C (condemned), two in Class B, seven in Class A-1 and 11 in Class A-II. The condemned film is “The Strollers,” French, a Discina-International Films Corp. release.

The two Class B films are Paramount’s “Son of Paleface” and Columbia’s “The Golden Hawk.”

‘Fatima’ to Venice Fete

“The Miracle of Our Lady of Fatima,” Warner Brothers’ production, will be entered in the annual Venice Film Festival at an eastern premiere at the direction of the international film event, the company stated here yesterday. The festival will be held August 6-13.

The film is produced under the sponsorship of the Italian government.

Deal Set for Lease Of Broadway Theatre

The conclusion of negotiations for the leasing of the Broadway Theatre here for the public demonstration of “Three Days,” the热-56 production, has been disclosed yesterday by a spokesman for Thomas-Todd Productions, which controls the “three- dimensional process and sight properties.” The formal signing of the lease is due today.

Terms of the case, it was learned here, is for a 1956 fee plus $3,000 per week against a percentage of the gross for the owners of the theatre, Lee and J. J. Shubert.

Pasadena Exhibitor Hints Censor Law

HOLLYWOOD, Aug. 4.—Al O’Keefe, operating the Colorado Theatre, Pasadena, has appealed informally to that city’s board of directors to nullify the recent action of the local chapter of the American Legion, now in court, which, according to O’Keefe, “The Miracle,” “Latulio,” and “Lais,” are now in court. (Continued on page 1)

of the theatre, which is not involved in the suit.

Edward Meyering, speaking for the ACLU, said he would ask Mayor Kennedy to reverse the censor Board’s ban of the film, but the mayor has indicated that he will not enter the fight.

Although admission to the screening was free and by invitation only, the commissioner contended that the public should not participate in a violation of the censor board’s ban. Of the picture, O’Connor contends that the movie “vides any branch of Christianity, not just Catholicism.”

Foreign Business Good, Says Wellner

Business abroad “is very good.” George Wellner, president of Paramount International, a division of the company, said that he will be in Paris this week on his arrival on the S.S. Queen Elizabeth following a six-week “routine business trip.”

Wellner visited England, France, Belgium, Germany and Italy.

Sue Tri-States, Central States

Chicago, Aug. 4.—Two suits were filed against major film companies and Tri-State and Central State distributors. One suit was filed in the Southern Illinois Federal District Court by Seymour Simon, Chicago film attorney. The other was filed in the Circuit Court of Cook County by George A. S. Perry, Chicago film attorney.

Resignation Rumors Denied by Schenck

Nicholas M. Schenck, president of Loew’s, Inc., yesterday issued the following statement in response to press reports:

“Contrary to several rumors printed in various newspaper columns, I have no thought of resigning from Loew’s, Inc. The reports are untrue and unfounded.”

NEW YORK THEATRES

RAFIO CITY MUSIC HALL

ROCKEFELLER CENTER

IVANHOE

Robert

Elisabeth

TARZAN

FAINA

JENNY

FONTAINE

Color by Technicolor • Am-Magi-Glume Picture plus SPEETACULAR STAGE PRESENTATION

Stuart and Enid O’Neil’s Tiffany Theatre, New York.

Marvin Leon, Editor; Ralph Davis; Managing Editor; James W. Currin, Director of Publicity; W. B. Koehler, Head Bookkeeper; Peter M. James, Bookkeeper. The New York Times, Inc., 229 West 43rd Street, New York, N. Y. Copyright, 1952, by The New York Times Company. All rights reserved. Published daily, except Saturdays, by the New York Times Company, 229 West 43rd Street, New York, N. Y. Telephone: Central 1-5200. Telegrams: “Tribune, New York.” Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Bradd, Secretary; James P. Cuminanagh, News Editor; Herbert A. Feke, Advertising Manager; Gros H. Pascul, Production Manager; Hollywood Bureau: Peter M. James, Editor; cable address, "Quigpulco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Supply; ERS.
HIGH PROFITS
FOR
"HIGH NOON"

*Variety* reports the HIGH NOON opening:
"a *b.o. giant* in Pittsburgh, *great* in Boston, *smash*
in Toronto, *lofty* in Philly and *terrific* in N. Y." And
all this despite the opposition of the Chicago Con-
vention, and despite the heat wave!

AND EXHIBITOR CONFIRMATION
IS POURING IN:

"I WANT YOU TO KNOW THAT IN ADDITION TO THE TREMEN-
DOUS GROSS NOW BEING WRITTEN AT THE MAYFAIR THEATRE
ON BROADWAY WITH 'HIGH NOON' THAT EVERY PATRON COM-
ING OUT OF THE THEATRE IS SINGING ITS PRAISES. I LOOK
FORWARD TO NOT ONLY A VERY PROFITABLE RUN WITH THIS
PICTURE ON BROADWAY BUT IN MY CIRCUIT AS WELL."
—HARRY BRANDT, New York City

" 'HIGH NOON' BIGGEST MIDWEEK OPENING IN TWO YEARS IN
SPITE OF 90 DEGREE HEAT. PHENOMENAL WEEKEND GROSS
INDICATES ONE OF THE BEST ENGAGEMENTS FOR THIS LONG
RUN HOUSE. CONGRATULATIONS."
—DAN FINN — Astor Theatre, Boston

"EXCITED ABOUT 'HIGH NOON' BUSINESS. FIRST THREE DAYS
TORONTO BIGGER THAN ANY PREVIOUS UNITED ARTISTS PIC-
TURE AND MONDAY GROSSES MORE THAN OPENING DAY.
FIRST THREE DAYS CALGARY ALL TIME RECORD FOR THEATRE.
ENTHUSIASTICALLY AWAITING FURTHER 'HIGH NOON' OPEN-
INGS THROUGHOUT CIRCUIT AS TORONTO CALGARY BUSINESS
INDICATES SMASH RESULTS EVERYWHERE."
—DAVE GRIESDORF

STANLEY KRAMER PRODUCTIONS
present
GARY COOPER
in
"HIGH NOON"

STANLEY KRAMER PRODUCTIONS presents GARY COOPER in "HIGH NOON"
with THOMAS MITCHELL - LLOYD BRIDGES - KATY JURADO - GRACE KELLY - OTTO KRUGER
Lon Chaney - Henry Morgan - DIRECTED BY FRED ZINNEMANN - Screen Play by Carl Foreman - Music Composed
and Directed by Dimitri Tiomkin - Director of Photography Floyd Crosby, A.S.C. - RELEASED THRU UNITED ARTISTS

Another BIG ONE thru UA
SURELY YOU WILL BE PLEASED TO KNOW GLOBAL PREMIERE OF YOUR
"WOMAN OF NORTH COUNTRY" AT NORISHON THEATRE DULUTH
MINNESOTA A TREMENDOUS SUCCESS. THOUSANDS LIKED THE
STREETS, TRAFFIC AT A STANDSTILL, MORE THAN SIX THOUSAND
JAMMED THE BLOCK IN FRONT OF THEATRE. THEATRE FILLED TWO
HOURS BEFORE SCHEDULED START OF SHOW. AUDIENCE REACTION
TO PICTURE EXCELLENT. BUSINESS FAR BEYOND EXPECTATIONS.
LAST NIGHT AT STATE THEATRE MINNEAPOLIS IN CONNECTION WITH
QUACENNIAL CELEBRATION WE REPEATED THE DULUTH PREMIERE TO
EVEN GREATER RESULTS. COOPERATION FROM REPUBLIC LEFT
NOTHING TO BE DESIRED, WE ARE MORE THAN PLEASED, YOU HAVE
ANOTHER WINNER IN "WOMAN OF NORTH COUNTRY.";
HARRY B FRENCH MINNESOTA AMUSEMENT CO.
IT AGAIN !!!

TWO MORE SMASH PREMIERES BRINGING STARS AND ENTERTAINMENT TO MOVIE-GOERS THE COUNTRY OVER

Minneapolis

YATES

NORTH COUNTRY

YATES

AMERON • JOHN AGAR • GALE STORM

JIM DAVIS • JAY C. FLIPPEN

By CHARLES MARQUIS WARREN and PRESCOTT CHAPLIN

A REPUBLIC PICTURE

Republic Pictures Corporation
Arbitration

(Continued from page 1)

ing would seek to iron out the questions of rights, privileges, bidding and damages, in addition to the mechanics of the proposed arbitration system. The meetings were also expected to take other action on the forcing of the sale of pictures and violations of contracts.

Attending yesterday’s meeting were: Francis W. Ramsey, Herman Levy, Sr., Fabian, J. Harry, Smeyer and Abram F. Myers; from distribution: Robert Perkins, Abe Beerman, John M. Stein, Fred Schwalberg.

Motion Picture Association of America vice-president, and Henderson Richey, secretary-treasurer of the Arbitration Conference, attended as ex-officio members of the committee.

The last session of the committee was held early in July and adjourned without having made progress on the issues of competitive bidding, which also stymied the previous session a month earlier. Exhibitor members of the committee felt that further futility unless they could meet with company presidents or that more authority could be delegated to the sales executives with whom negotiations were being conducted.

Eric Johnston, Motion Picture Association president, had announced that he had a successful meeting with company presidents and that more authority could be delegated to the sales executives with whom negotiations were being conducted.

Howard Honored

(Continued from page 1)

James R. Grainger, James Mulvey, William Henthorne, Shirley Goldstein and Howard Robbins.


From RKO Theatres were Tom O'Conner, William Whitman, Robert Shott, Marty Polon, Harold Newcomb, Leslie Thompson, Bob Miller, Archie Berkis, Joe Becker and Bernie Friedman.

Reports Cited

(Continued from page 1)

ducers, Disney Productions, Loew’s, Monogram, Paramount Pictures, Republic, 20th Century-Fox and United Paramount Theatres.

Very few reports of any significant importance.

James Cassidy, 39, Film Producer

James R. Cassidy, 39, independent producer, died in Memorial Hospital here Saturday night. Cassidy had returned from New York several weeks ago after shooting scenes for a film version of Henric Ibsen’s “A Doll’s House.” He also recently acquired film rights to Ibsen’s plays except “Peer Gynt.” Last year he married Dale Melbourne, concert pianist and composer.

TCTC Sells Last House

Minneapolis, Aug. 4—Twin City Theatres Corp. has sold the last movie house on the city’s last block to the company’s theatre holdings.
Motion Picture Daily  

Television--Radio  

with Pinky Herman

STOP THE MUSIC which leaves the radio-TV scene next week, will be replaced with another musical, "American Music Hall," featuring Paul Whiteman's Orchestra, Eileen Bar-

ton and Larry Douglas, featured singer in "The King and I." The new series will ABC-Commence Aug. 17, between 8:00 and 9:00 P.M. and will be produced by Leonard (Buzzy) Blair with Joe Graham directing. "The King and I" Mumon streak is the same that they con-
tain. inhabitants from another planet, whose civilization trans-
scends our own and who are curiously watching the behavior of us down here on Earth." Come, come, Jackson, old boy, we're not at your Beck and Call. We'll stop these shenan-
gamers and do what is right, breathing a couple of Alagazams followed with "Hey Wellens, enough is enough, now stop all that Orsen around."  

V. S. Becker Productions has produced a series of one-hour pro-
grams, "Campus in Review," which shows every promont of hitting the TV jackpotality. Each program, filmed at different colleges and universities, portraying the history, legend, sports and dramatic activities and famous alumni, respectively, producer Vola Becker has a package chockful of entertainment. However, the cost of this proposition and another of his. We get a man in the field only by a national utility or perhaps by a "pool" of steel or oil in combination. Jack Benny, just back from Europe and Cadillac-ing back to the Coast, will start his 10th semester for Lucky Strike every evening next month. He'll do his radio stint once a week and will telecast once a month. "Accent on Tomorrow," singing stars of the new Sunday site "ABC tonight Full O'Nuts" will be easy as the orbs on the cars.  

Ray Nelson's "Rod and Gun Club Club the Air," seen Tuesday on Channel 9 and heard Thursdays via WOR, features Martin Dislhart of the unique Canine University of Queens. Curriculum is to study and find ways and means of making "Man more compatible with his best friend (dogs)." What we really need is a Universal College whose curriculum is to "find ways and means to make your dog love you." (semen over.)  

Merrill E. Joels leaves tomorrow for location at Chester Springs, Pa., where he'll do the lead, in the role of a Spanish Doctor in the Good News Production flicker, "Banderilla."  

Seven film prints of outstanding NBC TV programs including "Your Show of Shows," "Zoo Parade," "Amahl & the Night Visitors," "Dangerous Assignment," "Toscanini Concerts" and the Dome & Republic conventions will be screened late this sum-

mer at the International Cinema Art Exhibition in Venice, Italy. John B. Cron and Stanton M. Osgood have been named by Robert Sarnoff, heads of TV film sales and TV film produc-
tion, respectively. Marguerite Piazza, just home from a European jaunt, will appear on 39 of the 39 "Your Show of Shows." NBTelecast this week and in the next five programs. The nightingale will co-star with Tony Martin on a radio series for NBC with Meredith Wilson's Ork. The Kevin Kennedys (he's the WPIX ace newscaster and announcer) expect their fifth addi-
tion any evening.  

LOTS A DOTS . . . If you can concoct interesting and novel questions or brain teasers, get in touch with Walt Fra-

mer at the Hotel Henry in N. Y. . . . Film moguls should get a load of Bill Harrington, singing, talking, playing and emce-
eeing daily over ABC-TV.

Miller Calls TV Boon to Hollywood

David Miller, here from the Coast in connection with "Sudden Fear," which he directed, stated at a press interview yesterday that he feels television is a vital instrument for TV. Miller is making the second feature venture, he says, and has heightened the competition in Hollywood so that actors and writers must be at their best to produce the kind of films that will survive. Miller revealed that he will shortly embark on his first independent produc-
tion, a story of the lives and trials of 20 young artists striving for suc-

cess, tentatively entitled "The Paris Story." It will be made in France and partly in England. The script will soon be sent to the Coast shortly, after which, probably in October, he will go to Eu-

ropre, to film it. Miller would disclose nothing beyond the fact that he has pre-production money. He said he would make the film without re-

leasement arrangements.

NBC Unites Station Relations Units

A merger of the radio and television units of the station relations de-

partment of National Broadcasting was announced here by Harry Ban-
tister, vice-president in charge of the department. The merger is in line with NBC's recently announced unifi-
cation of the radio and television networks.

Under the merger, Sheldon B. Hickox, Jr., formerly director of television station relations, is ap-

pointed director of station relations, reporting to Bannister. Thomas E. Cote, formerly television station re-

lations contact representative, is ap-

pointed manager of station relations, reporting to Bannister. Robert B. Shown, formerly director of radio station re-

lations, is assuming an executive post in the radio and television network production department.

Filmcraft Acquires Mark Twain Works

Hollywood, Aug. 4.—The entire Mark Twain library has been ac-

quired by Filmcraft Productions from the estate of Samuel L. Clemens, Is-

dore wireless producer and exec-

"RTMA to Talk Color TV"

WASHINGTON, Aug. 4. — Development in color television will have a prominent place on the agenda of the 1952 fall meeting of the Radio-Television Manufacturers Association, the organization announced. The conference will be held Oct. 20-22 at Syra-

cue, N. Y.

FP-C Promotes MacCunn

TORONTO, Aug. 4. — With Famous Players Canadian Corp., since 1922, Florence MacCunn is executive vice president and chief of the home office real estate department for years, has been ap-

pointed company secretary, following the death of Noel G. Barrow.
RITA HAYWORTH
GLENN FORD
Those "Gilda" Stars Again in
Affair in Trinidad

with ALEXANDER SCOURBY • VALERIE BETTIS • TORIN THATCHER • Screen
Play by Oscar Saul and James Gunn • Produced and Directed by Vincent
Sherman • A Beckworth Corporation Production • A Columbia Picture

from Columbia!
Business at NY
First-run Is
Plenty Sturdy

‘Ivanhoe’ and ‘Trinidad’
Heading for Records

A mixture of sturdy openings and strong holdovers attracted the
customers in droves to most of New
York’s first-run situations.

Heading the robust box-office parade
are two newcomers: ‘Ivanhoe,’ which is at Radio
City Music Hall with a stage
presentation, and ‘Affair in
Trinidad’ at the Victoria. In
the four days at the end-
ing Sunday, ‘Ivanhoe’ set an
all-time non-holiday record for
the period with a gross of $105,-
000. The film was heading
for a total of an estimated
weekly gross of $175,000, which
would be an all-
time non-holiday record. “Af-
fair,” set a house record at
regular admission prices with
$4,000.

In the second week at the Para-
mount “Jumping Jacks” was on the
(Continued on page 6)

Howard, Grainger, Mandel Are Honored

A group of friends and associates
were guests of Sol A. Schwartz,
president of RKO Theatres, at a re-
ception at the 21 Club here yesterday,
given to William W. Howard, Eddie
Grainger and Harry Mandel in
connection with their recent promotions
and appointments in the circuit.

Among those invited were Ben Kalm-
enson, Charles Reagan, William
Gehring, A. W. Schwalberg, Al Daff,
Abe Montague, Robert Mochrie.
(Continued on page 6)

Reports of Eight
Film Firms Cited

From the 5,000 corporation annual
reports for 1951 rated in the 12th an-
nual survey, eight motion picture
companies are being cited with “Merit
Award” certificates by Weston Smith,
director of the annual report survey
for Financial World, which will cele-
brate its golden anniversary for 50
years of service on Oct. 1, 1958. The
eight companies are: Columbia Pic-
(Continued on page 6)

Goldensohn Cites
Production Abroad

Production possibilities in
England and Italy for U. S.
exhibition are “lining up very
nicely,” Leonard Goldensohn,
president of United Para-
mount Theatres, declared
here yesterday on his return
on the S. S. Queen Elizabeth
after six weeks abroad. He
said some of the films have a
good chance of playing UPT.
Goldensohn observed that
exhibition abroad was not
somewhat. He declined com-
ment on developments at
home, declaring he was not
too familiar with them in the
(Continued on page 7)

16mm. Films to TV
Would Bankrupt
Theatres: Kirsch

The New York, August 5—Bankrupt
theaters and a follow-up of home produc-
tions were made available to television
partners, warns Jack Kirsch, president of
Illinois Allied. The organization has
released the text of the following let-
ter sent by Kirsch to U.S. Attorney
General James P. McGranery regard-
ing the Department of Justice’s recent
anti-trust suit to compel some pro-
ducers and distributors to make 16mm,
film available to television.

“It is inconceivable that the Govern-
ment would institute an anti-trust ac-
tion against major motion picture pro-
ducers and distributors. It is merely
a threat to supply 16mm motion movies to te-
levision, which, by nature of its free
presentation to the public, would bank-
rupt the motion picture theaters of the Nation.

It is also inconceivable that the
Government should instigate an action
that would compel these producers and
(Continued on page 7)

Walsh Says He'll
Support Brennan

New York, August 4—Richard
Walsh, president of the IATSE, on
Saturday issued the following state-
ment:

“An item published in the July 31
issue of Motion Picture Daily, New
York City, has come to my attention.
It states that Vincent Jacobi, pres-
ident of New York Local No. 1, will
be a candidate for the office of third
vice-president of the I.A.T.S.E. in
the election to be held at our convention
here next week. It further states
that reports circulating in Minneapolis
film labor circles have indicated that
I would not support James J. Bren-
nan, the incumbent third International
vice-president, for reelection.

I deplore irresponsible statements
of this kind. The fact is—and I assert
(Continued on page 7)

Chi. ‘Miracle’ Test
Postponed by ACLU

Chicago, August 4.—The American
Civil Liberties Union has cancelled a
planned showing of “The Miracle,”
scheduled to be screened for a selected
group of Chicago physicians, clergy-
men, and civic leaders, as the result of
a threat by Police Commissioner
O’Connor to arrest those responsible
for the showing and to cancel the
license of the H. E. Balaban Surf
Theatre, where the picture was sched-
uled to be shown tomorrow noon.

The ACLU still plans to show the
picture, but cancelled the Surf show-
ing so as not to endanger the license
(Continued on page 7)

Arbitration
Meet Off to
Good Start

An auspicious beginning was made here yesterday afternoon by the
Industry Arbitration Conference’s Continuations Committee of
theatre operators and labor at the three-day meeting at the Hotel Astor here.

The report of progress was of
special significance in light of
the two preceding sessions which
proved fruitful. The
committee will meet again today
in an all-day session beginning
at 11:00 A.M. Discussions of “various aspects” of
setting up an arbitration system held the
attention of delegates at yesterday’s three-and-a-half hour session, which broke up at 5:30 P.M.
Committee members declined to detail the
discussions, but reported that progress
is being made.

Preliminary reports of the
three-day agenda indicated that the meet-
(Continued on page 6)

NEWS FLASHERS

WASHINGTON, Aug. 4. —
Hearing examiner Leo Res-
nick and lawyers repres-
senting all parties in the
PCC’s Paramount proceed-
ings are slated to meet
tomorrow to work out the
future of the hearing.
Some of the attorneys
think the meeting will de-
cide to call the record
closed and set a time for
filing proposed findings.
There is, however, the
possibility of a brief re-
opening of the hearings.

It was leared here yest-
(Continued on page 6)
**Personal Mention**

**NORTON V. RITCHEY,** Monogram-Allied Artists vice-president and chief of film distribution, is scheduled to sail from England for here tomorrow on the S.S. Libertie.

**JOSEPH D. KARP** of the Warner Brothers legal department has been appointed to the committee of trade regulation and trademarks of the Associated Film Owners of the City of New York.


Bob Hope will arrive here Thursday from the coast and will depart the following day for London aboard the S.S. United States. He will tour England and the Continent for approximately two months.

**ROBERT W. CONNE,** COMPO special counsel, will return here today from Atlanta where he attended the meeting of Georgia Theatre Owners Association yesterday.

**VIRGINIA ALCICHT,** daughter of John W. Alcic, publisher of Film Daily, has announced her engagement to Lt. John Turley Henning, USMCI.

**NORMA SHAW,** secretary to National Theatre Supply Cleveland branch manager, F. A. M., said she will be married to Robert Graham on Sunday, in that city.

**JO ELLEN SCHWALB,** daughter of Monogram producer Ben Schwalb, and Sam Winkoff, Los Angeles newspaperman, were married Sunday in Beverly Hills.

**HARRY WOODSON** of Falls City Theatre Equipment Company, Louisville, and his wife announced the birth of a son, David Wayne.

**AL GOLIN,** M-G-M field press representative in Omaha and Des Moines will leave here for his Nebraska headquarters tomorrow.

**HUGH OWEN,** Paramount's Eastern and Southern division manager, is visiting the Charlotte branch from New York.

**BILL LYON** of M-G-M's studio publicity department will arrive here from the coast for a vacation August 29.

**BETTY HUTTON** will substitute for Helene Parsons tonight on her CBS radio broadcasts.

**PAT DUGGAN,** Paramount producer, has returned to Hollywood from New York.

**HARRY SIMON,** M-G-M auditor, is in San Francisco from New York.

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**Chicago Papers Give Kind Words to Film Industry**

**CHICAGO,** Aug. 4.—Adverse publicity for the motion picture industry may be becoming unfashionable. In Chicago, the next two segments of distribution from two Chicago newspapers in as many days.

Yesterday, Max Tine, Chicago Tri-State film critic, discussed the government’s anti-trust suit to obtain films for TV and in doing so, quoted liberally from a Motion Picture Herald editorial scoring the government’s action in filing the suit.

Today, the Chicago Tribune published an editorial article of local theatre business, citing continuing improvement in attendance over a span of more than a month.

**Murphy Will Address Texas Legion Meet**

**DALLAS,** Aug. 4—William C. Mc- Caw, executive director of Varsity International, has made arrangements through the local Motion Picture Organization to have George Murphy give the principal address at the 34th annual state convention of the American Legion. Fraternal, which 3,500 Legionnaires and their wives are expected to attend.

Murphy will be honored Saturday night, as a guest attended by state and national commanders and past commanders.

**Kaufman N. Y. Office To Handle ‘Fear’**

Joseph Kaufman has opened offices here to handle contractual M-G-M motion and special exploitation on “Sudden Fear,” his independent production which RKO Radio is releasing. He has cleared John Durleyn formerly with Samuel Goldwyn and Walt Disney Productions, as his assistant.

“Sudden Fear” will have world premieres in New York at Loew’s State and at Cleveland’s Palace on Thursday.

**Legion Puts French Film in Class C**

The Legion of Decency has placed one film in Class C (condemned), two in Class B, seven in Class A-I, and two in Class A-II. The condemned film is “The Strollers,” French, a Discina-International Films Corp. release.

The two Class B films are Paramount’s “Son of Paleface” and Columbia’s “The Golden Hawk.”

**‘Fatima’ to Venice Fete**

“The Miracle of Our Lady of Fatima,” Warner Brothers’ production, will be entered in the annual Venice Film Festival. At the retirement of the board of directors of the international film event, the company stated here yesterday. The festival will be held August 20-29.

Under the sponsorship of the Italian government, it is so that all will know—that vice-president Brennan has won the wholehearted support for reelection. If Vince Brennan is not reelected, I will go 100 percent behind the candidacy of vice-president James B. Brennan. He is part of our administration and has been doing an outstanding job of service as I have so often said, and I would be honor to serve as your vice president of the Alliance.

**Deal Set for Lease Of Broadway Theatre**

The conclusion of negotiations for the leasing of the Broadway Theatre for the public demonstration of Cinemecca was disclosed yesterday by a spokesman for Thomas-Todd Productions, which controls the three-dimensional sound and sight process. The formal signing of the lease is due today.

Terms of the lease, it was learned, provide for a 10-week guarantee of $3,000 per week against a percentage of the gross for the owners of the theatre, Lee and J. J. Shubert.

**Pasadena Exhibitor Hits Censor Law**

**HOLLYWOOD,** Aug. 4.—Al O’Keefe, operating the Colorado Theatre, Pasadena, has appealed informally to that city’s board of directors to nullify Pasadena’s 20-year-old policy of distance under which, according to O’Keefe, “The Miracle,” “Lutuko,” and “Paleface” run during a season.

In a letter to the city board, O’Keefe argued that the Supreme Court ruling outlawed the Pasadena ordinance.

**Miracle’ Test (Continued from page 1)**

of the theatre, which is not involved in the dispute.

Edward Meyerding, speaking for the city’s board of directors, said that he would ask Mayor Kennedy to reverse the censor Board’s ban of the film, but the mayor has indicated that he will not enter the fight. Although admission to the screening was free and by invitation only, the Commissioner contended that it was published as true and therefore a violation of the censor board’s banning of the picture. O’Connor contends that the new movie “ridicules any branch of Christianity, not just Catholics.”

**Foreign Business Good, Says Weltner**

Business abroad “is very good,” George Weltner, president of Paramount International, asserted here yesterday on his arrival on the S.S. Queen Elizabeth following a six-week “routine business trip.”

Weltner visited England, France, Belgium, Germany and Italy.

**Walsh Says**

**Continued from page 1**

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---

**Sue Tri-States, Central States**

**CHICAGO,** Aug. 4.—Two suits were filed against major film companies and Tri-State and Central States circuits in Southern Iowa Federal District Court by Seymour Simon, Chicago film attorney. One asks for $450,000 treble damages because, he says, circuits and the circuits conspired from June 5, 1946 until now to keep first-run releases from the Capitol Theatre in Davenport, Iowa.

**Rackmil Honored by Decca for ‘U’ Post**

Executives of Decca Records, Inc., and some of the company’s recording artists paid tribute to Milton R. Rackmil, president of Decca, at a dinner at the Park Hotel here on Friday in honor of his assuming the presidency of Universal Pictures. Leonard W. Schaeffer, recording vice-president of Decca, presented a scroll to Rackmil. Alfred Daif, executive vice-president of Universal, represented the film company.

**Resignation Rumors Denied by Schenck**

Nicholas M. Schenck, president of Loew’s, Inc. yesterday issued the following statement in response to press queries:

“Contrary to several rumors printed in various newspaper columns, I have no thought of resigning from Loew’s, Inc. The reports are untrue and unfounded.”

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**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

Rockefeller Center

**IVANHOE**

Robert *Elizabeth*

LAWRENCE *FOXTAIL*

Color by TECHNOCOLOR + Am-M-G-M Picture plus SPE CtIAL STAGE PRESENTATION

**WAGAN**

**DAMARANT**

**PARIS**

**Ella**

**Jumping Jacks**

**MARTIN LEWIS**

**BOB CONNELL**

**ELIOT LAWRENCE**

**COOL CRITIC**

**BWAY & 45TH ST**
HIGH PROFITS FOR "HIGH NOON"

Variety reports the HIGH NOON opening: "a b.o. giant in Pittsburgh, great in Boston, smash in Toronto, lofty in Philly and terrific in N.Y." And all this despite the opposition of the Chicago Convention, and despite the heat wave!

AND EXHIBITOR CONFIRMATION IS POURING IN:

"I WANT YOU TO KNOW THAT IN ADDITION TO THE TREMENDOUS GROSS NOW BEING WRITTEN AT THE MAYFAIR THEATRE ON BROADWAY WITH 'HIGH NOON' THAT EVERY PATRON COMING OUT OF THE THEATRE IS SINGING ITS PRAISES. I LOOK FORWARD TO NOT ONLY A VERY PROFITABLE RUN WITH THIS PICTURE ON BROADWAY BUT IN MY CIRCUIT AS WELL."

—HARRY BRANDT, New York City

" 'HIGH NOON' BIGGEST MIDWEEK OPENING IN TWO YEARS IN SPITE OF 90 DEGREE HEAT. PHENOMENAL WEEKEND GROSS INDICATES ONE OF THE BEST ENGAGEMENTS FOR THIS LONG RUN HOUSE. CONGRATULATIONS."

—DAN FINN— Astor Theatre, Boston

"EXCITED ABOUT 'HIGH NOON' BUSINESS. FIRST THREE DAYS TORONTO BIGGER THAN ANY PREVIOUS UNITED ARTISTS PICTURE AND MONDAY GROSSES MORE THAN OPENING DAY. FIRST THREE DAYS CALGARY ALL TIME RECORD FOR THEATRE. ENTHUSIastically AWAITING FURTHER 'HIGH NOON' OPENINGS THROUGHOUT CIRCUIT AS TORONTO CALGARY BUSINESS INDICATES SMASH RESULTS EVERYWHERE."

—DAVE GRIESDORF

STANLEY KRAMER PRODUCTIONS presents GARY COOPER in "HIGH NOON"

STANLEY KRAMER PRODUCTIONS presents GARY COOPER in "HIGH NOON" with THOMAS MITCHELL, LLOYD BRIDGES, KATY JURADO, GRACE KELLY, OTTO KRUGER, Lon Chaney, Henry Morgan—DIRECTED BY FRED ZINNEMANN—Screen Play by Carl Foreman—Music Composed and Directed by Dimitri Tiomkin—Director of Photography Floyd Crosby. A S.C. —RELEASED THRU UNITED ARTISTS

Another BIG ONE thru UA
REPUBLIC DOES

TREMENDOUS

SUELY YOU WILL BE PLEASED TO KNOW GLOBAL PREMIERE OF YOUR
WOMAN OF NORTH COUNTRY AT HOUSN OR THEATRE DULUTH
MINNESOTA A TREMENDOUS SUCCESS. THOUSANDS LINED THE
STREETS, TRAFFIC AT A STANDSTILL. MORE THAN SIX THOUSAND
JAMMED THE BLOCK IN FRONT OF THEATRE. THEATRE FILLED TWO
HOURS BEFORE SCHEDULED START OF SHOW, AUDIENCE REACTION
TO PICTURE EXCELLENT, BUSINESS FAR BEYOND EXPECTATIONS.
LAST NIGHT AT STATE THEATRE MINNEAPOLIS IN CONNECTION
TO WATERFALL CELEBRATION WE REPEATED THE DULUTH PREMIERE TO
AQUATERRIAL CELEBRATION WE REPEATED THE DULUTH PREMIERE TO
EVEN GREATER RESULTS. COOPERATION FROM REPUBLIC LEFT
NOTHING TO BE DESIRED. WE ARE MORE THAN PLEASED, YOU HAVE
ANOTHER WINNER IN "WOMAN OF NORTH COUNTRY."

RUTH HUSSEY - ROU
STARRING J. CARROL NAIS

HERBERT PRES.

WOMAN OF THE

DOMINIC

DULUTH

TRUCOLOR

CONSOLIDATED

Screen Play By NORMAN REILLY RAIN
Associate Producer-Director JOSEPH KAL
MINNEAPOLIS

NORTH COUNTRY

YATES

story by CHARLES MARQUIS WARREN and PRESCOTT CHAPLIN

A REPUBLIC PICTURE

Republic Pictures Corporation
Review

"Arctic Flight" (Monogram) Hollywood, Aug. 4

A ll concerned with the making of this adventure film about life in the Arctic—executives, cast and crew—journeyed to precisely that place to film it. The result of this investment in authenticity is strikingly evident in the finish. Produced and directed by Wayne Morris, this story played out by Wayne Morris, Ahn Hale, Jr., Carol Thurston and Leda Albrigth is a work of fiction, the genuine setting, customans and manners, and the many arctic animals seen as realistic as possible. Advertising copy and advance publicity stressing the validity of the setting, and outlining the production circumstances, can be figured to yield an extra margin of revenue. In the screenwriting, Robert Hill and George Bricker, from a story by Ewing Scott, who is associate producer, Morris portrays a bush pilot operating a single-plane line headquartered at Kotzebue, Alaska, and flying passengers, goods, cattle and bears across the whole of the unattractable state. Advertising copy and advance publicity stressing the validity of the setting, and outlining the production circumstances, can be figured to yield an extra margin of revenue.

NY 1st Runs (Continued from page 1)

way to a high $102,000, while at the Rialto and Strand-Dreamland, respectively, healthy $100,000 for its second week, after drawing a solid $80,000, during the Friday-through-Sunday period.

High Noon" at the Mayfair was setting a solid pace with $39,500 indicated for the second week. At the Criterion, Walt Disney's "Story of Robin Hood" was showing stamina in its sixth week with an expected $21,000.

At the Astor the third week of "The Story of Will Rogers" was seen, chalk-up $5,000, a so-so figure.

"Don't Bother to Knock" in its third and last week at the Globe was heading for a good $14,500, "Francis Goes to West Point" will bow in Fri-

Still indicating strength in a third week at the Capitol is "Carrie" which is expected to show $33,000. At Loew's State, "Glory Alley" was scheduled for a poor $9,000 in its first and final week. "Sudden Fear" opens the new freight as far North as Little Falls.

The off-Broadway Sutton did a good $6,700 for the 18th week of "The Man in the White Suit" and "Encore" in its 17th week also was heading for a good $6,200.

AMVES Query Studios on 'Reds'

Hollywood, Aug. 4.—The state commander of the American Veterans of World War II disclosed that the Califonia division has asked state management for "reinsurance" that persons refusing to answer questions by legally constituted bodies shall not be employed. Studios declined to comment on the matter.

TCTC Sells Last House

Minneapolis, Aug. 4.—Twin City Theatrical Corporation has retired from the film industry with completion of negotiations for the sale of the 500-seat New State to Don Starbuck, who took position of the last run house on July 19. The house was the last of the company's theatre holdings.

Arbitration

(Continued from page 1)

ning would seek to iron out the questions of competitive bidding and damages, in addition to the mechanics of the arbitration system. The meetings were also expected to take up two other items, the forking of pictures and contracts.

Attending yesterday's meeting were:

From exhibition, Herman Levy, Si Abiah, Emanuel Frisch, Wilbur Skolnick and Robert Meyers; from distribution: Robert Perkins, Abe Montague, William F. Rodgers and Henry D. Heter. The Motion Picture Association of America vice-president, and Henderson Richie, secretary of the Arbitration Conference, was the ex-officio members of the committee.

The last session of the committee was held early in July and adjourned without having made progress on the issues of competitive bidding, which also stymied the previous session a month. The exhibitors of the committee felt that further meetings would be fruitless unless the company presidents or that more authority could be delegated to the sales executives with whom the negotiations were being conducted.

Eric Johnston, Motion Picture Association of America president, inter-viewed yesterday that the committee was cleared for distributor agreement on the competitive bidding issues and the current meetings were arranged.

Howard Honored

(Continued from page 1)

James R. Grainger, James Mulvey, William Heineman, Morey Goldstein and many others.


From RKO Theatres were Tom O'Connor, William Whitman, Robert Sherman, Matty Polon, Harold Newcomb, Leslie Thompson, Bob Miller, Archie Berish, Joe Becker and Bernie Friedman.

Reports Cited

(Continued from page 1)

James Cassidy, 39, Film Producer

James B. Cassidy, 39, independent producer, moved in Memorial Hospital here Saturday night. Cassidy had returned from Norway several weeks ago after shooting scenes for a film version of Henrik Ibsen's "A Doll's House." He also recently acquired film rights to all of Ibsen's plays except for the latest, which he will assign to Dale Melbourne, concert pianist and actress, who survives. He also leaves a son, New York, and a brother, Mrs. James Parnell, also of Springfield, Mass., and two sisters, Mrs. James Parnell, also of Springfield, Mass., and Mrs. Frank Roberts of Greenfield, Mass.
"STOP THE MUSIC" which leaves the radio-TV scene next week, will be replaced with another musical, "American Music Hall," featuring Paul Whiteman's Orchestra, Eileen Barton and Larry Douglas, featured singer in "The King and I." The new series will ABC commence Aug. 17, between 8:00 and 9:00 P.M., and will be produced by Leonard (Buzz) Blair with Joe Graham directing. Eddie Cooper of the 7 P.M. CBS show "The Mike and Millie Show." "There will be many familiar faces," says producer Henry Hickox, "including: Joe Graham, Jimmy Durante, and others." Mayor "Your Wagon." After several shifts in time, format etc. Burr Tillstrom's "Kukla Frunk and Ollie" starts its sixth year on TV and beginning Aug. 21, it will be NBC eastern time, with its region to "find ways, and means, of Alagama followed with "Hey, Wellens, is enough, now stop all that Orsen around."

V. S. Beckner Productions has produced a series of one-hour programs, "Campus in Review," which show every promise of hitting the TV jackpottularity. Each program, filmed at different colleges and universities, portraying the history, legend, sports and dramatic activities and famous alumni, respectively, producer Viola Beckner hopes to have one of NBC's "late night" shows, and means a couple of Alagama followed with "Hey, Wellens, is enough, now stop all that Orsen around."

Ray Nelson's "Rod and Gun Club of the Air," seen Tuesday on Channel 9 and heard Thursdays via WOR, features Martin Dishant of the unique Canine University of Queens. Curriculum is to study and find ways and means of making "Man more compatible with his best friend (dogs)." What we really need is a Universal College whose curriculum would be the cost of this imposing and ambitious series calls for sponsorship only by a national utility or perhaps by a "pooled" steel or oil combine. Jack Benny, just back from Europe and Cadillac-back to the Coast, will start his 16th season for Lucky Strike cigs later this month. He'll do his radio stint once a week and telecast once a month. Jean Martin production staff of the new Sunday NBC "NBClock Full O' Nuts" series, is as easy on the orbs as on the ears. . . .

Seven film prints of outstanding NBC TV programs including "Your Show of Shows," "Zoo Parade," "Amahl & The Night Visitors," "Dangerous Assignment," "Roscanini Concerts" and the Demo & Republic productions, will be screened late this summer at the International Cinematographic Art Exhibition in Venice, Italy. John B. Cron and Stanton M. Osgood have been named by Robert Sarnoff, head of TV film sales and TV film production, respectively. "Marguerite Piazza, just home from a four-week assignment in "Your Son of Show," will appear in NBC's series this week. Talk has the nightingale set to co-star with Tony Martin on a radio series for NBC with Meredith Wilson's Orch. The Kevin Kennedys (he's the WPIX ace newscaster and announcer) expect their final addition any edition. . . .

LOTSA DOTS... If you can concoct interesting and novel questions or brain teasers, get in touch with Walt Fra- mer at the Hotel Henry in N. Y. . . Filmogulis should get a load of Bill Harrington, singing, talking, playing and emcee- ing daily over ABC-TV.

Miller Calls TV Boon to Hollywood

David Miller, here from the Coast in connection with "Sudden Fear," which he directed, stated at a press interview yesterday that he feels television is a boon to Hollywood. TV is making the second feature vanish, he says, and has heightened the competition among the young technicians and talent and writers must be at their best to produce the kind of films that will survive. Miller revealed that he will shortly embark on his first independent production, a story of the lives and trials of 20 young artists striving for success, tentatively entitled "The Paris Story." It will be made in France and partly in England. The script will be worked upon when he returns to the Coast shortly, after which, probably in October, he will go to Europe for 

NBC Unites Station Relations Units

A merger of the radio and television staffs of the station relations department of National Broadcasting was announced yesterday by Frank N. Hill, new vice-president in charge of the department. The merger is in line with NBC's recently announced unification of the radio and television networks.

Under the merger, Sheldon B. Hirsch, Jr., formerly NBC's television-station relations contact representative, is appointed manager of station relations, reporting to Mr. Hill. Thomas E. Kenne, formerly director of television station relations, is assuming an executive post in the radio and television network production department.

Filmmraft Acquires Mark Twain Works

Hollywood, Aug. 4.—The entire Mark Twain library has been acquired by Filmmraft Productions from the estate of Samuel L. Clemens, for $45,000. Filmmraft specializes in the exclusive TV and radio rights to the works. The material will be used in a new video film series.
BULLETIN NO. 1
OPENING AT VICTORIA, N.Y...
BEATS XMAS WEEK OPENING OF
"BORN YESTERDAY" BY EXACTLY
$1,027...

Rita's Back!
and so is
Business!

RITA HAYWORTH
GLENN FORD
Those "Gilda" Stars Again in
Affair in Trinidad

with ALEXANDER SCHOUBY • VALERIE BETTIS • TORIN THATCHER • Screen
Play by OSCAR SAUL and JAMES GUNN • Produced and Directed by VINCENT
SHERMAN • A Beckworth Corporation Production • A Columbia Picture

from Columbia!
Agreement in Principle Reached on Arbitration

By MURRAY HOROWITZ

Agreement in principle on all phases of the proposed industry-wide arbitration system was reached here yesterday by the Industry Arbitration Conference's Continuations Committee of 10.

The committee, following an all-day meeting at the Hotel Astor, announced that it had "completed consideration of all matters involved in the arbitration system." The sub-committee of the Industry Arbitration Conference closed its sessions one day ahead of sched- 

uled, which served as another indica- tion of the climate of agreement reached by exhibitor-distributor delega- 

tives.

The two-day meeting of the con- 

tinuations committee brought about the following results:

The appointment of a legal drafting committee to put in final form the 

work thus far completed for submis- 

sion to the general Arbitration Con- 

(Continued on page 5)

$174,802 RKO Theatres Net

Consolidated net profit of RKO Theatres Corp. and subsidiary com- 

panies for the first six months of 

1952 was $174,802, after taxes and all 

other charges, (including profit of 

$16,518 on the sale of capital assets, 

before taxes), compared with consoli- 

dated net profit for the first six 

months of 1951 of $551,639, after taxes 

and all other charges, (including 

profit of $378,886 on the sale of cap-

tal assets, before taxes).

(Continued on page 2)

SWG Will Strike 

ATFP on Monday

HOLLYWOOD, Aug. 5.—The execu-

tive board of the Screen Writers 

Guild last night voted unanimously 

to strike against the Alliance of Televi-

sion Film Producers effective one 

minute after next Sunday midnight.

The strike action follows five 

months of negotiation between SWG 

and ATFP for a basic contract. 

Breakdown came on Alliance refusal 

to consider SWG demands that pay-

ment to television writers be on a 

royalty basis and cover exclusive 

television rights only for a seven-year 

period.

(Continued on page 4)

To Ask FCC to End Its 

Hearings on UPT-ABC

WASHINGTON, Aug. 5.—The Federal Communications Commission will probably be asked shortly to decide whether or not the United Parame-

nent Theatres-American Broadcasting Co. merger hearings should 

be closed pending the filing of proposed findings or should continue.

An FCC order issued on Friday cut out as an issue in the case any anti-

trust activity prior to August 7, 1948, outside the field of radio communica-

tions. When the hearing resumed on 

July 3, however, several witnesses 

still remained to be heard on testimony about Scopony Corp. of America 

and its six-year tie-in with Paramount 

Pictures.

What attorneys for all parties in 

the case will ask the Commission is 

whether testimony on SCA falls with- 

in the field of radio communications.

(Continued on page 4)

TOA Convention 

Group to Meet

A meeting of the convention com-

mittee of the Theatre Owners of 

America, attended by TOA president 

Mitchell Wolfson, will be held in 

Washington on August 14, it was 

learned here yesterday.

Others slated to attend the meeting 

include Herman Levy, TOA general counsel and St. Fabian. The TOA 

convention will be held there.
U. A. Wins Action to Halt Nasser Film Telecasts

United Artists claims the victory of "an important decision" clarifying the status of residual television rights in motion pictures still in theatrical release by major companies.

The company reported that Federal Southern District Court of California ruled yesterday that television distribution of motion pictures originally produced for theatrical release is not a "commericalisation" of the original distribution within the meaning of a 1948 contract between United Artists and Nasser Studios. The judge who ruled that the production in question was produced by Nasser Theatrical Productions, it is announced by C. J. Tevlin, U. A. radio-vice-president in charge of studio operations.

It was announced additionally that Nasser Radio will begin distribution in September in 1951, and from October, under the 1948 contract entitled "Face to Face." This is a picturization of two short stories. The Secret Slaves by Joseph Conrad, and "The Bride Comes to Yellow Sky," by Stephen Crane. James Mason stars in the first episode of "Face to Face," and Robert Preston stars in the second.

Dave Cockrell, 54, Dies Suddenly

DENVER, Aug. 5.—Benjamin D. (Dave) Cockrell, 54, managing director of the local Denver Theatre, as well as president of the Greater Denver Amusement Ass'n, has been placed in charge of the operations at the Theatre. He came to Denver in 1934 to operate the Denham, He is survived by his wife, Vera, a daughter, Ann, a sister and two brothers.

RKO Theatres Net (Continued from page 1)

ital assets, before taxes). This compares with consolidated net profit for the second quarter of 1951 of $109,407, or 7c per share, but profit of 6c in 1950, including profit of $8,183 on sale of capital assets, before taxes).

Profit from operations before tax and extraordinary items, $977,001, for the first six months of 1952, compared with $1,879,982 for the same period in 1951. After delivering the $742,000 of television stations before taxes and other charges totaled $470,950 for the second quarter, against $768,041 for the second quarter of 1951.

Edgar C. Paul, 72

LOGAN, O., Aug. 5.—Edgar C. Paul, 72, manager of the Logan Claxton Theaters for the past 15 years, died today. Prior to coming to Logan he was general manager of the Gaye Picture S.C.O. in Springfield, O., for 18 years. He is survived by the widow, Blanch.

German, Sunshine Head JDA Units

William German, president of J. W. German, Inc., and Morton Sunshine, president of J. C. Sunshine, Inc., have announced that the Independent Theatre Owners Association, have accepted chairmanship of the laboratories and publicity division respectively of the industry's drive on behalf of the Joint Defense Appeal. The announcement was made by Mr. German, owner of Sunshine Pictures, and Edward L. Fabian, of Fabian Theatres, who are co-chairmen of the industry-wide campaign. The drive is seeking $5,000,000 for the Department of Justice's Committee on the 1952 to finance activities of the American Jewish Committee and the Detriment League of B'nai B'rith.

Claggett to Ohio On Census Case

Tim Claggett, press representative of the Motion Picture Association of America, is due to leave today for Columbus to represent the "American Newsrel" censorship case will be argued on behalf of the Motion Picture Reel the Municipal Court hearing in Toledo testing the legality of the Ohio State Constitution in the case.

The case grew out of the Toledo Westwood Theatre's exhibition of "The American Newsrel" without its having been submitted to the State Censorship: Division for approval.

**Newsstand Parade**

The **POLITICAL** battle front and King Farouk in exile are current and recurring highlights. Other items include people in the news and the Olympic games. Complete contents follow:

**MCWETIGNE NEWS, No. 64—U. S. Navy tests ships in icy waters. President Truman signs German peace treaty. Special: Farewell, No. time for politics for Adlai Stevenson, Ill.**


**TELENEWS DIGEST, No. 25A—Chinese, quick Red Cross parades. Special: Chinese, quick Red Cross parades; Chinese, quick Red Cross parades. WAVE 11th anniversary. Olympi**


Let your patrons BEHOLD so they may BE SOLD!

your BOXOFFICE is Only as GOOD as your SHOWMANSHIP!

POSTING PAPER 24 SHEET

STANDEE

DISPLAYAWAY
motion. a work issue. All the in-several days. is president asking many be motion other surprise interrupted sep-1947. heard, the the the severance DuMont SCA the business, the leading seven Hollywood Los play seek composed Wednesday, but if take however, the order principal BRUCE place re-the to the Krim, Arthur Picker, Chaplin, Matthew Trigger...Poised HEARTBREAK (Continued last B. had PALANCE Screenplay in produced by J. JOSEPH VIRGINIA PARA. Plan (Continued from page 1) and Ethel Barrymore, with a first-run availability date of September 19, Pine-Thomas’ “Caribbean,” starring John Payne and Arlene Dahl, available September 24, and “Somebody Loves Me,” starring Betty Hutton and Ralph Meeker, with a date of October 1st. All three have color by Technicolor. These engagements will be offered in competitive negotiation on the same basis as Cecil B. DeMille’s “The Greatest Show on Earth,” Hal Wallis’ “Jumping Jacks” and “Son of Pale-face,” Bob Hope-Jane Russell-Roy Rogers starrer, initial films to be released under the new plan which calls for seven simultaneous first-runs in Los Angeles and contiguous municipi- ties and joint ad campaigns part-icipated in by the theatres and the distributor.

Silliphant Resigns (Continued from page 1) Louis will play himself in certain fight sequences but throughout most of the film an actor, for whom a search is now underway, will depict the former champion.

Replies to U. S. Suit (Continued from page 1) to work things out without going to court, but we have gotten the run-around from Mayor Kennelly on down and we may be forced to take legal action to place the issue before the people of Chicago. We do not want to endanger the license of the Surf Theatre, so we are seeking another place to screen the picture for a representa-tive group of leading Chicago citi-zens.

“The threat to revoke the license of the theatre,” he continued, “reveals the true nature of censorship. People in whom the public has no reason to place confidence have power not only to say what people will or will not see, but to step in and control the motion picture industry through their right to close theatres.”

Court Test (Continued from page 1) whether or not it would be advisable to seek a change of venue from the Los Angeles federal court where the government filed the suit to the New York Federal court district, where the principal defendants do business, and whether the defendants should endeavor to obtain a severance from the joint action and contest the government case separately.

Indications are that if decisions have not been reached on these and other issues by October 15, the de-fendants will seek additional time before filling their answers.

The government’s readiness to agree to the extension of time for filing answers came as a surprise to many trade circles which were convinced that the television film suit is basically political in nature and that the Justice Department would bend every effort to force it to trial before the November elections.

Support for that view was found in the fact that the Department chose to file the suit in Los Angeles rather than in New York, where the defense-ants maintain business headquarters. The only apparent reason for the government’s choice was that the Los Angeles court docket is much less crowded than in New York, which circumstance promised the govern-ment the earliest possible trial date.

With the time extension to October 15 having been granted without objection and with the possibility of fur-ther extensions being sought and ob-tained, together with other legal preliminaries besides the filing of answers certain to arise and to require time for disposition before actual trial of the government suit could be begun, legal observers here yesterday said they saw no possibility whatever of the suit coming to trial before the November elections.

FCC Hearings (Continued from page 1) in which case it must be heard, or whether it does not, in which case it is outlawed by the three-year anti-trust limitation.

If the Commission rules that there should be further SCA testimony esti-mates are that the hearing will last another five to seven weeks. The re-cess interrupted the testimony of Arthur Levey, former SCA and current Skiauron president, who would have to continue. He would be fol-lowed by Paul Rainbourn, Paramount Pictures director and president of Paramount Television Productions, Inc, and Paramount attorneys have said they would put still other SCA witnesses on the stand.

The question of asking the Com-mission to clarify the status of SCA testimony in the hearing came up to-day at a conference of attorneys representing all parties in the case. They expect to meet again tomorrow to de-cide just how they will ask the FCC to clarify the question.

At today’s meeting hearing examiner Leo Resnick ruled on several other, but minor, questionable points in the Commission’s Friday order. He declared that for the purpose of the hearing all parties should be regarded as licensees, although technically some of them are not. The FCC’s three-year limitation applies only to applicants who are existing licensees. Resnick also ruled out the question of credibility of some of the witnesses who have already appeared in the hearing. In its order the Commission referred to the fact that the Commission counsel had questioned the credibility of some of the testimony given by Harrison Goldin, U.S. Attorney and UPT director A. B. Blauk. Since their testimony covered periods prior to 1948, Resnick indicated that he would not ask the question.

Finally, in order to expedite an early decision from the Commission, Resnick suggested that attorneys file proposed findings on the issues relating to Allen B. DuMont laboratories—chief of which is the question of Para-mount’s control of DuMont—within 20 days.

Some individual defendants, it is learned, favor a change of venue to the New York federal court. Should they prevail, it would be several years before the suit could be tried and dis-posed of. However, other defendants tell the Los Angeles court may be more familiar with industry prob-lems involved in the case and that a longer delay in the trial might heighten the consequences of the action to the in-dustry, should it be won by the gov-ernment, might prevail on the West Coast.

Meanwhile, it was learned, at least one major company defendant is pre-paring a statement scoring the gov-ernment suit. It is expected to be re-leas within the week and will be the first of its kind from any of the pro-ducer-distributor defendants since the Paramount suit two weeks ago. The statement is expected to be of an un-iquivocal nature certain to be reas-surance to exhibitors that under the de-fendants’ protracted silence on the suit, have been growing increasingly uneasy.

Chaplin, UA (Continued from page 1) representing United Artists were Arthur B. Krim, president, Arnold Picker, William J. Heineman and Max E. Youngstein, vice-presidents, and Matthew Fox and Robert Benja-min, partners in the organization, all of whom have come to Hollywood to attend, "Limelight." Chaplin’s first film in five years, was produced and directed by him. He also wrote the screenplay and composed the original score. Claire Bloom, an English actress, plays opposite Chaplin, while his son, Sydney, plays the leading man. Re-lease date details will be determined later. His last production was “Monsieur Verdoux,” which he wrote, produced and directed, in 1947.

Startling, Different, Socko Ads... from the "Showmanship Company" of Course! HEARTBREAK...Posed On A Trigger of Terror! Joan Crawford in Sudden Fear! with JACK PALANCE - GLORIA GRAHAME - BRUCE BENNETT VIRGINIA HUSTON - TOUCH CONNORS Produced by JOSEPH KAUFMAN - Directed by DAVID MILLER Screenplay by LENORE COFFEE and ROBERT SMITH Based on Edna Ferber's Story, "Sudden Fear" A NEW HIGH IN SUSPENSE MELODRAMA! # THIS IS NEWSPAPER AD NO. 205
Arbitration

(Continued from page 1)

The newly-appointed drafting committee was also charged with blueprinting a system of arbitration along lines agreed upon by the continuation committee.

Agreement in principle came on such thorny issues as competitive bidding, forcing of pictures, violation of contracts, clearances, runs, damages and procedure matters, including appeals and the setting up of machinery for arbitration.

Named to the drafting committee, which is expected to meet in about 10 days, were Herman Levy and Abram F. Myers, representing exhibition, and Robert Perkins and Adolph Schinzel, representing distribution.

As soon as the drafting work is completed, it was announced, the blueprint will be submitted to the arbitration conference for approval.

Complete optimism that the newly-formed drafting committee will not hit any snags was expressed in informed quarters. Another indication of confidence is that no date has been set for reconvening the committee.

Yesterday's meeting climaxed months of effort to inaugurate an arbitration system which began in the spring with the convening of the arbitration conference. The hurdles yet to be met include the submission of the proposed system to the full arbitration conference, its individual member organizations, the courts and the Department of Justice for their approval.

Present at yesterday's meeting were: from exhibition, Levy, S. F. Kaplan, Emanuel Frisch, Wilbur Snaper and Myers; from distribution, Perkins, Abe Montague, William F. Rodgers and Al Schwaberg. Ralph H. Hetzel, Jr., Motion Picture Association of America vice-president, was the guest of honor at the Conference of the Arbitration Committee, attended as ex-officio members of the committee.

Review

“Park Row”

(Samuel Fuller—United Artists)  

Hollywood, Aug. 5

HERE THE SAMUEL FULLER who wrote, produced and directed “The Steel Helmet,” the first great story of the Korean war, returned for three services and one more, equally vital, for a composite story of the great American newspaper and the men who made it great. The fourth Fuller service performed for this picture was its selling, and the exhibitor is thereby given, for the first time in his life, a chance to go down to his newspaper office and ask the editor and publisher about the picture before he plays it!

For the writer-producer-director has been in direct touch with every publisher and editor in the country for many months, running before and through the start of production and afterward, in a one-newspaper-man-to-another promotional campaign without precedent. If ever a picture came to market with a pre-conditioned press, this is it. The story which Samuel Fuller, one-time copy boy for the late Arthur Brisbane and forever a newsman at heart, utilizes to wipe up precedental incidents and events in the careers of Joseph Pulitzer, Arnold Bennett, Horace Greeley, Charles A. Dana, Otmar Mengenthaler and other memorable men of ink concerns one Phineas Mitchell, who in 1866 launches a newspaper, without funds but with principle, in competition with the New York Star, a rich publication owned by Charles Hackett, descendant of great newsmen but herself a journalistic misfit. The struggle between the newspapers, and between their publishers, ranges from legitimate competition to violence and riot, with the romantic element present but kept in the background. The leap of Steve Brodie from Brooklyn Bridge and the raising of a fund to build a base for the Statue of Liberty are among the historical incidents dealt with.

Gene Evans, the unforgettable “Steel Helmet” discovery, plays the poor but principled newspaper man, and Marcy Welsh portrays the publisher of the powerful publication which tries to run him out of business. Others in the cast are Bela Kovacs, Herbert Heyes, Tina Rome, George O’Hanlon, J. M. Kerigan, Forrest Taylor, Don Orlando, Nyle Morrow, Dick Elliott, Stuart Whitman and Herlihy Pollock.

Running time, 84 minutes. General audience classification. Release date, August 12.

William R. Weaver

Davis Acquires 12 For U.S. Market

Arthur Davis, president of Arthur Davis Associates, foreign film distributors, has returned from a six-week trip to Europe where he obtained, through his agents, 12 new French and Italian films. They are being processed with English subtitles, with which they will be released at the rate of two a month beginning in September.

List Italian Films

The Italian pictures include the new Vittorio De Sica film, “Buon Giorino, Elefanti!”, starring De Sica with Saba and Maria Mercader; “The First Communion” (tentative title), with Aldo Fabrizzi and Galy Morlay, and “Don Camillo and the Mistress of the Mountains” starring Vivi Gioi.


Fessenden Joins Hacker

Howard L. Fessenden has joined Samuel Hacker and Co., film industry “CPA’s” as head of the foreign audit division. Fessenden was manager of the foreign accounting department of Selnick Relaying Corp. from 1947 to 1951. Prior to that, he was assistant foreign comptroller of United Artists from 1933 to 1947.
To safeguard and protect democratic liberties—This is your job—This is the job of every American regardless of race, creed or color. The Motion Picture Division of the Joint Defense Appeal calls upon you to help the American Jewish Committee and the Anti-Defamation League of B'nai B'rith preserve and defend the American way of life.

Support

JOINT DEFENSE APPEAL

220 West 42nd Street, New York City
Replies to US Suit Now Off Until Oct. 15

D of J Grants Delay; No Trial Before Elections

The Department of Justice has agreed to an extension to October 15 of the time for filing of answers by producer-distributor defendants to the government's anti-trust suit designed to force the sale of 16mm. films to television and other miscellaneous users.

Defendants' answers would have been due next Tuesday. The extension of time, it was learned, was requested by attorneys for RKO Pictures and was granted by the Justice Department without objection. At the same time, the Department said the time extension would apply to all defendants.

The additional time will give defense attorneys further opportunity to study the government's complaint and formulate defense strategy. Among the decisions still to be made are

(Continued on page 4)

Silliphant Resigning, To Make Louis Film

Stirling Silliphant, Eastern publicity manager for 20th Century-Fox, will resign that post early next January to produce "The Joe Louis Story," a screen biography of the former world's heavyweight champion.

Federated Films, a new independent company formed here, has acquired the motion picture and television rights to the Louis life story.

(Continued on page 4)

May Be Court Test On 'Miracle' in Chi.

CHICAGO, Aug. 5.—Edward Meryd'ing, local American Civil Liberties Union spokesman, commenting on the cancellation of the private invitational showing of "The Miracle," (banned by the Chicago police censor board) as a result of the threat by police Commissioner O'Connor to arrest the organizers of the showing and revoke the license of the Surf Theatre, today said in an interview: "We have tried

(Continued on page 4)

Agreement in Principle Reached on Arbitration

Arnall May Resign OPS Post Sept. 1

Washington, Aug. 5.—Price Stabilizer Elise Arnall may tell President Truman tomorrow that she will resign September 1. Arnall, on leave as head of the Society of Independent Motion Picture Producers, has an appointment with the President tomorrow. When he took the OPS job last February, he told the President he would only hold it for six months. The six months will be up at the end of this month. Arnall has been reported as anxious to get back to his law practice for some time.

(Continued on page 4)

Basis Is Set for Agreement on Competitive Bidding, Damage Awards, Other Difficult Issues in Swift Day and a Half Meeting

By MURRAY HOROWITZ

Agreement in principle on all phases of the proposed industry-wide arbitration system was reached here yesterday by the Industry Arbitration Conference's Committee on Negotiations following an all-day meeting at the Hotel Astor, announced that it had "completed consideration of all matters involved in the arbitration system."

The sub-committee of the Industry Arbitration Conference closed its sessions one day ahead of schedule, which served as another indication of the climate of agreement reached by exhibitor-distributor delegates.

The two-day meeting of the negotiations committee brought about the following results:

The appointment of a legal drafting committee to put in final form the work thus far completed for submission to the general Arbitration Conference.

(Continued on page 5)

To Ask FCC to End Its Hearings on UPT-ABC

WASHINGTON, Aug. 5.—The Federal Communications Commission will probably be asked shortly to decide whether or not the United Paramount Theatres—American Broadcasting Co. merger hearings should close pending the filing of proposed findings or should continue.

An FCC order issued on Friday cut out as an issue in the case any antitrust activity prior to August 7, 1948, outside the field of radio communications. When the hearing recessed on July 3, however, several witnesses still remained to be heard on testimony about Scopony Corp. of America and its six-year tie-in with Paramount Pictures.

What attorneys for all parties in the case will ask the Commission is whether testimony on SCA falls within the field of radio communications.

(Continued on page 4)

Extend Para. Plan To 3 More Films

Paramount's expanded first-run releasing plan in the Los Angeles area, which is currently being tested, will be continued on three additional films. A. W. Schwalberg, president of Paramount Film Distributing Corp., disclosed.

The films are: "Just for You," starring Bing Crosby, Jane Wyman

(Continued on page 4)
U. A. Wins Action to Halt Nasser Film Telecasts

United Artists claims the victory of "an important decision" clarifying the status of residual television rights in motion pictures still in theatrical release by major companies.

The company reported that Federal Judge Harry C. Westover in the Southern District Court of California ruled yesterday that television distribution of motion pictures originally produced for major theatrical release is not a "commercial practice" within the meaning of a 1948 contract between United Artists and Brothers. The judge's decision overruled a recent decision by Benno M. H. Winter, U. S. District Judge, it was disclosed by Seymour M. Feinblatt, president and general counsel of UA.

As a result, the recent televising of Four Motion Picture Attractions; Sales, unauthorized and must be discontinued, said U. A.

"The decision of Judge Westover has the effect of settling the TV status of many films still being released by United Artists under contracts with actors in New York, California, and on the East Coast during the period from January 1, 1951 until January 1, 1952. Since then a new contract clause has fully clarified the question," said U. A.

The law firm of Wright, Wright, Green and Wright argued the petition for review for United Artists.

'R.U. Drive' Winners To Visit Studio

The 14 universal exchange winners announced before winning the "R.U. Drive" and the 14 who have continued their contracts with Universal, will be allowed to visit the studio for a week starting Monday, in addition to the cash prizes in which they shared. Arthur Greenfield, of the "R.U. Drive" department, has been named the winner of the two-week trip to Europe.

The 10 managers making the studios trip in the order in which they started the drive are: Don Gillin, Seattle; Stanley Krasner, Kansas City; D. H. Kellogg, New York; Ted Reisch, San Francisco; J. T. Schott, Chicago; R. N. & A. J. R. Laughlin, Washington; J. W. Greenleaf, Charlotte; Harry Hynes, St. Louis, and C. R. Face, Salt Lake City.

Lew Lieser Forms Distribution Firm

BUFFALO, Aug. 5.—Managers and members of the sales staffs of all local exchanges met here yesterday to discuss plans for creating an entire exchange area to join the Council of Motion Picture Organizations in its fight for the repeal of the exchange law. Pending at the meeting were Jack Chinell, manager of the RKO Radio exchange, who is director chairman, and Elmer F. Lux, general manager of Lafayette Theatres, who is exhibitor chair. The salesmen will go into the field to get exhibitors to join COMCO and thus aid in the tax repeal battle.

Jerry Wald to Leave RKO Radio Oct. 31

HOLLYWOOD, Aug. 5.—A spokesman for Jerry Wald today confirmed published reports that the producer will leave RKO Radio October 31 on the expiration of his contract. The studio declined comment.

Box Office

BUFFALO Meets on Tax Repeat Fight

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Let your patrons behold so they may be sold!

your BOXOFFICE is Only as GOOD as your SHOWMANSHIP!

NATIONAL Screen SERVICE PRIZE BABY OF THE INDUSTRY
Representing United Artists were Arthur B. Krim, president, Arnold Picker, William J. Heineman and Max E. Youngstein, vice-presidents, and Matthew Fox and Robert Benjamin, partners in the organization, all of whom had flown to Hollywood to attend.

"Limelight," Chaplin's first film in five years, was produced and directed by him. He also wrote the screenplay and composed the original score. Claire Bloom, an English actress, plays opposite Chaplin, while his son, Sydney, plays the leading man. Release date details will be determined later.

His latest production was "Monsieur Verdoux," which he wrote, produced and directed, in 1947.

to work things out without going to court, but we have gotten the run-around from Mayor Kennelly on down and we may be forced to take legal action to place the issue before the people of Chicago. We do not wish to endanger the license of the Surf Theatre, so we are seeking another place to screen the picture for a representative group of leading Chicago citizens.

"The threat to revoke the license of the theatre," he continued, "reveals the true nature of censorship. People in whom the public has no reason to place confidence have power not only to say what people will or will not see, but to step in and control the motion picture industry through their right to close theatres."

Chaplin, UA

(Continued from page 1)

Court Test

Replies to U. S. Suit

(Continued from page 1)

whether or not it would be advisable to seek a change of venue from the Los Angeles Federal court where the government filed the suit to the New York Federal court district, where the principal defendants have their places of business, and whether the defendants should endeavor to obtain a change of venue from the joint action and contest the government case separately.

Indications are that if decisions have not been reached on these and other issues by October 15, the defendants will seek additional time before filing their answers.

The government's readiness to agree to the extension of time for filing answers came as a surprise to many trade circles which were convinced that the television film suit is basically political in nature and that the Justice Department would bend every effort to force it to trial before the November elections.

Support for this view was found in the fact that the Department chose to file the suit in Los Angeles rather than in New York, where the defendants maintain business headquarters. The only apparent reason for the government's choice was that the Los Angeles court docket is much less crowded than in New York, which circumstance promised the government the earliest possible trial date.

With the time extension to October 15 having been granted without objection and with the possibility of further extensions being sought and obtained, together with other legal preliminaries besides the filing of answers certain to arise and to require time for disposition before actual trial of the government suit could be begun, legal observers here yesterday said they saw no possibility whatever of the suit coming to trial before the November elections.

Para. Plan

(Continued from page 1)

and Ethel Barrymore, with a first-run availability date of September 10; "Pine-Thomas" "Caribbean," starring John Payne and Arlene Dahl, available September 24; and "Somebody Loves Me," starring Betty Hutton and Ralph Meeker, with a date of October 1st. All three have color by Technicolor.

These engagements will be offered in competitive negotiation on the same basis as George Raft's "DeMille's The Greatest Show on Earth," Hal Wallis' "Jumping Jacks" and "Son of Paleface," Bob Hope, Jane Russell, and Rogers currently. Initial films to be released under the new plan which calls for seven simultaneous first-runs in Los Angeles and contiguous cities and joint ad campaigns participated in by the theatres and the distributor.

Silliphant Resigns

(Continued from page 1)

Louis will play himself in certain fight sequences but throughout most of the film an actor, for whom a search is now underway, will depict the former champion.
The newly-appointed drafting committee was also charged with blueprinting a system of conciliation to supplement the arbitration system along lines agreed upon by the continuing committee.

Agreement in principle came on such timely issues as competitive bidding, forcing of pictures, violation of contracts, clearances, runs, damages and procedural matters, including appeals and the setting up of machinery for arbitration.

Named to the drafting committee, which is expected to meet in about 10 days, were Herman Levy and Abram F. Myers, representing exhibition, and Robert Perkins and Adolph Schimmel, representing distribution.

As soon as the drafting work is completed, it was announced, the blueprint will be submitted to the arbitration conference for approval.

Complete optimism that the newly-formed drafting committee will not hit any snags was expressed in informed quarters. Another indication of confidence is that no date has been set for reconvening the continuing committee.

Yesterday's meeting climaxed months of effort to inaugurate an arbitration system which began in the spring with the convening of the arbitration conference. The hurdles yet to be met include the submission of the proposed system to the full arbitration conference, its individual member organizations, the courts and


deer.

The first great story of the Korean war, performed by three services and one more, equally vital, for a composite story of the great American newspaper and the men who made it great. The fourth Fuller service performed for this picture, was its selling, and the exhibitor is thereby given, for the first time in his life, a chance to go down to his newspaper office and ask the editor and publisher about the picture before he plays it!

For the writer-producer-director has been in direct touch with every publisher and editor in the country for many months, beginning before the start of production and afterward, in a one-newspaper-man-to-another promotion campaign without precedent. If ever a picture came to market with a pre-conditioned press, this is it.

The story which Samuel Fuller, one-time copy boy for the late Arthur Brisbane and forever a newspaper at heart, utilizes to wrap up preconditions and events in the careers of Joseph Pulitzer, Arnold Bennett, Horace Greeley, Charles A. Dana, Ottmar Mergenthaler and other memorable men of ink concern one Phineas Mitchell, who in 1866 launches a newspaper, without funds but with principle, in competition with the New York Star, a rich publication owned by Charles Hackett, descendant of great newsmen but herself a journalistic misfit. The struggle between the newspapers, and between their publishers, ranges from legitimate competition to violence and riot, with the romantic element present but kept in the background. The leap of Steve Brodie from Brooklyn Bridge and the raising of a fund to build a base for the Statue of Liberty are among the historical incidents dealt with.

Gene Evans, the unforgettable "Steel Helmet" discovery, plays the poor but principled newspaperman, and Marcy Welsh portrays the publisher of the powerful publication which tries to run him out of business. Others in the cast are Beld Kovacs, Herbert Heyes, Tina Rome, George O'Hanlon, J. M. Kerri- gan, Forrest Taylor, Don Orlando, Neyle Morrow, Dick Elliott, Stuart Randall, Dee Pollock and Hal P. have a say.

Running time, 84 minutes. General audience classification. Release date, August 12.

William R. Weaver

the Department of Justice for their approval.

Present at yesterday's meeting were, from exhibition, Levy, Si Fa- and Henderson Rich, secretary of the Arbitration Conference, attended as ex-officio members of the commi-
To safeguard and protect democratic liberties—
This is your job—This is the job of every
American regardless of race, creed or color.
The Motion Picture Division of the Joint
Defense Appeal calls upon you to help the
American Jewish Committee and the Anti-
Defamation League of B'nai B'rith preserve and
defend the American way of life.

Support

JOINT DEFENSE APPEAL

220 West 42nd Street, New York City
Report Prices Not Part of Arbitration

Restrictions on Bidding Curb Distributor Action

Distributors have remained adamant in their refusal to agree to submit disputes over film prices and terms to arbitration, company sources indicated yesterday.

The fact that an agreement in principle on all subjects at issue had been announced at the close of the two-day arbitration conference here Tuesday led many to wonder whether or not distributors had retreated from their position against the inclusion of price complaints in any arbitration system set up for the industry. Semi-official responses to inquiries indicated they had not.

Allied States is on record as unequivocally asking the inclusion of price complaints among arbitrable subjects and the Theatre Owners of America.

Demand A Public Stand on U.S. Suit

The board of directors of the New York Independent Theatre Owners Association has called upon Eric Johnston, president of the Motion Picture Association of America, and the presidents of the motion picture company defendants in the suit commenced by the Department of Justice to compel the sale of 16mm feature films to television to take a public stand with respect to the litigation. Said the ITOA yesterday:

“This is no time for silence on the part of the defendants.”

GPE Quarter Net Rises to $325,452

General Precision Equipment Corp., and its subsidiary companies reported for the three months ended June 30 a consolidated net income of $325,452, compared with $183,035 for the same quarter in 1951.

Net sales were $1,143,566, compared with $763,493 in the previous year’s quarter.

After provision for preferred stock dividends, income was $302,000.

Rembusch Seeks Aid for 5,000 ‘Hardship Cases’

Cleveland, Aug. 6.—A plea that Council of Motion Picture Organizations differences be submerged for industry unity to accomplish repeal of the Federal admission tax in order to keep open approximately 5,000 hardship-case theaters, was made here at an industry anti-tax meeting, by Truman Rembusch, of the COMPO ruling triumvirate.

The 5,000 hardship cases “can survive only by the repeal of this discriminatory tax,” Rembusch stated. He was accompanied here by Robert Wile, secretary of the Ohio Independent Theatre Owners.

“It is necessary that industry unity at the local level be established in order to accomplish our goal,” Rembusch told the branch managers, film salesmen and exhibitors present. In the absence from town of Lester Zucker, local COMPO chairman, J. J. Schmertz conducted the general meeting, which, following Rembusch’s report solicited effort, split into two meetings, of exchange managers and salesmen, and exhibitors.

Walsh Says ‘IA’ Has Licked ‘Red Problem’

Minneapolis, Aug. 6.—IATSE has licked its Communist-infiltration problem, president Richard F. Walsh declared here today in his report to the 41st biennial convention.

He said only two international unions—Local 44, Allied Craftsmen and Local 683, Laboratory Technicians in Hollywood—remain under “emergency international control.”

“Peace and Loyalty have gradually taken the place of fear.”

Anti-Trust Question Kept Alive by FCC

Washington, Aug. 6.—The anti-trust question popped up again in the United Paramount Theatres-American Broadcasting Co. merger case when hearing examiner Leo Resnick asked the Federal Communications Commission today whether evidence on anti-trust activities after Aug. 7, 1948, could be put into the hearing record.

Resnick also asked the Commission to consider a request:

Wage Demands of Equity Cancel Todd TV Show

The experimental theatre retelecast of Michael Todd’s “Night in Venice” show from Jones Beach, slated for tonight, has been called off due to a last-minute hitch with Actors Equity, it was learned here yesterday.

Actors Equity, it is reported, had demanded a full week’s salary for each member of the cast for the half-hour test, arranged by Fabian Theatres, for taping at the Warner Theatre here.

The cost of paying a week’s salary to over 200 members of the cast, in addition to reimbursing members of the orchestra, made the test economically prohibitive, it was pointed out.

The hitch developed after invitations had gone out to leading circuit executives, set manufacturers and producers for a preview at a hotel.

Outline ‘Texas’ Tax Plan at Minn. Meet

Minneapolis, Aug. 6.—H. A. Cole outlined the “Texas plan” to fight the government’s 20 per cent admission tax to 40 guests of North Central Allied at a luncheon held today at the Nicollet Hotel.

Adoption of the plan was delayed, it was reported, because primary in this area still was profound and it would be confusing and a waste of effort to buttonhole losing candidates.

Para. Earnings Up; Maintains Dividend Rate

$1,430,000 Profit Is Listed for 2nd Quarter

Maintaining its common stock dividend annual $2 rate, Paramount Pictures yesterday announced that its board had declared a quarterly dividend of 50 cents per share. At the same time the company reported an increase in earnings in the second quarter, ending June 28, to an estimated $1,430,000 after provision for taxes, compared with a net of $1,421,000 for the same period in 1951. The dividend is payable on Sept. 26 to stockholders of record on Sept. 12.

The earnings represent 61 cents a share on $2,342,096 sales outstanding, compared with 62 cents on $2,302,000 shares outstanding one year ago. Consolidated earnings for the six months ended June 28, computed on the same basis, are estimated at $2,785,000, which is at the rate of $1.19 per share on shares outstanding. Consolidated earnings for the first six months of 1951 were estimated at $2,785,000.

News Flashes

ALBANY, N. Y., Aug. 6.—An application for a television permit for WHP Channel No. 23, assigned to Albany, was filed today with the Federal Communications Commission in Washington by the Schine-owned Patroon Broadcasting Corp., operator of station WPTI since 1948. Two other local radio stations recently filed for the same channel.

WASHINGTON, Aug. 6.—El- lis Arnall, Price Stabiliser, declined to comment today after a talk with President Truman on whether he had resigned from his government post to resume his job as SIMPP president. He said all comment would have to come from the White House.
Personal Mention

WILLIAM J. HEINEMAN, ARNOLD PICKER, and MAX YOUNGSTEIN, United Artists vice-presidents, and Robert B. Sargent, partner in the company, arrived here from the Coast yesterday.

IRVING HELFON, home office assistant to George H. Mck-G-M Western sales manager: H. L. NAHANSON and M. G. M. Pictures of Canada, and Jay Eisenberg, home office attorney, will leave here Sunday for Toronto.

MONSIGNOR JOHN J. MCLAFFERTY, dean of Catholic University in Washington and former head of the Legion of Decency, is in Rome on a pilgrimage to Cinecitta, the Vatican motion picture studios.

MRS. GEORGE H. ORNSTEIN, wife of the United Artists representative in Rome, is in California with her three children visiting May Pickersgill, her aunt.

ROBERT WEITMAN, United Paramount Theatres vice-president, has left on a business trip to Hollywood to call on some of the Catskills for a vacation.

HARRY B. TRUDEL, president of Minnesota Amusement Co., will arrive here from Minneapolis on Monday.

LEONID FRIEDMAN, secretary and general counsel for Loew's, has returned here from England.

NATE SPINDEL, Columbia vice-president, has returned here from the Coast.

Canada Release Set For MOT Films

The March of Time and Astral Films Ltd. of Canada, have announced an agreement for the Canadian firm to re-release the March of Time theatrical films throughout Canada in the fall.

Astral Films will also release the features, "The Vatican of Pius XII" and the "Golden Twenties," as well as the four-color animated shorts, "Hansel and Gretel," "The Tiger's Tail," "The Easter Egg" and "The Wolf and the Seven Kids," made by Europe's leading French animation studio.

Plan Allied Convention

Wither Super, Allied States president, and Abram F. Myers, chairman and general counsel, are scheduled to confer in Chicago next week with Jack Kirsch and Allied convention committee on plans for the organization's annual convention and equipment exhibit to be held there in November.

$80,462 for Jungle Dual

CINCINNATI, Aug. 6.—The dual team of "Watusi" and "Cajun," jungle stories being distributed nationally by National Allied, earned a top $80,462 at the RKO Lyric here during the week ended last Sunday, it is understood.

Calls on 'IA' Membership

(Continued from page 1)

Johnston Says Ohio Fair 'Great Thing'

Eric Johnston, president of the Motion Picture Association of America, said that the exhibitors of Ohio are doing a "great thing" by bringing a motion picture exhibit to the Ohio State Fair.

"It means that they are bringing a great industry right where it needs the telling—the grass roots of America. That's where it reaches the great mass of people and I hope the Ohio example may spread across the country," Johnston adds.

The Independent Theatre Owners of Ohio sponsoring a "Hollywood at the Fair" exhibit at the state fair Aug. 22-29.

Predict Top Kramer Gross for 'Noon'

A gross in excess of $2,500,000, highest for any Stanely Kramer production made by 20th-Fox, is expected by spokesmen here yesterday for "High Noon" on the basis of holdovers in its opening engagements.

M-G-M Art Department Artists, the picture has been given third week holdovers in Boston, Philadelphia, Pittsburgh, New York, Toronto and St. Louis. Holdover engagements are set in Buffalo, Minneapolis, Oklahoma City, Portland, Ore., San Francisco and Milwaukee.

Walsh Says '1A' (Continued from page 1)

returned to Hollywood under Roy Brewer. Walsh said, (Walsh had previously recommended restoring home rule to Local 447) "We are making good progress cleaning up the membership. Many of our members have been held in trust and in a short time expect to restore home rule to both unions.

Their efforts and its members stand committed to do all possible to help stem the tide of Communism.

Krim to Europe

Arthur B. Krim, president of United Artists, will leave here by plane tomorrow for a combined three-week visit in Rome, Paris and London. He will survey branch operations and independent production in three capitals and in Paris additionally will confer with Anatole Litvak, who will produce "Doctor Zhivago" for U. A., the script for which has just been completed.

'Fatima' Music on Air

Three themes from the musical score of Warner Brothers' "The Miracle of Our Lady of Fatima" will be played by the NBC symphony orchestra as part of a program on Oct. 17. Carmen Dragon will conduct the orchestra in interpretations of pieces by Peter Maxwell-Stewart, Max Steiner. The orchestra will play passages of "The Miracle," "The Credo," and "The Vision."
WATCH Charley RUN!

AFTER WARNERS’ WONDERFUL LONG-RUNNING START AT RADIO CITY MUSIC HALL

RAY BOLGER BOWLS ’EM OVER NATIONALLY NEXT WEEK IN

“Where’s Charley?”

COLOR BY TECHNICOLOR

WITH ALLYN McLERIE Screen Play by JOHN MONKS, Jr. Dance and Production Numbers Staged by Michael Kidd Directed by DAVID BUTLER
Anti-trust

(Continued from page 1)

to decide whether or not testimony on Scopophony Corp. Antitrust suit should be included in the record of the hearing.

In an order issued last Friday the FCC outlawed as evidence in the case of any anti-trust involvement occurring before that date. Since there has been no development as to any anti-trust activity since August, 1948, many observers here believe that the anti-trust question was a dead duck.

In Resnick's petition he mentioned three specific anti-trust suits which Commission has not yet decided. The third is the distribution of the 1948-1949 part of the post-1948 anti-trust portion of the record. They are: the government's suit against the Madison Square Garden Corp., three of whose directors are directors of Paramount Pictures Corp.; the suit brought against National Screen Service and Paramount Pictures, among others; and the Milgrim Drive-in case where the defendants gave drive-in theatres the right to bid against indoor theatres for first-run product.

The request for clarification also mentioned a number of previous private anti-trust proceedings which have not been explored to determine whether the anti-trust principles alleged occurred since Aug., 1948.
Paramount reports:

"Carrie" TAKES HER PLACE IN THE SUN AS THE BIG-MONEY LOVE STORY OF 1952...

"Carrie" shapes up magnificently in her first dates! Paramount selected them carefully to prove her magnetic appeal to mass midsummer audiences who everywhere are flocking to see her "seething, passionate love story." (N.Y. Mirror)

And "Carrie" has those beautiful boxoffice legs for long runs—fourth big week at New York Capitol now.

At the Capitol last summer, "A Place In The Sun" began its climb to the top of 1951's grossers. Today in all her dates, "Carrie" is being compared favorably with that great money-hit by both the press and the public.

No wonder "Carrie" is the exhibitor's favorite gal to date today!
Wherever you turn...

YOU'LL SEE THIS 24-SHEET EVERYWHERE IN THE U.S.A.!

20th's Greatest Billboard showing on "Way of a Gaucho" starts Sept. 1st!

DATE IT NOW—AND GET YOUR THEATRE NAME ON THE BOARDS IN YOUR TOWN IMMEDIATELY!

* See your 20th Representative for details.

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!
Report Prices Not Part of Arbitration

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After provision for preferred stock (Continued on page 4)

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The hitch developed after invitations had gone out leading circuit executives, set manufacturers and producers (Continued on page 4)

Schine Affiliates in TV Station Bid

ALBANY, N. Y., Aug. 6.—The Schine-owned Patroon Broadcasting Corp., operator of station WPTV since 1948, today filed with the Federal Communications Commission in Washington an application for a television permit for UHF channel No. 33, assigned to Albany.

Two other local radio stations recently filed for the same channel. Hearings may start in February. The Vancurler Broadcasting Corp., a Fabian subsidiary, is one of two applicants for UHF channel 35 in Schenectady.

Truman Will Report
On Arnall Status

WASHINGTON, Aug. 6.—Price Stabillizer Ellis Arnall saw President Truman today but refused to say whether or not he had handed in his resignation.

Arnall, on leave as head of the Society of Independent Motion Picture Producers, declared that any comment on his resignation would have to come from the White House.
Calls on 'IA' Membership
(Continued from page 1)

for their patriotism and said that not only do they [the IA's] organize but that they have been good for the country because they have protected it from the spread of Communism. The threat of communism is accomplished by a more even distribution of wealth, thereby eliminating the avenues of approach that Communism customarily thrives on.

Thompson told the convention that the union "can do a lot to attack the idea that the motionpicture industry is dying." Management and labor will have to cooperate in convincing the public that theatres are still the best entertainment. He also tackled the problem of government interference, pointing out that television alone was not solely responsible for the slump in business, but that such things as the government's admission tax and the recent divorce decree were hammering the industry.

At the conclusion of Thompson's speech, International president Richard Leiper, a Colorado delegate, said that the union would do its share but that in his opinion, good films, good equipment, and good management do much to cure the industry's ills.

Ben Berger, president of North Central Allied, told the "IA that this was the last chance. If any detailed account of the present plight of exhibitors in view of the fact the subject was covered by C. W. Per- son, Minnesota Amusement, ex- ecutive in an earlier speech, and that Eric Johnston will dwell extensively on the industry's problems in a subsequent speech.

Berger welcomed the delegates on behalf of NCA and the Northwest Theatre Owners Association and asked the audience to applaud when he said that he had always enjoyed "the finest relations" with the IA membership in negotia- tion of its affairs, both individual and as head of the NCA.

Rembusch
(Continued from page 1)

irs elected Leo T. Jones of Upper Sandusky chairman of their division. Jones, who, is a long time district com- mittee member.

Industry in New Haven Area Eaters Tax Battle
New Haven, Aug. 6.—Some 10 theatres in Connecticut were represented at a meeting here to enter the fight for the repeal of the Federal suit of tax. Sixty-seven owners signed the pledge to partici- pate in the movement.

Charles McCarthy of the Council of Film Exchanges, who presided at the meeting, expressed the opinion that the keynote address, with Maurice Bailey and Dr. Jack Fishman of Al- lied urging every theatre to do its best technically and professionally in the industry and others.

Other speakers included the pick-up of Motion Picture Theatre Owners, John McGuffey and Carl Reardon, branch manager of Universal International, who is in charge of collections for participation in the tax battle. Reardon was particularly well liked.

Walsh Says 'IA'
(Continued from page 1)

returned to Hollywood under Roy Brewer, Walsh said. (Walsh has previously recommended restoring home rule to Local 46.) We are making good progress in cleaning up the remaining loyalty disturbances and in a short time expect to restore home rule to Local 46 in our office.

He said IASTE and its members stand committed to do all possible to help stem the tide of Communism.

Krim to Europe
Arthur B. Krim, president of United Artists, will leave here by plane tomorrow for a combined three-weeks' visit in Paris and England. He will survey branch operations and independent production in three capitals and in Paris additionally will confer with Anatole Litvak, who will produce "Vila Flamigna" for U. A., the script for which has just been completed.

Fatima's Music on Air

Three themes from the musical score of Warner Brothers' "The Miracle of Our Lady of Fatima" will be played by radio sta- tions in their areas on a West Coast program on Aug. 17. Carmen Dragon will conduct the music and receive $2,000 for his commis- sion. The music will be played on the national program on Aug. 17, 22, 24, 25, 26, 29, 30, 31, and the airdate, 1st of September, 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 in foreign countries; single copies, 10c.
WATCH CHARLEY RUN!

AFTER WARNERS'
WONDERFUL LONG-RUNNING
START AT RADIO CITY MUSIC HALL

RAY BOLGER
BOWLS 'EM OVER NATIONALLY
NEXT WEEK IN

"Where's Charley?"

COLOR BY TECHNICOLOR

ALLYN McLIEE Screen Play by JOHN MONKS, Jr.  Dance and Production Numbers Staged by Michael Kidd  Directed by DAVID BUTLER
Anti-trust (Continued from page 1)

to decide whether or not testimony on Scophony Corp. of America should be included in the record of the hearing.

In an order issued last Friday the FCC outlaid as evidence in the case of any anti-trust involvement occurring before that date. In this way the FCC aimed to prevent any further developments in the anti-trust activity since August 1948.

In Resnick's petition for certification of the anti-trust activities involved in the government complaints and in several of the pending proceedings, he said, would involve a continuation of the hearings to permit the investigation and then further hearings which might take several months.

The SCA question revolved around the part of the FCC order which put a moratorium on anti-trust activity outside the field of radio communications, and Resnick requested the Commission to decide whether or not SCA testimony was within that field. If the FCC rules that it is, SCA witnesses would probably take up five to seven weeks of hearing time.

A procedure examiner's requesting the Commission for clarification of an order is rather unusual, but in this case the examiner felt it was more time-saving than if attorneys for all the parties filed individual petitions.

The hearing is still in recess pending the FCC's clarification.

Not Part of Arbitration (Continued from page 1)

America took a comparable but less specific stand, Abram Myers, Allied general counsel and chairman, and Herman Levy, TOA counsel, are members of the four-man drafting committee named on Tuesday to complete preparation of the subjects agreed upon.

The formula for the restriction of competitive bidding which appears to have made possible the complete agreement on a rule on Tuesday is believed to virtually eliminate the imposition of competitive bidding by a distributor in any situation in which it is not accepted by exhibitors. It was reported that arbitrary attempts to impose bidding in such situations as those the hearing committee inquired into by exhibitors involved to have the distributor's action subjected to arbitration.

The limitations would apply in situations where exhibitors request bidding or where it is not resisted, it is understood.

The terms of bids may be subject to disclosure but indications are there will be recognition of distributor's right to award a picture to the highest bidder for valid reasons, such as location and condition of theatre, its reputation, operating policies, etc.

Thus, the proposed industry arbitration plan would include such restrictions on bidding as above and make departures from them subject to arbitration as well as any claims that there is over-payment for particular pictures in awarding pictures under competitive bidding and charges that any exhibitor had over-bid or over-paid to de
duce the competitive price in bidding. Under such circumstances, the disputed bids would have to be disclosed to the committee.

Previously agreed upon also were arbitration of complaints of forcing or conditioning, clearance, runs or viola
tions of contracts. The right to ask a distributor to return a picture to the distributor's action subjected to arbitration

Tax Reduction for Minneapolis House

MINNEAPOLIS, Aug. 6—The Edina Theatre, Minneapolis suburban house operated by Ben Friedman, was granted a 20 per cent reduction in assessed valuation by the Hennepin County Board of Review after hearing testimony that the theatre was having rough going due to the large number of television sets owned by the owners. Stanley D. Kane, attorney for Friedman at the hearing, explained the many difficulties that are confronting theatre owners throughout the United States.

Para. Earnings (Continued from page 1)

$28,832,000, which represented $1.23 per share.

The earnings report did not in
de
close the report's share of net profits or losses of partially-owned non-consolidated subsidiaries. Such share re
duced the per share earnings of the second quarter of 1952, compared with a net loss of $290,000 for the same period in 1951 and net earnings of $301,000 for the first six months of 1952, compared with a net loss of $40,000 for the same period of time during 1951.

Todd Show (Continued from page 1)

hikers, asking them to attend the showing. Letters inviting non-ex
guests heralded the showing as a test to clarify whether black-and

Republic Dividend Voted

A dividend of 25 cents per share on preferred stock, payable on Oct. 1 to stockholders of record on Sept. 15, has been declared by the board of direc
tors of Republic Pictures.
“Carrie” takes her place in the sun as the big-money love story of 1952...

“Carrie” shapes up magnificently in her first dates! Paramount selected them carefully to prove her magnetic appeal to mass midsummer audiences who everywhere are flocking to see her “seething, passionate love story.” (N.Y. Mirror)

And “Carrie” has those beautiful boxoffice legs for long runs—fourth big week at New York Capitol now.

At the Capitol last summer, “A Place In The Sun” began its climb to the top of 1951’s grossers. Today in all her dates, “Carrie” is being compared favorably with that great money-hit by both the press and the public.

No wonder “Carrie” is the exhibitor’s favorite gal to date today!
Wherever you turn...

YOU’LL SEE THIS 24-SHEET EVERYWHERE IN THE U.S.A.!
20th’s Greatest Billboard showing on “Way of a Gaucho” starts Sept. 1st!

WAY OF A GAUCHO

DATE IT NOW — AND GET YOUR THEATRE NAME ON THE BOARDS IN YOUR TOWN IMMEDIATELY!

* See your 20th Representative for details.

THERE’S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!
WARN AGAINST OVER-OPTIMISM ON ARBITRATION

Plenty Hurdles Ahead; Start Drafting Aug. 19

Principals in the industry arbitration conference cautioned yesterday against over-optimism concerning final adoption by all parties of the tentative proposals on the basis of the agreements in principle reached by the continuance committee of 10 this week.

It was pointed out that the concord of this week still remains to be put into concrete phraseology by the drafting committee of four, which will begin its work here on Aug. 19. Past experience in reducing agreements in principle to writing indicates that the new drafting committee will have a real task cut out for it.

Assuming the drafting committee (Continued on page 4)

ROTUS HARVEY QUITS WTO PRESIDENCY

San Francisco, Aug. 7.—Rotus Harvey, president of the Western Theatremen Owners Association of Northern California, is an executive of Westland Theatres, with headquarters in San Francisco. He was one of the original group (Continued on page 4)

Abrose, Dunbar and Iannuzzi Promoted

James S. Abrose, Warner Brothers branch manager in Cincinnati, has been promoted to Central district manager by Ben Kalmenson, distribution vice-president. Abrose succeeds F. D. (Dinty) Moore, resigned. Abrose will have headquarters in Cincinnati. Robert H. Dunbar, Jackson branch manager, is promoted to branch manager in Cincinnati. Kalmenson also announced the promotion of Ralph Iannuzzi, branch manager to itself in promoting its own theatre page.

The whole situation can be pinpointed to the fact that Neides, after achieving his goal in getting lower advertising rates for theatremen, did not take it as a personal victory, but followed through with a letter of appreciation on behalf of his company and then increased Blumenfeld ads 32 per cent for its two Peninsula houses, the Manor at San Mateo, and the Belmont at Belmont. Other showmen followed suit. Westland Theatres, instead of carrying two inches each day for the Laurel at San Carlos, tripled the space. Fox West Coast Theatres increased the space also for the Broadway at Burlingame; the Fox at San Mateo, and the Baywood at Baywood. These theatres were actually down to a directory ad most of the time prior to the rate reduction.

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<th>PAPER CUTS RATES, THEN RUNS FREE AD PLUGGING THEATRES</th>
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SAN FRANCISCO, Aug. 7.—Benefits to Northern California theatremen are still being felt as a result of Hal D. Neides’ (Blumenfeld Theatres) successful campaign for lower newspaper advertising rates in San Mateo.

Neides presented as evidence of this a quarter page ad which ran in the San Mateo Times as a salute to the motion picture industry from its publisher. The ad was completely unsolicited and was done at no cost whatsoever to showmen. “Any Night Is Movie Night for the Whole Family,” it said, and followed up with the advice to check the Times nightly for all Peninsula theatre castings. Neides’ reaction to this is that the paper has come to the realization of the importance of the part played by theatres in the community where in the past they were taken for granted, and with this realization, the paper sees advantage to itself in promoting its own theatre page.

FIRST COMPANY STATEMENTS SCORE U. S. 16MM. SUIT

FIRST public reaction of producers-distributors to the government suit to force the sale of 16mm. films to television and other non-theatrical users are contained in letters, some of which are reproduced herewith, inspired by editorials by Martin Quigley on the government action which appeared in Motion Picture Daily and Motion Picture Herald last week.

Spyros Skouras, president of 20th Century-Fox, one of the defendant companies, wrote Quigley:

“This (editorial is) the type we need to bring home to us all the necessity of decisive, concerted action against this suit which, if successful, would prove disastrous to our entire industry.

‘Naturally, we intend to fight it with all our might and it is heartening to know that we have the active support of every branch of the industry with this fight. For years we have protested vigorously against this suit and have pledged their support in helping us to fight it. Indeed, we must fight it because the very existence of all of us is threatened.’

Milton R. Rackmil, president of Universal Pictures, also a defendant, wrote: ‘I sincerely hope that all elements in our industry show the (Continued on page 4)

TEN CENTS

FIRST COMPANY STATEMENTS

SCORE U.S. 16MM. SUIT

Dallas, Aug. 7.—Darryl F. Zanuck, production vice-president of 20th Century-Fox, in a telegram to Robert J. O’Donnell of Interstate Theatres and co-chairman of Texas COMPO Showmen, stated:

‘Reports on bringing out in the clear the truth about the Government suit against major film companies in connection with withholding.

(Continued on page 6)

DALLAS, Aug. 7.—At least 22,000 wires protesting the Department of Justice suit to force the sale of 16mm. films to television and other non-theatrical users will be sent to Washington from Texas alone, E. H. Rowley, president of Rowley United Theatres and chairman of the Texas COMPO committee to fight the suit, said today. The plan was set up by Rowley (Continued on page 6)

TExAS COMPO Maps Wire Drive vs. Suit

ITOA, BRANDT SIGN FIRST ASCAP DEALS

The Independent Theatre Owners Association of New York yesterday became the first exhibitor organization to sign the new ASCAP master agreement which provides for graduated payments by theatres for recorded non-film music.

Signing for ITOA was Harry Brandt, president, who forecast that theatremen throughout the country will follow suit. In addition to inking the contract for ITOA, Brandt also signed a (Continued on page 6)

ALLIED OF ILLINOIS MAPS TAX ACTION

CHICAGO, Aug. 7.—The board of directors of Allied Theatres of Illinois met here and approved plans set up by a group of leading exhibitors, including Jack Kirsch, Dave Wallerstein, Edwin Silverman, Al Kvool, Arthur Schoenstadt, John Jones, and Jack Rose, to support the Council of Motion Picture Organizations’ fight against the 20 per cent Federal admission tax.

It was resolved that “it is the (Continued on page 6)

VFW LAUDS INDUSTRY ON ‘RED’ STAND

Pass Resolution at 53rd National Encampment

Los Angeles, Aug. 7.—A resolution passed by the 53rd national encampment of the Veterans of Foreign Wars at the Embassy Hotel here lauds the motion picture industry for its fight against Communism. The resolution reads:

‘Whereas hearings before a Committee of the United States Congress have disclosed that inflation of the motion picture industry has been and is a primary objective of the Communist Party; and

‘Whereas the motion picture industry has been it’s cooperation with the Congressional committee and by its own acts placed itself in the forefront of the fight against Communism in the United States, and

Whereas the motion picture industry has taken extraordinary financial (Continued on page 4)
**Personal Mention**

Howard Dietz, M-G-M vice-president and director of advertising-publicity, returned here yesterday from the Coast.

Leonard Levy, associated in New Haven law practice with Herman Levy, general counsel of the Theatre Owners of America, has been nominated for the Connecticut State Senate on the Republican ticket.

Douglas M. Kirby, Southern division credit manager for Altec Service Corp., will fly to Chicago today to attend the opening party for the Cook County Health, held at the home of Mr. and Mrs. M. A. Roven, Sunday, to Robert Comstock of the U. S. Air Corps. •

Murray Melson, assistant to Maurice Grad, Columbia’s short subjects sales manager, and Mrs. Melson announce the birth of a second child, a girl, Robin Ellen.

Thomas E. Shub, Jr., has resigned as advertising and publicity manager of Counterpoint magazine in San Francisco, and will shortly leave for a trip East.

Bernie Eyens, M-G-M press representative in the Kansas and surrounding territories, returned Monday from the Los Angeles Hospital, Toledo, recovering from a sudden illness.

Mike Simon, assistant to H. M. Richay, M-G-M exhibitor relation head, will attend a meeting of Warner theatre managers in Pittsburgh on Tuesday.

Mrs. Joseph Frederick, wife of Columbia’s sales accounting department manager, gave birth to a girl on Wednesday at Lebanon Hospital here.

Ray Richmond, National Screen Service salesman in San Francisco, will attend the Advertising Manager of Oakland on Aug. 31.

Ed Harrisson, manager of the Bijou Theatre, Springfield, Mass., is on a leave of absence. Ralph Carena is relief manager.

Jack Lewis, Universal studio salesman in Cleveland, has been assigned to the Pittsburgh branch in a sales capacity.

Herman Ripp, field assistant to Jack Byrne, M-G-M’s Eastern sales manager, will return here today from Buffalo.

Jack Shandrow, musical director of Filmsic, will leave here to visit his branch office in Hollywood.

Isador M. Raffo, Baltimore exhibitor, and his wife are touring Europe for a month.

Richard Harper, M-G-M circuit sales representative, has been named a Kentucky Colonel.

E. M. Saunders, M-G-M assistant general sales manager, is vacating in vacation.

**'King Kong' Sparks Business Upswing at Chicago 1st-runs**

Chicago, Aug. 7.—The sensational release of “King Kong” at the Balaban and Katz United Artists Theatre here yesterday highlighted a resurgence of business at Chicago first-runs, as the local theatre executives took out their books to compare current receipts with those of top-grossing pictures of the past few years.

By the time the United Artists box-office opened yesterday morning at 8:45 over 500 persons were waiting in front of the box office, two hours in the morrow, and the box-office revenue is the highest been seen in the past few years. 

Returns from outlying houses are mixed, however, as the Balaban and Katz was run for this past year, until today, they will do. Business is doing better than it was at this time last year. Other circuits and independent theatres are running a little behind last year, although business is much better than it was at this time last year. Other circuits and independent theatres are running a little behind last year, although business is much better than it was at this time last year.

**New ‘Hall’ Record Set by ‘Ivanhoe’**

M-G-M’s “Ivanhoe,” in its first week at Radio City Music Hall, set a record for the house by grossing $176,000.

In pre-release engagements in out-of-town situations the picture also is setting house records, it was said.

Only two pictures at the Music Hall have ever topped “Ivanhoe” in grosses.

“Song of My Mother,” which was played over the New Year’s holiday of 1952, did $180,000 in its opening week. The film played five shows a day “Ivanhoe” for its play schedule.

During the Easter holiday of this year, “Singin’ in the Rain,” playing four days, grossed $178,250 in its opening week.

**Dreamboat’ Heading for $103,000 in 2nd Week**

By 3:00 P.M., yesterday 20th Century-Fox’s “Dreamboat” was heading for a second week’s gross at the New York Theatre of $103,000, according to David T. Katz, executive director of the theatre. Earlier in the afternoon the picture was $400 ahead of the previous week’s take of $102,000 after setting a new non-holiday weekend record for the theatre in a two-week. “Dreamboat,” is not being held a third week, but will have its engagement extended through Aug. 19.

**Sudden Fear’ Opens Big At Loew’s State Here**

“Sudden Fear,” which opened at Loew’s State today here yesterday, is heading at 9:00 P.M. for a robust opening day’s figure of $10,000. Joan Crawford, who stars in the picture, personally greeted the first 3,000 patrons with autographed portraits.

Setting a record at the house, 1,148 persons paid to attend the screening 40 minutes after the box-office opened, according to RKO Radio.

**One Year to Prepare ‘Commandments’**

Pre-production work on “The Ten Commandments,” Cecil B. DeMille’s next production, for Paramount release, will require at least a year, he estimates, with actual shooting scheduled to start late in 1953.

It will have color by Technicolor, and, according to a joint statement issued here yesterday, “it will be produced on the same lavish scale as The Greatest Show on Earth and ‘Samson and Delilah,’ with a cast of stars of international calibre and a budget adequate to possess the quality and spectacular value that have earned for De Mille the title of Hollywood’s Master Showman.”

De Mille’s silent “Ten Commandments,” produced in 1923, was the first “talk” film ever made.

**Correct View on Ohio Sales Tax**

Columbus, O., Aug. 7.—Ohio state sales taxes on concessions must be paid on each transaction over 40 cents unless the concession stand is operated by someone other thanise exhibitor. Mayor Robert Wilke, executive secretary of the Independent Theatre Owners of Ohio in an interview, said it is a rule that affects many Ohio drive-ins.

“In other words,” continued Wilke, “if you run your own concession stand, you are consuming food on your premises. If someone else runs the stand, the people buy food on their premises and consume it on yours. In the first case, the sales tax must be collected; in the latter case it does not.”

**FCC Hearings May Wind Up on Tuesday**

Washington, Aug. 7—If by next Tuesday the Federal Communications Commission gives a negative answer to hearing Examiner Leo Rossin’s request to review FCC’s recent order, the three United Paramount Theartres-American Broadcasting Co. hearing, Resnick will probably close without a record. Those exhibits that are submitted will be introduced, FCC attorneys believe.

If the Commission rules the admissibility of SCA and post-1946 anti-trust evidence, the next session of the merger hearing, which is set for Tuesday, will probably swing right into those fields.

**Upstate House Reopens**

Albany, N. Y., Aug. 7.—The Cameo in Schenectady reopened tonight after a five-week shut-down. It is operated by Syd Dvore.

**New York Theatres**

FRIDAY AUGUST 8, 1952

*Motion Picture Daily*
How BIG is "IVANHOE"?

Cleveland, Houston, San Francisco, Evansville, Atlanta give the answer to this question!

First 4 days
45% BIGGER Than SHOW BOAT"

First 4 days
38% BIGGER Than "BATTLE-GROUND"

Opening
21% BIGGER Than "QUO VADIS"

First 4 days
22% BIGGER Than "GONE WITH THE WIND"

First 4 days
BIGGEST NON-HOLIDAY GROSS IN HISTORY OF MUSIC HALL, N. Y. (10 year M-G-M attendance record!)

This is the Biggest Attraction in M-G-M history! It is Big for the entire Industry which it has lifted to the skies!

M-G-M presents Sir Walter Scott's "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
Arbitration

(Continued from page 1)

can agree to its own satisfaction on language, its work must still be approved by the conference committee. That is where the last draft effort ran into its greatest difficulties and brought the entire arbitration effort to a standstill.

However, should the draft clear the arbitration conference hurdle, it was pointed out that nothing would preclude the approval of the individual principal concerned—individual companies as well as distribution, per se; individual exhibitors or exhibitors' organizations—by their boards of directors or membership, as each may decide.

If a proposal approved by the principals, it will then require the approval of the Department of Justice and the three-Judge Federal statutory court here. A very short time from now, theбеж part of the act would be in effect. It was pointed out that the provisions of the act would be in effect.

A couple of months ago, the Allied States board chairman and general counsel, who was a participant in the conference committee's sessions here this week and is a member of the four-man drafting body, who started its work August 19, said yesterday that, "speaking only for myself, I represent the drafting committee when it is agreed that 'agreements' were reached. My personal concern is that I do not want the Allied members to think that their representatives have committed them without the approving action of the board of directors. There can be no agreements except as the board of directors of the organizations represented at the conference may approve the final draft of an arbitration plan.

Column Viewpoint

Myers disclosed that because of this cautious viewpoint, the conference committee had instructed that the word "agreement" be stricken from the proposed release issued last Tuesday. The conference committee obviously was in accord on what should be incorporated in a final draft for consideration by the full committee later but, it was learned, one faction, which included Myers, was opposed to saying that a "conference committee of both—can even among members of the committee.

Although that view eventually prevailed, the conference committee members in disagreement on the subjects which had been discussed.

Myers' insistence upon the technical acumen in some quarters to the absence from the proposed arbitration plan of provision for submission of complaints concerning film prices and terms to arbitration, a subject that both the Allied national convention and the board of directors are on record as favoring. It is generally believed, however, that price complaints of some type will be handled under an agreement and plan to be established as an auxiliary of the arbitration plan.

Rotus Harvey

(Continued from Page 1)

which formed the WTO (formerly the CCEA) in 1954, was still held six months after its approval in the original agreement, the WTO will reelect a new board of directors at its annual meeting on August 6. The board is composed of representatives from the major studios, distributors, and exhibitors.

WTO's new president will be elected at the next board of trustees meeting, the date of which has not been set.

MOTION PICTURE DAILY

Friday, August 8, 1952

NSS Handling N. E. "JimmyFund"Trailer

Boston, Aug. 7—NATIONAL Screen Service is again handling the New England distribution of the "JimmyFund" trailer, which will be shown in the theaters in New England to help raise funds for the Children's Cancer Research Foundation, the local industry's charity, Arthur Lockwood, general chairman of the campaign, reported.

The trailer, entitled, "The Wonderful Ones," starring Loretta Young, was produced by Hy Fine at the Public Coast studio.

Meanwhile, Ben Domingo of the RKO Keith Memorial Theatre; Dan Fagler of the Colonial Theatre; Association; and Edward Cantor of American Theatres Corp., have been appointed theatre chairmen for the Boston campaign.

Dates Sept. 1-14

The official dates of the drive are September 1-14, but many theatre chairmen and salesmen throughout New England have already begun activities.

Although collection in theatres will not begin until the last week in August, the Allied-M-G-M, creek, including Hatton Taylor, of RKO Radio, chairman and co-chairman of the salesmen's drive unit, have thus far set up an extensive plan for salesmen from exhibitors throughout New England to take up audience collections.

VFW Lauds

(Continued from page 1)

and legal risks in eliminating Com- munist influence from the industry and at great cost has eliminated identified subver- sives from the ranks of its employees, and

"Whereas the motion picture industry has defeated the objectives of the Communist Party in Hollywood, and

"Whereas the motion picture industry has successfully resisted the influence of the Communist Party in Hollywood, and

"Whereas the motion picture industry has produced a considerable number of anti-Communist films,

Therefore be it resolved that the 53rd annual convention of the VFW commend the motion picture industry for its efforts in fighting communism, and

"Therefore be it resolved that the 53rd annual convention of the VFW commend the motion picture industry for its efforts in fighting communism, and

"Therefore be it resolved that the 53rd annual convention of the VFW commend the motion picture industry for its efforts in fighting communism, and

Postpone WTO Meeting

San Francisco, Aug. 7—The board of directors of the Western Theatres Owners has postponed the 1952 annual convention scheduled for February River Inn in San Francisco, California. The new date will be announced soon.

30-City N.E. Opening Set

Boston, Aug. 7—"Cudden Fear" will be released in 30 key cities in the New England area in a saturation booking on August 20. The film will be exploited exclusively on television stations in New England.

Reviews

"Rainbow Round My Shoulder"

(Columbia)

A PEEK BEHIND the movie-making scenes in Hollywood plus some rousing vocalizing by such popular song stylists as Frankie Laine and Billy Daniels are offered in "Rainbow Round My Shoulder." These are the songs and some of the dialogue by film veteran, Johnny Mack Brown.

The picture is produced by the well-known comedian, Bob Hope, who appears in the film as an extra. The film is directed by Henry Haney, who is also the producer. The film is produced by the M.G.M. studio, which plans to release it in the fall.

"The Kid from Broken Gun"

(Columbia)

CHARLES STARRET once again doubling as The Durango Kid, proves himself in the great outdoors as well as in a courtroom setting. This is one of the few films that has a plot that is built around gunplay, a villainess, and a woman in distress.

The film is directed by Waldo Salt, a former writer for the New York Times. The film is produced by the Republic studio, which plans to release it in the fall.

Set Photo Equipment WB Promotions

(Continued from page 1)

WASHINGTON, Aug. 7—The Defense Production Administration has set an objective of $8,000,000 as the amount of expansion desired in motion and still photographic equipment production.

This increase is over Jan. 1, 1951 capacity. DPA officials said they had no estimate of what the capacity will be on that date. Establishment of the goal is necessary so that DPA can provide government assistance to firms wanting to expand production. Most of the $8,000,000 expansion in the film equipment field has already been taken up, DPA officials indicated.

Francis Bruised

Francis the man and star of the Francis series of motion pictures produced by Universal International and cut and bruised of the legs when the trailer in which he was riding jack-knifed on the road between Providence and New York. Starting today the trailer will make appearance at the Globe Theatre here, "Francis Goes to Town," with a sequel that house next Friday.

New deRochemont Film

Richard deRochemont, who recently joined Transfilm, Inc., has announced that he will produce Henry James' "The Ambassadors." The picture will be filmed in a New England setting, with a cast of unknowns.
GOOD-BYE!

HELLO!

It won't be long now—
Football fever will again sweep the nation!
M-G-M's ready with a sock football short subject,
Pete Smith's "Football Thrills"—
Packed with the high-spots of last season's top games,
Thirteen spine-tingling contests in capsule form.
Book it now and be ready when the time comes!
It's live-wire showmanship to play "FOOTBALL THRILLS".
First Company Statements

(Continued from page 1)

same forcefulness in dealing with a matter which hits at the very core of free enterprise, and on the score of injustice has, in my opinion, no parallel in this or any other country."

Steve Brown, president of Monogram-Allied Artists, wrote: "I have heard much comment recently restating the government’s latest antitrust suit which threatens our entire industry. In no discussions has there been such a forceful and sensible denunciation of the government’s stand as contained in your editorial."

Alfred E. Daff, executive vice-president of Universal, said: "For once, I am sure, our industry will be united in a fight and I hope that the conduct of our defense will be such as to discourage any further vicious attacks on private enterprise and the whole structure of an industry that has served its government so well and received so little recognition for what it has done.

We have, in the past, been almost defenseless in our attitude toward iniquitous actions of all quarters, but perhaps this latest outrage will spur our industry to the offensive rather than a passive defensive policy which seemed to have governed us in the past."

Y. Frank Freeman, vice-president of Paramount Pictures, not a defendant in the government suit, wrote: "I heartily concur with the view you express in your editorial, "A Call to Arms."

Aug. 1"

Numerous other expressions were in the same vein.

Texas Compo

(Continued from page 1)

ley’s committee calls for protests to the Attorney General, Texas Congressmen and the President by every Texas exhibitor and theatre employee, the Texas exhibitor is pledged to enlist a minimum of 10 business men, civic leaders, mayors and Chamber of Commerce officials to join in forwarding protests.

Kyle Rorex, executive director of Texas COMPO, announced that the district organizations in Texas which have been set up to work for the repeal of the 20 per cent Federal amuse ment tax to further combat the government suit. Aiding in the campaign planning in addition to Rowley and Rorex are: H. A. Cole, president; T. O. Donnell, Claude Exell, H. P. Griffith, Phil Isley and Paul Short.

Allied of Illinois

(Continued from page 1)

opinion of this board that when and if the tax is finally repealed, the decision may have to be made either to retain the savings or to pass it on to the public should it pass each individual theatre owner."

Payments by individual theatres range from $10 for theatres with under 500 seats to $100 for theatres with over 2,500 seats, plus one cent per seat to the local campaign.

Connecticut Showmen

Name Tax Committee

Hartford, Aug. 7.—The following will serve on the Connecticut COMPO 20 per cent tax campaign committee: Harry F. Shaw, Loew’s Poi- New Theatre; Henry Feinstein, Warner Theatres; Morris Bailey, Bailey Theatres; Dr. Jack Fishman, Fishman Theatres; Albert M. Pickos, regional vice-president of the TOA; Herman Levy, executive secretary of the MPTO of Connecticut and general manager of the TOA. The original committee was: Joseph A. Adorno, son of Sal Adorno, Sr., general manager of M. & D. Theatres, and John Pavone of Monogram.

Kansas City Territory

Meets on Tax Drive

KANSAS CITY, Aug. 7.—Branch managers and salesmen of the Kansas

Zanuck Labels

(Continued from page 1)

product from television. I am con- vinced that your position is correct and actually I anticipated this type of pressure from the present Administration.

When I accepted joint chairmanship with Samuel Goldwyn and Jack Warner of the "Eisenhower-for-President" movement in Southern California I was aware of the position of some of my Democratic friends pointedly told me that I was making a mistake and when I took several steps with me to attend the Eisenhower rally in Denver I was again advised that this action on my part would not only have the effect of the Talt forces or the present Administration. The filing of this preposterous and un-American suit indicates that appar- ently my Democratic friends knew what they were talking about."

Tell Stevenson He is ‘Well Supported’ in Hollywood

SPRINGFIELD, I11., Aug. 7.—Gov. Adlai Stevenson, Democratic nominee for President, was told here yesterday that he is "well supported" in Holly- wood.

The advice came from M-G-M writers Leonard Spiegelglass and Allen Rivkin, who called at the Governor’s mansion and had a half-hour session with Stev- enson. They said they told him the film coloring was expected about 50-50 between the two contenders.

$30,000 for Gleason

Boston, Aug. 7.—Jackie Gleason, appearing at the RKO Boston Theatre, will end a week’s engagement tonight with a gross of $30,000. Gleason worked on a 50 per cent-of-the-house basis and no guarantee.

City exchange area met here and set up the assignments for collecting contributions for the campaign aimed at the elimination of the admission tax. William Gaddoni, distributor chairman, presided. Representatives of the exhibitor group were present, reporting plans for making contacts with exhibitors and promoting the project, including setting up committees in all towns and interviewing congressmen. The exhibitor committee present in- cluded Jay Wooten, Jack Braunagle and Richard Broux.

ASCAP

(Continued from page 1)

separate contract for his own circuit of 115 theatres.

Under the ITOA agreement, it was explained, individual members of the organization can elect to sign or not sign the yearly contract. It was made clear, however, that M. Collins, ASCAP sales manager, that ASCAP would guard against any infringement of music copyrights by theatres playing such films during intermission hours, or at other times.

It was acknowledged that during the last eight months of negotiations with theatre executives, the playing of ASCAP non-film, recorded music without compensation had occurred.

Brandt also said that producers, said that theatres now need not be dependent on music in the public domain. The ITOA president said he would begin talks with ASCAP on music rights in vaudeville houses.

Brandt also said the new pact as making the possible for the wide use of ASCAP music in the promotion of pictures, citing the utilization of the songs in "High Noon" to sell that film to the public.

ASCAP’s Collins pointed out that the new master agreement was a vol- unteer contract and that exhibitors not wishing to play ASCAP music need not do so. Collins declined to estimate yearly revenue to ASCAP from this source, explaining that this year would be the first time the schedule of payments would be in.\non.

On the licensing agreements with major producers, Collins said that most production companies either have signed or are in the process of signing new contracts covering a 12-month period with ASCAP. Among others present at the signing of the contracts was Otto A. Harbach, ASCAP president.

The schedule of yearly rates for theatres, which was reported previ- ous in Motion Picture Daily, follows: Four-wall theatres: Up to 600 seats, $15; over 600 seats, $24; 1,201 to 1,600 seats, $36; over 1,600 seats, $48. Drive-in theatres: Up to 350 cars, $36; 351 to 650 cars, $48; over 650 cars, $60.

RKO Radio Sues Writers

RKO Radio has brought suit in Fed- eral District Court in New York against writers James H. Montgomery and Harry Tierney, alleging that they failed to deliver the motion picture rights to their play, "Irene." RKO stated that the writers breached a contract signed by them and asked the court for a judgment calling upon the defendants to deliver the assign- ment to the play.

Dunlap Gets ‘Pocahontas’

Hollywood, Aug. 7.—Scott R. Dun- lap will produce "Pocahontas" for Allied Artists in color, with James S. Burket directing. The story, by Ste- ve Swan, was acquired June 6, the studio revealed.
New NBC TV Film Division Is Set

The top organization for the newly-created film division of National Broadcasting has been set by Robert W. Sarsoff, vice-president in charge of the division, who reports that John B. Cron, formerly manager of film syndication sales, has been named manager of television film sales in the new unit.

Stanton M. Osgood, formerly executive assistant to the director of television operations, was appointed manager of television film production, Cron and Osgood will report to Sarsoff.

John W. Kiermaier, formerly assistant to the director of production units, was named assistant manager of television film production, reporting to Osgood.

Benjamin Rauch of the NBC legal department, and Robert Anderson of the controller’s office, have been assigned to the new film division.

Governor TV Attractions has set its “Papa Bear News Reel Show” in ten television markets via ABC-TV . series consists of 26 episodes. Armand Schenck has completed plans to release to West Coast TV station, “Hell’s Devils,” starring Alan Ladd. A. S. Productions is currently arranging release schedules for Eastern and Southern markets. Maybe he’s doing too many shows and is just tired but on his five minute “Sports cast” via NBC-TV Wednesday nite, Buster Crabbe fluffed repeatedly and then wound up his tribute with, and we quote: “To Leo Durocher: I take off my hand” unquote: Gabe Heatter’s contract at Mutual has been renewed and the optimistic WORDslinger will be around right through 1958. It isn’t news that ABC’s ace announcer-narrator-news-caster George Ansbro made the round trip on the liner United States (for we hear tell that quite a few other fortunate showfolk also honored Capt. Harry Manning with their company) but this IS news. George proved as adept with his feet as with his speech when he capped first prize in the Viennese waltz contest on board. His partner was ABChief of the literary department, Margaret Marnell.

ONCE IN A GENERATION ... ENTERTAINMENT LIKE THIS!

“What did you say your name was?”

“Mary Kate Danaher...and don’t be gettin’ any notions in your head!”

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD
A REPUBLIC PICTURE

Production Spurts, 36 Before Cameras

Hollywood, Aug. 7.—The production index showed a five-point increase this week for a total of 36 pictures in work. Ten new pictures were started and four were completed.


Completed were: “I Love Melvin,” Metro-Goldwyn-Mayer; “Kansas Pacific” (Allied Artists) and “Down Periscope” (Allied Artists-Lindley Parsons), Monogram; “Seminoles,” Universal-International.

500 Attend ‘4A’s’ Merger Meeting

The merger plan of the “4A’s” as drawn up by experts from the University of California and Cornell was outlined here yesterday at a membership meeting at the Park Sheraton Hotel, attended by 500. Boards of the American Guild of Variety Artists, the American Federation of Radio Artists, Actors-Equity and Chorus Equity will now take up the proposal to pass the plan on to their respective memberships for adoption or rejection.

“A natural for capacity business. says BOX OFFICE
WHERE HE GOES... THERE GOES HER HEART!
FLYING WITH HIM... FIGHTING WITH HIM...
AND LOVING HIM EVERY INCH OF THE WAY!
FOR THIS IS THE REAL THING... IT'S THE MOST
EXCITING ACTION PICTURE EVER MADE!

HOWARD HUGHES
PRESENTS
ONE MINUTE TO ZERO

STARRING
ROBERT MITCHUM
ANN BLYTH

AN
EDMUND GRAINGER
PRODUCTION

WITH
WILLIAM TALMAN • CHARLES McGRAW • MARGARET SHERIDAN
DIRECTED BY TAY GARNETT • WRITTEN BY MILTON KRIMS & WILLIAM WISTER HAINES • PRODUCED BY EDMUND GRAINGER

AND SHOWMANSHIP
NATIONAL ADS!

FIVE DIFFERENT STYLES OF FULL PAGE ADS—ONE FULL PAGE IN LIFE, LOOK, S. E. P., COLLEIER'S, TIME, NEWSWEEK;
EBONY, AM. LEGION MAGAZINE, V.F.W. MAGAZINE—THIS WEEK SUNDAY SUPPLEMENT IN 31 CITIES AND
AMERICAN WEEKLY SUPPLEMENT IN 22 CITIES FOR A SMASHING TOTAL OF 42,387,769 CIRCULATION!
Tradewise...

By SHERWIN KANE

MEMBERS of the continuations committee of the industry arbitration conference were in spirited disagreement at the close of their successful two-day meeting here last week over the weighty issue of whether or not they should use the word "agreement" in their press release to describe the meeting of minds that had been achieved.

Even though the 10-man group had reached agreement on the matters which should be incorporated in a draft, work on which is scheduled to start here next week, those opposed to so informing the press argued that there can be no agreements until the principals have applied their minds.

The "nays" had it and their position became even more vociferous when the committee’s statement to the press meticulously refrained from mentioning anything that had been agreed upon.

Thus an effort was made to withhold from the industry the news that an accord had been reached in committee for fear that some might mistakenly suppose it constituted an "agreement" on something the committee had no intention of disclosing. Moreover, the industry is fully aware of the entire procedure for approval which must be pursued before any agreement on arbitration becomes binding.

Despite the committee’s overcautious stand, reportorial persistence brought to light the agreement in principle, meaning only a meeting of minds of committee members, that had been reached at last week’s sessions. When this fact was duly reported, it was repudiated by some committee members and the hassle among others was resumed.

The fault, if any, lies with the press policy espoused by the arbitration conference. Its sessions from the start have been closed to the press. No provision is made for interrogation of participants. A carefully censored handout is prepared for the press after the sessions and formal agreements not to talk are entered into by the participants.

What seems to rankle is that despite all these precautions, some facts manage to emerge, free of the technical colorations preferred by some.

N. Y. Times Editorially Scores U. S. 16mm. Suit

THE following editorial, entitled "TV and the Movies," appeared in the New York Times of Friday, Aug. 8. Because it presents so lucidly for public understanding of the Times' vast readership some of the failings of the government's ill-advised anti-trust suit to force the sale of 16 mm. films to television, Motion Picture Daily reprints the editorial in full, by special permission of the New York Times.

The Department of Justice has started an anti-trust suit against a number of Hollywood motion picture producers for the express purpose of forcing them to make their films available to television. In our opinion it is a suit born of faulty bureaucratic thinking that clearly flouts economic reality.

The department is asking the producers to sell to television the 16mm. duplicate prints of the 35 mm. films normally shown in the motion picture houses. Traditionally, these prints have been shown in churches, clubs and military service camps, and the producers understandably have imposed restrictions on their use lest they

(Continued on page 4)

TOA Sets Nominators and Pre-convention Session

Challengers for 'IA' Posts Are Defeated; Brennan Reelected

MINNEAPOLIS, Aug. 10.—The two contested elections, first in the IATSE officials since 1946, ended in victories for both incumbents, James J. Brennan, president of Local No. 1, Stage Hands union, New York; and Felix D. Snow of Kansas City, both IATSE vice-presidents for many years.

The unsuccessful contestants for the Brennan and Snow posts were Vin: (Continued on page 4)

"Kilimanjaro" Set For Pre-Release

"The Snows of Kilimanjaro," produced by Darryl F. Zanuck as his only personal production for 1952, will be made available by 20th Century-Fox for pre-release engagements to a number of selected theatres in a limited number of large cities beginning early in October.

The announcement by Al Lichtman, director of distribution marks (Continued on page 4)

Arbitration May Lead Allied Agenda

WASHINGTON, Aug. 10.—Consideration of an arbitration plan—if one is ready—will probably lead the agenda of Allied States’ November convention, along with plans to aid the Council of Motion Picture Organizations’ tax fight, and discussion of the 16 mm. anti-trust suit.

In an announcement made over the weekend Allied General counsel Abram (Continued on page 4)

Ohio Censors Hit for Free Speech Denial

ATTORNEY-GENERAL GIVEN TWO WEEKS TO REPLY

TOLEDO, Aug. 10.—The attorney-general of Ohio was given two weeks within which to file a brief defending the State’s censorship law, labeled "unconstitutional" Friday by exhibitor Martin G. Smith, counsel in the Municipal Court hearing on the newssheet test case, brought about through the cooperation of the Independent Theatre Owners of Ohio and the Motion Picture Association of America.

Smith, the defendant in whose Westwood Theatre here the newssheet at issue was shown, entered a plea of not guilty.

The major portion of Friday’s hearing was taken up by Walton C. Ament, vice-president and general manager of Warner News, Inc., called by the defense as an expert newsread witness. Ament on the stand outlined the history of newssheets, their

(Continued on page 2)

NEWS FLASHES

WASHINGTON, Aug. 10.—The construction of the following five drive-in theatres was approved by the FTC over the weekend: Blatt Brothers’ Mercer County Theatre Corp., Wayne Township, Pa., $13,848; Little Flower Drive-in Theatre, Ottawa, 0., $15,000; Albert Rains, Houston, $50,000; and Golden Spike Drive-in Theatre Corp., two drive-ins at Omaha at a total cost of $19,000.

HARTFORD, Aug. 10.—Boxoffice receipts in many independent and circuit theatres throughout Connecticut were sent soaring in the past several days as a result of the rainy weather, some putting up the SRO sign.
**Personal Mention**

SPYROS P. SKOURAS, president of 20th Century-Fox, is scheduled to leave here for the Coast today or tomorrow.

Y. FRANK FREEMAN, Paramount vice-president and studio head, arrived in New York over the weekend from Hollywood to discuss with publisher and Motion Picture Journal editor and publisher, President Eisenhower in the studio. He was accompanied by his son, Y. Frank Freeman, Jr., associate producer of George Pal's "Houdini."

MONROE R. GOODMAN, executive associate, announced that the president of Paramount Film Distribution Corporation, will return here today from a two-week vacation.

LEONARD HIRSCH, home office assistant to Ruby Berger, M-G-M Sales manager, is due back today from a New Hampshire vacation.

WILLIAM PINE, producer, arrived in New York over the weekend from the Coast and today will go to Philadelphia.

JACK WARNER, Warner Brothers production head, left here for the Coast over the weekend.

CHARLES DIETZ, M-G-M field representative in Detroit, is due here today for a vacation.

Abe Olman, head of M-G-M's musical exploitation, has returned here from his vacation.

Rainey Purslow, M-G-M Pittsburgh manager, left here over the weekend for that city.

**Arbitration**

(Continued from page 1)

F. Myers said that an arbitration plan “may be of consideration” at that time and that Allied’s board of directors authorized the chair, president and members to bring about a new plan of arbitration. He did not feel that the convention was acting on the plan.

Pointing out that the convention would follow the national election, Myers said that the plan would be feasible plans for bringing in a new board of administration and a new convention “the strong authority to act for the industry.”

The convention advisory committee will meet in Chicago Wednesday and Thursday to plan for the year. The convention committee is general manager of the National Association of Allied, whom the convention has been a strong supporter of the convention on acting.

The convention is now being run by the National Motion Picture Association of America, which has been at the forefront of the movement for the industry to act on the plan.

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**Uses Fight Theatre Telecast as Argument in Ohio Censor Case**

Toledo, Aug. 10.—The new medium of theatre telecast highlighted the defense brief submitted Friday in Municipal Court here in the newsreel censorship test case. The brief pointed out that the Robinson-Maxim bout was seen via theatre TV at the Albee Theatre, Cincinnati, without prior censorship or being subjected to taxation. “If the same prize-fight had been shown here on this or any day in the same theatre, then the Division of Film Censorship would have insisted on licensing and collection of fees,” the brief stated.

The defense also pointed out that “a film can be run in a television studio any place in the country and reproduced in every home in Ohio that has a television set and there is no attempt at censorship or taxation.”

**COMPO Dues Drive Gets Head Start**

Advance work by sales forces in many parts of the country has given the Council of Motion Picture Organizations’ drive for dues, which officially will continue throughout the week, a substantial head start, it is learned.

Nearly drams the drive organized in many exchange territories that would have come in rounds last week were able to begin the col- lation of pledge slips, it is understood, a few days in advance of the official opening of the drive, with the result that the campaign has received a strong momentum. With the cooperation of all distribution companies, sales forces have been instructed to devote all of their time to it, or as much as may be required, to complete the solicitation work this week.

To Match Exhibitors

For every dollar subscribed by exhibitors, the COMPO distribution will make matching contribution to COMPO. While the bulk of the membership dues payments will help finance the advance campaign for the 20 cent Federal admission tax, the drive is a general COMPO project. In the case of the way of dues payments has made its way into the COMPO treasury in recent months to finance all of the national audio drive, the national dues drive this week is being counted upon to remedy that deficiency as well as to provide funds for the industry’s anti-tax effort.

With H. A. Cole of Dallas and Pat McGee of Denver, co-chairmen of the tax campaign, syndicated advertising Gilmore flight with COMPO headquarters here, no action has been taken to date on the long-contemplated designation of a campaign coordinator, a full-time paid post. Under consideration for the office have been H. C. Richey of Iowa, Screen Service, Maurice Bergman of Universal and Sam Shain, public relations adviser. Unavailability of all three men is, if a choice, it is said.

The COMPO dues plan is as follows: theatres over 1,000 seats, $750; 500 to 1,000, $1,000; 250 to 500, $1,500; 225 to 250, $2,000; 150 to 225, $2,500; 125 to 150, $3,000; 100 to 125, $3,500; 75 to 100, $4,000; and under $75, $4,500.

**Schimel Not Going To UNESCO Meet**

Due to pressure of business affairs, Adolph Schimel, vice-president for UNESCO, has called off his scheduled trip to Geneva, Switzerland, where he was to meet official representatives of the United Nations Educational, Social and Cultural Organization, UNESCO, and discuss the problems of newsreel and motion picture films in general. Mr. Schimel was to discuss the problems of newsreel and motion picture films in general.

He is scheduled to attend a general conference of the ASCAP, left here at the week-end for the conference, which starts today.

**SWG to Hold ATF Strike Rally Tonight**

HOLLYWOOD, Aug. 10.—The Screen Writers Guild has completed plans for a rally tomorrow night for the strike against the Alliance of Television Producers. At the rally the SWG will formally propose an amendment of the $1,500-a-week salary of its members working in motion picture studios to finance the strike.

**Hit Ohio Censors**

(Continued from page 1)

coverage, their worldwide facilities and the role they played during the war.

A brief submitted by Robert P. Golden, counsel for the defense, prior censorship of newsreels was hit as a clear violation of the Federal Constitution’s guarantee of free speech and free press. The text imposed by Ohio on motion pictures, including newsreels, was also called “unusual discrimination.”

The brief also charged that the Ohio censorship rules are “so vague and indefinite as to leave no means of knowing and understanding the discretion of the particular censors, that they cannot be understood and are intimated that the U. S. Supreme Court has set up the Ohio law in the "Maire" and "Pinkie" cases and that the Ohio court declares that the censorship of newsreels is specifically unconstitutonal.

During Friday’s morning court session, Attorney-General William O’Neill, the defense, is expected to be given a week within which to reply.

branches have been classified, it was announced yesterday by assistant district attorney Max E. Youngstein, who is driving captain.

There will be two additional laps, one running six weeks and the other five weeks, for William J. Heimeman, UA’s distribution vice-president.
Stars must be glamorous — always

- Everybody loves the star. She's the darling of the box office . . . the apple of the producer's eye. Her glamour is everybody's good fortune—an inspiration to writers, directors, cameramen—a responsibility to technicians.

In the studio, technicians frequently collaborate with representatives of the Eastman Technical Service for Motion Picture Film . . . consider the best type of film, black-and-white or color, to use . . . to set control systems for the laboratory that assure standards of high image quality. Help is also made available for exchanges, exhibitors to make sure that prints and theater equipment are right for finest projection—that every foot of film gets the star the best possible showing.

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.
jeopardize business at theatre box-offices. Now the department demands the removal of those restraints so that the TV broadcasters can have access to Hollywood's reservoir of feature attractions.

The basic absurdity of the suit is its assumption that Hollywood not only must accommodate its chief competitor but do so on terms ruinous to itself. At its present stage of development television as a whole can afford to pay a total of about $25,000 in rental fees for a Hollywood film made some years ago, whereas showing the same film for another run in theatres may mean $200,000. To this must be added the further fact that TV does not charge the public for its shows, yet the motion picture exhibitors must ask admission fees.

By the Justice Department's line of reasoning, in short, the publisher of a best-selling novel would be obligated to make his property available to a free "throw-away" pamphlet financed by advertisements of local merchants and accept whatever remuneration the pamphletighth's author could pay. Application of the anti-trust laws must be tempered with a little more human sense.

When television gains its full economic stature with the construction of many more stations, both the Hollywood producers and the video broadcasters will find it mutually advantageous to work out an agreement. Indeed, there hardly could be a better example of the elasticity of our economy than the adjustment to the upheaval in show business brought about by television.

It is in the public interest that both TV and the motion picture industry should flourish and they must have time to live together. The Department of Justice is ill-advised in prematurely trying to tip the scales to one side's advantage.

Merian Cooper Is Loaned to Cinemara

A loan arrangement has been effected by Cinemara Productions Corp., with Argosy Pictures Corp., whereby Merian C. Cooper, president of Argosy, will be loaned to Cinemara to serve as general manager in charge of all production, it was disclosed at the weekend by Lowell Thoms, Cinemara Productions' board chairman.

The loan-out, which is non-exclusive, will begin following completion of Argosy's production for Republic Pictures, "The Sun Shines Bright," which John Ford, Cooper's guest in Argosy, will direct beginning Aug. 18.

Cinemara Productions' first picture, "This Is Cinemara," will be shown by Thomas said, for a week in New York late in September. The company will probably produce at least two pictures a year.

Thomas explains that Cinemara Productions Corp. is an entirely separate corporation from Cinemara, Inc., Cinemara Productions was created to produce entertainment for the Cinemara medium, while Cinemara, Inc., is an organization headed by those individuals which controls and supplies technical guidance and materials necessary to produce motion pictures in the new medium.

Kilimanjaro

The climax of five years of script and production effort on Ernest Hemingway's short story. The picture marks the fourth production under the direction of Zachary Scott and Gregory Peck.

Lichtman said the company will give the film "the most extensive, most penetrating advertising, publicity and exploitation campaign" ever lavished on a picture.

TOA Nominators

in Washington of the convention yesterday, headed by A. Julian Braylaski.

New York TOA staffs who will attend are: Saul Gellman, executive vice-president; Dick Price, assistant executive vice-president; Herman M. Levy, general counsel; Chick Lewis, convention and research advisor; and from Miami, Mitchell Wolfson.

Members of Braylaski's committee scheduled to attend the meeting include: Sidney K. Cohen, Frank H. Aderman, Irving Thalhimer, co-chairmen; Frank LaFalce and Frank Boucher, coordinators; Ralph Harbach, reservations and exchanges; Harry Bachman, reservations and exchanges; Jerome Baker, exposition; Boucher, entertainment; George Schulman, chairman; W. A. Crouch, director of the entertainment program; Morton Gerber, decorations; Vincent Iorio, transportation; Fred Kogod, reception; Mrs. Sidney Last and Mrs. Frank Boucher, ladies' activities; Victor Orsinger, arrangements; Gerald Wagner, printing and buying. Also present will be Miss Crouch, director of finance; Annette Molfett, secretary.

Merian Cooper Is Loaned to Cinemara

(Continued from page 1)

More Have Contracted

Fifteen additional equipment manufacturers and concession companies have contracted to exhibit at the convention, it was announced at the weekend by Howard L. Bryant, TOA service coordinator in charge of booth sales.


'IA' Convention in Tribute to DeForest

Minneapolis, Aug. 10.—The "IA" of St. Paul and the other "IA" clubs here voted to express its appreciation and commendation to Lee DeForest for his scientific development and contributions to the motion picture industry, and for the encouragement which he has given to "IA" members as a result of his inventions.

'IA' Meet

(Continued from page 1)

cent Jacob of New York and Charles Hathaway of Oklahoma City.

All other officers of "IA," headed by Richard Walsh, president, were re-elected by acclamation, with the exception of the secretary-treasurer, the contender for the fourth and sixth vice-presidencies, held by Brennan and Snow, respectively. The promoters forced an election which resulted in their reelection. Walsh's reelection gives him his sixth consecutive term.

Hugh J. Selzegg, secretary-treasurer of the Ontario, Canada, Provincial Federation of Labor, was elected vice-president to fill the vacancy created by the death of William P. Covert. Others re-elected included vice-presidents: Harland Hadnock, Roger M. Kennedy, Carl G. Cooper, Harry J. Abbott, O. M. Jacobson and Louise Wright.

The week-long convention of 1,200 "IA" delegates adjourned at the weekend after adopting resolutions protesting production of films abroad for U. S. consumption for tax-saving purposes, or to take advantage of cheap production and labor costs, and approving an "IA" part in the industry's campaign to obtain repeal of the 20 per cent Federal amusement tax.

The convention instructed the International president to take whatever precautionary steps necessary to prevent the illegal use of the "IA" emblem and the executive board, as well, to take necessary steps to prevent the exhibition in theatres, on television or elsewhere of films made under substandard working conditions which carry the "IA" label without being qualified or authorized to do so.

The convention referred to the International president for further consideration a proposal that the "IA" enter into the contest against the government suit to force the sale of 16mm, feature films to television and other non-theatrical users. No action was taken on the proposal which was cast against the drive in the drive to win patronage for theatre, Walsh having expressed the individual opposition of the convention that while the union was willing to do its share, he felt that good films, good equipment and good good theatres would have the best chance to produce the best pictures.

Other resolutions adopted by the convention were primarily of a political rather than trade character, meticulously adhering to the AFL political action line.

Defeat Tax Proposal

Detroit, Aug. 19.—Voters at Ann Arbor turned out in record numbers to defeat decisively a proposal to levy a city tax on films, sports events and other forms of entertainment.

N. Y. Times Editorial

(Continued from page 1)

In the THEATRE

Equipment World

. . . with RAY GALLO

A FULL line of vending bags for drive-in theatres has been developed by the Rex Specialty Bag Corp. of Brooklyn, N. Y. It consists of the following: a hot dog and hamburger sandwich bag (both regular style and slit on one side), a French fry sack, an easy-stack, pillow-type wax popcorn bag, and a bag for hot beverages. Irving Singer, vice-president and general sales manager of Rex, reports that the company plans to expand its lines even further.

Theatre patrons who buy and eat popcorn are going to be given a chance to vote in a Gallup-and-Roper type poll to predict the outcome of the nation's up-coming presidential election. To be known as the "Presidential Popcorn Poll," this new plan to boost popcorn sales will be conducted by the Blevins Popcorn Co., popcorn snack shipper, with the cooperation of selected dealers and theatre circuits, bulletins covering results of the poll week-by-week will be released to newspapers, radio and wire services and radio stations, direct from Popcorn Village. Local releases will feature the results at the local theatre. The company will also furnish point-of-sale material to be used to promote the idea to theatre patrons and to post results as the poll progresses.

A popcorn test kit designed to provide an accurate analysis of a representative sample of raw popcorn shipments has been announced by the National Association of Popcorn Manufacturers. It was developed as part of an industry program to set up sanitary standards of acceptance. The kit contains chemicals and equipment with complete instructions for use.

Contracts totalling $6,500,000 for the production of 16 million meter motion picture projection equipment for the Army have been awarded the De Vry Corp., Chicago. Announcement of the joint Army-Navy order was made by W. C. De Vry, president.
The film industry’s greatest concentration of

BUYING
POWER

WILL ATTEND THE 1952

TOA* ANNUAL CONVENTION
AND TRADE SHOW

SEPTEMBER 14-18 • SHOREHAM HOTEL • WASHINGTON, D. C.

Here is an outstanding opportunity for equipment manufacturers and concession dealers to meet America’s leading theatre owners and purchasing agents.

Between 8,000 and 9,000 theatres will be represented. Buyers of circuits, large and small, as well as hundreds of individual theatre owners and buyers will attend the 1952 TOA Trade Show.

Every supplier to the exhibitors of America owes it to himself, and to his company, to participate in this vital conference, and to meet the heaviest concentration of buying power in the history of the industry.

Show your product and sell!

Write . . . . Wire . . . . Telephone!

THEATRE OWNERS OF AMERICA
1501 BROADWAY • LACKAWANNA 4-4947 • NEW YORK 36, N. Y.
**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-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV.-INTL.</th>
<th>WARNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 29</td>
<td>(July Releases)</td>
<td>CALIFORNIA CONQUEST (Color)</td>
<td>Terence Wright</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<tr>
<td>July 6</td>
<td>CRISSLE CREEK (Color)</td>
<td>George Montgomery</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<td>July 13</td>
<td>STORM OVER TIBET (Color)</td>
<td>Rex Reason</td>
<td>Otis Douglas</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<tr>
<td>July 20</td>
<td>PIRATE SUBMARINE (Color)</td>
<td>Special Cast</td>
<td>D–99 m.</td>
<td>(511B)</td>
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<tr>
<td>July 27</td>
<td>WASHINGTON STORY (Color)</td>
<td>Van Johnson</td>
<td>Patricia Neal</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<td>Aug. 3</td>
<td>BARRED WIRE (Color)</td>
<td>Gene Autry</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<td>Aug. 10</td>
<td>JUNCTION CITY (Color)</td>
<td>Charles Starrett</td>
<td>Sidney Bracey</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<td>Aug. 17</td>
<td>(Aug. Releases)</td>
<td>CAPTAIN PIRATE (Color)</td>
<td>Louis Hayward</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<td>Aug. 24</td>
<td>(Sept. Releases)</td>
<td>RAINBOW ROUND MY SHOULDER (Color)</td>
<td>Frank Bunker</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<td>Aug. 31</td>
<td>HELLGATE (Color)</td>
<td>Starting Jason</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<td>Sept. 7</td>
<td>(Re-Release)</td>
<td>THE DEVIL MAKES THREE (Color)</td>
<td>Pier Angeli</td>
<td>D–89 min.</td>
<td>(Rev. 6/7/51)</td>
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<td></td>
<td>THE RING OF THE LION (Color)</td>
<td>Richard Arlen</td>
<td>Celia Parker</td>
<td>D–66 min.</td>
<td>(Rev. 4/8/52)</td>
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<td></td>
<td>LOVELY TO LOOK AT (Color)</td>
<td>Walter Abel</td>
<td>Kathryn Grayson</td>
<td>M–69 min.</td>
<td>(Rev. 6/7/51)</td>
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<td>HERE COME THE NAVINES (Color)</td>
<td>Lee Grees</td>
<td>CD–66 min.</td>
<td>(Rev. 6/7/51)</td>
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<td>THE GREATEST SHOW ON EARTH (Color)</td>
<td>John Mills</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<td></td>
<td>ENCORE (Color)</td>
<td>John Wayne</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<td></td>
<td>JUMPING JIM (Color)</td>
<td>John Arliss</td>
<td>Barry seal</td>
<td>C–10 m.</td>
<td>(Rev. 6/7/51)</td>
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<td>TENDERL X CARAVANS (Color)</td>
<td>Alan &quot;Bucky&quot; Lane</td>
<td>Eddy Waller</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<td></td>
<td>THE JUNGLE (Color)</td>
<td>Jon Hall</td>
<td>0–29 m.</td>
<td>(Rev. 6/7/51)</td>
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<td></td>
<td>YOU FOR ME (Color)</td>
<td>Peter Lawford</td>
<td>Jane Greer</td>
<td>C–79 min.</td>
<td>(Rev. 6/7/51)</td>
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<td>FEARLESS FANGAN (Color)</td>
<td>Janet Leigh</td>
<td>Carleton Carpenter</td>
<td>C–79 m.</td>
<td>(Rev. 6/7/51)</td>
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<td>MONTANA INCIDENT (Color)</td>
<td>D–99 min.</td>
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<td>ABYSS OF SHARK ISLAND (Color)</td>
<td>Robert Taylor</td>
<td>Elizabeth Taylor</td>
<td>D–100 min.</td>
<td>(Rev. 6/7/51)</td>
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<td>THE MERRY WIDOW (Color)</td>
<td>Marcheline Foy</td>
<td>M–71 min.</td>
<td>(504)</td>
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<td>YUKON GOLD (Color)</td>
<td>Kirby Grant</td>
<td>D–82 min.</td>
<td>(Rev. 6/7/51)</td>
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<td>IVANHOE (Color)</td>
<td>Robert Taylor</td>
<td>Elizabeth Taylor</td>
<td>D–99 min.</td>
<td>(Rev. 6/7/51)</td>
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<td>ROSE BOWL (Color)</td>
<td>Marcheline Foy</td>
<td>C–71 min.</td>
<td>(504)</td>
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<td>THE DEVIL MAKES THREE (Color)</td>
<td>Pier Angeli</td>
<td>D–89 min.</td>
<td>(Rev. 6/7/51)</td>
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<td></td>
<td>FARGO (Color)</td>
<td>Will Bill Elliott</td>
<td>D–52 min.</td>
<td>(Rev. 6/7/51)</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.*
Tradewise...

By SHERWIN KANE

MEMBERS of the continuations committee of the industry arbitration conference were in spirited disagreement at the close of their successful two-day meeting here last week over the weighty issue of whether or not they should use the word "agreement" in their press release to describe the meeting of minds that had been achieved.

Even though the 10-man group had reached agreement on the matters which should be incorporated in a draft, work on which is scheduled to start here next week, those opposed to so informing the press argued that there can be no agreements until the principals have approved.

The "nays" had it and their position became even morevacuous when the committee's statement to the press meticulously refrained from mentioning anything that had been agreed upon.

Thus an effort was made to withhold from the industry the news that an accord had been reached in committee for fear that someone might mistakenly suppose it constituted an "agreement" on something the committee had no intention of disclosing. Moreover, the industry is fully aware of the entire procedure for approval which must be pursued before any agreement on arbitration becomes binding.

Despite the committee's overcautious stand, reportorial persistenced brought to light the agreement in principle, meaning only a meeting of minds of committee members that had been reached at last week's sessions. When this fact was duly reported, it was repudiated by some committee members and the hassle among others was resumed.

The fault, if any, lies with the press policy espoused by the arbitration conference. Its sessions from the start have been closed to the press. No provision is made for interrogation of participants. A carefully censored handout is prepared for the press after the sessions and formal agreements not to talk are entered into by the participants.

What seems to rankle is that despite all these precautions, some facts manage to emerge, free of the technical colorations preferred by some.

N. Y. Times Editorially Scores U. S. 16mm. Suit

The following editorial, entitled "TV and the Movies," appeared in the New York Times of Friday, Aug. 8. Because it presents so lucidly for public understanding of the Times' vast readership some of the fallacies of the government's ill-advised anti-trust suit to force the sale of 16mm. films to television, Motion Picture Daily reprints the editorial in full, by special permission of the New York Times.

The Department of Justice has started an anti-trust suit against a number of Hollywood motion picture producers for the express purpose of forcing them to make their films available to television. In our opinion it is a suit born of fuzzy bureaucratic thinking that clearly floats economic reality.

The department is asking the producers to sell to television the 16mm. duplicate prints of the 35mm. films normally shown in the nation's picture houses. Traditionally, these prints have been shown in churches, clubs and military service camps, and the producers understandably have imposed restrictions on their use lest they

(Continued on page 4)

TOA Sets Nominators and Pre-convention Session

Challengers for 'IA' Posts Are Defeated; Brennan Reelected

MINNEAPOLIS, Aug. 10.—The two contested elections, first in the IATSE officers family since 1946, ended in victories for both incumbents. James J. Brennan, president of Local No. 1, Stage Hands union, New York, and Felix D. Snow of Kansas City, both IATSE vice-presidents for many years.

The unsuccessful contestants for the Brennan and Snow posts were Vin...

(Continued on page 4)

'Kilimanjaro' Set For Pre-Release

"The Snows of Kilimanjaro," produced by Darryl F. Zanuck as his only personal production for 1952, will be made available by 20th Century-Fox for pre-release engagements to a number of selected theatres in a limited number of large cities beginning early in October.

The announcement by Al Lichtman, director of distribution, marks

Arbitration May Lead Allied Agenda

WASHINGTON, Aug. 10.—Consideration of an arbitration plan—if one is ready—will probably lead the Allied States' November convention, along with plans to aid the Council of Motion Picture Organizations, to plan a full meeting of the 16mm. anti-trust suit.

In an announcement made over the weekend Allied General counsel Abram

Ohio Censors Hit for Free Speech Denial

Attorney-General Given Two Weeks to Reply

TOLEDO, Aug. 10.—The attorney-general of Ohio was given two weeks within which to file a brief defending the State's censorship laws, labeled "unconstitutional" Friday by exhibit Martin G. Smith's counsel in the Municipal Court hearing on the newsreel test case, brought about through the cooperation of the Independent Theatre Owners of Ohio and the Motion Picture Association of America.

Smith, the defendant in whose Westwood Theatre here the newsreel at issue was shown, entered a plea of not guilty.

The major portion of Friday's hearing was taken up by Walton C. Ament, vice-president and general manager of Warner News, Inc., called by the defense as an expert newsreel witness. Ament on the stand outlined the history of newsreels, their

(Continued on page 2)

Construction of 5 Drive-ins Okayed

WASHINGTON, Aug. 10.—The National Production Authority approved the weekend the construction of five drive-in theatres.

They are: Blatt Brothers' Mercer County Theatre Corp., Wayne Township, Pa., $13,848; Little Flower Drive-In Theatre, Ottawa, O., $35,000; Albert Rauns, Houston, $50,000; and Golden Spike Drive-In Theatre Corp., two drive-ins at Omaha at a total cost of $19,000.

NPA also approved construction of an addition to the Star Theatre at Limestone, Me., at a cost of $10,270.

Connecticut Houses Wave SRO Banners

Hartford, Aug. 10. — Rainy weather of the past several days sent box-office receipts soaring in many independent and circuit theatres throughout Connecticut. Numerous houses reported putting up the SRO sign for the first time in weeks.
**Personal Mention**

**SPYROS P. SKOURAS,** president of 20th Century-Fox, is scheduled to leave here for the Coast today or tomorrow.

**FRANK FREEMAN,** Paramount vice-president and studio head, arrived in New York over the weekend from Hollywood for conferences with president BARTY BALABAN. He was accompanied by his son, V. FRANK FREEMAN, Jr., associate producer of George Pau’s "Houdini."

**MONROE R. GOODMAN,** executive assistant to A. W. SCHWALBACH, president of Paramount Film Distribution Company, is here today from a two-week vacation.

**LEONARD HIRSCH,** home office assistant to KUBY BERGER, M-G-M Southern sales manager, is due back here today from a New Hampshire vacation.

**WILLIAM PINE,** producer, arrived in New York over the weekend from the Coast and today will go to Philadelphia.

**JACK WARNER,** Warner Brothers production head, left here for the Coast over the weekend.

**CHARLES DIETZ,** M-G-M field representative in Detroit, is due here today for a vacation.

**ARE OLMS,** head of M-G-M’s music subsidiaries, has returned here from the Coast.

**RALPH PIELOW,** M-G-M Pittsburgh manager, left here over the weekend for that city.

**Abortion**

(Continued from page 1)

F. Myers said that an abortion plan could not be set in stone at that time and that Allied’s board of directors may seek the advice of the convention before acting on it. The convention would follow the national election, Myers said it would go into plans for the meeting and the administration and a new Congress “the strange attitude of the Department of Justice toward the motion picture industry is taken into account.”

The convention’s advisory committee will meet in Chicago Wednesday and Thursday in planning the program. On the committee are general convention chairmen Jack Kirsch, Allied president; Harrell, Bing Crosby, Leon Shain, and Myer. The convention will be held Nov. 17, 18 and 19 at the Morrison Hotel in Chicago, in conjunction with the TESA trade show.

**Joseph Sommer, 70**

Joseph Sommer, father of Arthur Sommer, president of the Motion Picture Theatres, died Friday at the age of 70. Services were held yesterday at Beth David Cemetery, Long Island.

**Uses Fight Theatre Telecast as Argument in Ohio Censor Case**

Tолько, Aug. 10.—The new medium of television highlighted the defense brief submitted Friday in Municipal Court here in the newsreel censorship test case.

The brief pointed out that the Robinson-Maxim hout was seen via theatre TV at the Albee Theatre, Cincinnati, without prior censorship or regulation: “If they had not been prior to the day on which the Division of Film Censorship would have insisted on licensing and collection of fees,” the brief stated.

The defense also pointed out that “a film can be run in a television studio anywhere in the country and reproduced in every home. In Cinemotor, that is a television set and there is no attempt at censorship or taxation.”

**COMPO Dues Drive To Map Movietime Tours This Week**

Advance work by sales forces in many parts of the country has given the men of Motion Picture Organizations’ drive for dues, which officially opens today and continues through the week, a substantial head start.

So effectively was the drive organized in many exchange territories that members in many cities next week will be able to begin the collection and pledge solicitation work several days in advance of the official start. The drive is being held in anticipation of the fact that it already has achieved considerable momentum. With the cooperation of the entire company, the forces have been instructed to devote all of their time if necessary, or as much as may be required, to complete the collection work.

**Schimel Not Going To UNESCO Meet**

Due to pressure of business affairs, Adolph Schimel, vice-president and general counsel of Universal, has been scheduled to attend in Geneva, Switzerland, where he was to serve as U. S. delegate to the UNESCO international conference on copyright.

Herman Finkelstein, general counsel for ASCAP, left here at the week’s end for the conference, which starts today.

**Hit Ohio Censors (Continued from page 1)**

coverage, their worldwide facilities and the role they played during the war.

In a brief submitted by Robert P. Goodman, counsel for the defense, the term for censorship was described as a clear violation of the Federal and State constitutional guarantees of freedom of speech. The “censorship” imposed by Ohio on motion pictures, including newsreels, was also called “unduly discriminatory.”

The brief also charged that the censorship rules are “so vague and indefinite and leave so much to the judgment and discretion of the particular official that action cannot be upheld.” It also claimed that the U. S. Supreme Court had upheld the “intolerable” “Scarlet Letter” and “Pinky” cases and asked the Ohio court to declare that the censorship of newsreels is specifically unconstitutional.

During Friday’s morning court session, Municipal Court Judge Frank W. Wiles witnessed a screening of a newsreel labeled “intolerable,” in addition to the short trailer announcing that it had not been submitted for censorship, it was this newsreel which led to Smith’s arrest on July 17 when he exhibited it in the Westwood Theatre. Following a ruling of a brief by Attorney-General William O’Neil, the defense is expected to be given a week within which to reply.

**Newsreel Parade**

**The Political Spotlight**

And fighting in Korea are current newsreel highlights. Other items included: "Olympia," King Farouk. Complete contents follow.

**Movietone News, No. 65—Spotlight on Eisenhower and King Farouk. Russell spent time in Southland, Miss. Texas, Olympics end.**


**Farmington News, No. 167—Full details on Jodestan; Jodestan's loss of throne. Margaret Truman in Switzerland. Interests of Stevenson's sister. Films of Farouk's oyster.**


**WASHER PATHE News, No. 184—The censorship was put in place in Korea by the govern- ment; the censorship challenge. Changing of the censorship. Tokyo rpgpickers' town. Olympic end.**
Stars must be glamorous — always

- Everybody loves the star. She's the darling of the box office ... the apple of the producer's eye. Her glamour is everybody's good fortune— an inspiration to writers, directors, cameramen— a responsibility to technicians.

In the studio, technicians frequently collaborate with representatives of the Eastman Technical Service for Motion Picture Film ... consider the best type of film, black-and-white or color, to use ... to set control systems for the laboratory that assure standards of high image quality. Help is also made available for exchanges, exhibitors to make sure that prints and theater equipment are right for finest projection— that every foot of film gets the star the best possible showing.

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
127 North Water Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
jeopardize business at theatre box offices. Now the department demands the removal of those restraints so that the TV broadcasters can have access to Hollywood’s reservoir of feature attractions.

The basic absurdity of the suit is its assumption that Hollywood not only must accommodate its chief competitor but do so on terms rung itself to itself. At its present stage of development television is a whole can afford to pay a total of about $25,000 in rental fees for a Hollywood film made some years ago, whereas showing the same film for another run in theatres may mean $200,000. To this must be added the further fact that TV does not charge the public for its shows, yet the motion picture exhibitors must ask admission fees.

By the Justice Department’s line of reasoning, in short, the publisher of a best-selling novel would be obligated to make his property available to a free “throw-away” pamphlet financed by advertisements of local merchants and accept whatever remuneration the government could pay. Application of the anti-trust laws must be tempered with a little more horse sense.

When television gains its full economic stature with the construction of many more stations, both the Hollywood producers and the video broadcasters will find it mutually advantageous to work out an accord. Indeed, there hardly could be a better example of the elasticity of our economy than the adjustment to the up-heaval in show business brought about by television.

It is in the public interest that both TV and the motion picture industry should flourish and that they have time to live together. The Department of Justice is ill-advised in prematurely trying to tip the scales to one side’s advantage.

Merian Cooper Is Loaned to Cinerama

A loan arrangement has been effectuated by Cinerama Productions Corp., with Argosy Pictures Corp. whereby Merian C. Cooper, president of Argosy, will be loaned to Cinerama to serve as general manager in charge of all production, it was disclosed at the week-end by Lowell T. Crouc’h, Cin-erama Production’s board chairman.

The loan-out, which is non-exclu-sive, is a result of the successful formation of Argosy’s next production for Republic Pictures, “The Sun Shines Bright,” which John Ford, Cooper’s brother, directed in Argosy, will direct beginning Aug. 18.

Cinerama Production’s first picture, “This Is Cinerama,” will be shown for the first time in New York late in September. The company will probably produce at least two pictures a year, Thomas said.

Thomas explains that Cinerama Productions Corp., an entirely separate corporation from Cinemana, Inc. Cine-rama Productions was formed to produce entertainment for the Cinemana medium, while Cinemana, Inc., is an entity bent on selling the devices which controls and supplies technical guidance and materials necessary to produce motion pictures in the new medium.

TOA Nominees

in Washington of the convention committee, headed by A. Julian Bray- lawski.

New York TOA staff members who will attend are: Gail Sullivan, executive secretary; Dick Pets, assis-tant; Herman M. Levy, general coun-cil; Chuck Lewis, convention and trade show advisor; and from Miami, Mitchell Wolfson.

Members of Braylawski’s committee scheduled to attend the meeting are: L. E. Smid, chief; Pat Liby, Thallhimer, co-chairmen; Frank La Falce and Frank Boncher, coordina- tors; the brothers Ingle; Harry Bachman, reservations and registra-tions; Jerome Baker, exposition; Boucher, entertainment; George Lomax, traveling; John White, clerks; Thomas, manager; Crouch, dinner committee; George Dorsey, newsreels; Jack Fox, publicity; Philip F. Harling, budget co-ordinator; Morton Gerber, decorations; Vincent Iorio, transportation; Fred Kogol, reception; Mrs. Sideway, last and Mrs. Frank Boucher, lady’s activities; Victor Orsinger, arrange-ments; Gerald Wagner, printing and publishing; Al Crouch, finances; Annette Molloy, secretary.

More Have Contracted

Fifteen additional equipment manufactur-ers and concession companies have contracted to exhibit at the con-vention, it was reported at the week-end by Howard L. Bryant, TOA service coordinator in charge of booth sales.


‘Kilimanjaro’

the climax of five years of script and production effort on Ernest Heming- way’s short story. The picture marks the fourth assignment as director Henry King and star Gregory Peck.

Litichman said the company will give the film “the most extensive, most penetrating advertising, public-ity and exploitation campaign ever lavished on a picture.

‘IA’ Convention in Tribute to DeForest

Minneapolis, Aug. 10.—The IA T E annual convention here voted to express its appre-ciation and commendation to Dr. Lee De Forest for his scientific developments and contributions to the motion picture industry, and for the economic relief he has gotten for full “IA” members have made as a re-sult of his inventions.

TOA Nominators (Continued from page 1)

in the THEATRE Equipment World . . . .

with RAY GALLO

A FULL line of vending bags for drive-in theatres has been developed by the Rex Specialty Bag Corp. of Brooklyn, N. Y. It consists of the following: a hot dog and hamburger sandwich bag (both regular style and on side slit), a French fry bag (both small and large sizes), an easy-staick, pill-age wax popcorn bag, and a bag for both wax and corn. Irving Singer, vice-president and general sales manager of Rex, reports the company plans to expand its lines even further.

Theatre patrons who buy and eat popcorn are going to be given a chance to vote in a Gallup-and-Roper type poll to predict the outcome of the nation’s up-coming presidential election. To be known as the “Presidential Popcorn Poll,” this new plan to boost popcorn sales will be conducted by the Blevis popcorn Co., Popular Village, N. Y., the turntable has a clutch for shifting to speeds of 33 1/3, 45 and 78.20 during operation.

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The film industry’s greatest concentration of

BUYING

POWER

WILL ATTEND THE 1952

TOA ANNUAL CONVENTION
AND TRADE SHOW

SEPTEMBER 14-18 • SHOREHAM HOTEL • WASHINGTON, D.C.

Here is an outstanding opportunity for equipment manufacturers
and concession dealers to meet America’s leading theatre owners
and purchasing agents.

Between 8,000 and 9,000 theatres will be represented. Buyers of
circuits, large and small, as well as hundreds of individual theatre
owners and buyers will attend the 1952 TOA Trade Show.

Every supplier to the exhibitors of America owes it to himself, and
to his company, to participate in this vital conference, and to meet
the heaviest concentration of buying power in the history of the
industry.

Show your product and sell!

Write . . . . Wire . . . . Telephone!

THEATRE OWNERS OF AMERICA
1501 BROADWAY • LACKAWANNA 4-4947 • NEW YORK 36, N.Y.
Rains Swell Coffers of NY 1st-Runs

‘Ivanhoe,’ ‘Jacks,’ ‘Fear, Dreamboat’ Lead Parade

Rains over the weekend swollen box-office grosses of New York first-run theatres, sending the summer business spiral climbing to sturdy heights.

Exceptionally good product along Broadway was also credited for the lively upsizing which saw thousands of New Yorkers, confined by the weather to the city, flock to theatres.

Outstanding business was done by such films as ‘Ivanhoe,’ ‘Dreamboat,’ ‘Sudden Fear,’ and ‘Jumping Jacks.’

A smash opening week of $66,000 was forecast for ‘Sudden Fear’ at Loew’s State. At Radio City Music Hall, a terrific $75,000 was seen for the second week of ‘Ivanhoe,’ aided by the Hall’s regular stage show. The Hall’s second week forecast about equals the business done in the move.

Mayer Selected for Annual Guild Award

Hollywood, Aug. 11.—Louis B. Mayer will be honored as the recipient of the annual Screen Producers Guild ‘Milestone Award’ for his ‘historic contributions to the American motion picture,’ it was made known tonight by Sol C. Siegel, president of the Guild, at a quarterly membership meeting. The presentation will be made at the Guild’s yearly dinner on Oct. 21 at the Statler Hotel in Los Angeles.

The award, established last year, is...

Silver to Preside at Pittsburgh Meet

Pittsburgh, Aug. 11.—Warner Theatres’ home office and zone executives will assemble at the Roosevelt Hotel here tomorrow with managers and representatives of 90 of the circuit’s houses for Warner’s Pittsburgh and Cleveland zone 1952 Atomic Showmanship Drive meeting. Zone head M. A. Silver will preside and Jack Hahn and Phil Katz of the Pittsburgh office will officiate at various of the many activities scheduled. Territory covered includes Western...

See $4-Million House In ‘Frisco for FWC

SAN FRANCISCO, Aug. 11.— Fox West Coast Theatres plans to build a $4,000,000 theatre on the site adjoining Loew’s Warfield here, which is occupied by the now-operated Cinema Theatre which was closed by Edward D. Kelly, the company’s attorney.

The proposal came out during a discussion of a lease-purchase arrangement which FWC president Charles Slocars will bring to the city later this month for the Fox Theatre.

‘U’ Reveals Provisions of Rackmil, Blumberg Pacs

Milton R. Rackmil’s contract as president of Universal is for seven years beginning last July 15 at a salary of $1,538.50 per week. The company has informed the Securities & Exchange Commission. The amended employment agreement of Nate J. Blumberg, who recently resigned as president to become board chairman, covers a period of eight-and-a-half years at compensation of $1,500 per week from last July 15 to Dec. 31, 1955, and $1,000 per week from Jan. 1, 1956, to Dec. 31, 1960, when the contract will expire, the SEC also was informed.

Blumberg’s agreement, which amends a long-term contract dated July 1, 1950, specifies that it is subject to approval by the stockholders of Universal not later than the next annual meeting which is scheduled for March 1953.

Both Rackmil and Blumberg are given virtual carte blanche with respect to travel, entertainment and...

MPA Legion Meeton Film ‘Red’ Report

Eric Johnston, Motion Picture Association of America president, and company officials met with American Legion officers at the Astor Hotel here yesterday to exchange views on the ‘Teddy Roosevelt’ situation in anticipation of a report on the subject to the American Legion national convention here beginning Aug. 25.

Representing the Legion at the meeting were National Commander Donald R. Wilson and the Legion’s director of publications, James F. O’Neill, editor of the American Legion Weekly which last winter published attacks on alleged Hollywood...

File $2,700,000 Baltimore Suit

BALTIMORE, Aug. 11.—The Hippodrome and the Town theatres here have filed an anti-trust suit against five distributors, asking trebled damages of $2,700,000 and charging that for many years the defendants conspired to shut off first-run competition.

The suit also asks for an injunction against the distributor defendants to force them to disclose to the plaintiffs the terms upon which a first-run picture was awarded, when the plaintiff’s bid for the picture had been rejected.

Named as defendant are Loew’s...

Exhibitors to Meet in D.C. On Gov’t Suit

TOA, MMPTA, Federal Aides to Talk Tomorrow

Leaders of at least two major exhibitor associations will meet in Washington tomorrow with government officials in what was described as an attempt to win sympathy for the industry’s fight against the Department of Justice’s 16mm. anti-trust suit.

Organizations named here yesterday as scheduled to send representatives to the parade are the Theatre Owners of America and the Metropolitan Motion Picture Theatre’s Association. There was a possibility that the Independent Theatre Owners Association of New York also would be represented, but confirmation of this could not be secured at a late hour yesterday.

It was regarded as certain, however, that Allied States Association would...

TOA Unit Asks U.S. To Abandon Suit

WASHINGTON, Aug. 11.—The MPTO of the District of Columbia has asked the Department of Justice to “abandon” its 16mm. anti-trust suit against producers and distributors.

The organization is affiliated with the Theatre Owners of America.

A resolution unanimously adopted by the organization said that if the suit should succeed, it “would inevitably spell the death knell of motion picture theatres.” It emphasized the “billions of dollars” investment of exhibitors and declared that since “you cannot sell people that which they can get free,” the release of the films...

Arbitration, US Suit On NJ Allied Agenda

The board and membership of Allied of New Jersey will meet in New York today for a discussion of arbitration development to date and the government’s anti-trust suit to force the sale of 16mm. films to TV and other outlets in competition to regular theatres.

William Unger, president, disclosed yesterday that Snapper also is president of national Allied.
GEORGE A. SMITH, Paramount's Western division manager, left here over the weekend for Portland and Seattle.

Meyer Hutter, press contact here for 20th Century-Fox, announces the birth of a son, William Bogart, to Mrs. Hutter, of Madison Avenue Hospital yesterday.

Joseph Giunti, owner of the Northwood Theatre in Baltimore, recently returned home from Union Memorial Hospital where he is now a patient at Johns Hopkins Hospital.

Adolf R. Schwartz, Westrex Co., has returned to Hollywood from Australia, where he has been transferred to Australia as assistant to the Australian chapter of Westrex Australia, Pty., Ltd.

James V. Frew, Universal Southern district manager, and Mrs. Frew (former Mrs. Earhart), have arrived in Japan for a vacation in Japan, B.W.I.

Billy Wilder, Paramount producer-director, will arrive in New York today from Europe aboard the S.S. Libertie.

Harold Wirtzheim, Monogram-Theatrical Artists Western sales manager, yesterday arrived in Hollywood from Kansas City.

Hy Chapman, Columbia branch manager in Minneapolis, is convalescing at University Hospital there following an operation.

Leon J. Baumberger, RKO Radio's sales promotion chief, has returned to his desk here following a trip to Minnesota.

Ishiro Lindenberg, president and executive producer of Filmcraft Productions, has arrived here in Hollywood from New York.

Arthur Krolewski, United Paramount Theatres general manager in Buffalo and Rochester, is on vacation at Cape Cod, Mass.

Norman Turgeon, concessions manager at the Pike Drive-In, Newington, Conn., has left for Army service.

Edward L. Haym, vice-president of United Paramount Theatres, Inc., is on vacation at Miami Beach, Fla.

Don Hartman, Paramount production head, has returned to the studio following a two-week vacation.

Chester Erskind, RKO Radio director, has returned here from a four-month tour of Europe.

Another House Reopens

MINNEAPOLIS, Aug. 11.—The World Theatre, following its favorable reception in June, Paul, was reopened, completely redecorated, under the new management of Ted Mann and George Grandi.

MPAA to Seek Return of Brazilian Import Rights

The Motion Picture Association of America indicated here yesterday that it was making plans to win reinstatement of motion pictures on Brazil's list of "essential" imports. Joaquin Rickard, MPAA representative in Latin America, arrived here at the weekend from Rio de Janeiro for conferences with John G. McCarroll, MPAA international division chief.

Press dispatches from Rio de Janeiro follow, indicating that dropped motion pictures from the list of "essential" imports for which import licenses will be granted. United States newspapers are ceasing in Brazil seven months ago, and this move, if unchanged, will mean the completion of this affair, according to reports from United States officials.

The dispatches stated further that United States motion-picture officials here are more worried about the stoppage than about the lack of newsreel issues, on which they did not expect to make much profit anyway, but from which an important country, United States, the absence of newsreels is really more important.

The reason for the stoppage of import licenses was not given by the government, but it is believed to be a part of its intensified protectionist policy. The United States motion-picture executive said today that it was not calculated to conserve Brazil's quota of films because the American companies have never bid for any films of any kind, in any balance here when dollars were available.

The reason for believing it to be the beginning of an effort to force them to have their prints made here to help Brazilian laboratories, but the United States was unable to get reports on this drop because the work of the local laboratories was unsatisfactory.

An import bill waiting for signature will cover the normal importation of films for the next couple of months, but unless some new arrangement is reached before the general embargo on all films is lifted, the entry of United States pictures will halt.

Praise Murphy for Texas Legion Talk

DALLAS, Aug. 11.—George Murphy was credited with engendering a "Texas Legion" movement in the west of the American Legion and the (motion picture) industry" by his message to the Legion's state convention here in which he denounced Communism.

Praise for Murphy's address at the weekend came from William C. McCraw, executive veterinarian of the International Legion and president of the Legion, and from William C. McCraw's recommendation was seconded by W. A. Moody who commented: "There are we are deeply indebted to Mr. Murphy for expressing his views against Communism..." parallel the attitude taken by the Legion in their national convention which was held here a few months ago from Robert J. O'Donnel and Col. H.H. Cole, co-chairmen of Texas COMA.

St. Paul Cooperative Is Successful

MINNEAPOLIS, Aug. 11.—Box-office success of the independently owned neighborhood houses in St. Paul skyrocketed when a new program policy was tried out for the first time and was so successful that it will continue on a permanent basis.

The five recent programs combined their resources and launched a program offering to sell first-run double feature shows, and used cooperative newspaper advertising to announce the policy. The names assigned to the theatres participating were: Astor, Dale, Hollywood, Mounds and Royal.

Yorke to Preside at Little League Meet

Motion picture, radio and television celebrities, along with sports writers, and others, will attend a luncheon-meeting at Toots Shor's here on Friday to hear William F. Yorke, head of independent Little League baseball world series to be played at Williamsport.

Emerson Yorke, official league film, radio and TV co-ordinator, will preside at the luncheon.

Weinberg Titles 3

Herman G. Weinberg has completed the English titles for three new films, from Sweden, France and Italy. They are: "One Summer of Happiness," a Times Film Corp. release, from Sweden; a prize-winner at the recent Cannes Film Festival; "The French Way," a Manor Films release, from France, starring Josephine Baker, and "Alcazar," an AFE release from Italy.

Mrs. Robert Langer Dies

ATLANTA, Aug. 11.—Mrs. Robert (Jerry) Langer, wife of the National Independent Theatres here, died at her home on Friday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
I'VANHOE"
Robert Taylor
Elizabeth Taylor
Color by TECHNICOLORE
An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

MAURICE MARLINS
Jumping Jacks

DAVID MARTIN
Pamela Smith

Rutland Beverly
Color by TECHNICOLORE
An M-G-M Picture
Motion Picture Daily

Tuesday, August 12, 1952

Coming Events


Aug. 13 — Cinema Stamp Club meet-

Aug. 22-29 — Independent Theatre

Aug. 29-Sept. 5 — Indiana Allied-

Sept. 5 — Allied Theatre Owners of

RKO Theatres Gets Two Former Houses

WASHINGTO1, Aug. 11 — The Depart-

Truman to Decide On Arnall Shortly

WASHINGTON, Aug. 11 — The resigna-

Albany in Tax Meet

ALBANY, N. Y., Aug. 11 — "Talk the

Silver to Preside

(Created from page 1)

File Baltimore Suit

(Created from page 1)

N. Y. Grosses

(Created from page 1)

hazard record-breaking opening week. At the Roxy, which also features a stage show, the third week of "Deanna Durbin Will" was on top the same way that "Anna and the King of Siam" had two weeks earlier. The third week of the latter featured a healthy gross experienced during the first two weeks. Over the weekend, the gross of "The Robe" was $10,000 for the week, $15,000 for the weekend take of the initial stanza. For the third week, a robust $100,000 is estimated. "Brando the Great" will be held for another week. Capping off opening day of "What Price Glory" to Aug. 22.

"Journey To The Center of the Earth" which will be held over is "Jumping Jacks" at the Paramount, which headlines Don Corleone in "The Godfather" for the third week; a brisk $95,000 is forecast.

At the Victoria, a fine $35,000 is due for the second round of "Affairs of State," while at the Mayfair a sturdy $39,000 is seen for "High Noon."

Also doing fine is "Story of Robin Hood" at the Criterion, where $14,000 is estimated for the fourth week. The final round of "Don't Bother to Knock" at the Globe is expected to $14,000, as well as "Francis Goes to West Point" bows there on Friday.

"The Big Country" is doing well, with $28,000 seen for the fourth stanza. The gross of "The Story of Will Rogers" at the Astor is expected to climb to $30,000, with a solid $17,000 estimated.

"King Kong," reissue, returned to the RKO after a week at the Paramount. It has done the best business since May of 1949, with the exception of a two-day period recently. On the basis of a terrific $22,000, it is expected that the gross for the initial and only week is forecast. "Son of Ali Baba" will have its premiere on Saturday.

Rivoli Reopening

The Rivoli, shuttered at the advent of summer, will reopen Thursday with "Les Miserables."

Among off-Broadway houses, a fine $7,200, was reported for a week of "The Man in the White Suit" at the Sutton. Another hold-over doing $3,000 a week is "Froats" at the Normandie, where $6,200 is seen for the 10th stanza.

"Frey Hunter" will open Monday at the Vic, with the first week of "The Man in the White Suit" at the Sutton. Another hold-over doing $3,000 a week is "Froats" at the Normandie, where $6,200 is seen for the 10th stanza.

"Palace" to N. Y. Paramount

"Son of Palace," musical Western comedy starring Bob Hope, Jane Russell and Roy Rogers and his horse, Trigger, has been booked by the Paramount. The news item for early fall, it was jointly announced yesterday by the management of the theatre and Paramount Pictures. The piece also played the M-G-M "Palace" West, it is his 89th film, and his first with color by Technicolor.

"Jack's" in $28,000 Week

Boston, Aug. 11 — Paramount's "Jumping Jacks," starring Jean Peter- son and Jerry Lewis, ended its second week at the Metropolitan Theatre here with a gross of $28,000. First week's gross was $48,000.
It's a Star

The Story of Will Rogers

THE HAPPY NEWS POURS IN AND SHOWMEN REJOICE! DATE AFTER DATE AFTER DATE SETS HOLDOVER AFTER HOLDOVER AFTER HOLDOVER! RUNAWAY RECEIPTS FROM WARNERS RIGHT ON TOP OF "SHE'S WORKING HER WAY THROUGH COLLEGE"!

WITH CARL BENTON REID, EVE MILLER, JAMES GLEASON, SLIM PICKENS, NOAH BEERY, JR., MARY WICKES, STEVE BRODIE, PINKY TOMLIN, AND EDDIE CANTOR AS HIMSELF

SCREEN PLAY BY FRANK DAVIS AND STANLEY ROBERTS BASED ON THE SATURDAY EVENING POST STORY, "UNCLE CLEM'S BOY" BY MRS. WILL ROGERS

ORIGINAL MUSIC BY VICTOR YOUNG

DIRECTED BY ROBERT ARTHUR ASSISTED BY MICHAEL CURTIZ

WILL ROGERS, JR. AND JANE WYMAN
Bregstein Sets 7 for Release

Seven features, including several of foreign origin, will be released nationally during 1952-53 by Herbert Bregstein, West Coast film distributor, he disclosed.

Bregstein, who recently joined with Peter Horner to organize Union Film Distributors, which will handle the releases in New York, will shutle between California and New York to supervise distribution.

Include Richardson Film

The pictures include a Ralph Richardson starrer, "Secret Flight," and "Affairs of A Model," Swedish production, now at the Rialto. The remaining five are Alexander Brothers productions: "Seven Raves," a feature-length puppet film based on a Grimm fairy tale; "The Villain Still Pursued Her," starring Hugh Herbert, Anita Louise, Alan Mowbray and Buster Keaton; "Amazon Quest," starring Tom Neal; "Pinjeren Smith," the last production in which the late Leslie Howard starred, and "One of Our Aircraft Is Missing," a Powell-Prebrowski war film.

While the Bregstein distribution units will supervise the California and New York releases, the film also will be released in Boston by Ruff and Farber; in Detroit and Milwaukee by Albert Dezel; in Indianapolis and Cincinnati by Edward Salzberg, in Washington by Equity Films and in Dallas by Tower Pictures. Bregstein's California unit is Beverly Pictures Corp.

Rackmil, Blumberg

(Continued from page 1)

other business expenses for the duration of their contracts.

The SEC was advised also of a new one-year employment agreement signed with David Lipton, national director of Universal advertising publicity. Dated Jan. 1, 1952, Lipton's contract stipulates a salary of $900 per week, and specifies that in addition to his services under the contract "shall own and you hereby sell, assign, grant, transfer and set over to us all right of every kind in and to all of the results and proceeds of your services hereunder."

Rackmil, under his agreement, is to act as the chief executive officer of Universal and have general supervision of the business and affairs of the company and its subsidiaries. Rackmil continues as president of Decca Records. It has not yet been indicated officially whether any change has been made in the salary he receives from that company.

Rackmil's Universal pact states that he shall not directly or indirectly be interested in or be connected or concerned with any competitive business or pursuit during the term of his employment except that he may serve as officer or consultant to Decca and its subsidiaries or for "not more than one-third of his business time."

Rackmil also "may continue to hold any directorship, trusteeship or executorship which he now has but he shall not, without first obtaining the consent of the Universal board, assume any new obligations in any such capacity, except such additional directorships of subsidiaries and affiliates of Decca as shall be appropriate to his ongoing relationship with that company."

Blumberg agreed that only until May 1, 1952, he would resign from his position as an officer, director or employee of any person, firm or corporation engaged in any competitive business, however, subject to him having financial interest in competitive enterprises, but all restrictions mentioned in the event of the failure of the stockholders to continue Blumberg as a director or in the event of the latter's resignation in office as its chairman. Blumberg may, however, acquire and own interest in event of Quinn. The latter's agreement continued: "the company may release any financial interest such officer may hold in the company.

Rackmil and Blumberg were granted 31-day vacations annually, and the vacation of either may be cumulative from year to year.

Provision for reduced salary payments is made for both executives in the event of prolonged illnesses. The services of both are described in the contracts as "sympathetic and extraordinary and intellectual character, which give them peculiar value to the company. Rackmil would entrust Universal to advertise and other equitable relief, and breach by Blumberg would have been taken to arbitration in accordance with the Arbitration Association rules.

The stockholders' approval of his new contract is given, Blumberg's July 1, 1950, pact "shall continue in full force and effect."

Permission is granted under the new agreements for salary payments to survivors of Rackmil and Blumberg in the event of death of the latter. The compensation plan provides that he shall act in a consultative and advisory capacity to the directors and officers of Universal and its subsidiaries on a non-exclusive basis."

Connecticut Industry

(Continued from page 1)

president, and Al Pickus of the Stratford Theatre, Stratford, regional TOA director, presided. The committee handling the tournament is composed of James Bracken, Warner circuit; James Darby, Paramount Theatre, New Haven; Harlan Stearns, Stratford Theatre, and Harry F. Shaw of Loew's Poli-New England Theatres.

The distribution committee consists of Ben Simon, 20th Century-Fox; Henry Germaine, Paramount, and John Pajone, Monogram. Other committee members are Herman M. Levy, TOA counsel; treasurer, Sam Weber, MPA-Legion

(Continued from page 1)

Keds, which led to the picketing of the Legion members in several sections of the country.

Wilson and O'Neill were the two foreign office officials who met with the MPAA executive committee in Washington last March 31 to discuss the Legion's charges against Hollywood. The meeting led to approximately 200 studio people being apprised by their employers of the procedure for disclosing the personal records and activities, and their being given an opportunity to answer them. As a result, all but a relatively few are reported to have offered explanations adequate to clear them of suspicion of Communist membership.

The Legion has accused Hollywood studios of failing to take a determined stand in disavowing suspected Communists from studio payrolls. The actual facts and the action taken in recent months to discredit the Legion's charges has led to the basis for any justified report critical of the industry to the Legion convention.

Last week, the 53rd National En- campanion of the Veterans of Foreign Wars, held in Los Angeles adopted a resolution which warmly welcomed the industry for its fight against Communism.

'Holders Sue to Void Mayer Settlelment

A second stockholder action was filed in U. S. District Court here yesterday to secure the negation of Loew's $2,750,000 settlement with Louis B. Mayer, upon his resignation as producer and vice-president for the residuals in his contract with the company, instituted by Daisy Bregstein, who owns 25 shares of Loew's stock, and Frank and Margaret Mc- Mullin, who own 150 shares, the new derivative action in behalf of Loew's president, M. Schein, president, and top directors of the company.

Mayer action filed a few months ago by a holding corporation, the Dietsch-McMullin suit charges that the settlement was a violation of the Securities and Exchange Act of 1934.

Mayer Selected

(Continued from page 1)

bested upon individuals whose efforts and achievements constitute a milestone in the industry. Siegel, in his announcement, stated that the Screen Producers Guild was doubly fortunate in being able to honor Mayer, for he has been the industry leader who more than any other person has been responsible for the establishment of the creative producer system as it exists today.

Mayer's selection, it was said, honors a pioneer whose background includes experience dating back in 1928 as an exchange man, a theatre operator, an independent producer, and his tenth year as a member of the Legion as head of the M-G-M studios.

Jesse L. Lasky received the initial "Milestone Award" last year.
Excitingly filmed in outdoor COLOR BY TECHNICOLOR

UNTAMED FRONTIER

Starring

JOSEPH COTTEN

SHELLEY WINTERS

SCOTT BRADY

as KIRK DENBOW
Half of Texas in his grasp...its most dangerous woman in his arms!

as JANE STEVENS
She married one Denbow to save his life...loved another to save her own!

as GLENN DENBOW
Took anything that got in his way...with a bullet or a kiss!

and introducing

SUZAN BALL

as "LOTTIE"
Easy to meet...hard to forget...man-trouble all the way!

Directed by HUGO FREGONISE - Screenplay by GERALD DRAYSON ADAMS and JOHN and GWENN BALCI - Produced by LEONARD GOLDSTEIN - A Universal-International Picture
Meet in D.C.

(Continued from page 1)

not be represented at the meeting since both Will W. Nash, president, and Abram F. Myers, general counsel, were scheduled to be in Chicago tomorrow for an Allied convention planning to persuade Alasas and Denver's 12 United Film Theaters to sever ties with the 28 member studios of the Picture Poster. The AFTP is reported to have brought against the former only resistance.

The government's suit, filed July 22 in Los Angeles, is designed to force the sale of the 13-member TV and other outlets in competition to regular theatres.

The two delegates to the parity are expected to include Mitchell Wolfson, president; Gail Sullivan, executive, and Robert S. Levy, general counsel. MMPTA is expected to be represented by S. H. Fabian and Emanuel Frisch.

SWG Strike Against
ATFP Under Way

Hollywood, Aug. 11.—For the first time in its 15-year history, the Screen Writers Guild has gone on strike. Today the 6,000 members of the Guild struck the Alliance of Television Film Producers, a group that includes the largest TV film producers in Hollywood.

The strike was called after the breakdown of nine months of negotiations between the writers and the Alliance which refused to discuss the Guild's demands including: Minimum advances of $750 a week; a provision for a participation in gross revenue to be paid after the producer has recovered his budget; annual negative cost; raising rather than an outright sale of material, with the lease being on a seven-year renewable basis; and reservation of the writer's rights, meaning that a writer working in television retains all but his television rights and that other rights must be acquired separately.

TOA Unit Asks
(Continued from page 1)

on television would kill theatre business.

Copies went to Attorney General McGraney, the anti-trust division, President Truman and Senate Small Business Committee chairman Sparkman.

Television -- Radio
with Pinky Herman

CBS, in an exclusive arrangement with the Armed Services, will telecast important interest-service football games between the Army, Navy, Air Force and Marines. Coverage will take place starting Sept. 26 and will run right through to the end of Dec. 6 according to CBS-TV news and special events. After a successful year on the ABC-TV channel George Foley's "Tales of Tomorrow," science-fiction series, will do a "repeat" performance. Unusual event will take place next Friday at 9:30 P.M. when "A Child Is Crying," co-starring Robin Morgan and Bert Lytell directed by Frank Capra, will be seen. "Meet the Other Planet," a timely bit of fiction in view of the current "flying saucerman." Screen star John Carradine, when he guest-stars on the Arthur Van Horn-Bill Berns ABC current shows, "Time Capsule," will decry and destroy the modern trend to change, revise and alter Shakespeare's classics.

That handsome new face seen substituting for the energetic encore Randy Merriman, star of "The Big Payoff," NBC Contestant series, belongs to Ralph Paul who is the regular announcer on the "Strike It Rich" program. Incidentally, poor less Myers had to model a minx cost on the program during that hot last week. (Beauty and the Beastly weather.)

Added to the cast are A. Cooper, script writer and producer of the WABD Fantasy, "Magic Cottage," leaves for England on Sept. 1 where he will direct George Bellak's new drama, "The Trouble Makers," scheduled for a Brighton tryout Sept. 8. Gratified with the results of the "Texas Sundy" and "Juniors Texas Ranger" series, Arthur W. Kelly TV Productions has signed scripter Frank P. Domonov's latest series of adventure films "The Cactus Kid," to be filmed on location in Arizona starting next month. Lula Moniz, associate producer of WOR-TV's "Broadway TV Theatre," is the granddaughter and namesake of the internationally famous dancer and actress of the 1890's and just as beautiful.

We've just finished reading a most interesting booklet (53 pages) titled, "Handbook of Motion Picture Technique for Business Men," written by Charles Curran, proxy of Times Square Picture Producers, co-producer "Journey to the Unknown" and the purpose of the author, "If you're thinking of making films, the purpose of this handbook is to take some of the mystery and hocus-pocus out of motion picture production so that the businessman will have a better understanding of what can and cannot be done and how best to do it in this ever expanding field."

The author utilizes graphs, charts and illustrations to fine advantage, defining technical terms in language understandable by the layman. To this observer, everyone interested in film making, theatrical, non-theatrical, TV, commercial or industrial, should obtain a copy of this handbook.

LOTSA DOTS. The Four Lads, who made their TV debut on a recent Perry Como program, whom we once likened Ray's Jachrymose wailing on platters, have been signed by Mitch (the Beard) Miller to wax several sides of their own. Two comics, Alan Young and Red Buttons, have been CBS-signed to telecast opposite Milton Berle's 8:00 to 9:00 slot Tuesdays starting at the end of September 1, with Alan seen during the 8:30 to 8:50 period and Red the second half hour. Alternating with "Amos 'n Andy" starting Thursday September 25 will be a new dramatic series on film produced by Robert Florey. CBS-TV has also signed Eddie Albert's "Leave It To Dad" and Jane Froman to star in a new TV vehicle, "USO Center."... Freddie Robbins! Allnite WOR-TV series, produced and directed by Hank Levy, is catching on and several sponsors are ready to feather the 'Robbins' nest.'... Charlie Mann is doing a whole of a job as a script editor at DuMont... Maestro Paul Taubman has composed a beautiful composition titled, "You Are So Lovely," which producer Walt Franer may adopt as the musical theme for "The Big Payoff."... Otto rere to Glenn Rowell; contact Bill Grey at the Lamps Club. He's got a fine idea for a TV series and Ray Nelson and yours truly is sure that he's man.

Showmen Figure in
TV Applications

WASHINGTON, Aug. 11.—Three Denver television station applications involving industry interests have been set for hearings on October 1, the Federal Communications Commission has announced.

They are the Denver Television Co., Aladdin Radio and Television Corp., controlled by Harry and John Wolfberg, Denver exhibitors; Aladdin is controlled by John C. Deeds, president of Fox Intermountain Theatres, and Harry Hoffman, retired city manager of Fox Intermountain, Bob Hoffman is the principal stockholder in Metropolitan.

The FCC also set for hearing on the Denver television applications in Portland, Ore., Canton, O., and Waterbury, Conn.

Kallet May Bid for
Buffalo TV Station

BUFFALO, Aug. 11.—Myron Kallet of Columbus, Ohio, president of the TV Guild's Buffalo branch, may be considered the inside candidate for ownership of Buffalo's new television station which is expected to begin operation early next year.

In addition to Kallet, the group includes W.T. McNelly of Oneida, associated with Kallet, McNelly declares that the group is "strongly considering" Buffalo as "a likely location" for which to apply for a TV channel. He said the group is conducting engineering and other surveys for the station, three other cities also are being considered, he said.

68 Features Sold to
Television by PSI

Sale of a package of 68 features to seven new TV markets by PSI-TV, Inc., producers and distributors of television film programming, was revealed by President Joseph J. McAfee, Inc., president. Total new business from these markets is in excess of $150,000, he said.

Jaeger left here yesterday for a sales swing through the Mid West where he will visit all TV stations in the area.

"51 Appoints Kingsley

Robert J. Kingsley, formerly chief of production for the Associated Press Television News, is now executive producer for the Dallas Morning News, has been appointed production supervisor for PSI-TV it was announced by Myron Kallet, who will serve as director of the company's new film center here.

McCall Doing TV Script

Hollywood, Aug. 11.—Mary McCall, Hollywood screen writer and president of the Screen Writers Guild, was signed by Screen Gems, Columbia Pictures, to write the script on "Little Liberty and Orin Dooley," the Ford Theatre series for TV.

Set Regular Canadian TV

OTTAWA, Aug. 11.—First regular Canadian Telecast will start in Montreal on Sept. 1, and in Toronto on Sept. 8, the Canadian Broadcasting Corp. announces.
BULLETIN NO. 3

CALL MATTY POLON OF RKO ... COLLECT ...

AT JUDSON 6-1900 AND CHECK FOR YOURSELF
THOSE BEAUTIFUL HAYWORTH GROSSES IN L.A.
AND NEW ORLEANS!!! N.Y., CHICAGO, 'FRISCO,
MILWAUKEE, ALL HOLDING OVER ... NATCH!

Rita's Back!
and so is Business!

RITA HAYWORTH
GLENN FORD
Those "Gilda" Stars Again in
Affair in Trinidad

with ALEXANDER SCOURBY • VALERIE BETTIS • TORIN THATCHER • Screen
Play by OSCAR SAUL and James Gunn • Produced and Directed by Vincent
Sherman • A Beckworth Corporation Production • A Columbia Picture

from Columbia!
Check List

of recent or forthcoming releases featured in advertising in

*MOTION PICTURE DAILY*

(alphabetically by title)

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<th>Title</th>
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<td>HAS ANYBODY SEEN MY GAL? (3 Pages)</td>
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<td>LURE OF THE WILDERNESS (2 Pages)</td>
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<td>WHERE'S CHARLEY (6 Pages)</td>
<td>Warner</td>
</tr>
<tr>
<td>WOMAN OF THE NORTH COUNTRY (2 Pages)</td>
<td>Republic</td>
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*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".

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.

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. Its cost is dimes that bring dollars. It is the vital spark for the power that produces greatest results!
Mr. Exhibitor:

If YOU are performing copyrighted music in your theatre by means of recordings, you will want to obtain the license necessary for your protection. ASCAP music on the films exhibited in theatres is cleared through the motion picture producer or distributor. This, of course, does not give you the right to perform ASCAP music by any other means.

An ASCAP license gives you the right to perform the finest music available for the entertainment of your patrons—the works of over 2,500 composers and authors and 350 publishing firms—in a single package.

ASCAP is making its license for non-film uses available to the theatre industry, both for four-wall theatres and drive-ins, at a very low fee.

An ASCAP representative will visit you in the near future to give you complete information concerning an ASCAP license and the rate for your theatre.
"DREAMBOAT IS THE INDUSTRY'S DREAM GROSSER!

2nd Week, Roxy, N.Y. Top! Sensational First Week! 3rd Week Outgrossing Second Week! 4th Week Coming Up!

There's no business like 20th business!"
Rains Swell Coffers of NY 1st-Runs

‘Ivanhoe,’ ‘Jacks,’ ‘Fear,’ ‘Dreamboat’ Lead Parade

Rains over the weekend swelled box-office grosses of New York first-run theatres, sending the summer business spiral climbing to sturdy heights.

Exceptionally good product along Broadway was credited for the lively upswing, which saw thousands of New Yorkers, confined by the weather to the city, flock to theatres.

Outstanding business was done by such films as ‘Ivanhoe,’ ‘Dreamboat,’ ‘Sudden Fear,’ and ‘Jumping Jacks.’

A smash opening week of $60,000 was forecast for ‘Sudden Fear’ at Loew’s State. At Radio City Music Hall, a terrific $250,000 was seen for the second week of ‘Ivanhoe,’ aided by the Hall’s regular stage show. The Hall’s second week forecast about equals the business done in the non-

(Continued on page 3).

NEWS FLASHES

Commenting on the quality of summer TV fare, the current issue of Newsweek comments: ‘So far the season has not seen one film-[redacted] next one new show that can keep people out of the movie houses.’

The magazine also reports that the TV industry estimates that 50 to 75 percent of all TV shows will eventually be on film, perhaps by next spring.

SAN FRANCISCO, Aug. 11.—Edward D. Keil, attorney for Fox West Coast Theatres, has disclosed plans for the circuit to build a $4,000,000 theatre on the site adjoining Loew’s ‘Warfield’ here, which is now occupied by the 325-seat Fox-operated Cinema Theatre.

‘U’ Reveals Provisions of Rackmil, Blumberg Pacts

Milton R. Rackmil’s contract as president of Universal is for seven years beginning last July 15 at a salary of $1,538.50 per week, the company has informed the Securities & Exchange Commission. The amended employment agreement of Nate J. Blumberg, who recently resigned as president to become chairman, covers a period of eighteen-months at year compensation of $1,500 per week from last July 15 to December 31, 1950, and $1,000 per week from January 1, 1950, to December 31, 1950, when the contract will expire, the SEC also was informed.

Blumberg’s agreement which amends a long-term contract dated July 1, 1950, specifies that it is subject to approval by the stockholders of Universal not later than the next annual meeting, which is scheduled for March 11, 1953.

Both Rackmil and Blumberg are given virtual carte blanche with respect to attending, entertainment and (Continued on page 6).

Mayer Selected for Annual Guild Award

Hollywood, Aug. 11.—Louis B. Mayer will be honored as the recipient of the annual Screen Producers Guild “Milestone Award” for his historic contributions to the American motion picture industry.

First time, president of the Guild as a quarterly membership meeting. The presentation will be made by the Guild’s yearly dinner on October 22 at the Statler Hotel in Los Angeles.

The award, established last year, is (Continued on page 6).

Silver to Preside At Pittsburgh Meet

PITTSBURGH, Aug. 11.—Warner Theatres’ home office and zone executives will assemble at the Roosevelt Hotel here tomorrow with managers and representatives of 96 of the circuit’s houses for Warner’s Pittsburgh and Cleveland zone 1950 “Atomic Showmanship Drive” meeting. Zone head M. A. Silver will preside and Jack Hahn and Phil Katz of the Pittsburgh office will officiate at various of the many activities scheduled. Territory covered includes Western (Continued on page 3).

Connecticut Industry Will Golf Today

HARTFORD, August 11.—The annual autumn tournament of the Motion Picture Theatre Owners of Connecticut will be held tomorrow at the Racquet Club Country Club at Orange, with an attendance of upwards of 150 expected.

Co-chairmen are George H. Wilkinson, Jr., of the Wilkinson Theatre, Wallingford, MPTO of Connecticut (Continued on page 6).

Exhibitors to Meet in D.C. On Gov’t Suit

TOA, MMPTA, Federal Aides to Talk Tomorrow

Leaders of at least two major exhibitor associations will meet in Washington tomorrow with government officials in what was described as an attempt to win sympathy for the industry’s fight against the Department of Justice’s 16th, anti-trust suit.

Organizations named here yesterday as scheduled to send representatives to the parley at the Theatre Owners of America and the Metropolitan Motion Picture Theatres Association. There was Leona, a possibility that the Independent Theatre Owners Association of New York also would be represented, but a question of this could not be secured at a late hour yesterday.

It was regarded as certain, however, that Allied States Association would (Continued on page 8).

MPA Legion Meeton Film ‘Red’ Report

Eric Johnston, Motion Picture Association of America president, and company officials met with American Legion officials at the Astor Hotel yesterday to exchange views concerning the Hollywood “Red” situation in anticipation of a report on the subject to the American Legion national convention here beginning Aug. 25.

Representing the Legion at the meeting was National Commander Donald R. Wilson and the Legion’s director of publications, James F. O’Neill, editor of the American Legion Weekly which last winter published attacks on alleged Hollywood (Continued on page 6).

File $2,700,000 Baltimore Suit

BALTIMORE, Aug. 11.—The Hippodrome and the Towne theatres here have filed an anti-trust suit against five distributors, asking treble damages of $2,700,000 and charging that for many years the defendants conspired to shut off first-run competition.

The suit also asks for an injunction against the distributor defendants to force them to disclose to the plaintiffs’ terms upon which a first-run picture was awarded, when the plaintiff’s bid for the picture had been rejected. Named in the complaint are Loew’s (Continued on page 2).

TOA Unit Asks U.S. To Abandon Suit

WASHINGTON, Aug. 11.—The MPPTO of the District of Columbia has asked the Department of Justice to “abandon” its $16th, anti-trust suit against producers and distributors. The organization is affiliated with the Theatre Owners of America.

A resolution unanimously adopted by the organization said that if the suit should succeed, it “would inevitably spell the death knell of motion picture theatre.” It emphasized the “billions of dollars” investment of exhibitors and declared that since “you cannot sell to people that which they can get free,” the release of the films (Continued on page 8).

Arbitration, US Suit On NJ Allied Agenda

The board and membership of Allied NZ New Jersey, is planning to hold a meeting today for a discussion of arbitration development to date and the government’s anti-trust suit to force the sale of 16th, films to TV and other outlets in competition to regular theatres. Wiilnher Snager, president, disclosed yesterday a number also is president of national Allied.
Personal Mention

George A. Smith, Paramount's Western division manager, left here on the weekend for Portland and Seattle.

Meyer Husten, press contact here for 20th Century-Fox, announces the birth of a son, William Roger, to Mrs. Husten at Madison Avenue Hospital yesterday.

Joseph Grant, owner of the Northwest Theatre, Baltimore, recently returned home from Union Memorial Hospital there, is now a patient at Johns Hopkins Hospital.

Adolf R. Schwartz, Westrex Corp.'s equipment manager, has been transferred to Australia to run his division as manager of its subsidiary, Westrex, Australia Pty. Ltd.

James V. Frew, Universal Southern district manager, and Mrs. Frew have arrived in Hollywood from Eura from abroad the S.S. Libertine.

Harold Worthen, Monogram-Allied Artists Western sales manager, yesterday arrived in Hollywood from Kansas City.

Hy Chapman, Columbia branch manager in Minneapolis, is convalescing at a New York hospital following an operation.

Leon J. Bashinger, RKO Radio's sales manager in Chicago, has returned to his desk here following a vacation in Minnesota.

Ishiro Lindenbaum, president and executive producer of Filmmac Productions, has returned to Hollywood from New York.

Arthur Krolcek, United Paramount Theatres' manager in Buffalo and Rochester, is on vacation at Cape Cod, Mass.

Norman Tunberg, concessions manager at the Pike Drive-In, Newton, Conn., has left for Army service.

Edward L. Hynan, vice-president of United Paramount Theatres, Inc., is on vacation at Murray Bay, Quebec.

Don Hartman, Paramount production head, has returned from the studio following a two-week vacation.

Chester Eckstein, RKO Radio director, has returned here from a four-month tour of Europe.

Another House Reopens

Minneapolis, Aug. 11—The World Theatre, first-run Loop house in St. Paul, has been completely remodeled and redecorated, under the new management of Ted Mann and George Granston.

MPAA to Seek Return of Brazilian Import Rights

The Motion Picture Association of America indicated here yesterday that it was making plans to win reinstatement in Brazil of motion picture licenses which were revoked in Latin America, arrived Janeiro for conferences with John G. McCarthy, MPAA international director.

Press dispatches from Rio de Janeiro disclosed that Brazil has dropped motion picture imports from Argentina. The move, if unchanged, will mean the complete disappearance of United States films from Brazilian screens.

The dispatches stated that American motion-picture officials here are more worried about the stoppage than about the lack of news from which they did not expect to make much profit anyway, but that the general point of view of the United States newsreel companies is that the stoppage is really more important.

The reason for the stoppage of important newsreel imports was given as a political situation, but it is believed to be part of its currently intensified protectionist policy. A United States motion-picture executive said today he was not calculated to conserve Brazil's scarcity of dollars because movie companies have never pressed for the continuation of their business here when dollars were unavailable.

There is reason to believe it is the result of an effort to force theater owners to have their prints made here to give work to Brazilian laboratories, but that has been tried in the past and has not succeeded because the local laboratories were unsatisfactory.

Import licenses already issued will cover the normal operation of films for the next couple of months, but unless some new agreement is reached before that the entry of United States pictures will halt.

Praise Murphy for Texas Legion Talk

Dallas, Aug. 11—George Murphy was credited with engendering a "greater affinity between the American Legion and the motion picture industry" by his message to the Legion's state convention here in which he denounced Communism.

For Murphy's address at the weekend came from William McCraw, executive director of Variety International, chairman of the Texas Council of Motion Picture Organizations' speakers bureau and past department commissioner of the Legion. McCraw's commendation was seconded by G. Ward Moody who commented: "We are deeply indebted to Mr. Murphy for his efforts on behalf of American Legion... they parallel the attitude taken by the Legion.

Other favorable comments came from J. O. O'Donnell and Col. H. A. Cole, co-chairmen of Texas COMPO.

4 Stage Attractions Set for Reade Houses

Booking of the new Slavenska-Franklin Ballet Co., for its New Jersey and New York theaters in October was announced yesterday by Walter Reede, Tarentis, giving the circuit a lineup of four stage attractions for its motion picture theaters this fall and early winter.

The circuit will lead off with the Theatre Guild's production of "Oklahoma!" in early September, followed by "South Pacific" in late September with "Mr. Roberts," the ballet in October, and the Trapp Family Singers in December.

St. Paul Cooperative Is Successful

Minneapolis, Aug. 11—Box office receipts at five independent theaters in the neighborhood of St. Paul skycricketed when a new program was tried out for the first time. The result was so successful that it will continue on a permanent basis.

The five successive combinations of resources and a program offering to the public a first-run drawing, beginning with the Sunday morning edition of the neighborhood cooperative newspaper advertising to announce the policy. The features and the names of the theater are the "Great American Daily." The five are: Astor, Dale, Hollywood, Mounds and Royal.

Yorkie to Preside at Little League Meet

Motion picture, radio and television executives and trade press representatives will be among the 200 persons who will attend here on Saturday, Aug. 11, 8 P.M., at Toots Shor's to open the new seasonal of the American Little League division, which will be played at Williamsport, Pa.

Emerson Yorkie, official league film, radio and TV co-ordinator, will preside at the luncheon.

Weinberg Titles 3

Herman G. Weinberg has completed the English titles for three new films, from Sweden, France, and Italy, for release in the U.S. this autumn.

The others of his three current releases, "Dweller," a Times Films Corp., release, from Sweden, a prize-winner at the recent Cannes Film Festival; "The French Way," a Manor Films release, from France, starring Josephine Baker; and "Rome, 11 O'Clock," an APE release from Italy.

Mrs. Robert Langer Dies

Atlanta, Aug. 11—Mrs. Robert (Jerry) Langer, wife of the National Screen Service executive here, died at her home on Friday.

NEW YORK THEATRES

Radio City Music Hall

Rockefeller Center

IVANOHE

Robert TAITOR Eliza TAITOR * FONTAINE

Spectacular Stage Presentation

Edward CHAPMAN As A M-G-M Picture

Jumping Jacks

DARLINGTON

DARRINGTON

Bergman, Editor; cable address, "Quigpub, London." Other Quigley Publications: Motion Picture Herald; Better Theaters and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; now in its 53rd year, at the post office at New York, N.Y., under the act of March 3, 1879. Subscription rates per year, $6 in the America and $12 foreign; single copies, 10c.
**Coming Events**


Aug. 22-29 — Independent Theatre Owners of Ohio-sponsored industry exposition, Ohio State Fair, Columbus.

Aug. 29-Sept. 5 — Indiana Allied-sponsored exhibit, Indiana State Fair, Indianapolis.

Sept. 5 — Allied Theatre Owners of Iowa-Nebraska luncheon-meeting for local newspaper executives, Des Moines.

Sept. 14-18 — Theatre Owners of America convention and trade show, Shoreham Hotel, Washington, D.C.

**RKO Theatres Gets Two Former Houses**

WASHINGTON, Aug. 11.—The Department of Justice has agreed to permit RKO Theatres to reacquire temporarily two divested theatres in Cincinnati.

The theatres—the Capitol and the Shubert—were sold under the RKO lease decrees and before. However, the two principal purchasers, the local RKO Theatres management, have agreed to carry out the lease contracts after May 30, 1952, upon a guarantee by the Federal government that the theatres will not be closed pending the outcome of the litigation, according to Justice officials.

As a result, RKO Theatres is under "tremendous contingent liabilities," according to Justice, and the government has agreed to let RKO take back the two theatres subject to a requirement that they must be divested again within six months.

The Justice Department also revealed that it had notified RKO Theatres that the government has no objection to the company’s selling its stock in third Cinemacorp, the Times.

The company has held an interest in the theatre with another firm, Gulf, Inc., and had agreed to sell both interests providing the government agreed.

**Services Today for Walter T. Freeman**

Boston, Aug. 11 — Funeral services for Walter T. Freeman, 54, stage manager at the RKO Boston Theatre for the past five years and for 35 years associated with theatres, will be held with a Solemn High Mass of Requiem at St. Ann's Church in Manchester, New Hampshire.

Freeman, who died Friday, is survived by three brothers and two sisters, all of Manchester.

**Cleve. Houses Hike Price**

Cleveland, Aug. 11.—Theatres located on the west side are trying out a policy of a $3.5 cent advance in prices for children and juniors. New scale is 15 cents for children and 35 cents for juniors. Adult admission is held to 50 cents. Theatres experimenting with the boost are the Fairview, Riverside, Beachcliffe, Hilliard Square, Home- state and Granada.

**Motion Picture Daily**

**File Baltimore Suit**

(Continued from page 1)

Warner Brothers Pictures Distributing Corp., Paramount Film Distributing Co., Universal and United Artists.

Three other Warner Companies are named also—Warner Brothers Theatres, WB Pictures, and WB Circuit Management Corp.

The suit charges that from 1943 to 1948 the distributor defendants conspired with each other and affiliated exhibitors in favor of affiliated theatres, and that the effect of the conspiracy was to exclude from first-run competition in Baltimore any of the pictures distributed by the defendants.

The best first-run Loew's films, the complaint said, went to the Century and other downtown locations, both of which, the suit alleged, charged high prices. The median charge was $5 per cent by Loew's and 50 per cent by United Artists Theatre Circuit.

The best Warner films went to the Stanley, a Warner theatre, the complaint charged. For a period of time half of the best Paramount films went to the Stanley and half of the best Universal films to the Century and Valencia, the complaint charged.

The suit alleged that from 1947 to 1951 the Town and the Hippodrome were forced to exhibit inferior films, while "by far the larger number of first-run theatres were made available to theatres operated by Loew's and Warner Brothers.

During this period, the complaint alleged, the Hippodrome's business was cut from 40 cents to 20 cents, or some $50,000 less than it would have earned if given a normal supply of product. Also during those years the complaint continued, both theatres operated at a loss of more than $24,000.

The Hippodrome was forced to close for several weeks due to the support of the boycott from 1950 and for three months in the summer of 1951, the complaint went on. In April of 1952 the theatre was damaged by fire, and since there was not sufficient capital to pay for repairs it is still closed, the complaint charged.

The complaint also alleged that the Town Theatre was not permitted to compete with all first-run theatres for some of the distributors' films. It added, however, that the defendants will not disclose the terms of winning their consent. Therefore, the Town does not know which, if any theatres are bidding against it. Unless it is barred to inspect prints, however, the evidence, the complaint says, the Town is "threatened with irreparable damage to its business and from continued secret discrimination."

**Truman to Decide On Arnall Shortly**

WASHINGTON, Aug. 11.—The resignation of Ellis Arnall as price Administrator is reported to be on President Truman’s desk, with a telegram from the White House for a return of the former congressmen or not to accept it due later this week.

Arnall reportedly made his resignation effective Sept. 1, to give the President time to find a replacement. If his resignation is accepted, it is likely he might take a brief vacation before returning to his duties as head of the Society of Independent Motion Picture Theatres, according to friends here.

**Estimate $4-Million Gross for ‘Fear’**

On the basis of first grosses reported on Joseph Kaufman’s “Sudden Fear,” RKO Radio officials here are estimating a gross of between four and five million dollars on the Joan Crawford starrer.

First four days at Loew’s State, New York, leading the weekend, the picture took the picture took in over $45,000, to give the theatre its best business in three years, it was said. Executives look for a gross of better than $50,000 for the first week. The picture is also doing top business in out-town ex- places, including Cleveland. At the Palace, Cleveland, with a big weekend, the picture grossed $12,400 in four days, and will do about $18,000 in its first week. The United Artists Company, reporting $9,900 for the weekend, with the picture grossing 75 per cent of major “A” product in recent months. The Globe, No. 1 in RKO theatres, report the take of $6,000 from Thursday through Sunday, for the biggest gross in the history of the theatre, it was stated.

**Silver to Preside**

(Continued from page 1)

Pennsylvania, all of West Virginia and Ohio, and Northwestern New York. The drive is described as the most ambitious business promotion ever to be attempted on anything but a national level.

Guest speakers will include Jerry Sans, of Paramount’s advertising department and President of the MPAA; Sterling Silliman, Eastern publicity manager for 20th Century-Fox, and Mike Simmons, of the New York Public Relations Office. The reports of Harry Kahne, Ben Wirth and Harry Goldberg will attend from the house.

The drive will run from Sept. 10 to Nov. 29 and will feature $3,500 in prizes for managers and teams, special promotions and giveaways to the public ranging all the way from auto mobiles to a house and lot with a car in a garage and furniture.

**N. Y. Grosses**

(Continued from page 1)

holy record-breaking opening week.

At the Roxy, which also features a stage show, the third week of "Jumping Jacks" grossed a top of $30,000, the healthiest grosses experienced in the first two weeks. Over the weekend, the total for the six days hit $106,000, topping the third weekend take of the "Mighty Jack." For the third week, a robust $106,000 is estimated. "Dreamboat" will be handled by the firm for the opening day of "What Price Glory" to Aug. 22.

The Roxy, which will be held over is "Jumping Jacks" at the Paramount, which headlines Don Conn- ell on stage. For the third week, a box office of $30,000 is expected.

At the Victoria, a fine $35,000 is due for the second round of "Affairs of State," which at the Mayfair a sturdy $39,000 is seen for "High Noon."

Also doing fine is "Story of Robin Hood" at the Criterion, where $21,000 is estimated for the seventh week. The final round of "Don’t Bother to Knock" at the Globe is expected to hit $6,000 for the fifth week. "Francis Goes to West Point" bows there on Friday.

"Carrie" at the Capitol is doing well, with $9,000 for the fourth stanza. The gross of "The Story of Will Rogers" at the Astor is expected to climb in the fourth week, with a solid $17,000 estimated.

"King Kong," reissue, returned to the RKO Palace, giving that house the best business since May of 1949, with the exception of a two-day interlude. On the basis of a terrific $23,000 for the first week, $19,000 for the initial and only week is forecast. "Son of Ali Baba" will have its premiere there Friday.

**Rivoli Reopening**

The Rivoli, shuttered at the advent of summer, will reopen Thursday with "Les Miserables."

Among off-Broadway houses, a fine $7,000 is reported for "The Man in the White Suit" at the Sutton. Another hold-over doing good business is "Encore" at the Nor- ford, where $6,200 is seen for the 19th stanza.

"Irvy Hunter" will open Monday at the Yale, also re-opening with a run- ning "High Tension." For the week which ended Sunday, the 12th session, a fairly good $3,500 was registered with "High Tension." The seventh and final week of "Island Res- cure at the Park Avenue is expected to hit a neat $4,200. "Streets for the Parson" will have its premiere there on Saturday.

**Palaface’ to N. Y. Paramount**

"Son of Paleface,” musical Western comedy-vaudeville, starring Russel and Roy Rogers and his horse, Trigger, has been booked by the Para- mount, with a possible fall run. It was jointly announced yesterday by Lord, management of the theatre and Para- mount Pictures. The picture also was honored with a clean formula Western. It is his 89th film, and his first with color by Technicolor.

**Jacks’ in $28,000 Week**

Boston, August 11.—Paramount’s "Jumping Jacks," starring Dean Mar- tin and Jerry Lewis, ended its second week at the Metropolitan Theatre here with a gross of $28,000. First week’s gross was $48,000.
It's a sta

THE STORY OF WILL ROGERS
THE HAPPY NEWS
POURS IN AND SHOWMEN
REJOICE! DATE AFTER DATE AFTER
DATE SETS HOLDOVER AFTER
HOLDOVER AFTER HOLDOVER!
RUNAWAY RECEIPTS FROM
WARNERS RIGHT ON TOP OF
"SHE'S WORKING HER WAY
THROUGH COLLEGE"!

WITH
WILL ROGERS, JR. AND
JANE WYMAN

CARL BENTON REID - EYE MILLER - JAMES BLEASON - SLIM PICKENS - NOAH BEERY, JR.
MARY WICKES - STEVE BRODIE - PINKY TOMLIN AND EDDIE CANTOR AS HIMSELF
SCREEN PLAY BY FRANK DAVIS AND STANLEY ROBERTS BASED ON THE SATURDAY EVENING POST STORY "UNCLE CLEM'S BOY" BY MRS. WILL ROGERS
ORIGINAL MUSIC BY VICTOR YOUNG

DALLAS
ALBANY
LYNCHBURG
JACKSONVILLE
BEVERLY HILLS
MEMPHIS
GALVESTON
LITTLE ROCK
Seven features, including several of foreign origin, will be released nationally during 1952-1953 by Herbert Bregstein, who will supervise the film division.

Bregstein, who recently joined with Peter Horner to organize Union Film Distributors, which will handle the releases in New York, will shuttle between California and New York to supervise distribution.

Include Richardson Film

The pictures include a Ralph Richards starrer, "Secret Flight," and "Affairs of a Model," Swedish production, now at the Rialto. The remaining five are Alexander Brothers productions: "Seven Ravens," a feature-length puppet film based on a Grimm fairy tale; "The Villain Still Pursued Her," starring Hugh Herbert; Anita Louise; Alan Mowbray and Buster Keaton; "Amazon Quest," starring Tom Neal; "Pimpender Smith," the last production in which the late Leslie Howard starred; and "One of Our Aircraft Is Missing," a Powell-Pressburger war film.

While the Bregstein distribution unit will serve the California and New York releases, the films also will be released in Boston by Ruff and Farber; in Detroit and Milwaukee by Albert Dezell; in Indianapolis and Cincinnati by Edward Salzberg, in Washington by Equity Films and in Dallas by Tower Pictures. Bregstein's California unit is Beverly Pictures Corp.

**Great Motion Pictures Are Processed by Pathé**

Universal Pictures Board Chairman 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.
FLASH! - Texas pre-release engagements sensational ... topping 'Tomahawk' in most situations!

UNTAMED FRONTIER

Excitingly filmed in outdoor COLOR BY TECHNICOLOR

Starring

JOSEPH COTTEN
SHELLEY WINTERS
SCOTT BRADY

as KIRK DENBOW
Half of Texas in his grasp ... its most dangerous woman in his arms!

as JANE STEVENS
She married one Denbow to save his life ... loved another to save her own!

as GLENN DENBOW
Took anything that got in his way ... with a bullet or a kiss!

and introducing
SUZAN BALL

as "LOTTIE"
Easy to meet ... hard to forget ... man-trouble all the way!

DIRECTED BY HUGO FREGONESE - SCREENPLAY BY GERALD DRAYSON ADAMS AND JOHN AND GWENN BAGNI - PRODUCED BY LEONARD GOLDSTEIN - A Universal-International Picture
Meet in D.C.

(Continued from page 1)

not be represented at the meeting since both Wilbur Snapper, president, and Abram F. Myers, general counsel, were scheduled to be in Chicago to attend the Radio-Television Planning Conference. Myers has his headquarters in the nation's capital.

On July 29, Mitchell Freedman, who reported that the belief was widespread in the industry here at that time that the defendants in the government's suit would succeed and that some Congressmen and perhaps Secretary of Commerce Charles Sawyer, and other Federal officials, would support the action. TOA, which cited as a co-conspirator in the government's complaint, was not listed as a defendant. Whether any of the 12 defendants, including major producer-distributors, would be represented at the meeting tomorrow either in person or by proxy was not determinable yesterday.

The government's suit, filed July 26, Los Angeles, is designed to force the sale of films, TV to and other outlets in competition with regular theatres.

The TOA delegates to the parade are expected to include Mitchell Wolfson, president, Grael Sullivan, executive director, Bernard M. Levy, general counsel. AMPTA is expected to be represented by S. H. Fabian and Emanuel Frisch.

SWG Strike Against
ATFP Under Way

Hollywood, Aug. 11.—For the first time in its history the Screen Guild of Film Producers, a group that includes 13 of the largest TV film producers in Hollywood.

The strike was called after the breakdown of nine months of negotiations between the writers and the Alliance which refused to discuss the Guild's demands. After failing to advance payments against a percentage of gross revenue to be paid after the producer has recouped his investment, the writers were accused of selling out, of giving up a seven-year renewable lease and of violating the writer's rights, meaning that a writer working in television retains all his television rights and that other rights must be acquired separately.

TOA Unit Asks
(Continued from page 1)

on television would kill theatre business.

Copies went to Attorney General McGrannery, the anti-trust division, President J. E. P. Smith, O'Shaughnessy Business Committee chairman Spink, Jr., and to the several leading film personalities.

CBS, in an exclusive arrangement with the Armed Services, will telecast important inter-service football games between the Army, Navy, Air Force and Marines. Coverage will take place starting Sept. 20 with the Army-Navy game. Chances Dec. 6, according to Sig Michelson, director of CBS-TV news and special events.

After a successful year on the ABC-TV channel George Foley's "Tales of Tomorrow," science-fiction series, will do a "repeat" performance. Unusual event will take place next Friday (9:30 P.M., when "A Child Is Crying" co-starring Robin Morgan and Bert Lytell discuss the "possible attack on the Earth by another planet," a timely bit of fiction in view of the current "flying sauceromanu有限." Screen star John Carradine, who guest-stars on the Arthur Van Horn-Bill Burns ABCCurrent events show, "Time Capsule," will decry and discuss the modern trend to change, revise and alter Shakespeare's classics.

That handsome new face substituting for the energetic{-#arded Randy Merriman on the "Big Payoff," NBCContestants series, belongs to Ralph Paul who is the regular announcer on the "Strike It Rich" program. Incidentally, poor Bess Myerson would not have made a minc macro on the program during that heat last week. (Beauty and the Beast weather),

The following TV series, which were listed in the "Texas Sands" and "Junior Texas Ranger series, Arthur W. Kelly TV Productions has signed scripter Frank P. Donovan's latest series of adventure films "The Cactus Kid," to be filmed on location in Arizona starting next month.

John Montez, associate producer of WOR-TV's "Broadway Theatre," the granddaughter and namesake of the internationally famous dancer and actress of the 1880's (and just as beautiful).

We've just finished reading a most interesting booklet (53 pages) titled, "Handbook of Motion Picture Technique for Business Men," by Eugene Curran, proxy of Times Square Productions. The first line which we quote reveals the purpose of the author. "If you're thinking of making films, the purpose of this handbook is to take some of the mystery and hocus-pocus out of motion picture production so that the businessman will have a better understanding of what can and cannot be done and how best to do it in this ever expanding field."

The author utilizes graphs, charts and illustrations to fine advantage, defining technical terms in language understandable by the layman. To this observer, everyone interested in film making, theatrical, non-theatrical, TV, commercial or industrial, should obtain a copy of this handbook.

LOTSA DOTS. The Four Lads, who made their TV debut on a recent Perry Como program and who back up Johnny Ray's bachurymash waltzings on platters, have been signed by Mitch (the Beard) Miller to wax several sides of their own. . . . Two comics, Alan Young and Red Buttons, have been CBSsigned to telecast opposite Milton Berle's 8:00 to 9:00 slot Tuesdays starting at the end of September 1, with Alan seen during the 8:30 to 9:00 and Red the second half hour. Alternating with "Amos & Andy" starting Thursday September 25 will be a new dramatic series on film produced by Robert Florey, CBS-TV has also signed Eddie Albert's "Leave It To Dad" and Jane Froman to star in a new TVvehicle, "USO," Fred Robbins, Columbia; while "WOR-TV series, produced and directed by Hank Leeds, is cutting on and several sponsors are ready to feather the 'Robbins' nest.' . . . Charlie Mann has been doing a whole of a job as script editor at DuMont. . . . Maestro Paul Taubman has composed a beautiful composition titled, "You Are So Lovely," which producer Walt Frazier may adopt as the musical theme for "The Big Payoff." . . ." Set where contact Bill Grey at the Lions Club. He's got a fine idea for a TV series and Ray Nelson and yours truly suggested that you're his man.

Showmen Figure in
TV Applications

WASHINGTON, Aug. 11.—Three Denver television station applications involving industry interests have been set for hearings on Oct. 1, the Federal Communications Commission has announced.

They are the Denver Television Co., Inc. and Teletel Corp., and Metropolitan Television Co. Denver Television Co. is controlled by Harris and John Wollberg, Denver's most prominent broadcasters, and is controlled by Frank H. Ricketson, jr., president of Fox Intermountain Theatres, and Harry Huffman, retired city manager of Fox Intermountain. Both Honolulu and the principal stockholder in Metropolitan.

The FCC also set for hearing on the same date television applications in Portland, Ore., Canton, O. and Waterbury, Conn.

Kallet May Bid for
Buffalo TV Station

BUFFALO, Aug. 11.—Myron J. Kallet, owner of Oranda Corp., president of Kallet Theatres, Inc., a circuit of about 40 theatres, and holder of the Niagara City Broadcasting Co., which owns and operates station WKBV on channel 11, in Utica, heads a group "investigating" the possibility of competing for additional television channels assigned to Buffalo.

In addition to Kallet, the group includes W. T. McNeil, of Oneida, and associates with Kallet, McNeilley declares that the group is "strongly considering" Buffalo as a "likely location" for which to apply for a TV channel. He said the group is conducting engineering and other surveys for the station. Three other cities also are being considered, he said.

68 Features Sold to
Television by PSI

Sale of a package of 68 features to seven new TV markets by PSI-TV, Inc., producers and distributors of television programming, has been made, it is announced, by Andrew Jaeger, vice-president, Total new business from these markets is in excess of $150,000, he said.

Jaeger left here yesterday for a sales swing through the Mid West where he will visit all TV stations in the area.

'SI Appoints Kingsley

Robert J. Kingsley, formerly chief of programming for the Associated Press "Spot News" television newsrel, has been appointed production supervisor for PSI-TV it was announced by Paul Smith, director of programming. Kingsley also will serve as director of the company's new film center here.

McCall Doing TV Script

Hollywood, Aug. 11.—Mary McCall, Hollywood screen writer and president of the Screen Writers Guild, has had her work, "The Big Payoff," selected by the Ford Theatre series for TV.

Set Regular Canadian TV

OTTAWA, Aug. 11.—First regular Canadian Telecast will start in Montreal on Sept. 1 and in Toronto on Sept. 8, the Canadian Broadcasting Corp. announces.
Mr. Exhibitor:

If you are performing copyrighted music in your theatre by means of recordings, you will want to obtain the license necessary for your protection. ASCAP music on the films exhibited in theatres is cleared through the motion picture producer or distributor. This, of course, does not give you the right to perform ASCAP music by any other means.

An ASCAP license gives you the right to perform the finest music available for the entertainment of your patrons—the works of over 2,500 composers and authors and 350 publishing firms—in a single package.

ASCAP is making its license for non-film uses available to the theatre industry, both for four-wall theatres and drive-ins, at a very low fee.

An ASCAP representative will visit you in the near future to give you complete information concerning an ASCAP license and the rate for your theatre.
DREAM BOAT
IS THE INDUSTRY'S
DREAM GROSSER!

2nd Week, Roxy, N.Y. Top
Sensational First Week! 3rd
Week Outgrossing Second
Week! 4th Week Coming Up!

There's No Business Like
20th Century-Fox Business
Credit Films' Quality for Peak Business

N.Y. Summer High Point Reported by the MMPTA

Grosses are at their highest peak of the summer for Metropolitan New York theatres and the credit for this is due to the quality product that has emanated from Hollywood, the Metropolitan Motion Picture Theatre Association asserted yesterday.

An earlier report by the Independent Theatre Owners Association of New York indicated that July average attendance figures at independent houses were 11 per cent above those for the same month last year. The MMPTA disclosure points to the likelihood that this month’s average will greatly exceed that for Aug., 1951.

“The careful planning of motion picture features to attract varied tastes, produced in the highest quality (Continued on page 4)

Plans Theatre TV Of G. & S. Operettas

S. M. Chertok, producer of Gilbert and Sullivan operettas in America, has opened negotiations with Actors Equity for the possible television telecast of productions which he plans to open on Broadway late this fall.

It was also learned that Chertok has contacted television interests and outlined his plans. Efforts to reach Chertok yesterday for comment were unavailing.

Columbia Cuts Bank Debt to $7-Million

Washington, Aug. 12—Columbia Pictures last month repaid an additional $700,000 to four banks under a $12,700,000 loan agreement dated Aug. 1, 1950, the company has informed the Securities and Exchange Commission.

The July repayment cuts to $7,000,000 the amount outstanding on the debt. All loans under the agreement mature on July 31, 1956.

Upward Trend Moves On in Cincinnati

Cincinnati, Aug. 12—“Dog days” and the traditional slump in theatre attendance often characteristic of this period, appears to be working in reverse here, as elsewhere, with grosses continuing to show sustained improvement, particularly at first-runs.

Currently, “Jumping Jacks” gave the RKO Albee a terrific $29,000 on its first week. Average for this house is $11,000. Other grosses are registering considerably above average.

Oboler Forms Own Distribution Firm

The formation of Arch Oboler Productions, a distribution company which will handle Oboler’s new feature-length three-dimensional picture, “Idiana Devil,” and other Oboler films, was disclosed here yesterday by Sid Pink, associate producer and sales manager for Oboler.

At the same time Pink disclosed (Continued on page 5)

SKOURAS BLASTS U. S. TRUST SUIT

20-30 Days to Submit Para. Case Findings

WASHINGTON, Aug. 12—Federal Communications Commission hearing examiner Leo Resnick, presiding over the Paramount hearings, today moved to speed a final decision on the complicated case.

At a meeting of the various parties, Resnick ruled that all parties must submit proposed findings on the issues within 20 to 30 days of the time the record is finally closed. This is an unprecedented time for a hearing of the scope and importance of the Paramount case. Previously it had been assumed that the parties would get 40 or 50 days to submit their findings. Resnick said findings on the issue of Paramount’s control of Domont must be submitted within 20 days of the close of the hearings, and proposed findings on the American Broadcasting Co.-United Paramount (Continued on page 5)

Skouras Statement

THE FOLLOWING STATEMENT by Spyros P. Skouras, president of 20th Century-Fox Film Corp., was made here yesterday morning to the company’s entire executive personnel.

Immediately following the statement, Skouras left for Hollywood where he will confer with studio management and studio executives.

With all the emphasis that I am capable of, I wish to condemn the action of the Department of Justice to force our company to sell feature motion pictures to television companies and advertisers.

This is a threat to the very existence of the motion picture industry of America.

We must understand the crisis that we and the public face and meet it with deadly earnestness.

The Department of Justice must be persuaded as must every member of the Senate and every member of the House of Representatives, and even the President of the United States himself, that this suit is not in the interest of the American public.

Indeed, it is not in the public interest to endanger the economy of the United States by destroying the theatre which are the heartbeat of every American community and deprive the public of the continuation of the production of motion American pictures as it now knows them. Our government can spend billions and yet never repair the injury that this will bring to the American economy.

In the public interest and in the interest of common justice, (Continued on page 4)

First Defendant to Speak Out, Says Suit Would Destroy Industry

Spyros P. Skouras, president of 20th Century-Fox, yesterday released a spirited attack on the anti-trust suit filed by the Department of Justice to compel the industry to sell feature films to television. His four-page statement attacking the government action, which is printed in full in adjoining columns, is the first public reaction from the defendant production-distribution companies pledging an all-out fight against the suit since it was filed in Los Angeles Federal District court on July 22.

The vigorous statement from (Continued on page 4)

Three From D. of J. To Meet Exhibitors

WASHINGTON, Aug. 12—Three top officials of the Justice Department’s anti-trust division will meet with Theatre Owners of America and other exhibition spokesmen tomorrow to discuss the Department’s 16mm. anti-trust suit.

The three are Newell Clapp, acting head of the anti-trust division; Victor Kramer, head of the litigation section, and Perry Ejes, Kramer’s assistant.

All three claimed they did not know (Continued on page 4)

100 Managers at WB Pittsburgh Meet

PITTSBURGH, Aug. 12—More than 100 Warner Brothers theatre managers from Western Pennsylvania, West Virginia and New York State attended an “Atomic Showmanship” drive meeting held in the Roosevelt Hotel here today.

Between the morning and after-
Personal Mention

HENRY HATHAWAY, 20th Century-Fox director, and Fredric March will be aboard the S.S. Liberté leaving here for Europe today.

MIL JOELLY, manager of the Tivoli Theatre, Hamilton, Ont., his wife and daughter were reportedly seriously injured in a traffic accident in Vermont, where they were vacationing.


BILL LYONS of the M-G-M Coast publicity department is scheduled to leave on Aug. 30 for a three-week vacation in Europe.

ARTHUR C. BROMBERG, president of Monogram Southern exchanges, Atlanta, has returned there from a Florida fishing trip.

SAMUEL Fine, a Toronto partner of Famous Players Canadian Corp., is in Toronto General Hospital.

MARIJKE THOSEN, M-G-M studio story department executive, has arrived in Hollywood after a vacation in Europe.

JIMMY HORNS, branch manager of Monogram Southern exchanges, Atlanta, has returned there from Birmingham, Ala.

JOSEPH SHULMAN of Shulman Theatres, Hartford, and Mrs. Shulman have returned from their three-month European vacation trip.

HARRY Rose, manager of the Loew's Poll Majestic Theatre, Bridgeport, Conn., and Mrs. Rose are vacationing in Florida.

CLOVER JOHNSON, Centre, Ala., theatre owner, and his family have returned home from a motor trip to Anchorage, Alaska.

DICK PITTS and Howard Bryast of Theatre Owners of America headquarters here will be in Washington today.

JOEL PRESTON, industry publicist, is here from Hollywood for two weeks.

JOSEPH SISTROTT, Paramount producer, has returned to Hollywood from Europe.

DOUG V. ROSEN, general manager of International Film Distributors, Ltd., Toronto, is hospitalized there.

CHARLES Vidor, Paramount director, has returned to Hollywood from Europe.

D. BOONE, manager of the Gables Theatre in Coral Gables, Fla., has resigned to enter the insurance business.

DAVE PHILLIPS, Columbia booker in Charlotte, has returned from a vacation.

No Video—N. Y. Yankees’ Game Draws Record Crowd

Contributions of free telecasts of home games of major league baseball clubs to television decline daily; will pinpoint Monday night when the game between the Yankees and Boston Red Sox is scheduled. Andrew 51,005 paid customers to the Yankee Stadium, highest attendance of the year for a single game.

Walcott-Marciano Deal in Offing

Hope was expressed by an International Boxing Club spokesmen here yesterday that the principals in the projected Joe Walcott-Joe Marciano heavyweight title bout will be signed this week.

The fight, considered a plum by both theatre television and home video broadcasting interests, is tentatively scheduled for September at 23rd Street, an East Coast site other than New York City.

The strength of theatre television, represented in these negotiations by Nate Halpern, president of Theatre Network Television, would be considerably broadened if the site finally agreed upon is not Jersey City, it is believed. This would allow nearly a dozen large New York City theatre televisions to be used to cover the picture, bolstering the bidding of theatre television interests, it is argued.

A home television fight, of course, might well be telecast blacked out for New York theatres because most of them were stationed in the City. The strength of Jersey City, if telecast, would also bar a fight telecast in theatres here.

Lesser Emphasizes Role of Drive-ins

Hollywood, Aug. 12—Drive-in theatres this year will account for 20 per cent of total domestic film rentals, according to a exhibitor survey released here yesterday by the Screen Producers Guild members at a meeting held here last night. He reiterated earlier estimates made by Edward Logan, Motion Picture Association of America, president.

Appearing as a guest speaker, Logan indicated that two theories interest in Pacific drive-in theatres, that "in 1946 there were only 155 drive-ins in operation today there are 4,830.” Weather permits them to operate on an average of eight months per year.

Mexican Officials Clear 20th’s ‘Zapata’

Twentieth-Century-Fox’s “Viva Zapata!” will be released in Mexico on Aug. 20, it was announced yesterday following news from Mexico City that government censorship officials had cleared the picture as a “patriotic and historically accurate picture.”

The approval of the picture was announced by Jesus Castillo Lopez, head of the government censorship office, following "prestigious reports," according to 20th-Fox’s home office reported.

Events Mark Opening of Here of Miserables

French dignitaries and stars of stage, screen and TV will join at the Rivioli Theatre here tomorrow evening in a special ceremony marking the opening of "Les Miserables," and the reopening of the theatre.

Participating in the salute to the 150th anniversary of Victor Hugo’s birth will be the Comité de l’Exposition Hugo; French Consul General in New York, and French United Nations representive. The film has been bought from other international delegations.


COMPO Coast Meets Will Begin Today

Hollywood, Aug. 12—Top executives of the Council of Motion Picture Organizations arrived here today prepared to begin tomorrow conferences with major studio heads on plans for autumn “Movierama U.S.A.” tours. The COMPO campaign to repeat the success of the Spring Campaign is certain to be discussed.

Samuel Paninski, Trumen T. Remus and Robert J. O’Donnell are the leaders of the COMPO leaders who will meet with the studio executives.

Eshelman, McManus, Gauld in New Posts

Toronto, Aug. 12—James H. Eshelman, former United Paramount Theatres general manager in Buffalo and Rochester, has been appointed supervisor of Northern and Eastern Ontario houses for Odeon Theatres, Ltd. Eshelman has been city supervisor for Odeon in Hamilton, Ontario. He will operate from the Odeon head office here and will have a dozen theatres under his supervision.

Steve McManus, previously manager of the Odeon at Fort Williams and Turtle Mountain, has been appointed theatre manager, and has succeeded Eshelman.

Donald Gauld, supervisor of theatres at the headoffice theatre company, has been appointed theatre manager for Northwestern Ontario with headquarters at Fort William. He is a member of the board of directors of the Canadian Theatres Association of Ontario.
20th’s ‘Kilimanjaro’ Premiere on Sept. 18

The world premiere of “The Snows of Kilimanjaro,” 20th Century-Fox’s release of 20th Century-Fox, has been set for Thursday evening, Sept. 18 at New York’s Rivoli Theatre.

The American debut will start a series of world-wide premieres in the next week in London, Australia, Asia, Australia and North and South America.

The Technicolor picture, Darryl F. Zanuck’s solo personally-produced feature of 1952, will be unveiled before an audience comprised of stars of stage, screen, radio, television, as well as celebrities from the fields of politics, sports, society and international affairs. The opening will be covered by newswires, television and radio.

Dickinson Heads KC Compo Committee

KANSAS CITY, Aug. 12—A committee to carry on Council of Motion Picture Organizers activities in this area, particularly and immediately participate in the campaign for ad- mission tax repeal, was set up at a meet- ing held here today.

Glen Dickinson, Sr., was named general chairman for COMPO in this area and will work closely with his son, Jay Wooten, president of the Kansas-Missouri Allied unit, Beverly Miller, R. B. Bachele and Jack Fugmug. Other organizational steps will be taken, including appointment of committees when Congressional sessions are completed. Another meeting will be held before long.

KATO Head Names Tax Drive Chairman

LOUISVILLE, August 12.—With the Kentucky Association of Theatres Owners going all out in behalf of the Council of Motion Picture Organizers’ drive to repeal the 20 per cent Federal tax on admissions, KATO president Ralph McElhaney has ap- pointed H. F. Chalmers as chairman of the five film exchange areas serving Kentucky, who in turn will appoint committees to work with them. The chairman are: Ned Greene, Memphis; W. E. Horsefield, St. Louis; Joe Isaac, Cincinnati; D. Irving Long, Indianapolis; and Clyde Marshall, Atlanta.

PSI-TV Shoots First 13 Films for TV

Shooting of the first 13 films for the new TV film series, “China Smith,” has been completed in Hollywood, it was announced here by Manny Reiner, vice president in charge of sales of PSI-TV, Inc., producers and distributors of television film programs.

Now in the cutting stage, the first three of the series should be ready in New York on Monday, Reiner said. The release date is September 15.

Golding to Europe

David Golding, Samuel Goldwyn Productions and present board chairman, Golding, who will assume the duties of the group head at the post office on Monday, will be returning to his Paris headquarters following a home office visit.

Isacson, Maltan Unite

David H. Isacson, formerly with Sargent and Stein, special counsel for the motion picture industry, has be- come associated with Maltan, an advertising agency that has figured prominently in anti- trust litigation in the appliance industry.

Studio Craft Wages Rise

Hollywood, Aug. 12—20th Century-Fox Craft workers averaged $113.68 per week during June, according to the Cali- fornia Department of Industrial Rela- tions monthly report. The figure compares with $112.01 averaged in May, and $104.79 in June of last year.

National Pre-Selling

ESTHER WILLIAMS leads in the current Esquire with “Underwater Box-Office” ad, which is shown to restaurateurs throughout inches of sea water. . . Spyros P. Skouras, president of 20th Century-Fox, is shown in the Cold Water-Of-The-Week in the current Time magazine, but more, and better, could be written by intimates.

The new Look, out today, has a “Living Room With A View” in the same issue. “A View of a House” in the same issue, a disease known to the advertising agencies. . . Joan Rice, “Robin Hood,” “new girl friend” has the front cover of Life this week; she’s a honey.

The Wichita Beacon is reprinting Will Rogers’ newspaper columns of 1921 in a form that is considered to be worthy of the press.

The Wichita Beacon is reprinting Will Rogers’ newspaper columns of 1921 in a form that is regarded as timely today as when it was written. In particular, former columns of the philosopher-humorist are as appropriate and newsworthy as comments on the recent political conventions, which haven’t changed much since his day. In fact, the columns of the oldtimer might reissue much of Will Rogers’ truth and wit, and find it as much needed today as by those who were around when he was a national figure. It makes marvelous pre-selling for “The Will Rogers Story.”

Terry Turner, exploitation chief for RKO, says that television is a powerful ally, not an enemy of motion pictures, and he points to his TV advertising campaign on the release of “King Kong.” He brought the 18-year-old space dingus out of the mothballs, gave it a saturation campaign, to find a release to its foundations, with an expected gross of $3,000,000 in domestic release soon.

Montague Salomon, managing director of the Rivoli Theatre here, will be breaking bread with representatives of the Federal government and other distinguished guests at the opening of “Les Miserables” on Wednesday evening, and such a loaf of bread I took 30 of Harry S. Ainscouch’s bakers 14 hours to ferment and mix the gigantic loaf of French bread, which measures eight feet long, weighs 30 pounds and required three hours baking time. Experts estimate it would require an average American family of 10 members to eat, as Salomon, the average Frenchman, such as Jean Valjean, who was condemned to the galleys for five years for loaf bread, might eat this enormous loaf in a single month. The pre-selling forces at 20th Century-Fox have prepared a TV ad for pre-selling pictures, with huge magazine public- ity arranged for “The Snows of Kilimanjaro,” and no, “The Farmer Takes a Wife”—all scheduled for fall release.

—WALTER BROOKS

Reviews

“The Devil Makes Three” (Metro-Goldwyn-Mayer)

A film of the break-up of a ring of German nationalists out to prepare for another German Reich, this is a very exciting, romantic drama pegged on a very topical theme. The semi-documentary direction of Andrew Marton gives the film added impact. The picture, which was produced by Richard Goldstone, is a film in which Germany helps the neo-Nazi smuggle gold across the border so as to be able to make a living in the difficult days in the Munich of 1947.

Jerry Davis wrote a very fine screenplay which pulls no punches on either side, intricately and with the bitterness, the German self-pity, the fight for survival. The picture is slow in starting but during its second half the pace accelerates until there is the smashing, thrilling chase climax, which finds the Nazi leader trapped in the ruined desolation of Hitler’s Berchtesgaden Eagle’s Nest.

Much of the picture’s effects, including the shots at Salzburg and the little local touches such as the scene in the Mozarteum, are heightened by the fact that the film was photographed on location. There is an air of realism and complete believability as Kelly’s car speeds down the Autobahn, and in the unique, tense end exciting end.

The picture is headed by Richard Rober, Richard Egan and a number of very good German actors including Wilfried Seyert and Claus Chenau, gives the picture an even more authentic atmosphere. Almost all characters speak English and if they do not, the scene does the translating for them. The picture gives good work for a national audience.

Running time, 96 minutes. General audience classification. For September release.

“Son of Ali Baba” (Universal-International)

B EYOND THE LIMITS OF LOGIC AND SENSE, this Leonard Goldstein production is nonetheless the kind of light-hearted entertainment that will fully satisfy seekers after vicarious adventure in the form of sprightly derring do. Tony Curtis and Piper Laurie have the leads and they make an attractive couple in their exotic costume. The picture is a remarkable screenplay by Gerald Drayson Adams may be responsible. Many of the lines, however, carry good laughs.

Kurt Neumann directed with an awareness of the impact of color and spec- tacles which is rare in action pictures. The Ali Baba label on the film is likely to bring in a lot of customers who know precisely what to expect.

Susan Cabot is pretty as Curtis’ how-and-arrow girl; Victor Jory makes a fine Sultan and Piper Laurie, who enters the film midway, makes a smashing, thrilling chase climax, which finds the Nazi leader trapped in the ruined desolation of Hitler’s Berchtesgaden Eagle’s Nest.

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Running time, 96 minutes. General audience classification. For September release.

“Untamed Women” (Lewtell Enterprises-United Artists)

The accent of this film, which concerns itself with the fate of five men on a prehistoric island occupied by Amazon women, lends itself to many absurd incidents and double entendres, some of which are in dubious taste.

The story line borders on the incredible and is not aided by the cast, most members of which perform their roles perfunctorily. The film takes its audience back to the age of the Druids, when the earth was a prehistoric island occupied by Amazon women. The island is quite distinct. It is the shots of the U.S. airman battling dinosaurs and other weird prehistoric mammals which are the most exciting.

Richard Kay produced, while W. Merle Connell directed, from a screenplay by A. C. Gentry, starring in the leading role of the pilot was Harry L. Ryckick, cast includes Mikel Conrad, Doris Merrick, Richard Monahan, Mark Lowell, Morgan Jones and Midge Ware.


MURRAY HORNITZ

Wednesday, August 13, 1952
American business men and their employees in every community should join in a rising tide of protest on the ground that this effort to force us to turn over our product to special interests for their selfish purposes, is a threat to everyone of them as well as to us.

If the government can force us to sell our finest pictures to television companies and advertisers at a ridiculously small price, this would be practically confiscatory and ruinous.

With product the theatres would close and without the revenue the theatres can afford to pay, the producers no longer would be able to turn out fine attractions. The pre-eminence of American motion pictures would be destroyed.

As the New York "Times" points out editorially:—

"By the Justice Department's line of reasoning, in short, the publisher of a best-selling novel would be obligated to make his property available to a free "throw-away" pamphlet financed by advertisements of local merchants and accept whatever remuneration the pamphlet's owner could pay. Application of the anti-trust laws must be tempered with a little more horse sense."

The merchants of every community and their employees recognize the importance to them of the community theatre which brings dignity and beauty to every home, to every street, to every line station, every restaurant, every grocery, every drugstore, every novelty shop, every newsstand, every shoe shop, department store, dry goods store and garment shop, and particularly real estate values. Every business organization and every civic institute in every community, as well as the press, the pulpil and the professional men, ought to cry out against this attempt to denuden the core of American life by closing the doors of the American motion picture theatres.

Especially should the women of America and their organizations help to preserve their time and right to choose the kind of entertainment their children should see.

It is certainly not in the public interest to destroy the theatres and thereby wreck a business which, throughout the years, has responded instantly to every call of our government for help, without recompense, in the emergencies of war and peace.

It is not in the public interest for our government, which represents the world's hope of freedom, to close a channel of communication historically noted for promoting the democratic way of life throughout the world and acquainting the world with American progress.

It is not in the public interest to harass and threaten an industry, which has signally promoted the public welfare, instead of encouraging and cherishing it as an instrument of freedom.

We must point out to our government that this medium of communication is so valuable to democracy throughout the world that Hitler, Mussolini, and Stalin banned American motion pictures because they feared them. Yet our own government would risk the destruction of this instrument.

The guilds and unions of Hollywood, representing the actors, writers and directors and other crafts, in their own interest and in the public interest should have a full appreciation of the danger this action has brought upon us.

They, too, in their thorough understanding of this crisis should demonstrate that they have the vision to cooperate for their own ultimate benefit just as they did in the infancy of the motion picture and radio industries.

"If the motion picture theatres are destroyed, the guilds will suffer more than any other group in the industry, because the principal income of their members comes from the theatres, which are the life stream of the motion picture industry. The present level of income cannot be maintained by the advertising medium."

The Skouras statement points out several of the respects in which he believes the government suit is not in the public interest.

Hollywood manner, has begun to bear fruit against competition of outdoor entertainment, other and more attractive available to the public in the summer, according to the MPTEA. The MPTEA continued: "Good dramatic material presented in such features as 'Carrie,' 'The Story of Mankind,' 'Sudden Fear,' 'Clash by Night,' 'Enoch,' 'High Noon,' as well as comedies and melodic, such as 'Pat and Mike,' 'Jumping Jack,' 'We're Not Married,' and 'Lovely to Look At,' and such spectacles as 'Ivanhoe,' 'Kung Kong,' 'The Greatest Show on Earth,' and 'Rhin Hood,' though each appealing to different segments of the public have with equal compulsion drawn the membership of their homes to neighborhood and Broadway movie houses.

"The weather this summer has been very favorable to us, and the grosses are better than those of previous years, and it is the theory of the weather influencing the outdoor-going public has been thrown out the window. The producers and theatre owners are convinced that a concentration of their efforts to give good pictures and eliminate stimulating innumerable amusing pictures is all the invitation necessary to the people to come to view their films. This has been the keynote in the selection and production of motion pictures for the moving-going public.

"The month of the summer promises continued favorable moving picture features with such features as 'The Miracle of Our Lady of Fatima,' 'The Shooting of Dan McGrew,' 'The Quiet Man,' 'What Price Glory,' and 'Crimson Pirate,' and with films such as 'The Merry Widow,' 'Son of Paleface,' 'Les Miserables,' 'Just for You,' 'Park Row,' and 'Way of a Gaucho,' opening the fall season, movie-goers can continue to look forward to enjoying entertainment and producers and exhibitors to a continued strengthening and vitality in the movie business.

$27,000 for 'His Arms'"
WB Editing Six, Two Others Start

Hollywood, Aug. 12.—Warner Brothers studio has six films in various stages of editing and two new pictures on which editing assignments were announced. All are in color, five in Technicolor and three in Warner-Color.


The pictures soon to start are: “The Jazz Singer,” starring Danny Thomas and Peggy Lee, with Alan Crosland as film editor, and “By the Light of the Silvery Moon,” starring Doris Day and Gordon MacRae, with Irene Morra as film editor.

Complete 26 Italian Films, 30 in Work

WASHINGTON, Aug. 12.—In the first five months of 1952, 26 Italian films were completed and 20 more were in production or being edited, according to Commerce Department film head Nathaniel G. Greenspan.

Seven of the films were Italian-French co-productions and one was a Spanish-Italian co-production, Greenspan said.

Greenspan also reported that Unitalia, a semi-official organization concerned with the worldwide production of Italian films, is scheduling Italian film weeks for New York, Montreal and Madrid in October and November. The first “Italian Film Week” was held in London June 16-22, with eight productions exhibited.

O’Donnell on Coast Lining Up Premier

Hollywood, Aug. 12.—Robert O’Donnell of Interstate Theatres of Texas, is in Hollywood this week for conferences at the RKO Radio studio with Jerry Wald and other executives pertaining to the world premiere in Dallas of “The Lucky Men,” a rodeo drama starring Susan Hayward, Robert Mitchum and Arthur Kennedy.

Plans for the opening include an entertainment unit from Hollywood of 20 Texas-born screen stars, as well as an advance promotion tour throughout the state by Wald, director O’Donnell, Ray Mock, Arthur Hume, and Eileen Todd and screenwriter Horace McCoy, “The Lucky Men” is slated for a saturation release in Texas, following its Dallas September 11th.

Pantages to Albany

ALBANY, Aug. 12.—Clayton Pantages has been promoted from student salesman to salesman and assigned to Albany by 20th Century-Fox. He succeeds Fred Miller, resigned.

Oboler Forms Company

(Continued from page 1)

O’BKTHER RADIO

and Radio Nets

in a move to streamline and facilitate inner policy and bring about closer co-ordination between the networks’ many departments, Rundick C. Lawrence, director of programming, planning and development for NBC has united the hitherto separate radio and television production units.

Formerly manager of radio advertising and promotion has been appointed director of advertising and promotion: Hubert H. Neville, formerly director of economics, is now director of research and planning, and Robert McMillan, former manager of TV sales planning and research was named director of development. All will report directly to Lawrence.

Reporting to Jacob A. Evans will be James Nelson, formerly manager of TV advertising and promotion, who is now advertising manager; John G. Fuller, formerly supervisor of TV program sales development, now is sales promotion manager; and Paul W. Haagen, formerly TV art director, is now manager of art, production and graphics, and Gerald Pat Steele and Frank Mc- Mahon are promoted to advertising and copy coordinators.

Reporting to Nelson will be Clyde Catterall, supervisor of product advertising; John F. Hurlbut, supervisor of TV audience promotion, and Richard Blake, supervisor of on- and off-air promotion. Hubert H. Neville will supervise the staff of audience promotion writers, and Blake will supervise the on-air promotion writers.

John Porter, new supervisor of TV sales promotion: Robert Hitchins, supervisor of radio sales promotion; Edward Vase, supervisor of program promotion, and Emil Spaur, sales librarian all will report to Fuller.

Italy May Dub Here

At $250,000 Studio

WASHINGTON, Aug. 12.— Italian Films Export is setting up a dubbing studio in New York City, according to Commerce Department film head Nathaniel G. Greenspan.

Estimated cost of such a venture would be about $250,000, Greenspan said. Although Italian films have been dubbed into English, the FFE believes that increased earning capacity and audience appeal would result from dubbing New York. To date FFE has spent $360,680 on promotion here.

11 HRS. ONE STOP TO LOS ANGELES* ON UNITED AIR LINES!

De luxe service aloft, including caring flight attendants, meals, extra cost. Three flights to choose from leaving at 9 am, noon, and 12:45 am (DST). You fly big DC-6 Mainliners all the way.

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

Skouros Statement

(Continued from page 4)

to this cause and to unceasing vigilance to resist this ruinous plan which the Department of Justice insists upon.

This company already has demonstrated its interest in preserving and perpetuating the theatres of America by a large investment of energy, time and money in pioneering the development of large screen theatre television with color as a means of telecasting live shows of the finest obtainable quality to many theatres simultaneously to supplement motion pictures.

We believe this undertaking to be in the public interest because this achievement will tend to continue to serve their communities and because their continuation is vital to the American economy and American culture.

Therefore, in a new crisis of this kind threatening the existence of the theatres we cannot bow or surrender or hesitate for a moment if we are to continue to serve America and mankind.

We are willing to rest our faith in the fairness-mindedness of the American public and its institutions.

20-30 Days to Submit

Pittsburgh Meet

(Continued from page 1)

mount Theatres merger and other issues within 30 days of the close of the hearings.

Just when the hearings will be officially closed, however, is still undecided. Resnick has asked the commission on whether it can selectively exclude testimony on two key points: Paramount’s activities on Scopitone, and anti-trust activities of the companies since August 1948. If the commission should say that such testimony is okay, further hearings must be held. Even if the Commission says the testimony is out, there would have to be another meeting of the parties to declare the record officially closed.

$500,000 Deal for House

PORTLAND, Ore., Aug. 12.—The J. J. Parker interests, joint operators of the Portland House here, have sold their share in the theatre for $500,000 to Evergreen Theatres, now the sole operator of the house.

Meyers Gets Baghdad

PORTLAND, Ore., Aug. 12—Jones Theatre Enterprises, which some years ago took over Ted Gamble theatres in Oregon, have gradually been disposing of them. One of these, the Baghdad, leading suburban house was recently purchased by A. R. Meyers.

Fairbanks, ‘IA’ Cleared

Washington, Aug. 12.—The National Labor Relations Board has upheld a trial examiner’s decision charging Jerry Fairbanks, Inc. and the IATSE of unfair labor practice charges brought by the AFL Carpenters Union.

11 HRS. ONE STOP TO LOS ANGELES* ON UNITED AIR LINES!

De luxe service aloft, including caring flight attendants, meals, extra cost. Three flights to choose from leaving at 9 am, noon, and 12:45 am (DST). You fly big DC-6 Mainliners all the way.

UNITED AIR LINES
ONE OF THE SCHEDULED AIRLINES
OF THE U. S.
*From New York
I don't care if it is "20 Cooler Inside"
...is it a Companion-approved movie?

Currently advertised in the COMPANION

The Merry Widow..................MGM
Because You're Mine................MGM
Plymouth Adventure.................MGM
Ivanhoe.............................MGM

COMPANION readers are always choosy about their entertainment.
Over 4,250,000 discriminating women count on the COMPANION for timely, factual movie news. That's why Hollywood has invested more money in the COMPANION during the past six years than in any other monthly magazine. *

*Except of course the fan magazines.
Credit Films' Quality for Peak Business

N.Y. Summer High Point Reported by the MMPTA

Grosses are at their highest peak of the summer for Metropolitan New York theatres and the credit for this is due to the quality product that has emanated from Hollywood, the Metropolitan Motion Picture Theatres Association asserted yesterday.

An earlier report by the Independent Theatre Owners Association of New York indicated that July average attendance figures at independent houses here were 1.1 per cent higher than those for the same month last year. The MMPTA disclosure points to the likelihood that this month's average will greatly exceed that for Aug. 1951.

"The careful planning of motion picture features to attract varied tastes, produced in the highest quality."

(Continued on page 4)

SKOURAS BLASTS U.S. TRUST SUIT

20-30 Days to Submit Para. Case Findings

WASHINGTON, Aug. 12.—Federal Communications Commission hearing examiner Leo Resnick, presiding at the Paramount hearings, today moved to speed a final decision on the complicated case.

At a meeting of the various parties, Resnick ruled that all parties must submit proposed findings on the issues within 20 to 30 days of the time the record is finally closed. This is an unprecedentedly short time for a hearing of the scope and importance of the Paramount case. Previously it had been assumed that the parties would get 60 or 90 days to submit their findings. Resnick said findings on the issue of Paramount's control of Dumont must be submitted within 20 days of the close of the hearings, and proposed findings on the American Broadcasting Co.-United Para.

FOLLOWING

SKOURAS Statement

T HE FOLLOWING STATEMENT by Spyros P. Skouras, president of 20th-Century-Fox Film Corp., was made here yesterday morning to the company's entire executive personnel. Immediately following the statement, Skouras left for Hollywood where he will confer with studio management and studio executives.

With all the emphasis that I am capable of, I wish to commend the action of the Department of Justice to force our company to sell feature motion pictures to television companies and advertisers.

This is a threat to the very existence of the motion picture industry of America.

We must understand the crisis that we and the public face and meet it with deadly earnestness.

The Department of Justice must be persuaded as must every member of the Senate and every member of the House of Representatives, and even the President of the United States himself, that this suit is not in the interest of the American public.

Indeed, it is not in the public interest to endanger the economy of the United States by destroying the theatres which are the heart of every American Community and deprive the public of the continuation of the production of American motion pictures as it now knows them. Our government can spend billions and yet never repair the injury that this will bring to the American economy.

In the public interest and in the interest of common justice,

(Continued on page 4)

Three From D. of J. To Meet Exhibitors

WASHINGTON, Aug. 12.—Three top officials of the Justice Department's anti-trust division will meet with Theatre Owners of America and other exhibitors tomorrow to discuss the Department's 10mm. anti-trust suit.

The three are Newell Clapp, acting head of the anti-trust division; Victor Kramer, head of the litigation section, and Perry Epes, Kramer's assistant.

All three claimed they did not know

(Continued on page 4)

100 Managers at WB Pittsburgh Meet

PITTSBURGH, Aug. 12.—More than 100 Warner Brothers theatre managers from Western Pennsylvania attended an "Atomic Showmanship" drive meeting held in the Roosevelt Hotel here today.

Between the morning and after-
**Personal Mention**

**HENRY HATHWAY,** 20th Century-Fox director, and his wife Huma back to America from their vacation in his home at the Swiss Hotel, Monte Carlo, Switzerland.

**MEL JOLLEY,** general manager of the Tivoli Theatre, Hanover, Ontario, has been reported seriously injured in an accident in Virginia, where they were vacationing.

**MORGAN HUGGINS** of the M-G-M studio publicity department, will arrive here from Hollywood Monday en route to England.

**BILL LYONS** of the M-G-M Coast publicity department is scheduled to leave for a three-week vacation in Europe.

**ARTHUR C. BRESNACH,** president of Monogram Southern exchanges, Atlanta, has returned from a Florida fishing trip.

**SAMUEL FINE,** a Toronto partner of Famous Players Canadian Corp., is in Toronto General Hospital.

**MARJORIE THORSSEN,** M-G-M studio story department executive, has arrived from Hollywood after a two-week vacation in Europe.

**JIMMY HOBBS,** branch manager of Monogram Southern exchanges, Atlanta, has returned from his vacation in the Bahamas.

**JOSEPH SHULMAN** of Shulman Theatres, Hartford, and **MRS. SHULMAN** have returned from a three-month European vacation in Europe.

**HARRY ROSE,** manager of the Loew's Majestic Theatre, Bridgeport, Conn., and Mrs. Rose are vacationing in Florida.

**CLOVER JOHNSON,** Centre, Ala., and his family have returned home from a motor trip to Anchorage, Alaska.

**DICK FITTS** and **HOWARD BRYANT** of Theatrical Owners of America have returned home in Washington today.

**JOEL PRESTON,** industry publicist, is here from Hollywood for two weeks.

**JOSEPH SISTROM,** Paramount producer, has returned from Hollywood to Europe.

**DOUG R. ROSEN,** general manager of International Film Distributors, Ltd., Toronto, is hospitalized there.

**CHARLES VOROS,** Paramount director, has returned from Hollywood to New York.

**D. BOONE,** manager of the Gables Theatre in Coral Gables, Fla., has resigned to enter the insurance business.

**DAVE PHILLIPS,** Columbia booker in Charlotte, has returned from a vacation.

**No Video—N.Y. Yankees’ Game Draws Record Crowd**

Contributions of free telecasts of home games of major league baseball clubs were once declared a ballgame on the same Monday night when the game between the Yankees and Boston Red Sox, blacked out on TV, was telecast to the fans. Fans of the Yankee Stadium, highest attendance of the year for a single game, therefore, were deprived of home games not televised since TV entered the stadium in 1948. Attendance has been on the decline since then, as it has at the Polo Grounds, according to the New York Post.

Monday's TV black-out was made possible because it was not a regularly scheduled game but a play-off of last Friday night's postponed game, TV, therefore, had no claim to the Monday night encounter.

The Yankees' management declined to classify the TV blackout as a "test" and would not comment on the significance of the record attendance. However, reports have been that some of the major league clubs, alarmed at the continuing drop in attendance, have considered the elimination of limited telecasts of home games and restricting them to road games.

But the big league clubs have been reluctant to curtail their telecasts despite the drop in attendance inasmuch as they receive approximately $25,000 a week during the season in TV fees. They are in the position of having to weigh the cash-in-hand against the possibility of drawing the equivalent in added paid attendance at their parks.

Lesser Emphasises Role of Drive-ins

Hollywood, Aug. 12—Drive-in theatres this year will account for 20 per cent of total domestic film rentals. The Exhibitor's Screen Producers Guild members at a meeting held here last night. He reiterated earlier this month, targeted Motion Picture Association of America, president.

Appearing as a guest speaker, who recently opened drive-in interest in 17 Pacific drive-in theatres, said that "in 1946 there were only 150 drive-ins in the United States, but today there are 4,800." Weather permits them to operate on an average of eight months per year.

**Mexican Officials Clear 20th’s ‘Zapata’**

Twentieth Century-Fox's "Viva Zapata!" will be released in Mexico on Aug. 20, it was announced here yesterday following news from Mexico City that government film censors have approved the picture as a "dignified and historically accurate picture."

The approval of the picture was given by Jesus Castillo Lopez, head of the government censors' office, following "premiere reports," which have been handled by Twentieth Century-Fox's home office.

**Walcott-Marciano Deal in Offing**

Hope was expressed by an International Boxing Club spokesman here yesterday that the principals in the projected Jessy Walcott-Rocky Marciano heavyweight title bout will be signed this week.

The fight, considered a plum by both theatre television and home video broadcasting interests, is tentatively slated for September 23 at an East Coast site other than New York City. Currently, if both parties agree, the deal will be made.

The strength of theatre television, represented in these negotiations by Nate Halpin, president of Theatre Network Television, would be considerably broadened if the site finally agreed upon is not Jersey City, it is believed. This would allow nearly a dozen large New York City theatre TV equipped houses to offer the picture, bolstering the bidding of theatre television interests, it is argued.

According to Walcott's people the fight telecast was blacked out for New York theatres because most of them were staging in the city. The location of the fight in this area, it is said, would also bar a fight telecast in theatres here.

**Walcott-Marciano Deal in Offing**

Los Angeles, Aug. 12—N. L. Manheim, industry veteran, who has been in retirement, died here yesterday. He was 62 years old.

Manheim was with the Shubert League in New York for many years, and served with the War Dept. during World War I. After the war he joined Universal as a film salesman, later becoming assistant general sales manager, short subject sales manager, general service manager in the distribution division, and then general sales manager of the foreign department of Universal, a post he held for 15 years. He retired 10 years ago to live in Los Angeles.

A son, Henry Lee, and two grandchildren survive.

**Events Mark Opening Here of ‘Miserables’**

French dignitaries and stars of stage, screen and TV will joint at the Rivoli Theatre here tomorrow evening in a special ceremony marking the opening of "Les Miserables," and the reopening of the theatre.

Participating in the salute to the theatre will be the opening of "Les Miserables," and the reopening of the theatre.

Steve McManus, previously manager of the Odeon at Fort Williams and who was called to head theatre duty, has succeeded Eshelman.

Donald Gauld, supervisor of theatres for the Odeon, has been transferred to Northwestern Ontario with headquarters at Fort William. He is a member of the board of directors of the Motion Picture Theatres Association of Ontario.
20th’s ‘Kilimanjaro’ Premiere on Sept. 18

The world premiere of “The Snows of Kilimanjaro,” 20th Century-Fox, has been set for Thursday evening, Sept. 18 at New York’s Rivoli Theatre.

The American debut will start a world-wide tour which will be held in principal cities of Europe, Asia, Australia and North and South America.

The Technicolor picture, Darryl F. Zanuck’s solely personally-produced feature of 1952, will be unveiled before an audience consisting of congressmen, stage, screen, radio and television, as well as celebrities from the fields of politics, sports, entertainment and international affairs. The opening will be covered by newsmen, television and radio.

Dickinson Heads KC Compo Committee

KANSAS CITY, Aug. 12.—A committee to carry on C.K. Compo Motion Picture Organizations activities in the area, particularly and immediately participation in the campaign for admission, has been set up at a meeting of exhibitors here on Monday.

Glen Dickinson, Sr., was named general chairman of the area, and with him Elmer Rhoden, Sr., Jay Wooten, president of the Kansas-Missouri Allied unit, Beverly Toth, R. R. Bishel, and in fact, Braungale. Other organizational steps will be taken, including appointment of committees and announcing candidates are certified. Another meeting will be held before long.

KATO Head Names Tax Drive Chairman

LOUISVILLE, Aug. 12.—With the Kentucky Association of Theatre Owners going into session, the chairman of the Council of Motion Picture Organizations’ drive to repeal the 20 per cent Federal tax on admissions, KATO president Ralph McCallum has appointed chairman in each of the five film exchange areas serving Kentucky, who in turn will appoint other persons to work with them. The chairman are: Ned Greene, Memphis; W. E. Horchfield, St. Louis; Joe Isaac, Cincinnati; Otto Gehm of Indianapolis, and Claude Marshall, Atlanta.

PSI-TV Shoots First 13 Films for TV

Shooting of the first 13 films for the new TV film series, “China Smith,” has been completed in Hollywood, it was announced by Leon Berman, vice-president in charge of sales of PSI-TV, Inc., producers and distributors of television film programs.

Now in the cutting stage, the first three films of the series will be ready in New York on Monday, Reiner said. The release date is September 15.

Golding to Europe

David Golding, Samuel Goldwyn Productions advertising-publicity director, will leave here today by plane for a two-weeks vacation in France. He will accompany Joseph Belfort, RKO Pictures general European manager, who is returning to his Paris headquarters following a home office visit.

Reviews

“The Devil Makes Three” (Metro-Goldwyn-Mayer)

A FILM of the break-up of a ring of German nationalists out to prepare for another German Reich, this is a very exciting, romantic drama pegged on a very topical theme. The semi-documentary direction of Andrew Marton of the picture, which was produced by Richard Goldstone, was filmed in Germany.

“The Devil Makes Three” is acted by an impressive cast headed by Gene Kelly. Neumann is pretty much of a dramatic part and Pier Angeli who is lovely and quite convincing as the German girl who helps the neo-Nazis smuggle gold across the border so as to be able to make a living in the difficult days in the Munich of 1947.

Much of the picture’s effects, including the shots at Salzburg and the little local touches such as the scene in the Mozambique, were done by the fact that the film was photographed on location. There is an air of realism and complete believability as Kelly’s car speeds down the Autobahn, and in the underwater exciting climax.

The supporting cast, headed by Richard Roper, Richard Egan and a number of very German actors including Wilfried Seyfried and Claus Clausen, gives the picture an even more authentic atmosphere. Almost all characters are of good English and they are good.

Kelly as Capt. Jeff Eliot, who returns to Germany for a visit to see a family which once saved his life, finds only Perri and working in a munitions factory. The two find this activity, which helps Military Intelligence nab the Nazi leader by playing along with him. A romantic fadeout follows on the climactic finale.

Others in the cast include: Margot Hiedscher, Annie Rosar, Harold Benes, Gerard Wolle, Heinrich Greder, Charlotte Flemming and Charles Gordon.

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

“Son of Ali Baba” (Universal-International)

BREAT OF LOGIC AND SENSE, this Leonard Goldstone production is nonetheless the kind of light-hearted entertainment that will fully satisfy seekers after vicarious adventure in the form of sprightly derring-do. Tony Curtis and John Agar have a lot of fun and they make an attractive couple in their exotic costumes. If neither excels in acting, the “unreal” screenplay by Gerald Drayson Adams may be responsible. Many of the lines, however, carry very much.

Kurt Neumann directed with an awareness of the impact of color and spectacle, intrigue and action in old Baghdad. The Ali Baba label on the film is likely to bring in a lot of customers who know precisely what to expect.

Curtis is Ali Baba and Agar is Babur, a Persian barber, who in all likelihood writes the most exciting parts. Richard Kray produced, while W. Merle Connell directed, from a screenplay by George W. Sayre. Associate producer was Harry L. Rynick. Cast includes Mike Conrad, Doris Merrick, Richard Monahan, Mark Lowell, Martha Roth.

Running time, 75 minutes. General audience classification. For September release.

“Untamed Women” (Jewell Entertainments-United Artists)

THE accent of this film, which concerns itself with the fate of five men in a prehistoric island occupied only by women, is on action. The situation of a group of downed airmen held captive by Amazon women, lends itself to many absorbing incidents and double entendres, some of which are in dubious taste.

The story line borders on the incredible and is not aided by the cast, most members of which perform their roles perfunctorily.

The story line follows the actions of the island, when the earth was populated by fierce, gargantuan animals and plants, now extinct. It is the story of the U. S. airmen battling dinosaurs and other weird pre-historic mammals, which is the most exciting.

Richard Kray produced, while W. Merle Connell directed, from a screenplay by George W. Sayre. Associate producer was Harry L. Rynick. Cast includes Mike Conrad, Doris Merrick, Richard Monahan, Mark Lowell, Martha Roth.

Running time, 70 minutes. General audience classification. Release date, not set.

Murray Horowitz

Issacson, Malkan Unite

David H. Issacson, formerly with Sargoy and Steins, scope of work on the 20th Century-Fox during June, according to the California Department of Industrial Relations monthly report. The figure compares with $112,610 averaged in May, and $104,797 in June of last year.

Studio Craft Wages Rise

Hollywood, Aug. 12.—Studio craft wages have been raised from $45 to $50 per week during June, according to the California Department of Industrial Relations monthly report. The figure compares with $112,610 averaged in May, and $104,797 in June of last year.

ESTHER WILLIAMS leads in the current Esquire with "Underwater Honeymoon." The picture shows the advantage through inches of sea water, . . . Syros P. Scouras, president of Metro-Fox, is the "Personality-of-the-Week" in the current Time magazine, but more, and better, could be written by intimates. The film added a string of stars to the piece by Marilyn Monroe on "How to Walk." She says, "The secret is to walk with as little strain as possible." And no strain on the eyes, either. . . . Looks’s "Movie Review" praises Bob Hope and friends in "Son of Falsface." But M-G-M’s ad on "Ivanhoe" in the same issue suffers from juxtaposition, a disease known to the advertising agencies.

Joan Rice, "Robin Hood’s "new girl friend" has the front cover of Life this week; she’s a honey.

The Wichita Beacon is reprinting Will Rogers’ newspaper columns of two decades ago and the comment is regarded as timely today as when it was written. In particular, former columns of the philosopher-humorist are as appropriate and newsworthy as comments on the recent political situations, which haven’t changed much since, the New York Times syndicate might reissue much of Will Rogers’ true and professional humor as appreciated by a new generation as by those who were around when he was a national figure. It makes me marvel as pre-selling for “The Will Rogers Story.”

Terry Turner, exploitation chief for RKO Radio, says that television is a powerful ally, not an enemy of radio, and he points to his TV advertising campaign on the release of “King Kong.” He brought in more buzz and publicity for the movie, and the boxoffice, gave it a saturation treatment and shock the film industry to its foundations, with an expected gross of $3,000,000 in domestic release alone.

Montague Salomon, managing director of the Rivoli Theatre here, will be breaking bread with representatives of the French government and other distinguished guests at the opening of “Les Miserables” on Broadway today, and such a loaf of oxed: It took 10 of Hancomb’s bakers 14 hours to ferment and mix the gigantic loaf of French bread, which measures eight feet long, weighs 30 pounds and required three bakers, working 17 hours. Experts estimate it would require an average American four months of consumption to consume the loaf, but an average Frenchman, such as Jean Paulhan, who is quoted in the Bea- galey’s for the theft of a loaf of bread, might eat this enormous loaf in a single meal.

Walter Brooks

National Pre-Selling
Skouras Blasts

(Continued from page 1)

Skouras recognizes that the suit is not the concern of exhibition alone but rather of the entire industry. Without the product, he said, "the theatres would close and without the revenue the theatre can afford to pay, the producers would be unable to produce fine attractions. The pre-eminence of American motion pictures would be destroyed.'" Skouras also did the aid of business men and their employees in opposing the government suit, pointing out its confiscatory nature and its catering to special interests which, he contended, is "a threat to every one of them, as well as to us." Moreover, he asserted, merchants of every community and their employees and all those concerned with real estate values should join with the industry in opposing the suit, which he believed would close theatres and thereby deprive neighboring merchants and their shops of the benefits that derive from theatre-drain shoppers.

Skouras's statement indicated that he believes the government suit has been financed by television set manufacturers and the big advertisers using television as a sales medium.

"With all the emphasis that I am capable of," he said, "I wish to condemn action of the Department of Justice to force our company to sell feature motion pictures to television companies and advertisers."

Later on in his statement, Skouras says: "If the government can force us to sell our finest pictures to television companies and advertisers at a ridiculously small price, this would be practically confiscatory and ruinous."

In mentioning those who would benefit from an unsuccessful prosecution of the suit, observers believe Skouras was indicating where he thinks the pressure was exerted which resulted in the filing.

The Skouras statement also hinted that the 20th-Fox president is displeased with the absence of adverse reaction to the government suit by Hollywood guilds and unions.

"The guilds and unions of Hollywood," Skouras said, "representing the actors, writers and directors and other crafts, in their own interest and in the public interest has given a full appreciation of the danger this action has brought upon us."

"They, too, by their thorough understanding of this crisis should demonstrate that they have the vision to cooperate for their own ultimate benefit as just as they did in the infancy of the motion picture and radio industries.

"If the motion picture theatres are destroyed, the guilds will suffer more than any other group in the industry because the principal income of their members comes from the theatres, which is the life stream of the motion picture industry. The present level of income cannot be maintained by the advertising medium of television." The Skouras statement points out several of the respects in which he believes the government suit is not in the public interest.

American business men and their employees in every community should join in a rising tide of protest on the ground that this effort to force us to turn over our product to special interests for their selfish purposes, is a threat to everyone of them as well as to us.

If the government can force us to sell our finest pictures to television companies and advertisers at a ridiculously small price, this would be practically confiscatory and ruinous. Without product the theatres would close and without the revenue the theatres can afford to pay, the producers no longer would be able to turn out fine attractions. The pre-eminence of American motion pictures would be destroyed.

As the New York "Time" points out editorially: "By the Justice Department's action of seeking, in short, the publisher of a best-selling novel would be obligated to make his property available to a free "throw-away" pamphlet financed by advertisements of local merchants and accept whatever remuneration the pamphlet's owner could pay. Application of the anti-trust laws must be tempered with a little more horse sense."

The merchants of every community and their employees recognize the importance to them of the community theatre which brings direct benefit to every transportation agency, every tire and gasoline station, every restaurant, every grocery, every drugstore, every novelty shop, every newspaper, every newsstand, restaurant, dry goods store and garment shop, and particularly real estate values. Every business organization and every civic institute in every community, as well as the press, the pulpit and the professional men, ought to cry out against this attempt to daedon the core of American life by closing the doors of the American motion picture theatres.

Especially should the women of America and their organizations help to preserve their time tried right to choose the kind of entertainment their children should see.

It is not in the public interest for our government, which represents the world's hope of freedom, to close a channel of communication historically noted for promoting the democratic way of life throughout the world and acquiring the world with American progress.

It is not in the public interest to harass and threaten an industry, which has significantly promoted the welfare, instead of encouraging and cherishing it as an instrument of freedom.

We must point out to our government that this medium of communication is so valuable to democracy throughout the world that Hitler, Mussolini, and Stalin banned American motion pictures because they feared them. Yet our own government would risk the destruction of this instrument.

The guilds and unions of Hollywood, representing the actors, writers and directors and other crafts, in their own interest and in the public interest should have a full appreciation of the danger this action has brought upon us.

They, too, by their thorough understanding of this crisis should demonstrate that they have the vision to cooperate for their own ultimate benefit just as they did in the infancy of the motion picture and radio industries.

If the motion picture theatres are destroyed, the guilds will suffer more than any other group in the industry because the principal income of their members comes from the theatres, which is the life stream of the motion picture industry. The present level of income cannot be maintained by the advertising medium of television.

It is economically impossible for the advertisers to meet the huge grosses the motion pictures attain in the theatres in America. The government's action would be ruinous to the exhibitors and in turn would be destructive to an industry which must and does employ the greatest creative and artistic talent in the world in order to satisfy the public's demand for this superior theatre entertainment.

For Twentieth Century-Fox and my associates, I pledge myself (Continued on page 5)

Peak Business

Hollywood manner, has begun to bear fruit against competition of outdoor entertainment and the other usual activities which can be presentable in the summer," according to the MMPTA.

"The MMPTA continues: "Good documentary material is presented in special features as, 'Carrie,' 'The Story of Will Rogers,' 'Sudden Fear,' 'Clash by Night,' 'High Hound,' as well as comedies and musicals, such as 'Pat and Mike,' 'Jumping Jacks,' 'Dreamboat,' 'We're Not Married,' 'It's a Big Country,' and such spectacles as 'Ivonne,' 'King Kong,' 'The Greatest Show on Earth,' and 'The Gold,' though each appealing to different segments of the public have with equal compulsion drawn the public out of their homes to neighborhood and Broadway movie houses."

"The weather this summer has been varied too, with hot spells, dry spells, but out the theory of the weather influencing the movie-going public has been thrown well. The film industry producers and theatre owners are convinced that a concentration of their efforts to give the public interesting, stimulating and amusing films is all that is necessary to the people to come to view their films. This has become the keynote in the selection and production of motion pictures for the movie-going public."

"The balance of the summer promised continued favorable movie fare with features such as 'The Miracle of Our Lady of Fatima,' 'The Seven Year Itch,' 'Where's Charlie?,' 'What Price Glory?,' and 'Crimson Pirate,' during with films such as 'The Merry Widow,' 'Son of Paleface,' 'Les Miserables,' 'Just for You,' 'Park Row,' and 'Way of a Gaucho,' opening the fall season, movie-goers can continue to look forward to exciting outdoor entertainers and exhibitors to a continued strengthening and vitality in the movie business."

$27,000 for 'His Arms'

Boston, Aug. 12—Universal's "The World in His Arms" at the KKO Memorial Theatre here ended the first week's engagement tonight with an estimated gross of $27,000.

D. of J., Exhibitors

(Continued from page 1)

At Capital Trust Suit Meet

The exhibition mission to Washington today to forestall the Department of Justice suit against the Capital Trust Company, will include Independent Theatre Owners Association of New York and ITOA, it was learned here yesterday.

Harry Brandt, ITOA president, will interrupt a three George vacation in London and Europe, from the Owners of America and the Metropolitan Motion Picture Theatres in an attempt to win the support of government officials in the fight against the action, an ITOA spokesmen said.
Motion Picture Daily

**OBOLER FORMS COMPANY**

(Continued from page 1)

Hollywood, Aug. 12.—Warner Brothers studio has six films in various stages of editing and two new pictures on which editing assignments were announced. All are in color, five in Technicolor and three in WarnerScope.


The pictures in the off stages are: "The Jazz Singer," starring Danny Thomas and Peggy Lee, with Alan Crosland as film editor, and "By the Light of the Silvery Moon," starring Doris Day and Gordon MacRae, with Irene Morra as film editor.

**COMPLETE 26 ITALIAN FILMS, 30 IN WORK**

WASHINGTON, Aug. 12.—In the first five months of 1952, 26 Italian films were completed and 30 more were in production or being edited, according to American Foreign Production film head Nathan D. Golden.

Seven of the films were Italian-French co-productions, and 18 were Spanish-Italian co-productions, Golden said.

Golden also reported that Uniscope, a semi-official organization concerned with the worldwide promotion of Italian films, is scheduling Italian film weeks for New York, Boston, Portland, Madrid in October and November.

The first "Italian Film Week" was held in London June 16-22, with eight productions exhibited.

O'DONNELL ON COAST LINING UP PREMIERES

Hollywood, Aug. 12.—Robert O'Donnell of Interstate Theatres of Texas, is in Hollywood this week, for conferences at the RKO Radio studio with Jerry Wald, the company's exiled film division head, who was in Texas recently and who is expected to meet with O'Donnell here to discuss the possible formation of a national circuit, according to Texas film industry sources.

Plans for the opening include an entertainment meeting Tuesday night. Screening will be 20 Texas-born screen and rodeo stars, as well as an advance promotion tour throughout the state by Wald, director Nicholas Ray, Mitchell, Arthur Hunnicutt, Eleanor Todd and screenwriter Horace McCoy. "The Last Men" is slated for a special engagement in Texas following its Dallas premiere in October.

Pantages to Albany

ALPANY, Aug. 12.—Clayton Pantages has been promoted from student salesman to salesman and assigned to Albany by 20th Century-Fox. He succeeds Fred Miller, resigned.

**SKOUROS STATEMENT**

(Continued from page 4)

O'Donnell said to this cause and to unceasing vigilance to resist this ruinous plan which the Department of Justice insists upon.

This company already has demonstrated its interest in preserving and perpetuating the theatres of America by a large investment of energy, time and money in pioneering the development of large screen theatre television with color as a means of telecasting live shows of the finest obtainable quality to many theatres simultaneously.

We believe this undertaking to be in the public interest because this superlative entertainment will enable them to continue to serve their communities and because their continuation is vital to the American economy and American culture.

Therefore, in a new crisis of this kind threatening the existence of the theatres we cannot bow or surrender or hesitate for a moment if we are to continue to serve America and mankind.

We are willing to rest our faith in the fairmindedness of the American public and its institutions.

**20-30 DAYS TO SUBMIT**

(Continued from page 1)

Mount Theatres merger and other issues within 30 days of the close of the hearings.

Just when the hearings will be officially closed, however, is still uncertain. The Securities and Exchange Commission has given the company, within 30 days of the close of the hearings, the right to file a motion to guide him on whether to exclude testimony on two key points: Paramount's activities on Sechou, and anti-trust activities of the companies since August, 1948. If the Commission should say that such testimony is unnecessary, further hearings will be held. Even if the Commission says the testimony is out, there would be another meeting of the parties to declare the record officially closed.

$500,000 Deal for House

PORTLAND, Ore., Aug. 12.—The J. P. Parker interests, owners of the Mayfair Theatre here, have sold their share in the theatre for $500,000 to Evergreen Theatres, now operated by Mr. Galgenberger at Vancouver.

**MEYERS GETS BAGDAD**

PORTLAND, Ore., Aug. 12.—Jones Theatre Enterprises, which some time ago took over Ted Gamble theatres in Oregon, have gradually been disposing of them. Of these, the Bagdad, leading suburban house was recently purchased by A. R. Meyers.

**Fairs, 'IA' CLEARED**

WASHINGTON, Aug. 12.—The National Labor Relations Board has upheld a trial examiner's decision clearing Jerry Fairsbanks, Inc. and the IAFFE of unfair labor practice charges brought by the AFL Carpenters Union.

**NBC UNITES TV AND RADIO NETS**

In a move to streamline and facilitate inner policy and bring about closer co-ordination between the network television and radio divisions, NBC has united the lhtetho serial radio and television operations. Jack C. Lawrence, director of promotion, planning and development for NBC has been named the Director of national Film Carriers Association, it was added.

Road-show engagements with raised admission prices are planned for the first 200 showings of "Bonva Devil," which Pink said cost in excess of $400,000. Oboler's sales terms, it was explained, called for a guarantee and the handling of all promotion and exploitation of the film by an Oboler agent and to set up. He said the theatre will pay for the special polarized lenses necessary to obtain the three-dimensional effect. The grosses were placed at about 14 cents each now, but the price is expected to decline to about four cents when greater quantities are ordered, Pink explained.

**ITALY MAY DUB HERE AT $250,000 STUDIO**

WASHINGTON, Aug. 12.—Italian Films Export is considering setting up a dubbing studio in New York City, according to Commerce Department film chief Nathan D. Golden.

Estimated cost of such a venture would be about $250,000, Golden said. Italian Films Export has already been dubbed into English in Italy, IFE feels that increased earning capacity and audience appeal could result from the dubbing in New York. To date IFE has spent $360,000 on promotion here.

**UNITED AIR LINES**

ONE OF THE SCHEDULED AIRLINES OF U.S. A.

*From New York**
Currently advertised in the COMPANION

The Merry Widow..........................MGM
Because You're Mine........................MGM
Plymouth Adventure.........................MGM
Ivanhoe........................................MGM

COMPANION readers are always choosy about their entertainment:
Over 4,250,000 discriminating women count on the COMPANION
for timely, factual movie news. That's why Hollywood
has invested more money in the COMPANION during
the past six years than in any other monthly magazine.*

*Except of course the fan magazines.

COMPANION
Adult Ticket Prices Hit All-Time High
Second Quarter Period Is Usually Off, Says US

WASHINGTON, Aug. 13.—Adult admission prices in large cities rose to an all-time high during the second quarter of this year, the Bureau of Labor Statistics reported today.

Admission prices for children dropped during the April-June period, but this was more than offset by the adult admission price rise, and as a result, the combined admission price index also hit an all-time peak.

The adult price trend was surprising in that the second quarter of the year usually sees a seasonal drop in the index.

The Bureau each three months collects price figures in 18 large cities and weighs them to represent price trends in the 34 largest cities.

The Bureau said that at the end of June, the adult price index was 79.0

(Continued on page 3)

WB Theatres Holds Parley Here Today

Harry M. Kalmine, president and general manager of Warner Brothers Theatres, will preside at a meeting of the company's zone managers at the home office today.

Zone managers attending will be Alfred D. Kvoch, Chicago; Harry Feinstein, New Haven; Frank Damis, Newark; Charles A. Smalkwitz, Albany; Ted Schlanger, Philadelphia; Moe A. Silver, Pittsburgh; George A. Crouch, Washington.

Film buyers who will attend are:

Expect Ohio Censor Ruling About Oct. 1

COLUMBUS, O., Aug. 13.—A decision in the industry action to test the legality of Ohio's newsreel censorship statute may be handed down about Oct. 1, Robert Wile, secretary of the ITO of Ohio, who is active in the test case, reports in the organization's current bulletin. Wile points out the decision will be delayed be-

MPAA, NETTC In New Bid for Cost Data from A.T. & T.

WASHINGTON, Aug. 13.—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee today renewed their request to the American Telephone and Telegraph Co. for detailed information on A. T. and T. theatre transmission costs.

MPAA and NETTC want the information for use in the coming Federal Communications Commission decision on the expansion of television in the theatre.

Paras. M-G-M Join Ohio Film Fair


Expect Ohio Censor Ruling About Oct. 1

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MPAA Arbitration Meeting Tomorrow

Sales managers of Motion Picture Association of America member companies will meet tomorrow at the MPAA office here for a rundown on arbitration developments to date and to brief distribution arbitration drafting committee members Robert Perkins and Adolph Schimel preparatory to the initial convening of the entire drafting committee here on Tuesday.

Eric A. Johnston, MPAA president, is expected to be on hand for tomorrow's meeting.

Plan Extensive Radio, TV, Theatre Tie-up in N. Y. C.

Plans for one of the most extensive mutual promotion campaigns between motion picture theatre and the radio and television industry were outlined here yesterday by WNBC-WNBT, which is in the process of signing a pact with the Organization of the Motion Picture Industry of New York City.

The campaign, which will involve no exchange of money, is slated to get underway Sept. 8, featuring TV and radio programs partially or wholly devoted to boosting films and theatre shows.

Cooperating in the campaign are 500 independent and circuit theatres which are members of the New York theatre group, a spokesman for WNBC-WNBT stated. The spokesman called the projected tie-up the first of its kind in the country and stars.

New Drive Material For Rogers Fund

Plans to utilize a new type of collection box for concession counters in theatres throughout the country to aid the Will Rogers Memorial Hospital Fund were outlined here by Joseph Vogel, chairman of the hospital committee.

Plans for the 1952 campaign were discussed at a meeting of the newly
Losers May Examine UA Bid After One Week Wait

Minimize Dialogue For Europe: Holden

Hollywood, August 13.—American pictures that stress visual action rather than lengthy dialogue, thus minimizing the need for subtitles, are in heavy demand on the European film market, according to William Holden, who has returned from an extended trip abroad, where he examined the market terms under the new policy.

The Paramount star, a former vice-president of the Screen Actors Guild, who left the studio to prepare for an extended speaking tour in Europe, returned on Aug. 7. He is preparing for use by studio executives and officials of motion picture guilds and unions.

Pickman to Coast To View 3 Films

Jerry Pickman, Paramount vice-president in charge of the studio's publicity, will leave here today for the Coast studio where he will screen three productions, George Stevens' “Guns of the Magnificent Seven,” John Ford's “Little Sheba,” and Billy Wilder's “Stalag 17.” Following the screenings, he will meet with studio executives to set national promotion campaigns for the three.

Meet Today With Studio, Guild Heads

Hollywood, Aug. 13.—The Council of Motion Picture Organizations, composed of Jack M. Warner and Robert O'Donnell will meet with studio heads at a luncheon tomorrow at the Beverly Hills Hotel, and will also meet with guild executives and others active in “Movietone, U. S. A.,” a project for a cocktail party later in the day.

Name Carter W. Atlanta Manager

MEMPHIS, Aug. 13.—Frank Carter, Memphis branch manager for Warner Brothers, has been promoted to manager of the Warner exchange in Atlanta. The succeeding Carter here will be Joe Young, a Warner film salesman in Memphis.

Call Roxy Notices 'Precautionary'

The Roxy, T. P. Tidwell is named 20th-Fox Manager

T. P. Tidwell, salesman in the Dallas branch of 20th Century-Fox, has been promoted to branch manager of the company's Jacksonville exchange, by Al Lichtman, director of distribution. He will replace Marvin Doris, who has resigned, effective in September.

New 'Coronet' Film Plan

Starting with the September issue, Coronet magazine will inaugurate a new method of recommending motion pictures to its readers. Instead of relying on the recommendations of its own board of review, it will have a member of the film industry give his choice. A similar project has already been included in each issue. The first guest will be Stanley Kramer, and the two films he will select are Charles Laughton's “The Story of Robin Hood.”

AMP A Meeting

The Associated Motion Picture Advertisers' board of directors and board of trustees will hold their first meeting of the season today at the Abbey Hotel at 1:15 p.m. The first guest this season will be AMPA president Harry K. McWilliams.
Saves Postage, Too

Des Moines, Aug. 13.—The current broadcast of Iowa–Nebraska Allied urges its members to kill two birds with one letter—denouncing to Congress the government's suit to force the sale of 16mm, films to television and requesting that the industry's fight to obtain repeal of the Federal 20 per cent admission tax.

Schine Convention Set for Aug. 19-20

ALBANY, N. Y., Aug. 13.—The Schine newspapers, with two-day sales meeting for Saturday and Sunday at the Drake Hotel, Chicago, in addition to Mirisch, Moe Levy, the largest circuit's summer conferences and the largest circuit affray yet scheduled for Albany. One hundred ninety are expected to attend.

Mono, Sets Weekend Sales Meet in Chi.

Hollywood, Aug. 13.—Monogram-Allied Artists vice-president Harold M. Martin, with two-day sales meeting for Saturday and Sunday at the Drake Hotel, Chicago, in addition to Mirisch, Moe Levy, the largest circuit's summer conferences and the largest circuit affray yet scheduled for Albany. One hundred ninety are expected to attend.

Ohio Fair

(Continued from page 1)
of Ohio and includes displays from Columbia, United Artists 20th Century-Fox, RKO Pictures, Walt Disney and Paul Terry.


Censor Ruling

(Continued from page 1)
cause the presiding judge before whom the case was heard last Friday will "save a vacation after the reply briefs have been filed by both sides."

The bulletin cites as "the most interesting item" coming out of the hearing last week the testimony of Walton Ament, vice-president and general manager of Warner-Marx News, that such newsreel revenue as $21 of revenue and that there are 62 Warner newsreel prints distributed in Ohio. It also notes that in 1941, a print costs $14.60 and Ohio censorship tax, leaving $3.33 for production costs,
Cecil B. DeMille's

THE GREATEST SHOW
ON EARTH

Color by TECHNICOLOR

BETTY HUTTON • CORNEL WILDE • CHARLTON HESTON • DOROTHY LAMOUR • GLORIA GRAHAME • JAMES Stewart

Never such a ticket-selling attraction! From big cities to small towns, it's outgrowing giant figures of "Samson and Delilah" on an average of 230% and often up to 500%.

We made it to make more money for you than "Paleface." And its first dates all prove that it will do just that.

Caribbean

Color by TECHNICOLOR

JOHN PAYNE • ARLENE DAHL • SIR CEDRIC HARDWICKE

300 immediate key dates coming up! Ask your Paramount exchange about its exciting Dollars-For-Showmen Promotion Contest.

AND THE PARADE WILL CONTINUE RIGHT THRU '52 WITH
Confidence in the all-time biggest product from the Paramount Studio—confidence in exhibitors to back it with all their showmanship, keynotes our Forward-March together toward ever increasing boxoffice returns!

Her terrific legs for long runs are catching every showman’s eye. Get your date set up with this glamor gal.

It’s jumping the boxoffice jack-up to 160% of “Sailor Beware” which was the boys’ biggest ‘til this came along.

“Spectacular production numbers add up to solid hit” reports Hollywood Reporter on Bing’s biggest musical.

“Smash”—“hefty”—“strong” are the words Variety uses to headline the business of this mass-appeal hit.
said it was designed to bring about a “new understanding among the three mediators of entertainment.”

A spokesman for the Organization of the Motion Picture Industry of New York City, when asked whether the pact had been signed, commented that he had been “unofficially” informed that negotiations were proceeding. However, the radio and television interests of the three mediators existed by the end of the two weeks the understanding would be formalized.

**Highlights Listed**

Under the terms of the understanding, these are the highlights of WNBC-WNBTC’s promotional role:

- Skitch Henderson will kick off the campaign on Sept. 15 with a listing of current and popular films at theatres on his morning show over WNBC.
- A “Hollywood, U.S.A.” weekly variety show will be inaugurated over WNBC.
- The radio station will also feature a variety of full-length TV programs dramatizing film industry personalities such as producers and directors.
- WNBC will also initiate a “Youth Discovers Hollywood” contest.
- Over the New York television outlets, WNBC will be devoted to a daily listing of current films at New York theatres, in addition to spot announcements. Moreover, according to the same source, beginning Sept. 15, there will be a five-minute TV program five days per week for WNBC, starting Sept. 15, and clips from forthcoming pictures.
- New York motion picture theatres in WNBC will show trailers of the end of their coming attractions, boosting radio and television stars of the motion pictures, in addition to station programs.
- Lobby displays and advertisements enclosed in the mail to theatre patrons, boosting performers, programs and personalities, will be another obligation of the theatres.

**Boost Off-Hour Shows**

It is understood that the New York theatres in their trailers and promotions are sponsored by the six active TV programs and TV stars appearing during “off”-theatres hours.

Another feature of the experimental promotional program, initiated by Ted Cott, vice-president and general manager of WNBC and WNBT, are station TV programs, with super-markets. Selected representatives of such stores will be invited to special previews and will be asked to vote for the movie of the month.

The tie-up is expected to continue until late fall, a station spokesman stated.

**World Series Over WOR and WOR-TV**

For the fourth successive year, the New Yorkers will see all World Series contests over WOR-TV, channel 9, according to an announcement made by Harry B. Mitchell, vice-president in charge of sales for the station. WNOR’s broadcasts will begin during the first World Series game.

WNOR will be the only New York station providing coverage of the series on both television and radio, since WOR-Mercury will have exclusive radio broadcasts of the series for the 14th season.

**Television--Radio**

with Pinky Herman

**Kraft Foods Co.** will sponsor the 12th consecutive year, “The Great Gildersleeve,” starring Willard Waterman as Tom Butterworth. This radio series will be heard Wednesdays at 8:30 P.M. (E.D.T.) NBC. Commencing Aug. 31, the series is Neelam, Louis & Brody. After a three-week vacation in London and Copenhagen, Ed CBS Sullivan will resume his “Toast of the Town” telecasts Sunday Aug. 24. The “Smiling” Irishman will undoubtedly introduce to America several new Continental acts. Don’t be surprised to see SIU’s Don Dunphy in “The Mike Wallace Show” with Bert Parks the emcee and Walter Framer, the producer. NBC is featuring a series of ET’s, the series “Wives’ Prison,” a female “gangbustathon.”

The half-hour dramatic series, scripted by Chuck Kebbey, is based on actual case histories from the files of Agnes Henderson. Chet will be the producer of the Sillinger’s House of Detention. Miss Henderson will narrate the series, a Moé gauge package.

Larry Schwab, Jr., will produce-direct a feature length flicker, “Window for the Blind,” based on a story by J. Alvin Kugelmass and published by Messner. Schwab plans to use television “lights and shadows” technique throughout and hopes to tie in Jean Pierre Aumont at the start. Filming will take place in Paris or New York, starting on Jan. 1, 1953.

- Peggy Wood, whose CBS-international role as “Mama” earned her several film offers, has been invited to appear in the NBC series “The Man for Whom the Bell Tolls” for fostering and presenting Norwegian culture to the American people, will visit King Haakon and personally thank him for the opportunity. KOREA STORY: Captain A. C. Hadley, son of “Hap” Hadley, (one of show biz’s most famous authors) has been named Ambassador of the United Nations.”

- J. Fred Coots, Jr., son of the writer of a score of song hits, upon his return from Korea and a subsequent honorable discharge, decided upon a career as a TV producer. So the smooth lad got himself a job with the successful independent TV producers in the country. SGT. Jerome Herman, son of this scribbler, returned home on rotation after a year in Korea has been honorably discharged and has resumed his studies at NYU.

**MPAA, NETTC**

(Continued from page 1)

replied, giving various reasons for not supplying the information.

In today’s letter, MPAA and NETTC termed the telephone company’s reasons “wholly unsatisfactory.” They took up each of A. T. and T.’s reasons and turned them over to the proper agency, and answered it. Then they concluded by saying that the only valid reason they could see for not having the telephone company’s cooperation was that the hearings were not slated to start until January. Now that the hearings have been moved up to October, the two organizations said that the A. T. and T. excuse is gone, and in view of the imminence of the Oct. 20 hearings, we renew our request for a speedy response to our question.

**20th Club Has an Outing**

Over 750 members and guests of the 20th Century-Fox Club sailed up the Hudson on their annual outing to Bear Mountain. Harrald Reinhardt was the chairman.

**Lehman, Rudisill Resist**

**Atlanta, Aug. 13.—**Rudy Lehman, sales representative, and Rudy Rudisill, merchandising manager, have exchanged letters with each other, claiming that there is an epidemic of reports that a TV show for a producer of the network will be shown on film. The industry expects that ultimately may be as much as 80 percent will be cut, or filmed. For one thing, the quality of the show going out on film is better than ‘live’ fare, it was said.

** Invite Film Leaders To Conn. Dedication**

Harrington, Aug. 13.—Industry leaders invited to serve on committee with Harry F. Shaw, division manager of Loew’s-England theatres, for the official dedication and opening of the new Terminal Building at state-owned-and-operated Bradley Field, Shaw, will be joined by Captain A. C. Hadley, producer of the “Man for Whom the Bell Tolls”

- Murphy, publisher of the Hartford Times, and chairman of the State Aeronautical Commission, and Allen W. Widell, Times motion picture editor, disclosed that the following have been invited:
- W. J. Johnston, Joseph R. Vogel, Oscar A. Doob, John Murphy, Ernie Emmerling, Howard Dier, Jack Byrne, Don Terrell, Neil D. Durn, Barrett McCormick, Terry Turner, Nate J. Blumberg, Charles Simonelli, Alfred Schwabell, Jerry Pickman, and many others.

**CBS-TVs Names Phillips**

Hertebt O. Phillips, former executive art director for CBS-M-G and Universal, has been appointed executive art director of the station division of the CBS television network. It was disclosed here by Frank B. Falkn, CBS-TV vice-president.

**DuMont Attacks FCC Decision**

In Para. Hearings

Washington, Aug. 13.—Allen B. DuMont Laboratories today bitterly attacked the recent Federal Communications Commission decision against DuMont in the Paramount hearings, charging that the Commission had “unduly and arbitrarily” interfered with the actions of the FCC’s other member who otherwise violated the Administrative Procedures Act.

The FCC, can order issued Aug. 1, said anti-trust violations more than three years old should not be considered in passing on the qualifications of the DuMont Laboratories. It said that this ruling by the Commission, which laid down rules quite different from those being followed by the party to the hearing, was aimed at expediting approval of the proposed merger between American Broadcasting Co. and United Paramount Theatres.

DuMont today said it was highly unfair if ABC and UPT were the only ones to benefit from the bitter battle which, as the FCC has ruled, DuMont also be determined under the same three-year time limit.

**Dangerous Precedent**

It also claimed that the merger ABC-UPT company was not an existing fact, and that applying the time limit was the same as giving the policy to “new applicants, a dangerous precedent.” It asked that be given the FCC to allow ABC also to seek the Commission’s consent to sever the DuMont-Paramount control is exercised by a producer.

Finally, DuMont said, if the Commission will not grant any of these requests, it should find that its Aug. 1 order is “dubious and contrary to the public interest and convenience.”

**Film Boom Through TV, Says Magazine**

Hollywood sees visions of a new heyday for the industry in the light of television, Business Week reports.

“More and more studios are seeing their best TV effort quietly going into the business of producing films for television,” the magazine says.

“It’s predicted that by fall all majors will have a TV tieup of one sort or another.”

Dietz has obviously given Hollywood a vast new market for its feature pictures. But video people are even more anxious to attract viewers for the new medium.

- 27-minute films and half-hour spots, allowing time for commercials.
- Half of all TV shows are on film; the industry expects that ultimately may be as much as 80 percent will be cut, or filmed.
- For one thing, the quality of the show going out on film is better than ‘live’ fare, it was said.
MPAA Arbitration Meeting Tomorrow

Sales managers of Motion Picture Association of America member companies will meet tomorrow at the MPAA office here for a rundown on arbitration developments to date and to brief distribution arbitration drafting committee members Robert Perkins and Adolph Schimmel preparatory to the initial convening of the entire drafting committee here on Tuesday.

Eric A. Johnston, MPAA president, is expected to be on hand for tomorrow's meeting.

MPAA, NETTC In New Bid for Cost Data from A. T. & T.

WASHINGTON, Aug. 13.—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee today renewed their request to the American Telephone and Telegraph Co. for detailed information on A. T. and T. television transmission costs.

MPAA and NETTC want the information for use in the coming Federal Communications Commission theatre TV hearings. They originally requested the information some months ago, and in June A. T. and T.

Plan Extensive Radio, TV, Theatre Tie-up in N. Y. C.

Plans for one of the most extensive mutual promotion campaigns between motion picture theatres and the radio and television industry were outlined here yesterday by WNBC-WNBT, which is in the process of signing a pact with the Organization of the Motion Picture Industry of New York City.

The campaign, which will involve no exchange of money, is slated to get underway Sept. 8, featuring TV and radio programs partially or wholly devoted to boosting films, trailers in theatres and lobby displays boosting radio and TV programs and theatres.

Cooperating in the campaign are 500 independent and circuit theatres which are members of the New York theatre group, a spokesman for WNBC-WNBT stated. The spokesman called the projected tie-up the first of its kind in the country and

New Drive Material For Rogers Fund

Plans to utilize a new type of collection box for concession counters in theatres throughout the country to aid the Will Rogers Memorial Hospital Fund were outlined here by Joseph Vogel, chairman of the hospital coin boxes committee.

Plans for the 1952 campaign were discussed at a meeting of the newly

Adult Ticket Prices Hit An All-Time High

WASHINGTON, Aug. 13.—Adult admission prices in large cities rose to an all-time high during the second quarter of this year, the Bureau of Labor Statistics reported today.

Admission prices for children dropped during the April-June period, but this was more than offset by the adult admission price rise, and as a result, the combined adult-child admission index also hit an all-time peak.

The adult price trend was surprising in that the second quarter of the year usually sees a seasonal drop in the index.

The Bureau each three months collects price figures in 18 large cities and weights them to represent price trends in the 34 largest cities.

The Bureau said that at the end of June, the adult price index was 79.0

WB Theatres Holds Parley Here Today

Harry M. Kalmne, president and general manager of Warner Brothers Theatres, will preside at a meeting of the company's zone managers at the home office today.

Zone managers attending will be Alfred D. Kool, Chicago; Harry Feinstein, New Haven; Frank Damis, Newark; Charles A. Smakwitz, Albany; Ted Schlanger, Philadelphia; Moe A. Silver, Pittsburgh; George A. Crouch, Washington.

Film buyers who will attend are:

Expect Ohio Censor Ruling About Oct. 1

COLUMBUS, O., Aug. 13.—A decision in the indictment case to test the legality of Ohio's newsreel censorship statute may be handed down Oct. 1. Robert Wife, secretary of the ITO of Ohio, who is active in the test case, reports in the organization's current bulletin. Wife points out the decision will be played be

First Meeting with Congressman on Tax

OMAHA, Aug. 13.—Exhibitors in this territory have scheduled a meeting with representatives of the state in Congress for Monday at the Blackstone Hotel to discuss the industry tax problem.

So far as is known, this is the first meeting to be set by exhibitors with their Congressmen in the industry-wide campaign to bring about the repeal of the Federal 20 per cent tax on admissions.

Two Gamble Firms Get FCC Permits

WASHINGTON, Aug. 13.—Two companies in which Ted Gamble is a major stockholder today got Federal Communications Commission permission to buy AM and FM stations in Portland, Ore., and Seattle.

Mount Hood Radio and Television Corp., asked permission to acquire KJTN, AM and FM, in Portland, for $700,000, and the Mount Rainier Radio and Television Corp., asked authority to buy KJR in Seattle for $800,000.

Exhibitors Get In Promise in Brazil Film Import Crisis

WASHINGTON, Aug. 13.—Justice Department officials today promised to consider carefully exhibitor views as to what might constitute "reasonable" clearance between showing of films in theatres and 16mm. showings on television.

The promise was given for top officials of the antitrust division met with spokesmen for three theatre owners associations to discuss the government's anti-trust suit, and at forcing producers to make 16mm. films more readily available to television. The suit has stirred up a storm of exhibitor protest, but this was the first time that exhibitor spokesmen met face to face with Depart.

Para., M-G-M Join Ohio Film Fair

COLUMBUS, O., Aug. 13.—Announcement of exhibits from M-G-M and Paramount completes the lineup of displays set for "Hollywood at the Fair" at the Ohio State Fair here Aug. 22-29. The exhibit is sponsored by the Independent Theatre Owners

Ambassador Off for Rio; Companies to Meet Today

Equipped with the rank of Ambassador, the State Department's Merwin Bohan has left Washington for Rio de Janeiro to investigate the recent removal of motion pictures from Brazil's list of "essential" imports for which import licenses will be granted, film export sources reported here yesterday.

The report was accompanied by the suggestion that Bohan, who will examine as well Brazilian-American trade problems in general, may be prepared to discuss with the Vargas government the possibility of a dollar loan which, if effected, could be instrumental in bringing about reinstatement of films and certain commodities on the "essential" imports list.

Meanwhile, the American distributors' foreign managers, fearful that

(Continued on page 3)
Personal Mention

CHARLES J. FELDMAN, Universal general sales manager, will leave New York tomorrow for an extended trip through the Midwest and Far West.

Basil C. Salamon, Montreal exhibitor, attended the 18th International Red Cross conference in Toronto as an official delegate of the Greek Red Cross. He is secretary of the Greek War Relief Fund of Canada.

Y. Frank Freeman, Paramount vice-president and studio head, returned to the Coast yesterday from New York.

Andrew J. Grainger, Butterfield Theatres executive, and Mrs. Grainger announce the birth of a daughter, Michele Ann, on Saturday.

Luke Strayer, Herbert Lane and E. V. McDermott, Universal auditors, are in the San Francisco office.

Walter Griesfeldt, former buyer and booker for the Lam Amusement Co. of Chicago, has joined Republic Pictures, Atlanta.

Magda Wenskoch of Favorite Films of California, Inc., is at Mt. Zion Hospital, San Francisco, for surgery.

I. Coval, Toronto branch manager of Warner Brothers, has been ordered to take a two months’ rest following a heart attack.

Joe Scott has resigned his post as booker for the Martin Theatre, Atlanta.

Charles Kessnich, M-G-M Southern district manager, has returned to his Atlanta office from Milwaukee.

Emory Austin, M-G-M Southern publicity head, has arrived back in Atlanta from a Florida vacation.

Ter Ganantar, M-G-M publicist in San Francisco, has been confined to his home with illness.

Sam Engel, producer, left here for the Coast yesterday.

Diplomats to See ‘Fatima’

The international world premiere of Washington’s “Miracle of Our Lady of Fatima” on Wednesday evening, Aug. 20, at the Astor Theatre here will have as its main cast composed of representatives of the international diplomatic corps, society leaders, civic and church notables and leaders of government businesses.

Gus Weinberg, Actor, 86

Gus Weinberg, film actor, playwright and song-writer, died in Portland, Ore., Aug. 13, according to news reports from that city.

Losers May Examine UA Bid After One Week Wait

Losing bidders for United Artists pictures may examine the winning offers by making a request to be granted in writing, at local branches seven days after the deadlines for bids, according to a new policy adopted by the company.

William J. Heinenman, distribution vice-president, said that in instances where the producer or United Artists has rejected all bids and competitive negotiation is instituted the losers in the negotiation and bidders are entitled to see the winning terms under the new policy.

In no case, however, he emphasized, can bid or award winners examine films.

In the current negotiations looking to the establishment of an industry practice, Heinenman said producers have agreed to show winning bids to losing bidders. If the plan is incorporated in any system agreed upon, disclosure of winning bids will become common practice in the industry.

Heinenman said UA decided to adopt its new policy after a number of companies urged individually that exhibitors be allowed to examine the practice of not disclosing bids.

Delbridge Leaves Loew’s for Own Firm

NASHVILLE, Aug. 13.—Thomas E. Delbridge, associated with Loew’s Theatres for the past 19 years and who composed that part of the firm’s past 10 years, has resigned and has gone to Florida where he plans an entertainment proposition of his own. He was succeeded by Buford Cranch, with Loew’s State, New Orleans, as assistant manager for the coming season, teaming up with the Nashville theatre before.

Appoint 5 More to JDA Drive Posts

Five more names have been added to the long list of those who have accepted key positions in the industry’s drive on behalf of the Joint Defense Appeal. It was announced here by Leon Goldberg and Edward L. Fabian, co-chairmen of the industry-wide JDA campaign.

The are: Benjamin Sherman of ARC Vending Corp., who will be chairman of the drive’s concessions division; Martin Levine of Branth Theatre, who heads up purchasing agents, and IATSE leaders Tom Murtha, Herman Gelber and Vincent Jacobs, who will serve as co-chairmen of the labor division.

Forms Non-profit Unit

Hollywood, Aug. 13.—Sol Lesser has formed the International Docuentary Film Foundation, a non-profit corporation which will distribute films, copies of documentary adventure feature films, television and radio programs and educational organizations throughout the world.

Minimize Dialogue For Holden

Hollywood, Aug. 13.—American pictures that stress visual action rather than lengthy dialogue, thus minimizing sub-titles, are in heavy demand on the European film market, according to William Holden, who has returned from an extended trip abroad.

The Paramount star, a former vice-president of the Screen Actors Guild, will include this observation in a discussion he is expected to make here today at the annual meeting of the Photographic Film and Paper Industry which will be held at the Hyatt House this Thursday.

Calls Roxy Notices ‘Precautionary’

Notices of possible dismissal received by the personnel of the New York Roxy were described yesterday as “purely precautionary” by David Katz, the theatre’s managing director.

Katz, pointing to the projected take-over of the Broadway show case by Warner, said the management of National Theatres, said it was the usual thing for new owners to send out dismissal notices. Katz said, however, that the situation at the Roxy is not expected to be retained when Westco assumes operation of the theater on Sept. 1, with 20th Century-Fox consent decree. The date for the take-over is Sept. 27, the date of the planned divestment of the company.

Tidwell Is Named 20th-Fox Manager

T. P. Tidwell, salesman in the Dallas branch of 20th Century-Fox, has been promoted to branch manager of the company’s Jacksonville exchange, under Al Lichtman, director of distribution. He will replace Marvin Doris, who has resigned, effective in September.

Tidwell, who started with the company in 1931, has served in many capacities in various departments of the company’s office including salesmanship, office manager, sales manager and head booker.

New ‘Coronet’ Film Plan

Starting with the September issue, Coronet magazine will inaugurate a new method of recommending motion pictures to its readers. Instead of reviewing the selections of its own board of review, it will have a member of the film industry give his choice. A short written or pen-and-ink essay will be included in each issue. The first guest will be Stanley Kramer, and the two films he has selected are 'The Caine Mutiny' and "The Story of Robin Hood."

AMPA Meeting Today

The Associated Motion Picture Advertisers’ branch directors and board of trustees will hold their first meeting of the season today at the Abbey Hotel, having been having been elected at a meeting in June.

The AMPA president is Harry K. McWilliams.
Brazil (Continued from page 1)

Brazil's action may destroy an $11,000,000 market, will meet at the Motion Picture Association of America here today with John G. McCarthy, MPAA international division chief, and Joaquin Richard, association representative from America, to devise a course of action for the latter to follow when he returns shortly to Rio de Janeiro.

It was indicated that the State Department has taken the view that films have been removed from the list of war items they can be exchanged at the official rate. This means that film companies could still get some exchange, but only in the interests of a substantial discount. State reportedly is seriously worried and has said that if this is true, it would be "quite a serious development."

The present official rate of exchange is 19 pesos to the dollar. The Brazilian parliament, it was said, has before it bills which would legalize the establishment of two rates of exchange for the present one and one for tourists and special capital transactions at the rate of 35 pesos to a dollar. Enactment of such legislation, it is believed, would hasten the return of films to the list which can get exchange at the 19-to-1 rate.

The company representatives here have stopped shipping newsewars to Brazil because of the Brazilian government requiring that they export Brazilian newsreels and documentary films equivalent to 10 per cent of the footage imported into Brazil. Films which had the purpose of aiding Brazilian producers and of creating propaganda abroad for Brazil.

U. S. Ambassador Heschel Johnson in Rio has been unsuccessful in his attempts to get the Vargas government to withdraw the decree.

Rogers Memorial (Continued from page 1)

organized finance and fund raising campaign under the aegis of the Will Rogers Memorial Foundation, held at Fabian Theatres' board room. Also attending were Fred Schine, Harry Fabian, Saul Schine, Charles Feldman, William German, Eugene Ticker, Sam Swidot and Ned Silgrue.

Feldman, national distributor chairman, and Sam Swidot, national exhibitor chairman, reported to the committee that plans are advanced to the stage where all drive-in markets, including Christmas scrolts, will be in the hands of volunteers before Nov. 1, the starting date of the 1952 "Christmas Salute" campaign.

Exhibitors Get Promise (Continued from page 1)

ment officials since the suit was filed.

Anticipating the inevitable request, Justice officials said that at the conference it was stated flatly that the suit could not and would not be dropped and that the conference should proceed on that assumption.

The Justice position, boiled down, was that the Government still feels strongly to the view that there is "reasonable" cause to keep films from television and that it must go through with the suit, but that it realizes the serious consequences for producers and exhibitors who want the advice and help of exhibitors in determining what relief can be obtained to solve the problem and help television get films without hurting the exhibitors too much.

The Government officials at the meeting were Newell Clagett, acting chief of the anti-trust division; Victor Kramer, head of the division's litigation section; Percy Epes, Kramer's assistant; and George Schuler, one of the attorneys who prepared the suit. From exhibitor ranks were Mitchell Wolfson, president of the Theatre Owners of America; Si Fabian, chairman of TOA's executive committee; TOA general counsel, Herman Levy; Harry Brandt, head of the Independent Theatre Owners Association; and Emanuel Frisch of the Metropolitan Motion Picture Theatre Association.

The importance of the government at the conference was evidenced by two facts: it lasted over one and one-half hours, unusually long, and Kramer interrupted his vacation to attend. Both Justice and exhibitor officials seemed well pleased with the results of the exploratory meeting and indicated other meetings would take place later to discuss the suit further.

The exhibitor leaders placed heavy weight on the consequences of the suit could have on theatre owners and on the impracticability of the relief sought by the Government. They argued and again and again the difficulty of determining what constituted "reasonable" clearance between theatre and TV showing, citing past experience in trying to fix reasonable clearance between different theatres.

Justice officials said they admitted that they saw the difficulties, but indicated that in the name of the country, and that they were happy to have any help exhibitors might give on this score. They said they wanted this information not only now, but if and when they win the case, before any suit is entered by the court.

However, the Justice officials said, while even if they realized the difficulties of fighting the suit, they could not condone what they feel is illegal conspiracy creating the problem.

The official TOA statement dwelt on the fact that they appreciate the competitive status of the motion picture industry and television, and that it will take considerable consideration on the part of the Government, the industry and the government to establish the ultimate status of both.

TOA officials said they felt the Government had made a good job in bringing the exhibitor viewpoint to the attention of the Department—"a Schine could be done far better in person than in letters and wires."

It was learned that there had been some discussion of the possibility of the Justice Department asking for a right to appear, in the case as "friends of the court."

At present, TOA is named as a co-conspirator, which gives it no right and only limited review of its views in the court. There had originally been consideration of asking the right to be a co-conspirator, which would confer rights to call witnesses, cross-examine and otherwise take a part in the suit.

Otherwise, however, it is believed that there is no point on which only an "amicus curiae" role is under discussion.

From'ment Place on TOA Agenda Set for U. S. Anti-trust Suit

WASHINGTON, Aug. 13—Discussion of what the Theatre Owners of America should do about the Government's 16mm anti-trust suit will have a prominent place on the Agenda of the next meeting of the TOA executive committee, announced president Mitchell Wolfson said today.

WB Theatres (Continued from page 1)

Alex Halperin, Chicago; Dick Wright, Cleveland; Joe Minsky, New Haven; Harry Fabian, San Francisco; Michaelson, Newark; Larry Lapidus, Albany; Ted Minsky and Dan Trieber, Philadelphia; Saul Bragg, Pittsburgh and L. F. Rihntzki, Washington.

Home office executives scheduled to attend are Max Alben, Max Blackman, Frank Cahill, Nat Feldman, Harry Goldberg, Louis K. Kautman, Herman R. Majer, Frank Major, W. Stewart McDonald, Frank Phelps, Bernard Rosenzweig, Carl Siegel, Louis Siegel and Ben Wirth.

Ticket Prices (Continued from page 1)

per cent above the 1935-36 average, compared to 3.2 per cent at the end of March and a previous high of 78 per cent at the end of March 1951.

The index this price index dropped from 52.2 per cent at the print price year to 49.3 per cent at the end of June. The combined index rose from 73.7 per cent at the end of March to 75.6 per cent at the end of June.

Schine Convention Set for Aug. 19-20

ALBANY, N. Y., Aug. 13—The Monogram-Allied Artists vice-president Harold Fellman and two-day sales meeting for Saturday and Sunday at the Drake Hotel, Chicago. In addition to Mirisch, Morey Goldstein, L. E. Goldstone and Harold Wirtwein will attend.

Ohio Fair (Continued from page 1)

of Ohio and includes displays from the United States, 25th Century-Fox, KKO Pictures, Walt Disney and Paul Terry.

Cecil B. DeMille's
THE GREATEST SHOW ON EARTH
Color by TECHNICOLOR
Starring
BETTY HUTTON • CORNEL WILDE • CHARLTON HESTON • DOROTHY LAMOUR • GLORIA GRAHAME • JAMES STEWART

Never such a ticket-selling attraction! From big cities to small towns, it’s outgrowing giant figures of “Samson and Delilah” on an average of 230% and often up to 500%.

Bob HOPE • JANE RUSSELL • ROY ROGERS and TRIGGER
SON OF PALEFACE
Color by TECHNICOLOR

We made it to make more money for you than “Paleface.” And its first dates all prove that it will do just that.

Caribbean
Color by TECHNICOLOR
Starring
JOHN PAYNE • ARLENE DAHL • SIR CEDRIC HARDWICKE

300 immediate key dates coming up! Ask your Paramount exchange about its exciting Dollars-For-Showmen Promotion Contest.

AND THE PARADE WILL CONTINUE RIGHT THRU ’52 WITH
Confidence in the all-time biggest product from the Paramount Studio—confidence in exhibitors to back it with all their showmanship, keynotes our Forward-March together toward ever increasing boxoffice returns!

LAURENCE OLIVIER and JENNIFER JONES
in WILLIAM WYLER'S Production of
Carrie

Her terrific legs for long runs are catching every showman's eye. Get your date set up with this glamor gal.

DEAN MARTIN and JERRY LEWIS
with HAL WALLIS' Production
Jumping Jacks

It's jumping the boxoffice jack up to 160% of "Sailor Beware" which was the boys' biggest 'til this came along.

BING CROSBY, JANE WYMAN, ETHEL BARRYMORE
Just For You
in Color by TECHNICOLOR

"Spectacular production numbers add up to solid hit" reports Hollywood Reporter on Bing's biggest musical.

W. SOMERSET MAUGHAM'S ENCORE

"Smash"—"hefty"—"strong" are the words Variety uses to headline the business of this mass-appeal hit.
TV Tie-up (Continued from page 1)

said it was designed to bring about a "wholesome" and "stimulating" film industry personalities such as producers and directors.

WNBC will also initiate a "Youth Discoveries" series of "wholesome" radio shows, which will be broadcast on WNBT. The show will feature interviews, discussions, and discussions of various topics related to the film industry.

Boost Off-Hour Shows

It is understood that the New York theaters in their trailers and promotions are seeking to boost TV programs during "off" theatre hours. Another feature of the experimental mutual promotion program initiated by WNBC, vice-president for sales and WNBT, is a tie-in with super-markets. Selected representatives of such stores will be invited to special previews and will be asked to vote for "the most marketable of the month." The tie-in is expected to continue until late fall, a station spokesman stated.

World Series Over WOR and WOR-TV

For the fourth successive year, WNBC-TV and WNBT have the World Series contests over WOR-TV, channel No. 9, according to an announcement by R. C. Maddux, vice-president in charge of television sales for the station. WOR-TV's teletunnels will begin during the first week in October.

WOR will cover the New York station providing coverage of the series on both television and radio, since WOR-Mutual will have exclusive radio broadcasts of the series for the 14th season.

KRAFT FOODS Co. will sponsor the 12th consecutive series, "The Great Gildersleeve," starring William Waterman as Throckmorton P. Gildy. The radio series will be heard every Tuesday at 8:30 P.M. (EDT) NBC-commencing Aug. 31. Agency is Needham, Heyman, and Hiltz, and NBC will continue airing the series through Aug. 19. WNBC will resume his "Took the Town of the Week" telecasts on Sunday Aug. 24. The "Smiling Irishman" will undoubtedly introduce a series of American television programs throughout the season.

Larry Schwab, Jr., will produce-direct such feature length flicker, "Window for the Blind," based on a story by Alvin Kugel, mass and published by Messner. Schwab plans to use his television station's facilities to inaugurate a new series of feature films, and hopes to sign Jean Pierre Aumont as the star. Filming will take place either in Paris or New York, starting on Jan. 1, 1953. Peggy Wood, whose CBRecruiting role as "Mama" earned a medal from the Norwegian Government for fostering cultural relations with the people, will visit King Haakon and personally thank him for the citation. KOREA STORY: Captain A. C. Hadley, son of "Harley" Hadley, (one of show biz's most famous artists) is back from a war-torn and now and news the Colum- bia." majoring in international relations for the Army. J. Fred Coors, Jr., son of the writer of a score of song hits, upon his return from Korea and a subsequent honorable discharge, decided upon a career as TV producer. So the smart lad got himself a job with Walt Framer, one of the most successful independent TV producers in the country. Sgt. Jerome Herman, son of this scribbler, returned home on re- turn after a year in Korea has been honorably discharged and has resumed his studies at NYU.

MPAA, NETTC (Continued from page 1)

replied, giving various reasons for not supplying the information.

In today's letter, MPAA and NETTC termed the phone company's reasons "wholly misdirected" and supplied the names of two executives to the New York paper to answer the letter. The latter was included by saying that the only valid reason they could see for not having the information earlier was that the results were not available until Jan. 1, 1953.

The hearings have been moved up to October, the two organizations said that the A.T. and T. is gone, and "in view of the 20th hearings, we renew our request for a speedy response to our questions." 20th Club Has an Outing

Over 750 members and guests of the 20th-Century-Fox Family Club sailed on the Hudson yesterday on their annual outing to Bear Mountain. Harry Reinhart was the chairman.

Lehman, Rudisell Resign

ATLANTA, Aug. 13.—Rudy Lehman, sales representative, and Rudy Rudisell, branch manager of the Kay exchange here, have resigned.

Lawson, Pryce to UA-TV

Orville Lawson and Ralph Pryce have been appointed sales representatives for United Artists Television in Minneapolis and Omaha, respectively.

DuMont Attacks FCC Decision In Para. Hearings

With Aug. 13.—Allen B. DuMont Laboratories today harshly attacked the recent Federal Communications Commission decision in the Para. hearings, charging that the Commission had "under the guise of a change of procedure," "anomalously and arbitrarily" interfered with the actions of its hearing examiner and had otherwise violated the Administrative Procedures Act.

The FCC, in an order issued Aug. 1, said that two violations more than three years old should not be considered in passing on the qualifications of existing licensees. DuMont argued that this ruling by the Commission, which laid down rules quite different from those being followed by the parties to the hearing, was aimed at expediting approval of the proposed merger between American Broadcasting Co. and United Paramount Theatres. It said it was highly unfair at ABC and UPT were the only two beneficiaries from this "extraordinary procedure" which delayed the Commission to rule that the question of whether Paramount controls DuMont also be determined under the same three-year rule.

Dangerous Precedent

It also claimed that the merged ABC-UPC company was not an existing licensee, and that applying the three-year rule to it was extending the policy to an unprecedented and dangerous precedent. It asked that this be clarified. DuMont also urged the Commission to reconsider itself, and to sever DuMont-Paramount control issue from the other proceedings.

Finally, DuMont said, if the Commission in its requests, it should find that its Aug. 1 order is "vague, indefinite and contradictory, an unsatisfactory and incomplete solution of the assigned examiner," and otherwise in violation of the Administrative Procedures Act, which means the previous hearing examiner's order.

Film Boom Through TV, Says Magazine

Hollywood sees visions of a new heyday for the industry in the light of television Business Week reports.

"More and more studios are seeing their bread baked with TV and are quite optimistic about the business of producing films for television," the magazine says.

"It is predicted that by fall all major studios will have a TV crew of one sort or another. Television has obviously given Hollywood a new marketing tool for feature pictures. But video people are even more anxious to get films specially tailored for the new medium to fill half-empty spots, allowing time for commercials."

"Already, half of all TV shows are on film; the industry expects that ultimately maybe as much as 80 percent will be canned, or filmed. For one thing, the quality of the show going out on film is better than 'live' fare," it was said.
Says Majors 100% Behind 'Movietime'

O'Donnell Reports Studio Sentiment at Coast Meet

Hollywood, Aug. 14—"I can honestly say the eight major studios are behind 'Movietime,' U. S. A.' 100 per cent," director Bob O'Donnell said today following a meeting with major studio production heads at the Beverly Hills Hotel here, attended also by Sam Pinanski and Truman Renschbusch, and presided over by Neil Depinet, RKO Radio president. O'Donnell's comment followed assurances by studio executives that they will personally make sure stars and others will cooperate fully in the "Movietime" tours.

Pinanski, in a report to the meeting (Continued on page 4)

FCC Further Limits Para. Hearing; Asks Quick Action Again

WASHINGTON, Aug. 14—The Federal Communications Commission to-day granted a request for further clarification of an order containing additional evidence which can be put into the record of the catch-all Paramount hearings—apparently another victory for Paramount Pictures, United Paramount Theatres and American Broadcasting Co. Taking up a "request for clarifica-

(Continued on page 4)

'Daily's' Story Told Everything: Frisch

Asked following his return here yesterday from Washington for comments on the meeting there Wednesday between exhibition representatives and Justice Department officials in connection with the government's 16 mm. anti-trust suit, Emanuel Frisch of Randforce Amusement said the report of the meeting published yesterday in Motion Picture Daily was complete to the last detail and that he could add nothing to it.

Frisch represented the Metropolitan Motion Picture Theatres Association at the Washington meeting.

AMPA Industry School to Initiate Courses Sept. 24

The Associated Motion Picture Advertisers' board yesterday set Sept. 24 for the opening of an AMPA school to train future industry advertising, publicity and exploitation specialists and to provide others in the industry with an opportunity to increase their knowledge of promotional work, Harry K. McWilliams, AMPA president, reported.

Meanwhile, McWilliams said, a "faculty" consisting of top executives in motion picture advertising will be established to deliver the first course.

Courses will run for 12 weeks and tuition of $15 per course will be charged, McWilliams said. Lectures will be delivered and lessons will be given in film company home office screening rooms. The AMPA president said Columbia, United Artists and RKO Radio already have offered to make their screening rooms available.

Their appointment was made at a meeting in the COMPO offices of exhibitors comprising the New York area appeal committee. They set Oct. 15 as a deadline for obtaining commitments from downtown New York (Continued on page 2)

$5,500,000 Trust Suit Is Settled

CHARLOTTE, Aug. 14—District Court Judge George Bell Zimmermann has dismissed without prejudice the trust suit filed in 1947 against major distributors and others by Fred S. and James W. Martin, operators of a theatre circuit out of Greensville, S. C. The plaintiffs received damages, but the court order did not state the amount and attorneys declined to comment.

The defendants included Greenville Enterprises, Inc., which operated the circuit (Continued on page 2)

TOA Meet Agenda Nearly Completed

WASHINGTON, Aug. 14—Arbitra-

(Continued on page 4)

US May Okay French Pact

See State Dept. Willing To Make the Concession

The existence of a definite possibility that the State Department would be willing to sign a Franco-

(Continued on page 4)

TEN CENTS

Trust Action Names 6 Theatre Lessor

Washington, Aug. 14—The Federal Communications Commission last week granted construction permits for six more commercial television stations and two more educational television stations.

Grants were issued for two proposed commercial stations in Scranton, Pa., and for one station each in El Paso, Tex., Ashland, Ky., Bridgeport, Conn., and Baton Rouge, La.

The Commission granted permits for educational TV stations in New York, Boston, New Orleans and Chicago.

(Continued on page 2)

Streamlining of Distribution to Be Discussed Today

Plan for "streamlining" the facili-

(Continued on page 4)

N. Y. Herald Tribune Criticizes U. S. Suit

The influential New York Herald Tribune yesterday added its editorial voice to the swelling chorus of criticism against the Department of Justice's anti-trust suit to force the sale of films to television.

The full text of the editorial is reprinted on page 4 of this issue of Motion Picture Daily.
Over Half of Films Shown
In Austria Made in U. S.

WASHINGTON, Aug. 14.—More than half of the 95 pictures released in Austria during the first quarter of 1953, according to Nathan D. Golden, head of the Commerce Department's film section. Of the 49 Austrian films released, 27 were in color.

Golden also reported that in the same period 13 U. S. pictures were shown in the Russian zone of Austria for 43 days.

In the first quarter of 1952, Golden observed, a total of 76 Austrian films were shown in Austria. The first to be the figure for the final 1951 quarter, to 4,567,961, in spite of increased admission prices. Justly generally stagnant business conditions.

During the first quarter the Austrian film industry completed three feature films. Three others were in production and four others were scheduled for the second quarter.

FCC OKAYS
(Continued from page 1)
YORK City and Binghamton, N. Y. Both were ordered by the New York State Board of Regents, bringing to five the number of permits already awarded the three companies. Three more applications from the Board of Regents are still pending.

FCC OKAYS
(Continued from page 1)
3-Week Boston Gross
For ‘Jacks’, $93,000

BOSTON, Aug. 14.—“Jumping Jacks” ended its run at the Metropolitan Theatre here this week with a total gross of $93,000. The first week’s gross was $49,900, second week’s, $28,000; third week’s, $17,000, $8,140 for “High Noon”

BOSTON, Aug. 14.—“High Noon” passed the Astor here tonight with a gross of $41,000. The first week led off with a $17,000 draw, followed by $14,000 in the second week and $10,000 in the third.

Block Sales Heavy
For WB’s ‘Fatima’

With Warner Brothers’ “The Miracle of Our Lady of Fatima,” scheduled to begin its dual premiere at the Astor and Bijou Theatres here on Thursday, according to an invitation only premiere at the Astor the evening before, the two theatre parties have been received, Warner reported yesterday.

Schaty Says America
Is Against Realism

Hollywood, Aug. 14.—Dore Schary, M-G-M vice-president and production head, told a meeting of the Harvard Club of Los Angeles that “television is inheriting most of Hollywood’s audacity.”

He also declared that America is a happy-ending nation and that “we tried realism at the instance of the courts, but we certainly heard from the plain people about it.”

‘Warning’ Date Delayed

“Without Warning,” which was scheduled to open at the Palace Theatre here on Aug. 22, has had its date delayed to permit United Artists to go more into publicity and exploitation campaign.

Judge Is Tough on
Theatre Rowdies

WILMINGTON, Del., Aug. 14.—Adhering to a policy of not tolerating misbehavior by juveniles in theatres, Judge Francis Reardon of Family Court convicted 16 youth to the Ferris School for juvenile delinquents following an attack on a Queen Theatre. The defendant, who is crippled from polio and received a broken arm in the attack. Judge Reardon said he committed the sentence because he has a record of juvenile offenses.

It is also a continuation of the policy of this court, which will not tolerate rowdiness by juveniles in theatres,” Judge Reardon added.

Sees A. T. & T.
Reply Before FCC Hearing

Assurances that the American Telephone & Telegraph Co. will respond to the industry’s request for detailed information regarding TV transmission costs in time for the Federal Communications Commission hearings in October came from A. T. & T. spokesman here yesterday.

The spokesman said that A. T. & T. engineers are working on the information requested by the Motion Picture Association of America, and by the National Exhibitors’ Theatre Television Committee, regarding the cost of setting up a theatre TV network.

He said A. T. & T.’s reply would be forwarded to the MPAA and NETTC “in the near future.” Asked to define what he meant by the “near future,” the A. T. & T. spokesman said he presumed “within a month,” or before the opening of the FCC’s theatre TV hearings. Today.

The spokesman said that he did not know what will be contained in the A. T. & T. reply. He added that they would answer all of the questions about costs propounded by the industry. He did express assurance, however, that the industry’s structure bid would not go unanswered.

SPECIAL ORCHESTRA
For Cinerama Film

A special symphonic orchestra, drawn from the NBC Symphony Orchestra, the Metropolitan Opera Orchestra and the New York Philharmonic, has been assembled to complete the orchestral score for “This Is Cinerama,” first production in the new multi-camera, curved-screen motion picture medium, which will have its first public demonstration in New York late next month.

Under the supervision of Louis Forbes, music director for Cinerama Productions, the score will be recorded by the new “symphonized” sound technique, which utilizes seven different sound-tracks and as many separate speakers to provide an auditory three-dimensional-like effect to match the visual effect on the screen.

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The Show That's Bringing Back Bigger Crowds!

ALL-TIME RECORDS COAST-TO-COAST!

Press-Time!
First 11 Days,
Cleveland, Houston,
San Francisco,
Atlanta,
Evansville
make
box-office
history!

43% BIGGER Than
"SHOW BOAT"

40% BIGGER Than
"BATTLEGROUND"

13% BIGGER in Paid Admissions than
"QUO VADIS"

BIGGEST
First 11 days (non-holiday)
in history of
MUSIC HALL

47% BIGGER Than
"AN AMERICAN IN PARIS"

BIGGEST 2nd Sunday of any M-G-M
Picture, 12-year M-G-M attendance record!

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
FCC Limits

(Continued from page 1)

Herald-Tribune Editorial

French Pact

Hits U. S. TV Films Suit

(Continued from page 1)

under the heading “Another Administration Mistake,” the New York Herald-Tribune yesterday editorially scored the govern-
ment’s attempt to penalize exhibitors for refusing to grant their
feature films to television. The Independent Theatre Owners
Association of New York contributed information to the newspaper
corresponding the suit, The editorial herewith is reprinted in full with
the permission of the Herald-Tribune.

The politically tinged Department of Justice has shown time and
time again in its interpretation and administration of the anti-trust
law that it simply does not understand the basic economics of the
business world today. In some actions the Department has been
able to justify its complaint but in many others it seemed that the
Department was seeking to penalize efficiency or an “abnormal
rate of profit away from losses (an unfamiliar place for too many
government agents), provides a striking
illustration of the inability or unwillingness of this arm of the
national administration to understand the free enterprise system
and the daily problems that must be overcome if red ink or bank-
ruptcy is to be avoided. The motion-picture industry, the experts
in Washington seem to have decided, must be compelled to commit
economic suicide. This industry, which represents an investment
of more than two and a half billion dollars, should not be per-
duced to prove that it does not have the minimum economic
power to withstand the inevitable relative, the television industry. It should make av-
able to this competitor, according to Mr. McGgraney and his helpers
in the Justice Department, the motion pictures that it now releases
only to theatres around the country. Examined from any point of
view, this is a most unrealistic attitude. A film can bring in $25,000,
perhaps $50,000, from the 109 TV stations across the country. Yet
it costs many times $50,000 to produce an ordinary Hollywood film
and only by showing these films in motion-picture houses can the
producer recover the investment.

One of the warning aspects of this case is the calm assurance
given by Mr. McGgraney’s department that they recognize the
desirability of a “reasonable” clearance period between the showing
of a film in a theatre and over TV. This suggests that the Ju-
stice Department is prepared to exercise maximum control over
an industry which demands the highest order of business acumen
and skill. We believe the problem is one to be worked out be-
tween the two industries with only a minimum of government in-
terference. The interests of neither the motion-picture industry nor the
television industry will be served if the government insists on
delimiting property rights. By doing the same thing to both, the
bystander, the television viewer, will suffer if the government per-
sists. The Justice Department should study more carefully and
more patiently every point of view before proceeding precipi-
taneously, however, we believe that if any participant desires to present any evidence which has thus far not been presented, but which is now be-
lieved to be important in light of our August 1 order, such participant
should have reasonable opportunity to present that evidence and other
participants should have appropriate opportunity to rebut it.

FCC officials have indicated that they doubt they can put together in a
hurry any great amount of information about the post-1948 activities of
the companies.

AMP A School

(Continued from page 1)

made very good progress in tying up
all these ends on the mechanics of the con-
vention, as such as registration, trans-
portation, women’s activities and other
items had also done fairly well in laying out
a tentative agenda. They ex-
plained that a final agenda could not
be announced because speaking dates
and other arrangements still had to be
carried.

On Monday night, it was announced
that the delegates will see the world pre-
vention on a wide screen. The name was
not revealed.

The convention committee is headed by A. Julian Brylawski, president
of the Cleveland Theatre Owners Associa-
tion. Meeting with him and with prac-
tically his entire committee were these top TOA officials: President
Mitchell Wattson, executive committee
treasurer chairman Si Fabian, executive
director Gail Sullivan, general counsel
Howard Bryant, and Sullivan’s assis-
tant, Dick Pitts.

TOA Meet Agenda

(Continued from page 1)

of any RKO employees who wish to
take the course, McWilliams said.
Edgar Goetz, AMPA secretary, was
named special treasurer.

Koebel Quits ‘Journal’

Columbus, O., August 14—Mrs.
M. J. Koebel, for ten years theatre editor of the Ohio State
Journal, has resigned, effective Sept. 1.

(Continued from page 1)

“Movietime, U.S.A.”

(Continued from page 1)

on the drive for admission tax repeal, stated that the Council of Motion Pic-
ture Organizations’ machinery now going into operation at the local level
shows that no one underestimates the desirability of this move. Revenue
will flow when properly collected.

Humphrey, told the meeting that the
$300,000,000 now being stipulated annually by the tax represents the diff-
ference between failure and survival for the industry, and that the mora-
tive power the industry can wield when properly administered.

COMPO representatives will take steps to insure more frequent exhibi-
tor meetings in Hollywood—some with three to four annually deemed
appropriate. Studio executives present were Dore Schary of MGM,
Harry Cohn of Columbia, V. Frank Freeman of Paramount, C. J. Telnin
of RKO Radio, Darryl Zanuck of 20th Century-Fox, Jack Warner of
Warner Brothers, William Goetz of Universal, and Jack Barker, representing
Republic’s Herbert Yates.

“Streamlining”

(Continued from page 1)

the meeting. Eric A. Johnston, MPAA
president, will be present.

Today’s “streamlining” discussion may be a climactic one, in that de-
velopments in taking the necessary steps toward improving distri-
bution facilities may be announced. During the next three months, MPAA
statisticians have been compiling compara-
tive figures that are said to em-
phasize the disadvantages of duplica-
tion between the companies in the dis-
tribution of product. Film carrier
firms, meanwhile, are understood to be
prepared to operate in every way possible toward advancing “stream-
lining” operations.

with respect to motion pictures in this country, the person
being that in international trade
films are in a “special category.”

No action was taken at yesterday’s
MPEA meeting on the French ques-
tion, which is expected to be held early next week. Meanwhile,
agreements in Paris between the
U. S. and French governments were said to be “progressing.”

The MPEA, while reportedly dislin-
guished to encourage the inclusion of a new French-American pact, would nevertheless “go along,” it was said, with such an
agreement if it did not “stifle” French
existence. The Society of Independent Motion Picture Producers, on the
other hand, has stated that it would
subscribe to any such agreement, accept a subsidy agreement, which
would mean that the burden of sub-
sidization would fall entirely on the
MPEA.

Other countries discussed at the
MPEA meeting included Brazil and Mex-
ico. The former has raised $25,000,000 from the sale of “essential”
imports and the State Department’s
official, Acting Assistant Secretary
for Rio de Janeiro to investigate.
Bobah, the MPEA meeting learned,
had been thoroughly briefed on the
motion picture problem.

Friday, August 15, 1952
Rather than keep you in suspense as to what happens to Lana Turner, as "The Merry Widow," at the hands of that unseen sweetheart, let us give you a sample below!

The very bold man is Fernando Lamas, hot-blooded Latin who will excite women with his looks and voice in M-G-M's superb "The Merry Widow." This is IT, with music.

Ready to "KICK-OFF" the FOOTBALL SEASON!

NOW... HE'S A FOOTBALL HERO!
As he Outsmarts the Professors...

BONZO and cuts up with the Campus Cuties!

BONZO GOES TO COLLEGE

He's a genius in the classroom!
The hilarious NEW Adventures of that lovable clown-of-clowns!

He's got the co-eds cooing... and the Dean stewing...

Starring:
MAUREEN O'SULLIVAN · EDMUND GWENN · CHARLES DRAKE
GIGI PERREAU · GENE LOCKHART and BONZO

UI... The Best Friend your Box-Office ever had!
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O’Donnell’s comment followed assurances by studio executives that they will personally make sure stars and others will cooperate fully in the “Movietime” tours.

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(Continued on page 4)

**$5,500,000 Trust Suit Is Settled**

Charlotte, Aug. 14.—District Court Judge George Belt Tinnerman has dismissed, with the consent of all parties, the $5,500,000 trust suit filed in 1947 against major distributors and others by Fred S. and James W. Uppendahl, an independent theatre circuit out of Greenville, S. C.

The plaintiffs received damages, but the court order did not state the amount and attorneys declined to com-

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The Commission granted permits for educational TV stations in New

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Two Queens theatre companies charged in a complaint filed in U. S. District Court here yesterday that the lessors of five theatres in that bor-

(Continued on page 2)

**US May Okay French Pact Subsidy Deal**

See State Dept. Willing To Make the Concession

The existence of a definite possible that the State Department would be willing to sign a Franco-

American film agreement, including provision for American industry subsid-

ization of French production was pointed out yesterday following a meeting here of the Motion Picture Export Association.

Herefore the State Depart-

(Continued on page 4)

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(Continued on page 2)
Personal Mention

BEN LORBER, head of Universal's insurance department, has returned to New York from the Coast.

MANDLE HERBSTMAN of Motion Picture Daily's editorial staff suffered burns and injuries in an automobile accident in Virginia this week while on vacation. He is scheduled to return to New York the week following treatment at the Petersburg, Va., Hospital.

ERIC JOHNSTON, president of the Motion Picture Association of America, has been selected to receive the "City of Hope" award, granted by the National Council of Jewish Women, for his promotion of the American way of life.

ROBERT OROPAH, assistant manager of the Universal service department here, was married this week to Mrs. Aileen Fekete. They are honeymooning in Canada.

HARRY FRENCH, president of the Minnesota Amusement Co., left here yesterday for Minneapolis, following conferences with United Paramount Theatres executives.

MARTIN MICHEL, 20th Century-Fox radio and TV publicity chief, announced the birth of a son, Dee Andy, to Mrs. Michel at Lutheran Hospital here yesterday.

HILLER INNES, executive assistant to RUSSELL HOSMAN, Paramount's Eastern production manager, left here for Hollywood yesterday.

BILLY WILDER, Paramount producer-director, left here for Hollywood yesterday following his return from Europe.

MILTON BARDON, general manager of Jose Ferrer Productions, will leave here by plane tomorrow for London.

JOHN CASSIDY, RKO Theatres home office publicity executive, is on vacation at Southold, Long Island.

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Golden also reported that in the first quarter 1952, Golden said, 15,354 youths were in the Russian zone of Austria for 43 days.

In the first quarter of 1952, Golden said, the average attendance in Austria rose from 4,142,535, the figure for the final quarter 1951, to 4,567,901, an increase of 8.75 percent and generally stagnant business conditions.

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He also declared that America is a happy-ending nation and that "we tried realism at the insistence of the intellectuals, but we certainly heard from the plain people about it."

"Warning" Date Delayed

"Warning" which was scheduled to open at the Palace Theatre here on Aug. 22, has had its date postponed, pending the results of action that will develop a more extensive publicity and exploitation campaign.

Judge Is Tough on Theatre Rowdies

Wilmingtom, Del., Aug. 14.—Adhering to a policy of no tolerance rowdyism and profanity in theatres, Judge Francis Reardon of Family Court continued his campaign against juvenile delinquents following an attack on a Queen Theatre manager by two young men from polio and received a broken arm in the attack.

Judge Reardon said he committed the boy because he has a record of juvenile offenses.

"It is also a continuation of the policy of this court, which will not tolerate rowdism by juveniles in theatres," Judge Reardon added.

FCC Okays (Continued from page 1)

York City and Binghamton, N. Y. Both would be operated by the New York State Board of Regents, bringing to five the number of permits already awarded the board. The applications from the Board of Regents are still pending.

The FCC told applicants for other channels in Portland, Ore., Sacramnto, Cal., and Scranton that they would have to go through hearings.

The Commission has issued permits for 36 new commercial and educational TV stations and completed its way through the first 190 communities on its priority list of areas without television.

Suit Is Settled (Continued from page 1)


Brandt, Frisch

(Continued from page 1)

Congressmen to vote for repeal of the Federal 20 per cent admission tax and made arrangements for the appointment of Congressional district committees.

RKO Radio Enters U.K. 16mm. Field

LONDON, Aug. 14—RKO Radio entered the 16mm. film market here with the announcement today of the first 20 features, "Warner Bros. Selects," that it has made available on standard film. Films here include about 10,000 non-theatrical institutions, 50 sub-standard theatres and numerous mobile units.

Sees A. T. & T. & T. Reply Before FCC Hearing

Assurances that the American Telephone & Telegraph Co. will respond to the industry's request for detailed information regarding TV transmission costs in time for the Federal Communications Commission's 20th hearing in October came from an A. T. & T. spokesman here yesterday.

The spokesman said that A. T. & T. engineers and technicians have been working on the information requested by the Motion Picture Association of America and the National Exhibitors' Theatre Television Committee, regarding the cost of setting up a theatre Terrestrial network.

He said A. T. & T.'s reply would be forwarded to the MPAA and NETTC "in the near future." Asked to define what he meant by the "near future," the A. T. & T. spokesman said he presumed "within a month," or before the 20th hearing here on the theatre hearings Oct. 20. The spokesman said that he did not know what would be contained in the A. T. & T. reply whether it would answer all of the questions about costs propounded by the industry. He did say, however, that the industry's cost structure bid would not be unanswered.

Names 6 Lessors (Continued from page 1)

Homes Corp., State Engineering Corp., and Highbee Springfield Corp., were designated as the six lessors, according to the complaint, in consequence of an attempt by the defendant companies to terminate leases covering the Cambria, Garden, Main Street and St. Albans theatres. These houses and the State were named in the complaint for being covered by the leases in question.

The plaintiffs have asked the court to refuse to continue them from the theatres. They ask also that allegedly illegal clauses be removed from the leases and that the decisions be continued in force for their 20-year terms.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"

ROBERT TAYLOR • ELIZABETH TAYLOR • JUNE HAYES
Color by TECHNICOLOR • An M-G-M Movie
plus SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays. By Quigley Publishing Corp., 170 West 43rd Street, New York, N.Y. Martin Quigley, Editor-in-Chief, and President; Jonathan Quigley, Jr., Vice-President and Treasurer; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Loren Johnson, Manager; Robert Harvey, Production Manager; J. E. Garrett, Secretary. Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, 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, 1928, at the post-office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the United States and $12 foreign; single copies, 10c.
HOW BIG IS IVANHOE?

CLEVELAND: First week, all-time high except "Quo Vadis" at Thanksgiving.

HOUSTON: First week topped only by "GWTW" in entire history of house.

SAN FRANCISCO: First week, all-time high except "Quo Vadis" at Thanksgiving.

ATLANTA: First week sets new all-time high topping even holiday weeks.

EVANSVILLE: First week 3000 admissions ahead of "Quo Vadis."

NEW YORK: Lines three blocks long as Music Hall sets new record.

The Show That's Bringing Back Bigger Crowds!

ALL-TIME RECORDS COAST-TO-COAST!

Press-Time!
First 11 Days,
Cleveland, Houston,
San Francisco,
Atlanta, Evansville make box-office history!

43% BIGGER Than "SHOW BOAT"

40% BIGGER Than "BATTLE-GROUND"

13% BIGGER in Paid Admissions than "QUO VADIS"

BIGGEST
First 11 days (non-holiday) in history of MUSIC HALL

BIGGEST 2nd Sunday of any M-G-M Picture, 12-year M-G-M attendance record!

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
Herald-Tribune Editorial

Hits U. S. TV Films Suit

**UNDER THE HEADING** “Another Administration Mistake,” the New York Herald Tribune editorially scolded the government’s anti-trust suit seeking to force producer-distributors to sell their feature films to television. The Independent Theatre Owners Association of New York contributed information to the newspaper concerning the suit. The editorial, in its entirety, is reprinted in full with the permission of the Herald Tribune.

The politically tinged Department of Justice has shown time and time again in its interpretation and administration of the anti-trust law that it simply does not understand the basic economics of the business world today. In some quarters, the Department has been able to justify its complaint but in many others it seemed that the Department was seeking to penalize efficiency or “bigness.”

Its most recent foray into this field of profits and losses (an unfamiliar place for too many government agents), provides a striking illustration of the inability or unwillingness of this arm of the national administration to understand the free enterprise system and the daily problems that must be overcome if red ink or bankruptcy is to be avoided. The motion-picture industry, the experts Washington seems to have decided, must be compelled to commit economic suicide. This industry, which represents an investment of more than two and a half billion dollars, should not be permitted to protect the investment against its closest and yet most demanding relative, the television industry. It should ma’am available to this competitor, according to Mr. McGranery and his helpers in the Justice Department, the motion pictures that it now releases only to theatres around the country. Examined from any point of view, this is a most unrealistic attitude. A film can bring in $25,000, perhaps $50,000, from the 109 TV stations across the country. Yet it costs not less than $30,000 to produce an ordinary Hollywood film and only by showing these films in motion-pictures houses can the producer recover the investment.

One of the worrying aspects of this case is the calm assurance given by Mr. McGranery’s department that they recognize the desirability of a “reasonable” clearance period before the showing of a film in a theatre and over TV. This suggests that the Justice Department is prepared to exercise maximum control over an industry which demands the highest order of business acumen and skill. We believe the problem is one to be worked out between the participating companies without any interference from the government.

The Interests of neither the motion-picture industry nor the television industry will be served if the government insists on destroying property rights. By the same token, even the innocent bystander, the television viewer, will suffer if the government persists. The Justice Department should study more carefully and more patiently every point of view before proceeding precipitately.

**TOA Meet Agenda**

**Continued from page 1**

made very good progress in tying up loose ends on the mechanics of the convention, such as registration, transportation, arrangements of government interference. The interests of neither the motion-picture industry nor the television industry will be served if the government insists on destroying property rights. By the same token, even the innocent bystander, the television viewer, will suffer if the government persists. The Justice Department should study more carefully and more patiently every point of view before proceeding precipitately.

**AMPA School**

**Continued from page 1**

ternation, however, we believe that if any participant desires to present any evidence which has thus far not been presented, but which is now believed to be important in light of our August 1 order, such participant should have reasonable opportunity to present that evidence and other participants should have appropriate opportunity to reply.

FCC officials have indicated that they doubt they can put together in a short time a great amount of information about the post-1948 activities of the companies.

**Koebel Quits ’Journal’**

Columbus, O., August 14.—Mrs. Mary McGavran Koebel, for nine years theatre editor of the Ohio State Journal, has resigned, effective Sept. 1.

**FCC Limits**

**Continued from page 1**

on the drive for admission tax repeal, stated that the Council of Motion Picture Organizations’ machinery now working on the local level across the land, indicates the constructive power the industry can wield when coordinated.

Renshould told the meeting that the $300,000,000 being siphoned off annually, by the tax represents the difference between a second annual inventory of 6,000 smaller theatres, and that the failure of these would be reflected tenfold on the fortunes of the industry as a whole.

At the suggestion of studio heads, COMPO representatives will take the lead in arranging exhibitor-producer meetings in Hollywood, with three to four annually deemed appropriate. Studio executives prepared to cooperate in March to Harry Cohn of Columbia, D. Frank Freeman of Paramount, C. J. Tevin of RKO Radio, Darryl Zanuck of 20th Century-Fox, Jack Warner of Warner Brothers, William Goetz of Universal, and Jack Baker, representing Republic’s Herbert Yates.

**’Movetime, U.S.A.’**

**Continued from page 1**

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"The Merry Widow is naughty – but nice."

Rather than
Keep you in suspense
As to what happens
To Lana Turner, as
"The Merry Widow."
At the hands of that
Unseen sweetheart,
Let us give
You a
Sample
Below!

The very bold man
Is Fernando Lamas,
Hot-blooded Latin
Who will excite women
With his looks and voice
In M-G-M's superb
"The Merry Widow."
This is IT, with music.
Ready to "KICK-OFF" the FOOTBALL SEASON!

NOW... HE'S A FOOTBALL HERO!
As he Outsmarts the Professors...

BONZO and cuts up with the Campus Cuties!
GOES TO COLLEGE

He's a genius in the classroom!
The hilarious NEW Adventures of that lovable clown-of-clowns!
He's got the co-eds cooing... and the Dean stewing...

Starring
MAUREEN O'SULLIVAN - EDMUND GWENN - CHARLES DRAKE
GIGI PERREAU - GENE LOCKHART and BONZO

U-I... The Best Friend your Box-Office ever had!
Tradewise...

By SHERWIN KANE

The entire industry has welcomed the numerous editorial and columnar expressions which have appeared in newspapers and other publications throughout the country citing some of the dangers of the government's suit to force the sale of films to television.

Those numerous published expressions have been uniformly on the industry's side and critical of the Department of Justice's action. They are of great value to the industry in counter-acting the impression left with the public by the filing of the suit that a benevolent and paternalistic government is about to obtain the finest motion pictures for their living rooms.

Even the timid, shallow-thinking individuals among us who shrink from the suggestion of using the theatre screens to bring the industry's side of the case before the public are agreed with the rest of us that the published editorials and signed columns exposing some of the folly of the government suit are of great value to the industry in its opposition to the action.

Why, then, should not those expressions favorable to the industry and its case be made known to the vastly greater audience of the screen? If their circulation among the limited, local readership of individual publications is important to the industry, then how much more important could they become if presented to the theatres' national audience.

The material is at hand, supplied by many fair-minded, clear-thinking writers and their publications. Much more of it is on the way. The industry needs only to make use of it to have its story known widely.

Excerpts from those valuable published expressions can be reapplied in a series of 60- to 90-second trailers and, shown regularly in every theatre in the land, can do much to overcome the fallacious public thinking that the finest motion pictures are about to be added to the endless list of Federal handouts.

Meet Today to Record Compo Dues Progress

With only a short additional clean-up drive for Council of Motion Picture Organizations dues expected to be needed following the major campaign conducted last week throughout the country, the industry agency's treasury is said to be well stocked with "ammunition" for coming battles in behalf of the industry and its rights.

Results of last week's drive will be tabulated today when distribution and exhibitor area committees meet with film salesmen in each of the 32 exchange cities.

Compo officials here reported that spot checks over the weekend indicated "excellent progress" was being made and that widespread enthusiasm existed among field personnel conducting.

(Continued on page 7)

7 WB Color Films Now in Production

Hollywood, Aug. 17.—An all-time peak in Warner Brothers' color production, with seven features before the WarnerColor and Technicolor cameras, was disclosed here by the company.

The latest to start is "Come In, Texas," which is being filmed in WarnerColor, and stars Randolph Scott, under the direction of Andre De Toth, with David Weisbart producing.

Also in production are: By the

(Continued on page 7)

Francis Will Head WB Short Subjects

Hollywood, Aug. 17.—The promotion of Cedric Francis to the post of short subjects production head at Warner Brothers studios was disclosed here by Jack L. Warner, executive producer.

Francis was formerly assistant to the late Gordon Hollingshead, who held the post as WB short subjects head. He has been in the employ of WB for the past 15 years.

'Streamlining' Of Distribution Still In 'Talking' Stage

Several more meetings on the subject of distribution "streamlining" will be necessary before plans for improvements could be put in force, it was indicated on Friday following discussion of the subject by the Motion Picture Association of America distribution committee at the MPAA office here.

Friday's meeting, a spokesman said, delved into some of the data compiled MPAA statisticians are concerning the merits of more "streamlined" operations. It was pointed out that some MPAA member companies are not entirely convinced that "streamlining" is the solution to many distribution problems.

President over by Alfred W. Schwalberg, Paramount Distributing Corp. president, and chairman of the MPAA distribution committee, the Friday

(Continued on page 7)

Harvey Calls for 'Modern' Policies

San Francisco, Aug. 17.—Increasing announcement opportunities available to the public make it imperative that all branches of the industry set their house in order or court a self-made depression, Rotus Harvey, retired president of Western Theatre Owners, writes in the organization's current bulletin.

Harvey indicates he believes production has made the greatest progress in putting its house in order for

(Continued on page 7)

FWC Puts 9 Decree Houses on Sale

Hollywood, Aug. 17.—In accordance with the Government's divorce decree, Fox West Coast Theatres over the weekend placed nine California theatres on sale.

Offered are the Alpha, Bell; Melrose and Belmont, Los Angeles; Fox, Turlock; Hi-Fly, Paso Robles; Avalon, Wilmington; Egyptian, San Diego, and Fox and Tower, Santa Paula, W. H. Lohier, the circuit's real

(Continued on page 7)

Justice Hits Back at Critics Of 16mm. Suit

Repeats It Recognizes Needs of Theatremen

Washington, Aug. 17.—The Justice Department today answered the criticism of its 16mm anti-trust suit, declaring that its case rests entirely on an alleged illegal conspiracy among the producers.

In an official statement aimed at producers, exhibitors, newspapers and others criticizing the Department's action, acting anti-trust chief Newell Clapp said the Department feels producers must be required to sell their films to all purchasers, including television, until the "pattern established by the conspiracy has been dispelled.

He reiterated, however, that the

(Continued on page 7)

FCC Reopens Para. Hearings Wednesday

Washington, Aug. 17.—The Federal Communications Commission's Paramount hearings will reopen Wednesday so that attorneys for the various parties can give their views as to how much evidence should be allowed on post-1948 anti-trust activities of the companies.

Hearing examiner Leo Resnick indicated he would rule as soon as the argument is concluded.

MPEA Meets Today On French Setup

With Fayette W. Alport, MPAA European representative, due from Paris to report on the status of the Franco-American film pact negotiations, the Motion Picture Export Association will convene here today for a complete review of the French situation.
NY Mirror Promotes New Fall Product

In yesterday's New York Mirror, motion picture editor Fred Quinlan announced the coming of the "New Movie Season" bandwagon with a full page of editorial comment and an advertisement for the incoming fall product from major distributors.

Ernie Emerling and Carl Fishman of the Mirror have arranged with Quin to develop this upbeat feature.

Minneapolis Sets Family Night Plan

MINNEAPOLIS, Aug. 17—A family night promotion designed to stimulate sales of Highway, Independent stores and the local transit company will be launched here Thursday evening, Robert Karason, manager of the Governor Theatre, first run loop house, and a member of the downtown theatre committee, disclosed at the meeting.

The Minneapolis Street Railway Co. will offer free rides on one way on buses and street cars to all adults and children the same age as 5 one day and the hours of seven and nine P.M. Adults and children leaving the buses and street cars in Minneapolis will receive a numbered coupon similar looking to a transfer and if the coupon corresponds with one of the approved coupon numbers, family members will be posted in theatre lobbies, they will be admitted free of charge.

The promotional program will be sponsored jointly by the loop theatres, retail stores and the transit company and will be all inclusive. This will include screen trailers, lobby displays, newspaper and magazine advertisements, radio and television advertising, window cards and displays in downtown stores, and display cards in Mississippi street stores. The entire family night promotion is expected to return business to the loop which is now going in greater strength to the suburbs.

Besides Karason, other members of the downtown theatre committee are: Harold Linn, division manager, Famous Players, Robert Whalen, manager, RKO Orpheum, E. Seibel and Don Alexander of the advertising department of the Minnesota Amusement Co.

See Feb. Date for Next Como Seminar

HOLLYWOOD, Aug. 17—February appointment is to be the date committee for the next exhibition-production seminar of the Southwestern Motion Picture Industry Council executive committee. Complete outcome of the roundtable deliberations was not immediately available.

Jacobs to Promote Producers Guild

HOLLYWOOD, Aug. 17—The Arthur P. Jacobs office has been named public relations consultant to the Screen Producers Guild, it was announced by Sol C. Siegel, president of the Guild. The Jacobs organization will carry the primaries for the guild for a temporary period of six months.

Jacobs will work with the public relations committee of the Guild headed by temporary co-chairmen Jerry Wald and William H. Wight, who represents independent public relations chairmen Samuel G. Engel, currently out of town on an assignment.

Yorke Holds Meetings

Emerson Yorke, in charge of motion picture, radio and television coverage of the "Little League" baseball series, held yesterday with representatives of the various media to plan coverage of the "Little League" series in Williamsport, Pa., during the week of Aug. 12-17.

New Kilimanjaro Date

The invitational World premiere of "Kilimanjaro" at Century-Fox will be held on Wednesday night Sept. 17 at the Rivoli Theatre here, instead of Thursday night as originally set.

Motion Picture Daily, Monday, August 18, 1952
PROBABLY THE MOST SIGNIFICANT STATEMENT YOU WILL READ THIS YEAR!

on the following pages...
Last week I saw the motion picture screen achieve new heights of greatness... I saw

"The Snows of Kilimanjaro"

Rarely does a motion picture comprise, simultaneously, such a wealth of elements that insure stirring, unforgettable entertainment with such unlimited boxoffice potential, among young and old. It has...

**A Great Title:** Widely known in every land... conjuring up a vastness of scope, an aura of mystery, the tingle of anticipation.

**A Great Author:** It is based on one of Ernest Hemingway's most celebrated, most compelling masterpieces.

**Great Stars:** Gregory Peck, Susan Hayward and Ava Gardner—supported by Hildegarde Neff, Leo G. Carroll, Torin Thatcher, Ava Norring, Helene Stanley and Vicente Gomez.

**A Great Producer:** It has been personally produced by Darryl F. Zanuck, who gave you such outstanding entertainments as "David and Bathsheba," "All About Eve," "12 O'Clock High," "Gentleman's Agreement" and "Pinky."

**A Great Director:** It has been directed by Henry King, who brought you "David and Bathsheba," "Song of Bernadette" and "12 O'Clock High."
A Great Photographer: Filmed in heretofore unenvisioned splendors of Technicolor by three-time Academy Award winner Leon Shamroy, who photographed "David and Bathsheba," "Cheaper By The Dozen," "Wilson" and "Leave Her To Heaven."

A Great Campaign: The most extensive, most penetrating advertising, publicity and exploitation campaign in our company's history.

It moves across the world on the broadest of canvases from Africa to France and Spain and to the Wisconsin of America's Middle West—from the heady wine and tender hours of Parisian nights to hippopotami-teeming waters of the throbbing jungle. It has unrivalled scenery and the spectacular excitement of the bull-ring in Madrid. It has a hyena that produces the greatest animal thrill ever filmed. It excites with the menace of the lion and the vulture—and the furious charge of the rhinoceros.

"The Snows of Kilimanjaro" is the greatest love story I have ever seen—and in my opinion the finest motion picture our company has ever produced.

It will be available for pre-release engagements in a number of selected theaters in a limited number of large cities beginning early in October, following its World Premiere Presentation at the Rivoli Theatre, New York, on September 18th. The tremendous exploitation penetration accruing from these pre-release engagements will give "The Snows of Kilimanjaro" word-of-mouth publicity seldom before attained by any motion picture.

Very soon, we will announce trade showings. I urge every exhibitor to be sure to attend.

[Signature]

AL LICHTMAN...20th Century-Fox
James Frank Leaves NPA Deputy Post

WASHINGTON, Aug. 17—James Frank, Jr., thus resigned as deputy director of the National Production Authority's film branch, director Nathan G. Golden announced.

The resignation is effective Friday. Frank has accepted a sales executive position with a firm distributing consumer durables goods in New Orleans, Golden said.

Frank joined the NPA in Nov., 1936. Prior to that he had been associated over 20 years with the motion picture and photographic equipment industries as president of Universal Photophone Corp., of Atlanta, New York branch manager of National Theatre Supply, and assistant to the Photophone sales manager of RCA.

RCA Synchro-Screen For 'Fatima' Opening

A new RCA "synchro-screen" has been installed in the Bijou Theatre here for the showing of Warner Brothers' "The Miracle of Our Lady of Fatima." The picture, which will have a special invitation premiere at the Astor, Theatre on Wednesday evening, will be shown at the Bijou on Monday, Tuesday, Wednesday and Thursday, at the Astor on a continuous performance basis beginning Thursday.

The synchro-screen features panels on all four sides which pick up and reflect diffused light from the picture. "This imparts to the patron a new and dramatic sense of reality by making the action on the screen appear to occupy a larger portion of his field of vision," according to Warner.

MMPTA Takes Space In Compo Suite Here

The Metropolitan Motion Picture Theatres Association, made up of circuits and independent theatres in the New York area, has moved over to the Theatre Owners of America the office space it occupied on the fourth floor of the Longacre Building and has rented space in the 21st floor suite occupied by the Council of Motion Picture Organizations. MMPTA and TOA were co-tenants of a fourth floor suite for the past four years.

Edward Rugoff is MMPTA's president, and D. John Phillips is its executive director.

N. Brunswick Paper Gives Ad Rate Cut

Through the efforts of Edward Smolens, president; Thomas Wright, city manager, and Ward Farrar, publicist, KRO theatres in New Brunswick, N. J., have been able to obtain a reduction in advertising rates from the New Brunswick Home News.

The newspaper dropped its local theatre rate from $1.65 per column inch to $1.35. The new rate applies to local motion picture advertising and does not change the rate for other types of advertisements.

Universal 'Props' To Ohio's Fair

COLUMBUS, Aug. 17—"Props" from a score of past and present Universal

Reviews

"The Happy Time"

(Staley Kramer Productions-Columbia)

A STAND UP QUEEN, well-made film is Staley Kramer's version of the Richard Rodgers-Oscar Hammerstein stage play, "The Happy Time." A fast cast, uniformly giving excellent performances, is headed by Claire Bloom and Louis Jordan and includes Marcel Dalio and Kaye Ballard. Bloom, with her winning way, and Jordan, a humorous, off-the-stage hit are deftly emphasized herein to produce strong box-office entertainment.

Boyce brings an engaging sincerity to his role of the father of Bobby Driscoll, whose emergence from adolescence is accompanied by familiar problems of confused emotions. Jordan, as the traveling salesman with a weakness for pretty faces, the wine-tasting Kasznar with the problem of an unmarried and insatiable daughter, both brothers of Boyce's, and their father, Dalio, cheerfully romancing himself toward an elusive grave, are the chief eccentrics of the family and a prolific source of amusement.

Miss Hunt, as Boyce's wife, a down-to-earth Scotch woman who inexplicably has become a part of the turbulent Gallic environment, and Miss Christian are the sort of woman the simple-minded Kasznar makes you thing we are in "The Happy Time." Running time, 94 minutes. General audience classification. Release date, not set. SHERWIN KANE

"O. Henry's Full House"

(20th Century-Fox)

SOME OF AMERICA'S favorite short stories are contained in this omnibus presentation, including "The Gift of the Magi," "The Last Leaf," and "The Gift of the Magi" is part of America's folklore. The story of a young married couple and their self-sacrifice, in a Christmas holiday setting, stars Jean Crain and Farley Granger. Henry King directed from a screenplay by Walter Bullock.

The ready-made receptive audience, plus the factor of a star-studded cast, should make this film a good box-office grosser.

Of the five stories offered, two are warm-hearted sentimental gems—"The Gift of the Magi" and "The Last Leaf." The entertainment quality of "The Gift of the Magi," as directed by George Seaton, won't be a chuckle or a tear. There is enough in this film to please most any taste and individuals will differ and argue which vignette is the best.

The stories are tied together by the narration of novelist John Steinbeck. Andre Hakim produced.

Anne Baxter, Jean Peters and Gregory Ratoff play the leads in "The Last Leaf," under the direction of Jean Negulesco, from a screenplay by Ivan Moff and Ben Roberts. The plot situation concerns two sisters, one heartbroken and sick, both of whom are befriended in their Greenwich Village apartment by a warm-hearted artist, Gregory Ratoff.

"The Gift of the Magi" is part of America's folklore. The story of a young married couple and their self-sacrifice, in a Christmas holiday setting, stars Jean Crain and Farley Granger. Henry King directed from a screenplay by Walter Bullock.

The most disappointing story to this reviewer was "The Ransom of Red Chief," which stars Fred Allen and Oscar Levant. Although it does contain a few laughs, the story never becomes alive, nor does it overcome plot contrivance. This story shows the truly humorous possibilities of newspaper chasers being conjured by their 10-year-old prey. Howard Hawks directed.

Charles Laughton "struts and frets his hour upon the stage" in "The Czar and the Anderson," by Henry Koster from a screenplay by Lampas, who has written a bit, but hardly convincing portrayal of the skid-row character who tries his best to land in jail in order to escape the winter cold. Marilyn Monroe has her brief appearance in this sequence.

The clarion call," directed by Henry Koster, is a far-fancifully by a screenplay by Richard Breen, featuring Dale Robertson and Richard Widmark. This should find its audience among the action fans.

Others in the cast include David Wayne, Joyce MacKenzie and Lee Aaker.

Running time, 117 minutes. General audience classification. For September release.

MURRAY HOROWITZ

picture have been added to the "Hollywood at the Fair" exhibit for the Independent Theatre Owners of Ohio State Fair here Aug. 22-29, announced Workile, secretary of the exhibit, Ohio sponsors of the exhibit.

In the THEATRE Equipment World...

THE GEORGE W. WALKER, industrial design organization of Detroit has been appointed product stylist for Mills Industries, Inc, Chicago, according to an announcement from A. E. Tregenza, Mills' executive vice-president. The Walker organization will restyle Mills' line of automatic machines which range from counter to floor type dispensing candy, gum, carbonated drinks and citrus juices. In addition Mills manufactures refrigeration equipment and ice cream freezers.

John D. Warfield, Jr., formerly president of the Warfield Co., has been appointed vice-president of the Revere Chocolate Co, Chicago, in charge of a new chocolate coating and bulk chocolate specialties department. The Warfield Co., is expanding its bulk products operations and Ed. Opler, president, is now in Europe negotiating for the latest chocolate equipment there.

John MacNeill, who has acquired full ownership and control of Best Devices Co., Inc., Cleveland, has announced removal of that firm to its newly acquired factory building at 10921 Briggs Road. Best Devices manufactures porthole fire shutters for theatres and inns and also gasoline savers.

Showing (in photo below) Berndt-Bach, Inc.'s new Auric "Super '2000" 16mm. studio and TV production camera, which features three separate finder systems, 1,200-millimeter continuous shooting, internal rack over reflex viewer; automatic turret, and a manual or automatic dissolving shutter. Shown at the left of the camera during a recent demonstration is Walter Bach, vice-president of Berndt-Bach, and at the right is Joseph A. Tanney, president of S. O. S. Cinema Supply Corp., distributor of the new camera.

MOTION PICTURE DAILY Monday, August 18, 1952
Justice Hits

(Continued from page 1)

Department recognizes the exhibitor’s problem and that the court would set “reasonable clearance” to protect theatre owners.

Clapp said he was issuing the statement to clear up misunderstandings as to the objectives of the case and the possible anti-trust implications, while he was going to discuss the objectives and nature of the suit, he was not going to discuss the evidence, which would be presented to the court in due time.

Specifications Offense

The anti-trust laws, Clapp said, make it perfectly legal for any individual producer or exhibitor to refuse to have his product exhibited on television. "It is not lawful, however," he stated, "for him to agree with his competitors that neither he nor they will let their product get on the television screen. This is the offense charged here.

Clapp said it had been claimed that it was perfectly natural for producers to restrict TV showings of their films in order not to undermine their business with theaters. The government suit does not attack this point, he said, returning to the illegal conspiracy theme. "The suit attacks the alleged combination or agreement among the defendants that none of them will allow its product to be shown on TV."

If the Department is successful in establishing a conspiracy, Clapp said, it believes that in effect the defendants will be prohibited from continuing the combination which each producer should also be prevented from conducting itself in the manner agreed upon by the course of the conspiracy. In order to accomplish this, the Department believes producers will be compelled to sell their films, including television stations, until such time as the pattern established by the combination has been diluted.

The complaint recognizes, Clapp declared, that theaters must have reasonable clearance over TV showings, which the courts will define, and that the courts will interpret "reasonable" clearance.

It has been charged, the statement continued, that Hollywood would ruin itself by selling to its chief competitor. This is incorrect, Clapp said. He declared this charge overlooks the fact that Hollywood is a large industry that specifically says there should be reasonable clearance between theaters and television.

"This language makes it clear that the Department recognizes the problem confronting the motion picture industry in this period of adjustment to new technological development," Clapp stated. "But if we are going to take time to preserve a climate of economic freedom, which is in large measure responsible for our technological progress, we must ever be alert against agreements among competitors seeking to stifle the development. Men of good will may differ as to the methods by which the entertainment industry is to accommodate itself to television. But they will unite in condemning the new economic period. He is less sure about both exhibition and distribution.

Harvey Calls

(Continued from page 1)  

The following hard-hitting, outspoken editorial characterizing the government action to force the sale of films to television and other forms of exhibition was published in the New York World-Telegram and Sun on Friday, Aug. 15, under the title "A Phony Anti-Trust Suit." Some of the information concrete, the Theatre Owners Association of New York. The editorial is reprinted in full here by permission of the World-Telegram & Sun.

Under the laudable pretext of doing something for shut-ins, hospital patients, church and club groups and members of the Armed Forces, the Department of Justice has filed an antitrust suit against a number of film companies. It wants the courts to compel them to sell their films. It all comes virtually without strings attached.

Actually this suit strikes us as being as phony as a $3 bill. The film companies are already well aware of the interests of those with a legitimate stake in the 16mm films. They are not, and for perfectly obvious reasons, looking after the interests of the television industry and the fly-by-night film peddlers. On the contrary, they are trying to keep these from killing the movie theatres which furnish film makers with the big bulk of their income.

True, theatres use 35mm, not 16mm films. But most movie makers shudder to think of 16mm pictures. And we have shown and may show the narrower print onto the open market, what's to prevent TV from snapping it up and showing it in competition with the theatre offering?

The Department of Justice says it would not object to providing "reasonable clearance periods between runs of a particular feature motion picture in a theatre and exhibitions (including telecasts) of the same motion picture on 16mm film."

But who's to determine what constitutes a "reasonable period"? Some films—too few, we'll admit—attain immortality. Brought back they can fill theatres years after their first showing. Is it for some reason that rather than the makers themselves to say how long such pictures should not be allowed to compete with theatres?

Few people are going to pay to see a picture in a theatre when they can see the same thing, or one of equal entertainment value, for free at home or over a couple of beers in some neighboring tavern. Theatre owners are sufficiently hit by present TV competition, even with those outrageous Westerns without having involuntarily to provide it with topflight material for its shows.

More than a year ago when the Federal Communications Commission threatened reprisals against the film industry in this connection, we said, "It certainly is not in the public interest to have a bunch of bureaucrats threatening one industry for refusing to lay down its life for a rival."

This is just as true today of the Department of Justice's suit. It is perfectly proper for TV and the movies to be battling for the public's attention. It is outrageous, however, for the government, theoretically the referee in any conflict between rival interests, to sneak across a kidney punch on one of the contestants. For such an action the government should be hooted out of the ring.

World-Telegram Calls U.S. TV Film Suit 'Outrageous'

'Outrageous' (Continued from page 1)

WB Color Films

(Continued from page 1)

Light of the Silver Moon," Technicolor, starring Doris Day and Gordon MacRae. David Butler is directing, with William Jacobs producing.

"The Jack Stag" is a Technicolor, starring Danny Thomas and Peggy Lee, Michael Curtiz is directing, with Louis F. Edelman producing.


"The Master of Ballantrae," which stars Errol Flynn, is being filmed in Technicolor, with William Keighley directing.

"His Majesty O'Keefe," which stars Burt Lancaster, a Technicolor production under the direction of Byron Haskin.

Michigan Exhibitors Protest 16mm Suit

Detroit, Aug. 17.—Protests against the U.S. suit to force the sale of 16mm. films to television and pledges of full support for the Council of Motion Picture Organizations' drive to repeal the Federal 20 per cent admission tax were voiced at a meeting held today in Traverse City by 40 independent exhibitors, L. G. Griffin of Manta City, Mich., directed the meeting.

Plans for regular monthly meetings were discussed. So far meetings of the group are set for Aug. 28 and Sept. 11.

'Caribbean' Studied

Philadelphia, Aug. 17.—An initial week's gross of a big $28,000 is forecast for "Caribbean," the Second Street Fox Theatre, which currently holds a sturdy $5,000 on its opening day, Harold W. Steinberg, managing director of the Fox, said that on the basis of current business the film will be held over for at least an extra week.

Houses on Sale

(Continued from page 1)

state department head, said, "only proposals from exhibitors or those tending to engage in the exhibition business in the operation of motion picture picture houses will be considered."

Land, building, equipment and leases are offered in all but two cases. In these—"the Belmont, Los Angeles and Tower, Santa Paula—land and equipment only are for sale.

agreements among competitors restricting competition among themselves and with the television industry. Many of the charges that such an agreement exists.

"Streamlining" (Continued from page 1)

meeting was a short one that touched on no subject apart from "streamlining," informants said.

Compay Dues Meet

(Continued from page 1)
By far the greatest improvement in "Suprex" carbons since the line was introduced is National Carbon's NEW 9 mm "Suprex" projector carbon for mirror-type lamps. Used in place of the present 9 mm "Suprex" carbon, it gives you:

- **MORE LIGHT AT LESS CURRENT**
- **UNSURPASSED ARC STABILITY**
- **COOLER OPERATING LAMPS**
- **REDUCED MAINTENANCE**

**ALL AT LOWER CARBON COST!**

An important factor in achieving this improved performance at lower cost is National Carbon's NEW composition, *never before used in lighting carbons*. This feature assures you of operating advantages and picture quality not obtainable from any other brand.

The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.
District Sales Offices: Atlanta, Chicago, Dallas,
Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg
Tradewise . . .
By SHERWIN KANE

THE ENTIRE industry has welcomed the numerous editorial and columnar expressions which have appeared in newspapers and other publications throughout the country citing some of the dangers of the government's suit to force the sale of films to television.

Those numerous published expressions have been uniformly on the industry's side and critical of the Department of Justice's action. They are of great value to the industry in counter-acting the impression left with the public by the filing of the suit that a benevolent and paternalistic government is about to obtain the finest motion pictures for their living rooms.

Even those timid, shallow-thinking individuals among us who shrink from the suggestion of using the theatre screens to bring the industry's side of the case before the public are agreed with the rest of us that the published editorials and signed columns exposing some of the folly of the government suit are of great value to the industry in its opposition to the action.

Why, then, should not those expressions favorable to the industry and its case be made known to the vastly greater audience of the screen? If their circulation among the limited, local readership of individual publications is important to the industry, then how much more important could they become if presented to the industry's national audience.

The material is at hand, supplied by many fair-minded, clear-thinking writers and their publications. Much more of it is on the way. The industry needs only to make use of it to have its story known widely.

Excerpts from those valuable published expressions can be reproduced in a series of 60- to 90-second trailers and, shown regularly in every theatre in the land, can do much to overcome the fallacious public thinking that the finest motion pictures are about to be added to the endless list of Federal handouts.

Meet Today to Record Compo Dues Progress

With only a short additional clean-up drive for Council of Motion Picture Organizations dues expected to be needed following the major campaign conducted last week throughout the country, the industry agency's treasury is said to be well stocked with "ammunition" for coming battles on behalf of the industry and its rights.

Results of last week's drive will be tabulated today when hold the motion and exhibitor area committees meet with film salesmen in each of the 33 exchange cities.

COMPO officials here reported that spot checks over the weekend indicated "excellent progress" was being made and that widespread enthusiasm existed among field personnel conducted.

FPC Puts 9 Decree Houses on Sale

HOLLYWOOD, Aug. 17.—In accordance with the Government's divorce decree, Fox West Coast Theatres over the weekend placed nine California theatres on sale.

Offered are the Alpha, Bell; Mol-rose, and Belmont, Los Angeles; Fox; Turlock; Hi-Ho, Paso Robles; Avalon, Wilmington; Egyptian, San Di-ego, and Foreign Tower, Santa Paula.

Wheeling, the circuit's real estate agent, will handle the sale.

(WContinued on page 7)

FRC Retains Traveling Show

WASHINGTON, Aug. 17.—The Justice Department today answered the critics of its 16 mm. anti-trust suit, declaring that its case rests entirely on an alleged illegal conspiracy among the producers.

In an official statement aimed at producers, exhibitors, newspapers and other criticizing the Department's action, acting anti-trust chief Newell Clapp said the Department feels producers must be required to sell their films to all purchasers, including television, until the "pattern established by the conspiracy has been dispelled."

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(WContinued on page 7)

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Repeats It Recognizes Needs of Theatremen

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(WContinued on page 7)

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By MALCOLM R. WILCOX

HOLLYWOOD, Aug. 17.—The promotion of Cedric Francis to the post of short subjects production head at Warner Brothers studios was disclosed here by Jack L. Warner, executive producer.

Francis was formerly assistant to the late Gordon Hollingshead, who held the post as WB short subjects head. He has been in the employ of WB for the past 15 years.

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The Motion Picture Export Association will convene here today for a complete review of the Franco-American film pact situation. MPA European representative Fayette Allport was due from Paris to report on the negotiations. MPA president Eric Johnston will preside.

(Continued on page 7)

7 WB Color Films Now in Production

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The latest to start is "Come In, Texas," which is being filmed in WarnerColor, and stars Randolph Scott, under the direction of Andre De Toth, with David Weisbart producing.

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(Continued on page 7)
NY Mirror Promotes New Fall Product

In yesterday's New York Mirror, motion picture editor Frank Quinn hopped on the "New Movie Season" bandwagon by editorializing comment and art on the important fall product from major distributors.

Dorothy Emerson and Carl Fishman of Loew's Theatres arranged with Quinn to develop this upbeat feature.

Minneapolis Sets Family Night Plan

MINNEAPOLIS, Aug. 17—A family night promotion designed to stimulate business for the loop theatres, retail stores and the local transit company, will be launched this evening.

Robert Prytz, chairman of the Gopher Theatre, will open the loop house, and a member of the downtown conference committee, disclosed at the weekend.

The Minneapolis Street Railway Co. and the Loop Theatre have made busses and street cars to all adults and children for the trip between the hours of seven and nine.

F., M. Crump and S. H. B抽象 and street cars in the loop, will receive a trophy to the winner and the children. The Minneapolis Street Railway Co. has been chosen for the trip. The Minneapolis Street Railway Co. has been chosen for the trip.

The promotional program will be sponsored jointly by the loop theatres, retail stores and the transit company and will be all inclusive. This will include screen trailers, lobby displays, newspaper, radio and television advertising, window cards and displays in retail stores, displays in card in all street cars and buses.

The family night promotion is expected to receive business to the theatres is now going in a stronger for theloop centers in the suburbs.

Besides Prytz, other members of the downtown committee will include Harry Weiss, division manager, RKO Theatres, Robert Whalen, manager, RKO Radio Pictures, and Alexander of the advertising department of the Minnesota Amusement Co.

See Feb. Date for Next Compo Seminar

HOLLYWOOD, Aug. 17.—February appeared to be the preferred date for the next exhibition-production seminar offered by the Motion Picture Organizations' executives Sam Pinhasi, Trueman Rombusch, Robert J. Kramer and Robert Flye.

Flye went down to Pennsylvania to attend the conference and discuss with Mr. Pinhasi and others, but there was no indication that the conference outcome of the roundtable deliberations was not immediately available.

NEWS in Brief...

CHICAGO, Aug. 17.—Industry anti-trust negotiations, the Council of Motion Picture Organizations' campaign for elimination of the 20 per cent Federal tax and the government's anti-trust suit to force the sale of 10mm, films to television and other non-theatrical users will be up for discussion at the annual convention here Aug. 17-19.

The planning committee, which met here last week, also confirmed Nov. 15-16 as the dates for the pre-convention meeting here of Allied's board of the American Motion Picture Salesmen's Association.

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NCA's Berger Sets Regional Tax Meets

MINNEAPOLIS, Aug. 17.—Plans for an all-out industry effort to eliminate the 20 per cent Federal security tax will be highlighted at a series of regional meetings set by North Central Allied president Ben Berger, and executive counselor Steve Kane, to be held in Sioux Falls, Bismarck and Fargo.

They will be luncheon meetings, timed for fall season.

The NCA strategy on the tax fight will be concentrated on a "buttonhole" campaign on the local level with successive attacks made. Based on the theory the tax elimination struggle will have to come from the grass roots.

First of the Berger-Kane meetings will be held at the Duluth Hotel, Duluth, Aug. 24, with all exhibitors in the Duluth-Superior area invited to attend. Roy Prytz and Clarence Kaake are local chairman.

South Dakota and Southwestern Minnesota exhibitors have already consented to meet at the Carpenter Hotel, Sioux Falls, on Aug. 27.

The sessions will be held at the Hotel Bismarck, Sept. 3, and Fargo, Sept. 4, at a hotel yet to be selected.

Floyd Rice Resigns

ATLANTA, Aug. 17.—Floyd Rice, manager of the Rebel Poster Exchange, has resigned from the company to enter business for himself.

Jacobs to Promote Producers Guild

HOLLYWOOD, Aug. 17.—The Arthur P. Jacobs office, announcing that the Screen Producers Guild, was represented by Bert Schwan, president of the Guild.

The organization has been representing the guild on a temporary basis for the past three months.

Jacobs will work with the public relations committee of the Guild, headed by Jerry Engel, president of the Guild, and William H. Wright, who are filling in for permanent public relations chairman Samuel G. Engle, currently out of town on an assignment.

Yorke Holds Meetings

Emerson Yorke, in charge of motion picture, radio and television coverage of the "Little League" baseball series, met here yesterday with representatives of the various media to plan coverage of the "Little League" series in Williamsport, Pa., during the week of Aug. 25.

New 'Kilimanjaro' Date

The invitational world premiere of "The Snows of Kilimanjaro," 20th Century-Fox, will be held on Wednesday, Sept. 22, at the Plaza Theatre here, instead of Thursday night Sept. 18, previously set.

SCHWALBERG

Personal Mention

ALFRED W. SCHWALBERG

Paramount Distributing Corp.

President

New York, N. Y.

NEW YORK, Aug. 17.—Paramount Distributing Corp., president, is on an upstate New York trip and will return to New York on Thursday.

THOMAS EDWARD RODGERS, on the home office of Trans-Lux Theatres here and son of William F. Rodgers, Loew's vice-president, has become engaged to Charlotte Barstow Van Bommel of this city. The wedding will take place in November.

I. E. LOPERT, president of Lopert Films Distributing Corp., accompanied by Mrs. Lopert and their daughter, Tanya, will return today eight weeks in Europe tomorrow aboard the S.S. United States.

BOYCE NEMEC, SMPTE executive secretary, became a father Thursday when his wife, Nancy, gave birth to a son, David Edward, at New York Hospital here.

DR. LOYD A. JONES, head of the physics division of Kodak Research Laboratories, on Saturday night received the New York section of America's 1952 Journal Award.

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., will return to New York from Detroit and Cleveland.

ROBERT WETMAN, United Paramount Theatres president, will celebrate a birthday today at his Catskill vacation retreat.

LEON ROTH, United Artists home office publicist, will today begin a two-week Massachusetts vacation here with his family.

TED SPEIGEL of Columbia's exploitation department announced the birth of a first child, Dale Karen, to Mrs. Speigel on Wednesday.

HENRY KING, 20th Century-Fox director, will arrive here from the Coast today.

WILBUR SNAPER, president of national Allied, has returned to New York from Chicago.

LEE KOKEN, RKO Theatres vending head, is in Boston from New York.
PROBABLY THE MOST SIGNIFICANT STATEMENT YOU WILL READ THIS YEAR!
Last week I saw the motion picture screen achieve new heights of greatness... I saw

"The Snows of Kilimanjaro"

Rarely does a motion picture comprise, simultaneously, such a wealth of elements that insure stirring, unforgettable entertainment with such unlimited boxoffice potential, among young and old. It has...

**A Great Title:** Widely known in every land... conjuring up a vastness of scope, an aura of mystery, the tingle of anticipation.

**A Great Author:** It is based on one of Ernest Hemingway's most celebrated, most compelling masterpieces.

**Great Stars:** Gregory Peck, Susan Hayward and Ava Gardner—supported by Hildegarde Neff, Leo G. Carroll, Torin Thatcher, Ava Norring, Helene Stanley and Vicente Gomez.

**A Great Producer:** It has been personally produced by Darryl F. Zanuck, who gave you such outstanding entertainments as "David and Bathsheba," "All About Eve," "12 O'Clock High," "Gentleman's Agreement" and "Pinky."

**A Great Director:** It has been directed by Henry King, who brought you "David and Bathsheba," "Song of Bernadette" and "12 O'Clock High."
A Great Photographer: Filmed in heretofore unenvisioned splendors of Technicolor by three-time Academy Award winner Leon Shamroy, who photographed “David and Bathsheba,” “Cheaper By The Dozen,” “Wilson” and “Leave Her To Heaven.”

A Great Campaign: The most extensive, most penetrating advertising, publicity and exploitation campaign in our company’s history. It moves across the world on the broadest of canvases from Africa to France and Spain and to the Wisconsin of America’s Middle West—from the heady wine and tender hours of Parisian nights to hippopotami-teeming waters of the throbbing jungle. It has unrivalled scenery and the spectacular excitement of the bull-ring in Madrid. It has a hyena that produces the greatest animal thrill ever filmed. It excites with the menace of the lion and the vulture—and the furious charge of the rhinoceros.

“The Snows of Kilimanjaro” is the greatest love story I have ever seen — and in my opinion the finest motion picture our company has ever produced.

It will be available for pre-release engagements in a number of selected theatres in a limited number of large cities beginning early in October, following its World Premiere Presentation at the Rivoli Theatre, New York, on September 18th. The tremendous exploitation penetration accruing from these pre-release engagements will give “The Snows of Kilimanjaro” word-of-mouth publicity seldom before attained by any motion picture.

Very soon, we will announce trade showings. I urge every exhibitor to be sure to attend.

AL LICHTMAN...20th Century-Fox
James Frank Leaves NPA Deputy Post

WASHINGTON, Aug. 17.—James Frank, Jr., has resigned as deputy director of the War Mobilization Authority’s film branch, director Nathan D. Golden announced.

The resignation is effective Friday.

Frank has an executive position with a firm distributing consumer durable goods in New Orleans, Golden said.

Frank joined the NPA in Nov., 1950. Prior to that he had been associated for over 20 years with the motion picture and photographic equipment industries as president of United Photo Supply Corp. of Atlanta, New York branch manager of National Theatre Supply, and assistant to the Photophone sales manager of RCA.

RCA Synchro-Screen For ‘Fatima’ Opening

A new RCA “synchro-screen” has been installed in the Bijou Theatre here for the showing of Warner Brothers’ “The Miracle of Our Lady of Fatima.” The picture, which will have a special invitation preview at the Astor Theatre on Wednesday evening, will be shown at the Bijou on a reserved seat basis and at the Astor on a continuous performance basis beginning Thursday.

The synchro-screen features panels on all four sides which pick up and reflect diffused light from the picture. “This imparts to the patron a new and dramatic sense of reality by making the action on the screen appear to occupy a larger portion of his field of vision,” according to Warner.

MMPTA Takes Space In Compo Suite Here

The Metropolitan Motion Picture Theatres Association, made up of circuits and independent theatres in the New York area, has turned over to the Council on the office space it occupied on the fourth floor of the Paramount Building here, and has rented the floor above to the Council. The space occupied by the Council of Motion Picture Organizations, MMPTA and TOA were co-tenants of a fourth floor suite for the past four years.

Edward Rugoff is MMPTA’s president, and D. John Phillips is executive director.

N. Brunswick Paper Gives Ad Rate Cut

Through the efforts of Edward Sniderman, division manager; Thomas Wright, city manager, and Ward Farber, publicist, RKO theatres in New Brunswick, N. J., have been able to obtain a reduction in advertising rates from the New York-running newspaper Home News.

The newspaper dropped its local theatre rate from 1 cent per inch to 40 cents per inch, 1-1/2 cents per inch. The new rate applies to local motion picture advertising and does not change the rate for other types of pictures.

Universal ‘Props’ To Ohio’s Fair

COLUMBUS, Aug. 17.—“Props” from a score of past and present Universal pictures have been added to the “Hollywood at the Fair” exhibit for the Ohio State Fair here Aug. 22-29, announced Robert Wile, secretary of the Independent Theatre Owners of Ohio State Fair.

Reviews

“The Happy Time”
(Steady Kramer Productions-Columbia)

A VERY ENTERTAINING, well-made film is Stanley Kramer’s version of Nunnally Johnson’s stage play, “The Happy Time.” A fast, coolly, Tuning up each performance, is headed by Charles Boyer and Louis Jouvrand and includes Maisha Hunt, Kurt Kasznar, Linda Christian, and Audrey Driscoll, Marcel Dalio and others.

A story of the joys, tribulations and eccentricities of an unconventional family of French Canadians in the 1920’s is smoothly told under the direction of Richard Fleischer and all of the story ingredients that made it a long run success are deftly emphasized herein to produce strong box-office entertainment.

Boyer brings an engaging sincerity to his role of the father of Bobby Driscoll, whose emergence from adolescence is accompanied by problems of confused emotions. Jouvrand, as the traveling salesman with a weakness for pretty faces, the wine-bibbing Kasznar with the problem of an unmarried and unattached daughter, both brothers of Boyer’s, and their father, Dalio, cheerfully rounding himself toward an elusive grave, are the chief eccentrics of the family and a prolific source of amusement.

Miss Hunt, as Boyer’s wife, a down-to-earth Scotch woman who has inexplicably become a part of the turbulent Gallic environment, and Miss Christian, as the child for whom they make a place in their home, complete the domestic scene.

The story, for the most part in humorous vein, shows how the problems of Bobby’s growing-up and his fancied infatuation for Miss Christian are met. Also resolved along the way is the solid romance between Jouvrand and Miss Christian following a succession of setbacks and the finding in Richard Erdman of a suitor for Kasznar’s daughter, Ann Faber. No solution is found for Genevieve, the forlorn Dalio’s unquenchable yearning after the female of the species. Some of the dialogue concerning the latter runs to the risque but manages to avoid being offensive.

Excellant in lesser parts are Marlene Cameron as Bobby’s girl friend; Jack Raine as a stern school principal; Kathryn Sheldon as a teacher; Will Wright as the family doctor; Jeanette Nolan as Kasznar’s wife and Gene Collins as Bobby’s schoolroom nemesis.

Earl Felton did the screen play, based on Samuel Taylor’s stage play and the book by Robert Fontaine, Dimitri Tiomkin and Ned Washington contributed a song, “The Happy Time.”

Running time, 94 minutes. General audience classification. Release date, not set.

Sherwin Kane

“O. Henry’s Full House”
(20th Century-Fox)

SOME OF AMERICA’s favorite short stories are contained in this omnibus production, highlighted by a galaxy of stars, including Charles Laughton, Fred Allen, Ann Sothern, Marilyn Monroe and Dule Robertson.

For the first time, audiences throughout the country will be able to see a multi-storied presentation of O. Henry’s stories come to life on the screen.

The ready-made receptive audience, plus the factor of a star-studded cast, with the combination of comedy, drama and tragedy, is a plus.

Of the five stories offered, two are warm-hearted sentimental gems. “The Gift of the Magi” and “The Last Leaf.” The entertainment quality of the remaining stories are uneven, yet the poorest in comparison contains a story by an earlier film made story which has the satisfaction of a cinematic interpretation.

The stories are tied together by the narration of novelist John Steinbeck.

Andre Hakim produced.

Anne Baxter, Jean Peters and Gregory Ratoff play the leads in “The Last Leaf,” under the direction of Jean Negulesco, from a screenplay by Ivan Goff and Ben Roberts. The plot situation concerns two sisters, one heartbroken and sick, both of whom are befriended in their Greenwich Village apartment by a warm-hearted artist, Gregory Ratoff.

“The Gift of the Magi” is part of America’s folklore. The story of a young married couple and their self-sacrifice, in a Christmas holiday setting, stars Jean Crain and Farley Granger. Henry King directed from a screenplay by Walter Bullock.

The most disappointing story to this reviewer was “The Ransom of Red Chief,” which stars Fred Allen and Oscar Levant. Although it does contain a few laughs, the story never becomes alive, nor does it overcome plot contrivances to show the truly humorous situation of kidnappers being conquered by their own 13-year-old victim.

Charles Laughton “struts and struts his hour upon the stage” in “The Cop and the Anhem,” directed by Henry Koster from a screenplay by Lamar Trotti. His is an effective, albeit flashy, portrayal of the skid row con artist who is quite good at escaping the winter cold. Marilyn Monroe has her brief appearance in this sequence.

The other story is “The Clarion Call,” directed by Henry Hathaway from a screenplay by Richard Pudlo and Beryl Robertson, featuring Dule Robertson and Richard Widmark. This should find its audience among the action fans.

Others in the cast include David Wayne, Joyce MacKenzie and Lee Aaker.

Running time, 117 minutes. General audience classification. For September release.

Murray Horowitz

In the THEATRE

Equipment World...

...with RAY GALLO

THE GEORGE W. WALKER industrial design organization of Detroit has been appointed product stylist for Mills Industries, Inc., Chicago, according to an announcement from A. E. Tregenza, Mills’ executive vice-president. The Walker organization will restyle Mills’ line of automatic machines which range from counter to floor types dispensing candy, gum, carbonated drinks and citrus juices. In addition Mills manufactures refrigeration equipment and ice cream freezers.

John D. Warfield, Jr., formerly president of the Warfield Co., has been appointed vice-president of Cook Chocolate Co., Chicago, in charge of a new chocolate coating and bulk chocolate specialties department. The Cook firm is expanding its bulk chocolate operations and Ed Opler, president, is now in Europe negotiating for the latest chocolate equipment there.

John MacNellis, who has acquired full ownership and control of Best Devices Co., Inc., Cleveland, has announced removal of that firm to its own factory building at 1921 diner Road. Best Devices manufactures portable fire shutters for theatres and drive-ins and also carbon saver devices.

Shown in (photo below) Berndt-Bach, Inc.’s new Auricon “Super 1900” 16mm., studio and TV production camera, which features three separate finder systems, 1,200-foot magazines for 35 minutes of continuous shooting, internal rack over with reflex viewer; automatic turret, and a manual or automatic dissolving shutter. Shown at the left of the camera during a recent demonstration is Walter Bach, vice-president of Berndt-Bach, and at the right is Joseph A. Tanney, president of S. O. S. Cinema Supply Corp., distributor of the new camera.
Justice Hits

(Continued from page 1)

Department recognizes the exhibitor's problem and that the court would set "reasonable clearance" to protect theatre owners.

Clapp said he was issuing the statement to clear up misunderstanding as to the objectives of the case and the possibility of antitrust law while he was going to discuss the objectives and nature of the suit, he will now go to discuss the evidence, which would be presented to the court in due time.

Specifies Offense

The anti-trust laws, Clapp said, make it perfectly illegal for any individual, actor, producer to refuse to have his product exhibited on television. "It is not lawful, how ever," he stated, "for him to agree with his competitors that neither he nor they will let their product get on the television screen. This is the offense charged here.

Clapp said it had been claimed that it was perfectly natural for producers to restrict TV showing of their films in order not to undermine their business with theatres. "The government suit does not attack this practice," he said, "by returning to the illegal conspiracy theme. That the suit attacks the alleged restraint of an agreement among the defendants that none of them will allow its product to be shown on TV."

If the Department is successful in establishing a conspiracy, Clapp said, it believes that in order to effectively terminate the conspiracy "producers must not only be prohibited from continuing the combination but each producer should also be prevented from conducting itself in the manner agreed on in the course of the conspiracy. In order to accomplish this, the Department believes producers should be ordered to sell their products to all producers, including television stations, until such time as the pattern established by the combination has been dissipated."

The complaint recognizes, Clapp declared, that theatres must have reasonable blackout clearance during the run of a picture, and that the courts will set just what constitutes "reasonable" clearance.

It has been charged, the statement continued, that Hollywood would refuse itself by selling to its chief competitor. This is incorrect, Clapp said. He declared this to be a gross error and that the fact that the complaint specifies says there should be reasonable clearance between theatres and television stations is incorrect. Clapp went on, "This language makes it clear that the Department recognizes the problem confronting the motion picture industry in this period of adjustment to new technological and social conditions." He concluded by stating, "But if we are to continue to preserve a climate of economic competition, which is in large part responsible for our technological progress, we must be ever alert against agreements among competitors seeking to stifle the move. The end result will be a bad deal for all concerned."

Harvey Calls

(Continued from page 1)

the new economic period. He is less sure about both exhibition and distribution.

Production is commended on the basis of what Harvey says he has "seen and heard" of new product which he believes will include a "great number of well-made, entertaining stories which the public will want to buy." He adds that the public is demanding all pictures in color and he congratulates the progress studios are making in meeting that demand.

Of distribution, Harvey says, maintenance of current sales policy on pictures is "stupid and crinimal" and part of an era that no longer exists. "Those of us who preserve and improve the best pictures in our catalogue are giving the public what they want," he says, adding that new pictures are "a necessity for the public and for tolerating the Federal admission tax."

WB Color Films

(Continued from page 1)


Michigan Exhibitors

Protest 16mm. Suit

Detroit, Aug. 17.—Protests against the U. S. suit to force the sale of 16mm. films to television and pledges of full support by the Council of Motion Picture Organizations' drive to repeal the Federal 20 per cent admission tax were among the points made at a meeting held in Traverse City attended by the independent exhibitors. L. G. Griffin of Manta City, Mich., directed the meeting.

Plans for regular monthly meetings were discussed. So far meetings of the group are set for Aug. 29 and Sept. 16.

Caribbean' Sturdy

Philadelphia, Aug. 17.—An initial week's gross of $28,000 was forecast for "Caribbean" at the Fox Theatre, which nearly hit a steady $5,000 on its opening day. Harold W. Siemens, managing director of the Fox, said that on the basis of current business the film will be held over for at least another week.

World-Telegram Calls U. S. TV Film Suit 'Outrageous'

THE FOLLOWING hard-hitting, outspoken editorial characterizing the government's action to force the sale of films to television is reprinted in full in the New York World-Telegram and Sun on Friday, Aug. 15, under the title "A Phony Anti-trust Suit." Some of the information concerning the government's suit against the producers is reprinted in part from the Independent Theatre Owners Association of New York. The editorial is reprinted in full here by permission of the World-Telegram & Sun.

Under the laudable pretext of doing something for shut-ins, hospital patients, church and club groups and members of the Armed Forces, the Department of Justice is cracking suit against film companies. It wants the courts to compel them to sell 16mm. film to all comers virtually without strings attached.

Actually this suit strikes us as being as phony as a $3 bill. The film companies already are well looking after the interests of those with a legitimate stake in the 16mm films. They are not, and for perfectly obvious reasons, looking after the interests of the television industry and the fly-by-night film peddlers. On the contrary, they are trying to keep these from killing the movie theatres which furnish film makers with the bulk of their income. And the movie makers shoot both sizes simultaneously. If they have to throw the narrower print onto the open market, what's to prevent TV from snapping it up and showing it in competition with the theatre offering?

The Department of Justice says it would not object to providing "reasonable clearance periods between runs of a particular feature motion picture in a theatre and exhibitions (including telecasts) of the same motion picture on 16mm film."

But who's to determine what constitutes a "reasonable period"? Some films—too few, we admit—attain immortality. Brought back they can fill theatres years after their first showing. Is it for some bureau rat rather than the makers themselves to say how long such pictures should not be allowed to compete with theatres?

Few people are going to pay to see a picture in a theatre when they can see the same thing, or one of equal entertainment value, for free at home or over a couple of beers in some neighboring tavern. Theatre owners are sufficiently hit by present TV competition, even with those outrageous Westerns without having voluntarily to provide it with top-flight material for its shows.

More than a year ago when the Federal Communications Commission threatened reprisals against the film industry in this controversy, we said, "It certainly is not in the public interest to have a bunch of bureaucrats threatening one industry for refusing to lay down its life for a rival."

This is just as true today of the Department of Justice's suit. It is perfectly proper for TV and the movies to be battling for the public's attention. It is outrageous, however, for the government, theoretically the referee in any conflict between rival interests, to sneak across a kidney punch on one of the contestants. For such an action the government should be hooted out of the ring.

Houses on Sale

(Continued from page 1)

state department head, said "only proposals from exhibitors or those interested in the operation of motion picture theatres will be considered."

Land, building, equipment and leases are offered in all but two cases. In these, the Belmar, Los Angeles and the Tower, Santa Paula—land and equipment only are for sale.

agreements among competitors restricting competition among themselves and with the television industry. They share such an agreement exists. The objectives of the suit are in accord with the basic philosophy upon which our economic institutions rest.

'Streamlining'

(Continued from page 1)

meeting was a short one that touched on no subject apart from "streamlining," informants said.

Compo Dues Meet

(Continued from page 1)

ing the drive. A short clean-up drive will probably be launched in each area to stop exhibitions in the operation of motion picture theatres will be given consideration."

Reports of the drive results will be wired to COMPO headquarters here by the exchange area committees following their canvasses. Topping COMPO's agenda for fall activities is the industry drive to win repeal of the 20 per cent tax.

'Caribbean' Sturdy

Philadelphia, Aug. 17.—An initial week's gross of $28,000 was forecast for "Caribbean" at the Fox Theatre, which nearly hit a steady $5,000 on its opening day. Harold W. Siemens, managing director of the Fox, said that on the basis of current business the film will be held over for at least another week.
By far the greatest improvement in "Suprex" carbons since the line was introduced is National Carbon’s NEW 9 mm "Suprex" projector carbon for mirror-type lamps. Used in place of the present 9 mm "Suprex" carbon, it gives you:

- MORE LIGHT AT LESS CURRENT
- UNSURPASSED ARC STABILITY
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- REDUCED MAINTENANCE

ALL AT LOWER CARBON COST!

An important factor in achieving this improved performance at lower cost is National Carbon’s NEW composition, never before used in lighting carbons. This feature assures you of operating advantages and picture quality not obtainable from any other brand.

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20th Weighs Reorganization
Pension Plan

Assumed No Obligation to Continue Present Setup

While the accrued benefits under 20th Century-Fox's employees' retirement plan will in some manner be preserved, the new picture company resulting from the reorganization which will become effective Sept. 27 has assumed no contractual obligation to continue the plan, the Securities & Exchange Commission has been informed.

The new picture company, Twentieth Century Fox Film Corp., disclosed by the application for registration of 2,769,186 shares of common stock on the New York Stock Exchange under the reorganization plan. What will be the former parent company will exchange for each outstanding share of common one share of the new picture company's common and one share of the

Arbitration Draft Seen Ready Thurs.

Hermin M. Levy and Abram F. Myers, representing exhibition, and Robert Perkins and Adolph Schimel, representing distribution, are scheduled to begin today the drafting of a plan of industry arbitration-resolution which, when completed, will be mimeographed and submitted to the Industry Arbitration Conference delegates for examination preparatory to the reconvening of the conference.

The four attorneys were instructed

WB in TV Splurge For 'Fatima' Here

For the first time in its advertising history, Warner Brothers has set plans to promote a film through the medium of television, inaugurating an extensive saturation campaign on station WNBT for the opening of "The Miracle of Our Lady of Fatima" at the Bijou and Astor Theatres here. They have concentrated their advertising efforts on channel No. 4, allowing

Solid Business Continues
At New York's First-Runs

Smiles still are creasing the faces of New York's first-run theatre managers as prosperity continues its welcome siege of Times Square area houses. The weather, be it rainy or sunny and hot, appears to be a factor determining the extent of business than the likelihood that television is losing its grip on entertainment seekers, many managers believe. Top quality product from Hollywood has done the job, in the opinion of virtually all.

Leading the prosperity parade is "Ivanhoe" and a stage hit at Radio City, where $181,984 grossed Thursday through Sunday indicates a huge $170,000 for a third week.

Another virile holdover is "Sudden Fear," accompanied by sporadic personal appearances by its star, Joan Crawford, at Loew's State where the second week looks like a big $48,000.

Equal box-office vigor is being recorded at the Paramount where the combination of "Jumping Jacks" and

TV Rights to Phila.
Heavyweight Title Bout Still Open

Despite the announcement by Herman Taylor, co-promoter of the Jersey Joe Walcott-Rocky Marciano heavyweight title fight, that there would absolutely be no home television of the bout and that it will be on theatre television, no deal has been made yet by Theatre Network Television.

Taylor said arrangements for the title bout to be held in Philadelphia's Municipal Stadium, Sept. 29, will be completed today or tomorrow. He

Hearst Newspapers Score U.S. 16mm. Suit Editorially

HEARST NEWSPAPERS around the country are adding their strong editorial voices to the growing newspaper criticism of the Department of Justice action to force the sale of feature films to television and other non-theatrical users. In New York, separate editorials appeared in the Journal-American of Aug. 16 and the Daily Mirror of yesterday, The Journal-American editorial is being reprinted in Hearst papers elsewhere. The TFOA of New York supplied some of the information on which the editorials are based. Excerpts from both editorials are reprinted herewith.

N. Y. JOURNAL AMERICAN (Movies and TV): "A statement a few days ago by Spyros Skouras, president of 20th Century-Fox Film Corp., points up as flagrant and absurd an example of governmental bureaucratic interference as we have come across in quite a while. . . . The government is demanding that TV have access to Hollywood's

N. Y. DAILY MIRROR (Blundering Bureaucrats): "The anti-trust suit created to curb bareknuckle pirates who got together in the dark to eliminate competition by criminal means. They were not devised to arbitrarily coerce one industry to turn over its basic property rights to a competitive industry at a gigantic, possibly a ruinous, loss. . . ."
Personal Mention

TED E. DEPNET president of RKO Radio Pictures, has returned here from Hollywood.

LOUIS W. CUSHMAN, Brandt Theatres buyer, and publisher of the Motion Picture Bookers Club of New York, has announced his engagement to Betta Bolitho, general manager of Kaybourn Theatres.

CICIL R. DE MOLLE and Mrs. De Mulle celebrated their wedding anniversary at their Hollywood home. With them were the four children and 11 grandchildren.

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, arrived Boston today and is scheduled to return to New York at the end of the week.

HERBERT JAFEEY, 20th Century-Fox International publicist will leave here Friday afternoon for England for a three-week vacation in Europe.


FOSTER M. BLAIR, Universal Western manager, has left here for Los Angeles, San Francisco and Denver.

MOSES LEDOVITZ, president of Independent Theatres, Inc., Chattanooga, is in Miami on a business trip.

Harry Thomas, Sorumie Selective Pictures sales head, has arrived here from the Coast.

Ticket Tax Fight

(Continued from page 1)

would support such action.

Every Congressional district in the state was represented at the hearing, attended by a turn-out of 250 exhibitors. The three Congressmen volunteered before the meeting was opened that they would be for the complete elimination of the tax.

Butler is fourth ranking member of the Senate, and Curtis is fifth on the House Ways and Means Committee.

Robert Livingston, Lincoln; and William Mundell Ondals, were co-chairmen, Joe Scott, of 20th Century-Fox, represented distribution firms, Livingston, association president, contacted the Congressmen, who came to the meeting at their own expense. Heavy applause greeted the Newark delegation's stand.

To Aid Tax Fight

Cleveland, Aug. 18.—In line with the stand taken by the National ASSC, the hearing has been scheduled, has stated that it will do whatever it can to assist the industry in the campaign aimed at the elimination of the 20 per cent Federal admission tax.

New Pact Proposals Will Come from French Thurs.

The French Government on Thursday will submit to American producers a new pact for a Franco-American film agreement, which will be signed by Jacques Demy, president of the French Motion Picture Association of America, and Arthur J. Wolf, president of the Motion Picture Association of America Europe, Wednesday afternoon.

"Nobody knows what the proposals will be," Allport was quoted as saying, but acknowledgement was made that the agreement by the French could mark the beginning of closer cooperation in the negotiations.

Allport was prepared yesterday to fly back to Paris "within the next few days." He arrived here at the weekend from the French capital to report to the Motion Picture Export Association on the twists and turns of the negotiations between the two governments that had taken up to last week.

Explains Talks

He pointed out to the meeting yesterday that tentative agreement on a new pact was reached on the first occasion but each time the French negotiators "backed away."

Absence of advance information on the forthcoming French proposal has left the American companies' foreign managers wondering if the French will make a new request for American subsidies of French production.

French Film Premiere

The American premiere of "Casablanca," new French film, took place at the Paris Theatre here yesterday. Production and direction was given by Charles Laughton, from the screen play which was written with Jacques Cosipan, this Discina International release was produced in France by Simone Signoret, Serge Reggiani and Claude Dauphin.

UK Second Feature Quota Defaults Up

LONDON, Aug. 18.—The annual report of the British Film Producers' Association reveals that defaults of supporting program quotas among exhibitors for the 1949-50 year to 2,340 for the year 1948-49.

The figures are regarded as strengthening the Government's argument that the 25 per cent supporting quota is unworkable.

Schine Convention Opens in Albany

ALBANY, N. Y., Aug. 18.—Schine expects to be a summerman again in Albany here today for the Circuit's convention. President J. Myer Schine will make the opening address, in the Ten Eyck Hotel at 10:00 A.M. tomorrow. St. Seader of M-G-M will speak at two.

A number of industry people from New York, as well as branch managers here, are scheduled to attend the party and reception Wednesday evening. Press headquarters have been opened and displays are being arranged.

Form New Mexican Firm

MEXICO CITY, Aug. 18.—A production company, Producciones Tepay, S. A., capitalized for $500,000, has been organized here by such trade leaders as: General A. Rodriguez, ex-President of Mexico, Theodore C. Thome of M-G-M, Oscar D'Or, Jaime Menasco and Miguel Juizan. Dancers is general manager. The company reportedly will take over casting in "Crush," which Luis Buñuel is producing here in English, it was disclosed.

Heast Editorials

(Continued from page 1)

feature attractions under conditions that practically guarantee ruin.

The thing should be turned through it is not wild-eyed alarm to say that it could meaning the end of the movie as we know them. In effect, the movie producers and exhibitors will be forced into a suicidal relationship with their chief competition.

"The suit, of course, will be fought and probably will drag out for a long time. But that does not mean essentially and absolutely inherent in the Government's assumption of the right to throw its weight around the advantage of one great industry and the disadvantage of another."

"The motion picture theatre industry... has found it would be committing hari-kari by releasing its costly films for cheap television showing and destroying their value for theatre exhibition. This would be impossible to a summerman such as Schine by men who don't want to see the essential product of their industry confiscated by government fiat."

"That kind of 'conspiracy' do the busy-body government lawyers see in that same business policy?"

Miss Main at Ohio Fair

COLUMBUS, O., Aug. 18.—Marjorie Main, starred with Percy Kilbride in "Ma and Pa Kettle at Wakiki," will open the "United idea from Bid" exhibit at the Ohio State Fair here.

Complaints Written Against Gov't

The vigorous complaints from the over-all industry, and outside, too, against the government suit to force the sale of new pictures to TV, has media have grown further with the filing of protests with the Department of Justice by the Independent Theatre Owners of Northern California, and Allied Theatres of Michigan.

Henry P. Reston

Funeral services for Henry P. Reston, co-owner of City Engraving Company, in which numbers many motion picture companies among clients, will be held tomorrow at the Flietner Funeral Home, Great Neck, Long Island, Reston, who died Sunday, had been a member of the Motion Picture Pioneers.

Jacob Estey, 57

BOSTON, Aug. 18.—Funeral services for Jacob Poor Estey, 57, president and treasurer of the Estey Organ Corp., died at 103 on Thursday, were held today in the city. Surviving are his wife, the former Edith Tyler.

Earl Boles, 46

SAN FRANCISCO, Aug. 18.—Earl Boles, owner of the Mecca, Crescent City, Cal., and the newly-opened Pie Theatre here, died at the age of 46. Death came last Wednesday.

Capitol to Reopen

CINCINNATI, Aug. 18.—The 2,000-seat Capitol Theatre, a Mid-States operation, which was closed early last July, will reopen Aug. 29 with "Don't Bother to Knock."

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ROCKEFELLER CENTER

"IVANHOE"

Robert Taylor; Elizabeth Taylor; Fontaine

Color Technicolor - 3 Act - 3,400 Picture Show

plus SPECTACULAR STAGE PRESENTATION

HOWARD HAWKS: THE BIG SKY

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BIGGEST CROWDS SINCE 1949!

FIRST THREE OPENINGS SENSATIONAL!!...Loew’s State, N. Y., hits highest gross in three years! . . . Palace, Cleveland, and Apollo, Atlantic City, doing the kind of business that the cry-babies moaned was gone forever! . . . Same kind of news due soon from openings in Boston, Philadelphia, Washington, Baltimore, Pittsburgh and Detroit, to prove that “Sudden Fear” means sudden wealth for any theatre! . . . Top reviews! Top audience satisfaction! Top money everywhere!

"Brings suspense and excitement back to the screen with a capital S and a capital E! Joan Crawford’s best acting.” Highest Rating.
— N. Y. DAILY NEWS

“One of the screen’s all-time thrillers. Reaches a new height in suspense melodrama.”
— N. Y. DAILY MIRROR

“Exciting entertainment. Doesn’t miss a trick. Tense, polished, absorbing. There’s no letdown in the tension.”
— N. Y. JOURNAL-AMERICAN

“Brings you to the edge of your seat and keeps you there . . . The height of suspense.” — N. Y. POST

“Ranks with the best.”
— N. Y. WORLD-TELEGRAM

HEARTBREAK ...
Poised On A Trigger Of Terror!

Joan Crawford in Sudden Fear!

FROM THE
Showmanship Company
OF COURSE!

A NEW HIGH IN SUSPENSE MELODRAMA!
HERBERT J. YATES presents
John Ford's Greatest Triumph

THE Quiet Man

Color by TECHNICOLOR

starring

JOHN Wayne • MAUREEN O'HARA • BARRY FITZGERALD

with

WARD BOND • VICTOR McLAGLEN • MILDRED NATWICK • FRANCIS FORD
ARTHUR SHIELDS and ABBEY THEATER PLAYERS

Directed by JOHN FORD

Screenplay by FRANK S. NUGENT • Story by MAURICE WALSH
Produced by MERIAN C. COOPER • AN ARGOSY PRODUCTION

A REPUBLIC PICTURE
With great pride

Republic Pictures

announces the

pre-release premiere

engagement at the

Capitol Theatre,

New York, August 21
Fight TV

(Continued from page 1)

said that while the fight will be on television, Philadelphia and New England theaters will not be permitted to receive it.

Blackout-ous of Philadelphia theaters is a continuation of the policy of protecting the gate which has prevailed in previous fight telecasts. Exclusion of the blackout to New England theaters is understood but for the same purpose. Marziano's home town is Brockton, Mass., and the promoters feel that more receipts from New England will make the trip to Philadelphia to see the fight if they cannot see it on TV in New England theaters.

The International Boxing Club, which is putting on the bout with Taylor, called the public announcement that the fight would be on television "premature." No deal has been closed yet with T. N. T., it was stated, but a decision may be reached in the next few days.

Transfer of the fight from New York to Philadelphia is understood to have been required because Felix Baccarini, Watcott's manager, does not have a federal television license and declined to apply for one. The transfer would give large screen TV-equipped theaters in New York the right to carry the fight but according to reports, the promoters feel that many previous bouts having been staged in New York, the local theaters were in the TV-blackout area.

The fight is expected to be one of the top Pacific coast attractions in years with a $1,000,000 gate forecast by the local promoters if it is obtained for the West Coast. In addition, the sum of $300,000 is being budgeted for advertising and promotion. If it is obtained for West Coast, the manager feels confident that the bout will rate among the top 15 fights of the year.

Late Edition TV

The Board of Directors of Sterling Television Co. has designated Bernice Coe veepree in charge of TV station sales. Limited in 1949 to 16mm educational films, the TV station sales has jumped from 5 per cent of the company revenue to almost 85 per cent today.

Greg Garrison, who last year was TV director of the "Kate Smith Show," will take over the directorial N.B.C. for the Milton Berle telecasts next month.

Add long-distance to the list of TV attractions, Arthur Godfrey CBS show and Governor Adlai Stevenson. Neither Presidential candidate has yet accepted proxy Joe Connell's invitation to debate their platforms or campaign issues via the facilities of NBC and/or N.B.

Gerald Light, Director of Advertising and Promotion for CBS-Columbia, is on a road trip preparatory to launching a national campaign to sell the CBS-Columbia story not only as sets but in modern terms of engineering know-how and performance. In-gene Coca, just back from a European vacation, will do the Helen Hayes role in "Happy Birthday" which opens this week at the Rhode Island Playhouse in Newport. Sid Caesar! Oh he's taken up golfing at the Concord at Kiamesha Lake and now six months, throws in and breaks 90. His tutor is a fellow named Jimmy Demarest.

"Fatima"—TV

(Continued from page 1)

The "Fatima" - TV contract, including the sale of the New York rights to "Fatima" in the local area in an all out effort to prove the success of television promotion for motion pictures. Special production world premiere will be staged at the Astor Theatre tomorrow evening.

No TV Now for Crosby

Hollywood, Aug. 18— Bing Crosby has announced his intentions of deferring his appearance on home television for the upcoming NBC radio and film commitments were sold to keep him too busy.
**Review**

"My Man and I"  
(Metro-Goldwyn-Mayer)

ENGROSSING ENTERTAINMENT along a somewhat different track, with a mighty competent cast, consisting of the marketable names of Shelley Winters, Ricardo Montalban, Wendell Corey and Carey Trevor, is offered in this M-G-M vehicle.

The theme spotlights Montalban as a Mexican working in the Southern California farm area and his bond feeling for his newly-acquired American citizenship, a warm and touching tale. The package, Montalban is aided impressively by Miss Winters, who appears as a jaded, wine-guzzling dance hall girl whose face does not yet reflect her barroom type of conversation. Responsible for the film's most brutal and realistic moments are Corey and Miss Trevor, a path of bitter and lonesome ranchers who frame Montalban on an assault charge leading to the loss of his citizenship.

There is material enough for two films in the Mexican's rehabilitation of Miss Winters and the story of how Corey and Miss Trevor ever reached their state of complete degradation. The thread of continuity tying up the two elements—Montalban's rehabilitation of the pair and his eventual re-establishment as a citizen—seems somewhat arbitrary in view of the characters of the people involved. However, it is always interesting and occasionally extremely affecting. It has wry, touchom humor in Miss Winters and some raucous though non-patronizing laughs in the scenes involving the Mexican farm laborers.

The script, by John Fante and Jack Leonard, shows Montalban taking a job on Corey's ranch where he is accosted by the slovenly ranch wife and generally alienates both by his impossible optimism. When Corey refuses to pay him his wages, Montalban gets a court against the rancher who, in turn, accuses the Mexican of assault when he is accidentally shot in the foot. The jury decides against Montalban and only reverses its decision when Corey and Miss Trevor suffer belated pangs of conscience.

Paralleling these events is Montalban's pursuit of the dance hall girl who first scoffs at him and then comes to love him. A warm patriotic note is struck throughout in the Mexican's respect for a letter he has received from the President of the U.S., congratulating him on his citizenship.

Director William A. Wellman has obtained fine performances from his stars and character players alike at the same time kept the story elements moving smoothly. Stephen Ames produced. Others in the cast are Robert Burton, Jose Torvay, Jack Elam, Pascual Gracia Pena, George Chandler, Juan Torrena and Carlos Conde.

Running time, 99 minutes, General classification. September release.

**Arbitration Draft**

(Continued from page 1)

to create the draft out of the mass of facts and figures, which would not only show the agreements and non-agreements which resulted from recent meetings of the Arbitration Conferences' Continuums Committee of '90.

It was regarded as 'highly probable' that the attorneys drafting meeting would use the agreements and non-agreements which resulted from recent meetings of the Arbitration Conferences' Continuums Committee of '90. The attorneys were general counselors as follows: Levvy, the TOC; Meyers, Allied States; Perkins, Warner Brothers, and Schimel, Universal. All were members of the Continuums Committee.

**Scotland to Weisz**

ALBANY, N. Y., Aug. 18.—The Scotia, in Scotland, the Schenectady branch, is now being leased and operated by Aled Weisz, of the Crane, that city. He assumed operation from Col. Richey, who had conducted the theatre since 1948. Richey is currently working for General Electric Co. Weisz also had the Lincoln, Schenectady, until its recent sale for conversion into a store.

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Beverly Hills, Calif.

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**New theatre company's combination: 20th-Fox stockholders number 25,000.**

Twenty-Fox has had a retirement plan since 1946 covering all of its employees and all of the employees of its subsidiaries. Those included are actors and directors and those directors who are also employees, excepting Spyros P. Zouras, president who is not eligible.

The entire cost of the plan is borne by 20th-Fox and its subsidiaries, the SEC was informed. No contribution for 20th-Fox and 25,000 employees, for the part of employee's compensation in excess of $5,000 per year as to past service or $30,000 as to current service.

Employees reaching the age of 65 are eligible for benefits. Total contributions to the plan last year amounted to $853,713. At the end of last year the remaining payments for past service benefits as calculated by the actuaries were estimated at $5,210,000, plus interest payable over the next 34 years. Payments for past service benefits for the six years up to the end of 1951 amounted to $3,018,000, of which $460,000 was made in 1951 and $257,000 in 1950. Payments for past service benefits are in excess of the amount required under the plan, the SEC was told.

The exact form in which the plan can be continued and the steps necessary to continue it after reorganization have not been fully determined, it was pointed out. Other companies reorganized in consequence of the industry anti-trust actions have adopted new retirement and pension plans.

As the reorganization date approaches, 20th-Fox and its subsidiaries, including Wesco Theatres (as the new theatre company will be known) are involved or may have a liability in approximately 190 anti-trust proceedings brought by private persons, with damages, when trebled, specified at $405,000,000, according to the report to the SEC. Other distributors and exhibitors generally are co-defendants in the actions.

The new picture company will assume the liabilities, it any of 20th-Fox in these civil anti-trust actions, and it is expected that any liabilities involving Wesco or its theatres will be allocated between the new picture company and Wesco in substantially the same manner as in the past.
SHOW 'em...

and you'll SELL 'em!

your BOXOFFICE is Only as GOOD as your SHOWMANSHIP!
20th Weighs Reorganization Pension Plan

Assumed No Obligation to Continue Present Setup

While the accrued benefits under 20th Century-Fox's employees' retirement plan will in some manner be preserved, the new picture company resulting from the reorganization which will become effective Sept. 27 has assumed no contractual obligation to continue the plan, the Securities & Exchange Commission has been informed.

The new picture company, Twentieth Century-Fox Film Corp., disclosed this in an application for registration of 2,769,486 shares of common stock on the New York Stock Exchange under the reorganization plan. What will be the former parent company will exchange for each outstanding share of common one share of the new picture company's common and one share of the

Arbitration Draft Seen Ready Thurs.

Herman M. Levy and Abram F. Myers, representing exhibition, and Robert Perkins and Adolph Schimmel, representing distribution, are scheduled to begin today the drafting of a plan of industry arbitration-consiliation which, when completed, will be numerographed and sent to the Industry Arbitration Conference delegates for examination preparatory to the reconvening of the conference.

The four attorneys were instructed

WB in TV Splurge For 'Fatima' Here

For the first time in its advertising history, Warner Brothers has set plans to promote a film through the medium of television by inaugurating an extensive saturation campaign on station WNBT for the opening of "The Miracle of Our Lady of Fatima" at the Bijou and Astor Theatres here.
They have concentrated their advertising efforts on channel No. 4, allo-

Solid Business Continues At New York's First Runs

Smiles are still erupting the faces of New York's first-run theatre managers as prosperity continues its welcome siege of Times Square area houses. The weather, be it rainy or sunny and hot, appears to be less a factor determining the extent of business than the likelihood that television is losing its grip on entertainment seekers, many managers believe. Top quality product from Hollywood has done the job, in the opinion of virtually all.

Leading the prosperity parade is "Ivanhoe" and a stage bill at Radio City. Carny materials appeared in grossed Thursday through Sunday indicates a huge $170,000 for a third week.

Another virile holder is "Sudden Fear," accompanied by sporadic personal appearances by its star, Joan Crawford, at Loew's State where the second week looks like a big $48,000.

Equal box-office vigor is being recorded at the Paramount where the combination of "Jumping Jacks" and

TV Rights to Phila.

Heavyweight Title Bout Still Open

Despite the announcement by Herman Taylor, promoter of the Jersey Joe Walcott-Rocky Marciano heavyweight title fight, that there would absolutely be no home television of the bout and that it will be on theatre television, no deal has been made yet by Theatre Network Television.

Taylor said arrangements for the title bout to be held in Philadelphia's Municipal Stadium, Sept. 23, will be completed today or tomorrow. He

(Continued on page 7)

Hearst Newspapers Score U.S. 16mm. Suit Editorially

HEARST NEWSPAPERS around the country are adding their strong editorial voices to the growing newspaper criticism of the Department of Justice action to force the sale of feature films to television and other non-theatrical users. In New York, separate editorials appeared in the Journal-American of Aug. 16 and the Daily Mirror of yesterday. The Journal-American editorial is being reprinted in Hearst papers elsewhere. The ITO of New York supplied some of the information on which the editorials are based. Excerpts from both editorials are reprinted herewith.

N. Y. JOURNAL AMERICAN (Movies and TV): "A statement a few days ago by Spyros Skouras, president of 20th Century-Fox Film Corp., points up as flagrant and absurd an example of governmental bureaucratic interference as we have come across in quite a while...

... The government is demanding that TV have access to Hollywood's

(Continued on page 5)

N. Y. DAILY MIRROR (Blundering Bureaucrats): "The anti-trust people recently informed that business pirates who got together in the dark to eliminate competition by criminal means. They were not devised to arbitrarily coerce one industry to turn over its basic property rights to a competitive industry at a gigantic, possibly a ruinous, loss.

Says Films Set to Meet Competition

HARTFORD, Aug. 18—Henderson M. Richey, public relations director of Metro-Goldwyn-Mayer, here from New York, declared in an interview that "Hollywood is not so blithely as not to realize that it must continually develop new producing, directing, writing and acting talent to cope with competitive entertainment."

4 Legislators Pledge Ticket Tax Battle

OMAHA, Aug. 18,—U. S. Senator Hugh Butler and three Congressmen, all of Nebraska, have pledged to vote for the elimination of the 20 per cent Federal admissions tax, thus becoming one of the first group of Federal legislators to publicly line themselves up with the current industry-wide anti-tax campaign conducted under the auspices of the Council of Motion Picture Organizations.

Notification of their stand against the 20 per cent excise tax, thus receiving the one on admissions, was received by the Nebraska Theatre Association today.

The Congressmen were: A. L. Miller, Kimball; Robert Harrison, Norfolk; and Carl Curtis, Minden. In addition, two Republican candidates, Dwight Griswold of Scottsbluff, for the Senate and Roman Hruska of Omaha for Congressman, said they

(Continued on page 2)

Kogod, Burka Sell Their K-B Circuit

WASHINGTON, Aug. 18—Fred Kogod and Max Burka have announced the sale of their controlling interest in K-B Theatres, one of this city's most progressive circuits.

The two men have been in exhibition since the early 1920's. They said they had sold their interests to Marvin Goldman and Fred Burka. The latter is Max Burka's son-in-law.

The six-theatre neighborhood group will continue under its present name and with the same headquarters at the Apex Theatre.

(Continued on page 7)
New Pact Proposals Will Come from French Thurs.


"Nobody knows what the proposals will be," Allport said as quoating, but added: "I have been active in the discussions and the action by the French could mark the beginning of concrete progress in the negotiations."

Allport was prepared yesterday to fly to Paris in the wake of "a couple of days." He arrived here at the weekend from the French capital to report to the Motion Picture Export Association on the talks and the status of the negotiations between the two governments had taken up to last week.

French Film Premiere

The American premiere of "Casque d’Or," new French film, took place at the Paris Theatre, according to the MPAA. Produced and directed by Jacques Becker from the screenplay on which he collaborated with Jacques Costeau. This Discina international release has cast headed by Simone Signoret, Serge Reggiani and Claude Dauphin.

UK Second Feature Quota Defaults Up

LONDON, Aug. 18.—The annual report of the British Film Producers Association reveals that defaults of the ordering program by exhibitors here increased from 1,381 for the 1949-50 year to 2,240 for the year 1950-51.

The figures are regarded as strengthening exhibitor contention that the 25 per cent supporting quota is unworkable.

Schine Convention Opens in Albany

ALBANY, N. Y., Aug. 18.—Schine executives and managers checked in here today for the Circuit’s convention. President J. Myer Schine will make the opening address, in the Ten Eyck Hotel at 10:00 A.M. tomorrow. Sir Seader of M-G-M will speak at two.

A number of industry people from New York, as well as managers here, are scheduled to attend a party and reception Wednesday evening. Press headquarters have been opened and displays are being arranged.

Form New Mexican Firm

MEXICO CITY, Aug. 18.—A production company, Tepeyac, S. A., capitalized for $550,000, has been organized here by such trade leaders as Gen. Abelardo L. Rodarte, president of Mexico’s National Film Institute, and Alicia G. Ortega.

The company will take the name "Robinson Crusoe," which Luis Buitin is producing here in English, is being disclosed.

Heard Editorials

"The motion picture theatre industry, it has found it would be committing hari-kari by releasing its costly filmed for cheap television showing and destroying their value for theatre exhibition. This would appear to be a sound decision made by men who don’t want to see the essential product of their industry confiscated by government."

"What kind of ‘conspiracy’ do the busy-body government lawyers see in that same business policy?"

Miss Main at Ohio Fair

COLUMBUS, O., Aug. 18.—Marjorie Main, starred with Percy Kilbride in the program which will appear at the “Howling Fair” will appear at the “Howling Fair” exhibit at the Ohio State Fair here.

Smart Widen Against Gov’t Suit

The vigorous complaints from all over the industry, and outside, too, against the government suit to force the sale of films to TV and other media have grown further with the filing of protests with the Department of Justice by the Independent Theatres Owners of Northern California and the Allied Theatres of Michigan.

Henry P. Reston

Funeral services for Henry P. Reston, 70, New York City engraver, Co. New York, which number motion picture companies among its clients, will be held tomorrow at the Bethel Funeral Home, Great Neck Long Island. Reston, who died Sunday, had been a member of the Motion Picture Pioneers.

Jacob Estey, 57

BOSTON, Aug. 18.—Funeral services for Jacob Poor Estey, 57, president and treasurer of the Estey Organ Corp. of Brattleboro, Vt., who died Friday, were held today at that city. Surviving his wife, the former Edith Tyler.

Earl Boles, 46

SAN FRANCISCO, Aug. 18.—Earl Boles, owner of the Medora, Crescent City, Cal., and the newly-opened Pic Theatre here, died at the age of 46. Death came last Wednesday.

Capitol to Reopen

CINCINNATI, Aug. 18.—The 2,000-seat Capitol Theatre, a Midwest State opera, was closed early in the fall of auditorium, he said. With Aug. 29 with “Don’t Bother to Knock”.
BIGGEST CROWDS SINCE 1949!

FIRST THREE OPENINGS SENSATIONAL!!... Loew's State, N. Y., hits highest gross in three years! ... Palace, Cleveland, and Apollo, Atlantic City, doing the kind of business that the cry-babies moaned was gone forever! ... Same kind of news due soon from openings in Boston, Philadelphia, Washington, Baltimore, Pittsburgh and Detroit, to prove that "Sudden Fear" means sudden wealth for any theatre! ... Top reviews! Top audience satisfaction! Top money everywhere!

"Brings suspense and excitement back to the screen with a capital S and a capital E! Joan Crawford's best acting." Highest Rating.  
— N. Y. DAILY NEWS

“One of the screen's all-time thrillers. Reaches a new height in suspense melodrama.”  
— N. Y. DAILY MIRROR

“Exciting entertainment. Doesn't miss a trick. Tense, polished, absorbing. There's no letdown in the tension.”
— N. Y. JOURNAL-AMERICAN

“Brings you to the edge of your seat and keeps you there ... The height of suspense.” — N. Y. POST

“Ranks with the best.”
— N. Y. WORLD-TELEGRAM
HERBERT J. YATES presents
John Ford's Greatest Triumph
THE Quiet Man
Color by TECHNICOLOR
starring
JOHN WAYNE • O'HARA • FITZGERALD
with
WARD BOND • VICTOR McLAGLEN • MILDRED NATWICK • FRANCIS FORD ARTHUR SHIELDS and ABBEY THEATER PLAYERS
Directed by JOHN FORD
Screenplay by FRANK S. NUGENT • Story by MAURICE WALSH
Produced by MERIAN C. COOPER • AN ARGOSY PRODUCTION
A REPUBLIC PICTURE
With great pride

Republic Pictures

announces the

pre-release premiere

engagement at the

Capitol Theatre,

New York, August 21
SHOW 'em...

and you'll SELL 'em!

your BOXOFFICE is Only as GOOD as your SHOWMANSHIP!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY
L. A. Council Joins Fight Vs. U.S. Suit

Warns Against Threat Of ‘Socialized’ Radio-TV

Hollywood, Aug. 19.—The Los Angeles City Council yesterday unanimously adopted a resolution, proposed by Councilman Ed Davenport, branding the government's 16 mm. suit a threat to “our American way of life and individual freedom, which we are confident no good American wants to trade for a free pass to a movie over his television set at the expense of destroying a great industry.”

This was the first legislative body to go so far since the suit was filed here on July 22. The antitrust action was designed to force the sale of 16mm. films to TV and other outlets competing with regular theatres.

The resolution, copies of which were sent to Ed Johnston and presidents of all producing companies, suggested that the industry confer with the

(Continued on page 4)

Arbitration Draft Work Resumes

The Industry Arbitration Conference's drafting committee of four attorneys from distribution and exhibition today will in its second successive day of work here on drawing up the document containing the provisions for a projected industry system of arbitration—conciliation.

Asked if provision was being made in the draft for handling film rental disputes under an arbitration plan, a spokesman for the committee replied that the group yesterday put on paper

(Continued on page 5)

*A Record $100,000,000 Box-Office Year Indicated for Canadian Houses*

Washington, Aug. 19.—Gross box-office receipts of Canadian motion picture theatres are expected to hit a record $100,000,000 (Canadian dollars) this year, according to Nathan D. Golden, U.S. Commerce Department film chief.

Golden said receipts, which have been increasing steadily since 1945, were reported at $86,700,000 for 1950, and that the upward trend has continued since.

It is estimated, Golden said, that about 90 per cent of Canadian screen time is devoted to U.S. films, and that about 90 per cent of the box-office receipts are derived from U.S. films.

Eighteen standard theatres and 11 drive-ins were opened during the first half of this year, bringing the total number of theatres in operation to 1,867 standard theatres and 89 drive-ins. It was also reported that 41 theatres, including 18 drive-ins, are now under construction, Golden stated.

*Harper Leaves MGM For New Shea Post*

Richard A. Harper has resigned his sales executive duties at M-G-M to become executive assistant to Gerald Shea, president of Shea Enterprises, it was announced here yesterday.

For the past several years Harper has been circuit sales representative for M-G-M and an assistant to W. F. Rodgers and Charles M. Reagans. He joined M-G-M here in 1946 after World War II service with the Navy.

After serving in several M-G-M exchanges he was made a special sales representative, later becoming circuit sales representative.

(Continued on page 4)

*Confidence Keynote of Schine Meeting*

ALBANY, N. Y., Aug. 19.—History proves that the industry always has weathered its crises, J. Meyer Schine, keynote speaker at the first Schine showmanship meeting to be convened here today by 150 of the circuit executives, managers and department heads at the first business session at the Ten Eyck Hotel here tonight.

Schine said that “those of little faith” had long ago sold out their interest in our business. He was introduced by Louis W. Schine, who presided at the session.

Seymour Morris described future plans available to the circuit and presented a six-point merchandising program based on attractions that can be merchandised; campaigns that “sell and sell” service and comfort that

(Continued on page 4)

*Notables to Attend ‘Fatima’ Premiere*

Numerous diplomatic representatives and social, civic and entertainment leaders will comprise the audience for the invitational world premiere of Warner's "The Miracle of Our Lady of Fatima" at the Astor here tonight. The picture will begin its premiere engagement tomorrow at the Astor on a continuous policy and at the Bijou on a reserved seat policy.

Sherry Jackson, 10-year-old actress, who plays a leading role in the film, will attend tonight's premiere, as will Ambassador Luis Esteves Fernandes of Portugal and Portuguese Consul General Jose Manuel da Silva Better-Barreiro.

Other members of the diplomatic corps who will attend the premiere include Ambassador Ali Gholi Ardash of Iran, Ambassador Luis Padilla

(Continued on page 5)

*MPAA Rejects French Pact Subsidy Setup*

Adopts View of SIMPP On Eve of French Offer

Motion Pictures Association of American member companies have decided against accepting a Franco-American film deal that would call for subsidization of French production by the U.S. companies, it was learned yesterday from film export sources here.

This finally puts the MPAA companies, which have vacillated on the subsidy question during the negotiations which have been going on in Paris, squarely alongside the Society of Independent Motion Picture Producers in opposition to such assistance for French production.

It was indicated that the MPAA now feels that a Franco-American film pact providing for reduced exports to France and no subsidy is preferable to a pact with no reduction in exports and a subsidy, or "discount" as the French have termed it.

Thus, in line with the recent French

(Continued on page 4)

NEWS FLASHES

A $2,250,000 anti-trust suit was filed in Federal court here yesterday against the eight major distributors, Skouras Theatres Corp., Metropolitan Playhouses Inc., and their subsidiaries by the Left Meyers Corp., which operates the De Luxe Theatre, Bronx, N. Y. The complaint charges that the defendants conspired and discriminated against the plaintiff's theatre, the De Luxe, since November, 1951.

ROCHESTER, N. Y., Aug. 19.—Eastman Kodak today reported gross sales of $249,924, 131 during the first half of the year, about two per cent less than the $254,623,707 for the same time last year.

(Continued on page 5)
New ‘Red’ Unit to Control East German Industry

Sweeping supervision of every facet of motion picture industry activity in Eastern Germany will be vested in a central film committee to be set up for the Soviet-controlled political administration, it was announced this week in East German newspapers, according to the Motion Picture Association of America.

Primary reason for the creation of this committee, it was stated, is "to increase the utilization of films for propaganda purposes." Specific functions of the committee, the announcement said, will be to "guide the production, sale and distribution of films, issue film licenses, draft film laws and control the introduction of motion picture theaters."

The committee will also "provide the production organizations" to mobilize the mass of population in the fight for national liberalism, and for the construction and defense of the German Democratic Republic." To insure compliance with the new regulations, artists in Eastern Germany will be required to belong to councils organized under DEFA, the Soviet-supervised film company.

A rigid contract with the motion picture industry in Eastern Germany, following the pattern of the film monopolies in all of the Soviet satellite countries, will be extended and parental to the content of film reviews, the MPAA reported. Newspapers will be "instructed not over the news wire" to write reviews "in the style of bourgeois journalism."

Youngstown Touring For Sales Drive

Max E. Youngstein, vice-president of United Artists, is on a week's tour of the company's offices in Minneapolis and New York, where he will confer with distributors to meet with branch personnel in connection with the "Bill Heineman Sales Drive" in Youngstein's absence. He is accompanied by James Velde, UA Western division manager.

The drive, named for William J. Heineman, vice-president in charge of distribution, will wind up its ninth week tonight.

Tribute Dinner to Mayer Is Set Back

Hollywood, Aug. 19—Plans for the annual Screen Producers Guild "Million Dollar Dinner," which will honor Louis B. Mayer, have been switched to Nov. 12 and will be held at the Hilton Hotel. It will be announced by Buddy Adler, chairman of the committee.

Originally set for Oct. 22 at the Bel Air Hotel, the SPG board felt that due to the Presidential campaign, November would be more desirable because the new Governor Jessel will be master-of-ceremonies.

Lesser-RKO Deal

Hollywood, Aug. 19—Sol Lesser has announced the formation of Jungle Productions, a subsidiary of his firm, known as "Sheena, Queen of the Jungle" feature annually for RKO Pictures.

F. Hugh Herbert's Tax Claim Upheld

Hollywood, Aug. 19—The Internal Revenue Department's failure to oppose a motion for dismissal of the government's appeal from Judge Leon Wagner of the Ninth Circuit upholding the legality of one-picture corporations is being interpreted here as an indication that collapsed corporations are to have smooth sailing hereafter.

The government's appeal from the Yankwich decision, which held F. Hugh Herbert's claim entitled to recover $198,515 paid as part-time tax after the government had denied the right to file proceeds for the company, on a capital gains basis, came up for trial in the Ninth U.S. Court of Appeals in San Francisco, yesterday, and was decided when the government failed to oppose the dismissal motion.

16mm. Suit on MPIC Meeting Agenda

Hollywood, Aug. 19—The Government's 16mm. suit will be a toppen mutter on the agenda of the Motion Picture Industry Council which will meet tomorrow night. Also on the agenda is a discussion of the possibility of approving for World War II the exhibition of "Movies and Young" short subjects as starting capital for the production of a new series of the same type.

Johnston Sees Truman

WASHINGTON, Aug. 19—Eric Johnston, president of the Motion Picture Association of America, visited President Truman today, but they did not discuss motion pictures. As chairman of the International Film Appeal to the American Visors Board, Johnston went over the Point 4 program with the President.

Schlaifer to Preside

Charles Schlaifer, advertising agency and chairman of the National Mental Health Committee, will have here today for Lake Tarleton, N. H., where he will be chairman of the final week of the "Festival of the Seven Arts." He will also speak on mental health.

Lunch for Iannuzzi

Boston, Aug. 19—Ralph Iannuzzi, newly appointed Boston branch manager for Warner, who was transferred here from Atlanta, was introduced to local theatre men at a luncheon at the Statler Hotel here today, Jules Lapidus, Eastern and Canadian division manager for Warner, and Norman Ayers, Eastern district manager, attended.

O'Hara and McIlaglen Promote 'Quiet Man'

Maureen O'Hara and Victor McIlaglen, starring in Republic's "The Quiet Man," will each make two personal appearances at least at the Capitol Theatre here tomorrow, the opening day. Miss O'Hara will be in the theatre at 9:30 A.M. and at 6:00 P.M. and 8:30 p.m. while Mr. McIlaglen will be there from 11:30 A.M. to 1:30 P.M. and 8:30 and 9:30 P.M. Both stars will present autographed photographs.

SPG Sets College Film-Making Award

Hollywood, Aug. 19—Establishment of an annual intercollegiate film award to be presented to the best student-produced film turned out by 60 colleges and universities which include film and drama classes in their curricula, was announced here by Sol C. Siegel, Screen Producers Guild president.

Each school will be asked to select its own best film, and a viewing committee of 12 SPG members will sift these selections to a final number which will be screened for the entire SPG membership for a vote on the winner.

The student considered most instrumental in the production of the winning film will be an SPG guest here for a week. Siegel said the purpose is both to recognize student interest in film study and to encourage a broader participation in the picture industry's future.
The Industry's Most-Wanted, Most-Often-Used Reference Book

No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of both motion pictures and television.

* It is the ONLY WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

The 1952-53 Motion Picture and Television ALMANAC

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Enclosed please find check for $5.00 in full payment, including shipping charges.

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Motion Picture Daily

Wednesday, August 20, 1952

American Weekly' Critics Select

'Greatest Show'

Cecil B. DeMille’s “The Greatest Show on Earth,” has been voted the most enjoyable motion picture of the 1951-1952 season by the American Weekly's first annual motion picture awards.

The poll, conducted among the film critics of the country's three metropolitan newspapers distributing the American Weekly was determined to test the most enjoyable pictures, and the five most enjoyable performances, turned in by actresses and actors during the period from September, 1951 to August 1952.


Vivien Leigh for her performance in “A Streetcar Named Desire,” was announced as her performance was the best first choice for male acting honor.

Ernest V. Hehn, editor of the American Weekly is now in Hollywood to attend several award presentations. The awards are part of an all film issue the American Weekly is releasing August 31.

5 Weeks for Para’s Jumping Jacks

Hal Wallii’s “Jumping Jacks,” Paramount release, today became the first film in more than three years to play five weeks at the Paramount Theatre here. Paramount's “Sorrowful Jones” in June, 1949, was the last picture to play five weeks and the acting was the right choice for “Affair in Trinidad,” the 2,700-seat RKO Palace, exactly double the average and the best week's gross at this house in many months, it will hold for a second week.

These grosses are registering considerably above those shown in the current week, reflecting the general improvement in theatre business which became manifest here some time ago.

High Grosses Are Reported

For Kaufman’s ‘Sudden Fear’

The second week's grosses for Joseph Kaufman’s “Sudden Fear” are proving excellent, RKO Radio executives report, disclosing that the picture is heading for $10,000 at the Palace, Cleveland, following a $4,200 weekend at the theatre. At the Apollo, Atlantic City, the picture closed with over $9,000 for the last five days of a 12-

L.A. Council

(Continued from page 1)

Council means for opposing the “quickie” decree, the number of pictures will be determined by the estimated cost of each picture. For example, a $50,000 picture would have a quota of 200 pictures, and the quota would be reduced for smaller pictures.

The remainder of the pictures, including those which are not included in the quota, will be sold to the distributors. The quota will be determined by the distributors, and will be based on the estimated cost of each picture.

French Pact

(Continued from page 1)

decree, some 90 film import permits would be granted to U. S. companies, both majors and independents, amounting to 15 percent of the total importation of last year. Additionally, the U. S. companies are also permitted to get remittances of over $1,000,000 at a rate of exchange with a maximum of $500,000.

The French are due to put forth new pact proposals when negotiations resume in Paris tomorrow. It is unknown whether these new proposals contain subsidy provisions.
“The Stranger in Between” (J. Arthur Rank—Universal-International)

A FIRST-RATE suspense drama done in the British, “tradition,” this J. Arthur Rank production is equally admirable for its imaginative use of authors’ names and brilliant direction achieved by a young British director. Movietone has direct, believable and always compelling, although a little long in its unfolding.

Its star is Dirk Bogarde, a young man who should be building quite a following here in the “teen-age” set. Attending honors is newcomer Jon Whittey, a six-year-old who gives one a chance to see a child who can, if he or she is allowed to be, a star of the future.

Things get underway when the little boy, running away from the wrath of his foster father, inadvertently stumbles upon Bogarde, a merchant sailor, in a ruined warehouse where a murder has just taken place. Further along in the storyline, the plot becomes involved in murder and intrigue.

Although no blanket justification of the deed is attempted, one’s sympathies are with Bogarde almost from the outset.

Fearing the little boy will tell on him, the hunted man takes him along on his escape to Scotland. The adventures that befall them make up the bulk of the story and reach their climax in a small fishing village after Bogarde’s brother has refused them shelter. Bogarde steals a herring boat for the final dash to freedom but has to turn back to shore—and the police—when the little boy falls ill.

The variety of views of English and Scottish countryside, beautifully photographed by Eric Cross, do much to show the story to advantage. Technicolor is wistful and occasionally hilarious—gives the film real distinction, without being either “arty” or sentimentally pathetic. Julian Wintle produced and Charles Crichton directed the screenplay by Jack Whittingham. All the actors are good, with special mention to Crichton, Bogarde, Kay Walsh, Frederick Piper, Julian Somers, Jane Aird, Jack Stewart, Geoffrey Keen and Leonard White.


Grant Permits for 2 New TV Stations

WASHINGTON, Aug. 19—The Federal Communications Commission has granted construction permits for two new television stations and advised six other applicants that their applications would be designated for hearing.

The two grantees were to Pursely Broadcasting Service, Mobile, Ala., and Hawaiian Broadcasting System, Ltd., Honolulu. Those designated for hearing were the Mount Hood Radio Broadcasting, Inc., Portland, Ore.; Smith Radio Co., Port Arthur, Tex.; Tom Pottor, Chat- tanooga, Tenn., and WFFT, Beaumont, Texas, and KTBV, Santa Barbara, Calif., and the Southland Television Co., both of Shreveport, La.

Kalmine Reports Progress on Drive

With three major companies—Universal, United Artists and KKO Pictures—in the home office division of the industry’s Joint Defense Appeal Drive, all others are making headway, and others reporting extensive activity, the industry’s 1952 JDA-campaign is in full stride. On August 17, the JDA-commission, on which the industry’s drive was closed for the summer, will reopen on Friday, Aug. 29, with its third showing of “The Battle of the Alamo,” this time at popular prices.

Sunday Films Ban Stays

CEDAR GROVE, Ga., Aug. 19—By a unanimous vote of the board, the Motion Picture Community Commission rejected the Lam Amusement Co. petition to show Sunday films here. Under the law Sunday films are legal in Georgia, but the operator must secure a permit from the city governing body. The petitioner can be charged by getting at least 25 per cent of the registered voters to sign a petition, bring this case up again, it was explained by officials.

Gang Sues Hughes

HOLLYWOOD, Aug. 19.—Los Angeles attorney Martin Gang filed a suit in Los Angeles County Superior Court yesterday, charging Howard Hughes, RKO pictures and Carl Byoir & Associates, alleging that Hughes has engaged in a campaign of harassment and intimidation, thereby engaging in a campaign of harassment and intimidation, thereby engaging in a campaign of harassment and intimidation.
Geneva Meet
Starts

WASHINGTON, Aug. 19.—The National Labor Relations Board has asked the U.S. Supreme Court to uphold its finding that the American Federation of Musicians did not engage in an anti-unions "featherbedding" practice in a suit against a Gamble Enterprises theatre in Akron.

The high court is expected to rule on the appeal soon after it starts its new session in October.

The board, in a 21-2 vote, found that the union violated the Taft-Hartley Law in 1947, the Palace Theatre in Akron paid minimum fees to local musicians before and after the time an out-of-town name band appeared on the stage, even though the local men did not actually work. The board ruled that the labour law was not violated, and after its union tried to negotiate an agreement with the theatre to have local bands actually play before and after out-of-town name bands. The chain, however, said it did not want the extra expense and refused to agree to any such practice.

Some time later, when Gamble made arrangements for a name band to play the Palace, the AFM boss James C. Pettirol ordered the band not to go there unless the union local musicians before and after. Gamble then brought the unfair labour practice charges, claiming the union violated the featherbedding ban of the Taft-Hartley Law.

The NLRB threw out the complaint, saying that featherbedding meant being paid without working, and that the union local musicians were perfectly willing to work for their money. The Appeals Court, however, disagreed with the board.

Set 'Loves' Premiere

Chicago, Aug. 19.—Paramount Pictures is planning to bring Blossom Seeley and her husband, Benny Fields, as well as Betty Hutton, to Chicago for a local premiere of the new film, "Loves Me," based on the life of Miss Seeley, the picture opens at the Chicago Theatre Sept. 5.

1 Reopens, 2 Close

Chicago, Aug. 19.—The Prospect Theatre, Mt. Prospect, Ill., has reopened soon. The Lux, East Peoria, Ill., and the Skokie Hi-Way Drive-In near here have been closed, the latter was operated by Smith & Glenn, who acquired it last spring.

Archibald Has Own Film

San Francisco, Aug. 19.—George Archibald, recently resigned from Ed Fisher Theatres, San Francisco, has opened his own booking and buying service here.

Panorama Names Salemson

Harold J. Salemson has been named public relations representative in the United States by Panorama Films of Rome, the company reports. Panorama is currently publicizing "The Golden Cuckoo," said to be the first color film to be made in Italy.

Ohio Censor Fight Brews

COLUMBUS, Aug. 19.—Dr. Clyde Henry, of the film censorship board, was given until Sept. 13 by Judge Edward S. Matthews of the Ohio Supreme Court to file an answer to the mandamus action brought by Liberty Film Services, Inc., Hollywood, which would force the Ohio board to view the film, which they originally rejected the film showing in Ohio on April 23, 1951 when it was submitted by Columbia Pictures.

Highly advised Superior Films that the board did not plan to see the film again because it had been rejected, and that "merely because another firm has acquired distribution rights" was no reason for a second viewing. Superior's counsel said that the state was based on the fact that the film has been cut to conform with censorship requirements wherever it has been submitted. These "material changes in the board's findings, viewing the film in Ohio, the distributor claims.

Hissong said "A" was banned because it was connected with crime, and included lack of confidence in law enforcement agencies and portrayed a child killer in complete perversion.

Miss Quirk, Miller, Win MGM Prizes

MISS MAY F. Quirk, manager of the Victoria Theatre at Mt. Carmel, Pa., has been declared winner of the first prize of $500 in M-G-M's second "Promotion Prize of the Month" contest picked by the Ohio Censor Office.

Curtis H. Miller, general manager of the Cloughton Theatres operating the Allyn Theatre, 1 book, has been selected winner of the second prize amounting to $250.

Five other award winners of $30 each were given for the month of July by M-G-M to: Puckhaber, Jr., manager, Palms Theatre, W. Palm Beach, Fla.; R. F. Borresen, manager, Benko Theatre, Winona, Minn.; Johnnie W. Hoig, city manager of the Stuart Theatre, Lincoln, Neb.; Lou Cohen and Norn Levinson, Poli Theatre, Hartford, Conn.; and John M. Langford, Strand Theatre, Ogdensburg, N. Y.

Judges in the contest were Chester Frangenberg, assistant of the Board; Tom Kennedy, of Showmen's Trade Review, and Walter Brooks, editors of the Round Table Section of Motion Picture Herald.

N.E. Theatre Books 'Finian's Rainbow'

HARTFORD, Aug. 19.—The 2,000-seat first-run Allyn Theatre, part of the New England Theatres Circuit, has booked the stage musical, "Finian's Rainbow," as first of a proposed series of one-day stage engagements, for Thursday, Sept. 3. Theatre owner Chuck Fink, of Brookfield, announced the show. The booking, possibly only for one night, will be to produce outstanding performances featuring top Broadway productions. We will interrupt our film policy occasionally for only the better shows at 1 p.m., we will show our regular film attraction during the day, ending the performances at about 6 P.M., and present "Finian's Rainbow" at one show about 8:30.
L. A. Council
Joins Fight
Vs. U. S. Suit

 WARNS AGAINST THREAT OF 'SOCIALIZED' RADIO-TV

Hollywood, Aug. 19.—The Los Angeles City Council yesterday unanimously adopted a resolution, proposed by Councilman Ed J. Davenport, branding the government's 16 mm. suit a threat to "Our American way of life and individual freedom, which we are confident no good American wants to trade for a free pass to a movie over his television set in the sense of destroying a great industry."

This was the first legislative body to act since the suit was filed here on July 22. The anti-trust action was designed to force the sale of 16m. films to TV and other outlets competing with regular theatres.

The resolution, copies of which were sent to Eric Johnston and presidents of all producing companies, suggested that the industry confer with the

(Continued on page 4)

Arbitration Draft Work Resumes

The Industry Arbitration Conference's drafting committee of four attorneys from distribution and exhibition today will put in its second successive day of work here on drawing up the document containing the provisions for a projected industry system of arbitration-conciliation.

Asked if provision was being made in the draft for handling film rental disputes under an arbitration plan, a spokesman for the committee replied that the group yesterday put on paper

(Continued on page 5)

'Aivanhoe' Tops Hall

"Aivanhoe," now completing its third week at Radio City Music Hall, has racked up the top three-week gross in the history of the Hall. With at least $170,000 forecast for the third week, which ends tonight, the gross tally for the three weeks will total a record $520,300.

A Record $100,000,000 Box-Office Year Indicated for Canadian Houses

Washington, Aug. 19.—Gross box-office receipts of Canadian motion picture selling have exceeded $100,000,002 (Canadian dollars) this year, according to Nathan D. Golden, U.S. Commerce Department film chief.

Golden said receipts, which have been increasing steadily since 1915, were reported at $86,759,000 for 1950, and that the upward trend has continued since.

It is estimated, Golden said, that about 90 per cent of Canadian screen time is devoted to U.S. films, and that about 90 per cent of the box-office receipts are derived from U.S. films.

Eighteen standard theatres and 11 drive-ins were opened during the first half of this year, bringing the total number of theatres in operation to 1,867 standard theatres and 89 drive-ins. It was also reported that 41 theatres, including 18 drive-ins, are now under construction, Golden stated.

Harper Leaves MGM
For New Shea Post

Richard A. Harper has resigned his sales executive duties at M-G-M to become executive assistant to Gerald Shea, president of Shea Enterprises, it was announced here yesterday.

For the past several years Harper has been circuit sales representative of M-G-M and an assistant to W. F. Rodgers and Charles M. Reagan. He joined M-G-M here in 1946 and served with the Navy during the World War II service.

After serving in several M-G-M changes he made was a special sales representative, later becoming circuit sales representative.

Confidence Keynote
Of Schine Meeting

Avalon, N. Y., Aug. 19.—History proves that the industry has weathered its crises, J. Meyer Schine, keynote speaker at the first Schine meeting to be convened in 11 years, told 150 of the circuit's executives, managers and department heads at the first business session at the Ten Eyck Hotel here today.

Schine said that "those of little faith had long ago sold out their representatives for interest in our business. He was introduced by Louis W. Schine, who presided at the session.

Rogers and Schine described future product available to the circuit and presented a six-point merchandising program based on attractions that can be merchandised; campaigns that "can be bought and sold, service and comfort that.

(Continued on page 4)

Notables to Attend
"Fatima" Premiere

Incomplete reports thus far received at the Council of Motion Picture Organization's headquarters here indicate that the campaign for collection of COMPO dues from exhibitors, which was conducted throughout the country last week by film salesmen, will prove successful.

In many areas salesmen making the collections, which will be matched by distributors when complete, have not yet handed in their reports. Final results will not be available for several days. In addition to meeting normal costs of COMPO operations, the collections also will help finance the industry effort for repeal of the Federal admission tax.

Success Seen for
COMPO Dues Drive

NUMBEROUS DIPLOMATIC REPRESENTATIVES AND SOCIAL, CIVIC AND ENTERTAINMENT LEADERS WILL COMPRISE THE AUDIENCE FOR THE INVITATIONAL WORLD PREMIERE OF WARNER'S "THE MIRACLE OF OUR LADY OF FATIMA" AT THE ASTOR HERE TONIGHT. THE PICTURE WILL BEGIN ITS ENGAGEMENT TOMORROW AT THE ASTOR ON A CONTINUOUS POLICY AND AT THE BISHOP ON A RESERVED SEAT POLICY.

Sherry Jackson, 10-year-old actress who plays a leading role in the film will attend tonight's premiere, as will Ambassador Luis Esteves Fernandez of Portugal and Portuguese Consul General Jose Manuel da Silva Benetto Court Ferreira.

Other members of the diplomatic corps who will attend the premiere include: Ambassador Ali Gholi Ardalan of Iran, Ambassador Luis Padilla

(Continued on page 5)

Leff Meyers Files
$2,250,000 Suit

A $2,250,000 anti-trust suit was filed in Federal Court here yesterday against eight distributors, Showac Theatres Corp., Metropolitan Playhouses, Inc., and their subsidiaries, by the Leff Meyers Corp., which operates the De Luxe Theatre, in the Bronx.

The complaint charges that the defendants conspired and discriminated against the plaintiff's theatre. Since Nov., 1951, the complaint alleges, the defendants have forced the plaintiff to bid against the Loew's Elsmere.

Eastman Six Months
Net, $18,178,388

Rochester, N. Y., Aug. 19.—Eastman Kodak today reported gross sales of $249,924,131 during the first half of the year, almost two per cent less than the $254,823,707 for the same time last year. Net earnings of $15,178,388 were off 21 per cent from the $20,111,078 net for the first half of last year.
SPYROS P. SKOURAS, president of 20th Century-Fox, is due back here today from the Coast.

AMERICO AROA, vice-president and general sales manager for Warner International, will leave here Friday on an eight-week tour of U-J branches in the Far East and will hold conferences with U-J executives in Paris before returning to New York.

COL. WILLIAM C. MCCRAW, Variety Club International's executive director, will be a guest speaker at the Massachusetts Chiefs of Police annual dinner in Cohasset, Mass., Aug. 22.

MOR KERMAN, president of Mutual Productions, and Joe Felder, vice-president, have left here for Chicago and are slated to return in about 10 days.

NAT WEISS, 20th Century-Fox press book editor, sails from here for Europe on Friday aboard the S.S. United States on business.

FAYETTE W. ALPORT, Motion Picture Association of America’s London representative, left here yesterday for Paris by plane.

ERIC A. JOHNSTON, Motion Picture Association of America president, will leave here today for Spokane and will return on Sept. 2.

JOSEPH KAUTMAN, producer, left here yesterday for Detroit, Chicago and Hollywood.

2 Became 'Reds' on Roosevelt's Death

WASHINGTON, Aug. 19.—Hollywood screenwriter Berenice C. Schoenfeld today told the House Un-American Activities committee that the "shock" of President Roosevelt's death impressed him with the coming of the Communist Party in 1945.

Testifying at his own request, he added that his brother, Stanley Roberts, joined along with him for the same reason. Schoenfeld said that he and Roberts became disillusioned with the party.

Committee counsel Frank Tavenner told reporters that he expected no new Hollywood witness to appear before the committee until it opened hearings on Sept. 29.

O'Hara and McGlauen Promote 'Quiet Man'

Maureen O'Hara and Victor McGlauen, starring in Republic's "The Quiet Man," each make two personal appearances at the Capitol Theatre here tomorrow, the opening day. Miss O'Hara will be in the house at 2:00 P.M. and 7:45 P.M. McGlauen will appear at 1:00 P.M. and 8:30 P.M. Both stars will present autographed photographs.

New 'Red' Unit to Control East German Industry

Swiping supervision of every facet of motion picture industry activity in eastern Germany will be vested in a central film committee to be set up under the Soviet administration here this week in East German newspapers, according to the Motion Picture Association of America.

Primary reason for the creation of the committee is in an effort to increase the utilization of films for propaganda purposes.

Specific functions of the committee, the announcement said, will be to "guide the production, sale and distribution of films, issue film licenses, and take over the administration of motion picture theaters."

The committee will also provide the production of films which mobilize the mass of population in the fight for national liberation, and for the construction and defense of the German Democratic Republic.

To insure compliance with the new regulations, a "company's" agent will be required to belong to councils organized under DEFA, the Soviet-supervised film company.

In addition to rigid controls over the motion picture industry in eastern Germany, following the pattern of the film monopolies in all of the Soviet satellite countries, will also extend apparently to the content of film reviews, the MPAA reported. "Newspapers" will be required to "comply with the tendency to write reviews "in the style of bourgeois journalism."

Youngstein Touring For Sales Drive

Max E. Youngstein, vice-president of United Artists, is on a week's tour of the company's offices in Los Angeles and Miami exchanges to meet with branch personnel in connection with the "Bill Heineman Sales Drive," of which Youngstein is captain. He is accompanied by James Velebs, UA Western division manager. The sales drive, named for William J. Heineman, vice-president in charge of distribution, will wind up its ninth week today.

Tribute Dinner to Mayer Is Set Back

Hollywood, Aug. 19.—Plans for the annual National Motion Picture Almanac Co.'s "Easter Stone Dinner," which this year will honor Louis B. Mayer, have been switched to Nov. 12 and will be held at the Hollywood Roosevelt. It was announced by Buddy Adamson, chairman of the committee.

Originally set for Oct. 22 at the new Statler Hotel, the SPG board felt that due to the Presidential campaign, November would be more desirable for the traditional George Jessel will be master-of-ceremonies.

Lesser-RKO Deal

Hollywood, Aug. 19.—Sol Lesser of American International Pictures and Adventure Pictures, Inc., to produce one "Sheena, Queen of the Jungle" feature annually for RKO Pictures.

F. Hugh Herbert's Tax Claim Upheld

Hollywood, Aug. 19.—The Internal Revenue Department's failure to oppose a motion for dismissal of the tax case against producer James Yankwich's decision upholding the constitutionality of a motion-picture corporations being interpreted here as an indication that collapsible corporations are to have smooth sailing heretofore.

The government's appeal from the Yankwich decision, which held F. Hugh Herbert's wife was entitled to recover $198,515 paid as personal income tax after the government had disposed of the right to file a tax proceeding from their production, "Kiss and Tell" on a capital gains basis, came up for trial in the Ninth U. S. Court of Appeals.

The court had dismissed when the government failed to oppose the dismissal motion.

16mm. Suit on MPIC Meeting Agenda

Hollywood, Aug. 19.—The Government's 16mm. suit will be a topmost matter on the agenda of the Motion Picture Industry Council which meets tomorrow night. Also on the agenda will be a discussion of the possibility of using $40,000 left over from the collection of the "Movies and You" short subjects as starting capital for the production of a new series of the same type.

Johnston Sees Truman

WASHINGTON, Aug. 19.—Erle Johnston, president of the Motion Picture Association of America, visited President Truman today, but they did not discuss movie matters. At an earlier meeting of the International Development Advisory Board, Johnston went over the Point 4 program with the President.

Schlaifer to Preside

Charles Schlaifer, advertising agency and chairman of the National Mental Health Committee, will leave here today for Lake Tarleton, N. H., where he will be chairman of the final week of the "Festival of the Seven Arts." He will also speak on mental health.

Lunch for Iannuzzi

Boston, Aug. 19.—Ralph Iannuzzi, newly appointed Boston branch manager for Warner, who was transferred here from Atlanta, was introduced to local theatre men at a luncheon at the Statler Hotel here today, Julius Lapine,발매 아인저우가, will address the branch manager, for Warner, and Norman Ayers, Eastern district manager, attended.

Zanuck to Europe On 'Tightrope'

Hollywood, Aug. 19.—Darryl F. Zanuck, producer, will make a European tour to promote "Tightrope." Zanuck, who will arrive in London via New York, will leave Friday night by plane for New York and Europe. After a week-end of conferences with home executives, Zanuck will fly to Switzerland, where he is scheduled to arrive on Sunday, to make a seven-day European tour and to attend the Press Convention in Paris. He will return to New York by air on Monday for a trip to London and his new picture will go on August 29th in the United States.

Globe Theatre, London. "Quigpubco, Etc." was entertained at a reception on the premises. Miss C. A. W. Thompson was hostess.

SPG Sets College Film-Making Award

Hollywood, Aug. 19.—Establishment of an annual collegiate film award to be presented to the best produced-film produced turned out by 60 colleges was announced here today. The award will be made to include film and drama classes in their curricula, was announced by Sol Siegel, Screen Producers Guild president.

Each school will be asked to select its own best film, and a viewing committee of five members will write the selections to a final number which will be screened for the entire membership of the SPG. A voting for a vote on the winner.

The student considered most instrument in the production of the winning film will be awarded an SPG guest here for a week.

Siegel said the purpose is both to recognize student interest in film study and to encourage a broader participation in the picture industry's future.

Read the full article from "Motion Picture Daily," Wednesday, August 20, 1952.
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No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of both motion pictures and television.

* It is the ONLY WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

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A QUIGLEY PUBLICATION
‘American Weekly’ Critics Select ‘Greatest Show’

Cecil B. DeMille’s “The Greatest Show on Earth,” has been voted the most enjoyable motion picture of the 1951-1952 season in the American Weekly’s first annual motion picture award.

The poll, conducted among the film critics of the twenty-three metropolitan newspapers distributing the American Weekly, was designed to determine the ten most enjoyable pictures, and the five most enjoyable performances turned in by actresses and actors during two years. From September, 1951 to August 1952.


Vivien Leigh for her performance in “A Streetcar Named Desire,” was accorded top honors among the actresses. Frederick March for his performance in “Death of a Salesman,” was chosen as the critics’ first choice for male acting honors.

Ernest V. Heyn, editor of the American Weekly is now in Hollywood where he will make several award presentations. The awards are part of an all-film issue the American Weekly is releasing Aug. 31.

5 Weeks for Para’s ‘Jumping Jacks’

Hal Wallis’ “Jumping Jacks,” Paramount release, today became the first film in more than three years to play five weeks at the Paramount Theatre here. Paramount’s “Sorrowful Jones,” in June, 1949, was the last picture to play five weeks.

“Jumping Jacks” finished its fourth week at the Paramount with a daily gross of $379,000, the top gross for a four week period since “Samson and Delilah” in 1949.

$22,000 for ‘Trinidad’; Cincinnati Grosses Up

CINCINNATI, Aug. 19.—Theatre patrons here are fully conscious of the fact that “Rita is back,” and are welcoming Miss Hayworth to the tune of an estimated $22,000 for “Affair in Trinidad,” at the 2,700-seat RKO Palace, easily the average, and the best week’s gross at this house in many months. It will hold for a second week.

Other grosses are registering considerably above average for the current week, reflecting the general improvement in the entire circuit, which became manifest here some time ago.

High Grosses Are Reported For Kaufman’s ‘Sudden Fear’

The second week’s grosses for Kaufman’s “Sudden Fear,” proved overwhelming. RKO Radio executives report, disclosing that the picture is heading for $10,000 at the Palace, Philadelphia, following a $4,200 weekend at the theatre. At the Apollo, Atlantic City, the picture closed over $9,000 for the last five days of a 12-

Schine Meet

(Continued from page 1)

keep them coming; reviving the children’s film-going habit; community activities for every manager, and sensible suggestions.

Most speakers at the Schine circuit convention expressed confidence that the present showmanship, hard work and unflagging efforts will enable motion picture theatres to withstand the competition from television, to bring back the returning patrons, and to take advantage of technological changes, high living costs and soaring taxes.

Industry Unity

SI Seader, M-G-M advertising manager, said that not only are “all that work together better,” but also that industry “unity is improving.” Seader declared the industry needs the help of the heads of the producers to meet the new demands.

G. David Schine stated that he talked recently with David Sarnoff, RCA board chairman. The discussion, held between the two over the prospects of doom, convinced him that the television industry is not to ruin motion picture theatres out of business. He pointed to RCA’s large stake in television, via the development, manufacture, and sale of theatre equipment.

The Schine’s television to their network, declared Schine, as he discussed large screen TV. He likewise spoke of third dimension processes and Arch Oboler’s coming production. Schine hit at the 20 per cent admission tax, calling it the theatres’ main operational problem.

Circuit publicity director Morris in a survey of sales said they seemed to be “unusually good.” Commenting on current releases, Morris remarked that “we have a great deal of interest in the current offering, and our work is essential. We have to carry the picture, and it’s good work, very good work. We have promised better pictures and it has ‘made good the promise,’” he continued. Theatres have the responsibility of presenting these five pictures, he added.

Schine underlined that “baud as business was in 1951, people of the nation spent on films one billion, three hundred million dollars, which constituted several times more than the total for all other types of entertainment.

French Pact

(Continued from page 1)

decree, some 90 film import permits would be granted to U. S. companies, the two countries against the 121 of last year. Additionally, the U. S. companies are imposed duties on French imports of $1,000,000 a year at the legal rate of exchange while the remainder of their earnings would come through at a less favorable rate, according to reports.

The French are due to put forth a motion picture bill, which negates the agreement and urges the resumption in Paris tomorrow. It is unknown whether these new proposals contain subsidy provisions.

L.A. Council

(Continued from page 1)

Council on means for opposing the “bureaucratic decree unheard of outside of dictators” and a plan which would inevitably hurry the day when a hard core of socialistic planners in Washington will attain their objective of taking radio and television under government ownership and operation.

The other four pictures are “Cry, the Beloved Country,” “I Believe in You,” “The Long, Hot Summer” and “The Man in the White Suit.” Only British productions shown publicly between May 31, 1951 and May 31, 1952 goes into its third week at Loew’s State tomorrow, with the second week’s estimate at $48,000, the best gross in three years at the State.

Select ‘River’ for Edinburgh Festival

Kenneth McEldowney’s “The River” has been selected as one of five nominees for the 1952 Silver Spoon Award, presented to the producer of the winning film by the Earl of Rosebery during the Sixth International Edinburgh Film Festival on Aug. 24 at the Caley Picture House, Edinburgh, United Artists, distributor of the film, disclosed.

The other four pictures are “Cry, the Beloved Country,” “I Believe in You,” “The Long, Hot Summer” and “The Man in the White Suit.” Only British productions shown publicly between May 31, 1951 and May 31, 1952 goes into its third week at Loew’s State tomorrow, with the second week’s estimate at $48,000, the best gross in three years at the State.

Reviews

“Somebody Loves Me”

Hollywood, Aug. 19

GOLD BETTY HUTTON 15 of Blossom Seeley’s grand old songs, stand her in front of a Technicolor camera with leave to give the full treatment, and what you can come up with but a good picture. That’s what’s been done here. It figures to do all right.

As produced by William Perlberg and George Seaton, with Irving Brecher doing the writing and directing for them, the story of the life and times of Blossom Seeley and Benny Fields stacks up as something less than their contemporaries might wish it to have been, and yet as a tuneful the young folk will enjoy more the music, and as a “bureaucratic” three wise men, certainly Betty gives it her best, which is plenty good, but she gets no help from an actor named Ralph Meeker, in the Fields role, and little from anyone else, on screen or off. Even Jack Benny, who’s pitched into the thing late in the proceedings and has to carry the project in the time at his disposal. Robert Keith, Adele Jergens, Billie Bird, Henry Slate and Sid Tomack are members of the principal cast.

Running time, 95 minutes. General audience classification. For October release.

“The Jungle”

(Elgin, Aug. 19

EXPLOITATION ACCESSORIES furnished with this feature detail such items as fight between tiger and bear, leopard and wart hog, mousengue and cohera, et al. These fights the picture provides in ample measure. And India, the film’s setting, is an eyeful for almost any theategor any time.

Rod Cameron, Cesar Romero and Marie Windsor supply substantial material to the adventure story. The three name-players, however, are coincidental to the presentation of Indian scenes, customs, ceremonies, animals and people. Whether an exhibitor should exploit the attraction on the strength of the Cameron-Romero-Windsor trio or the roar of the tigers, it is the job of entertaining the customers is India’s first, last and always. Audiences made acquainted with that in advance are likely to like the picture best.

The original screenplay by Carroll Yohe and focus attention on this exploitation attraction produced and directed in India by William Berke (with the facilities of Modern Theatres, Ltd., Salem, India). But the star of the picture is India, brilliantly photographed by Clyde DeVinna and processed in dramatic sepia that turns the whole film to India.

The tail end of this picture is not too strong, but it has the advantage of being a picturesque place to set the trouble. This sets up the plot for the killing of the tigers and some hundreds of natives to set off across the country toward the jungle, and this journey enables the cameraman to pick up fine shots of the countryside, including spots of combat between wild animals, and drawings of the elephants in question. It’s not much of a story, but it isn’t need, for the purpose it serves.

Running time, 74 minutes. General audience classification. August release.

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Review

"The Stranger in Between" (J. Arthur Rank—Universal-International)

A FIRST-RATE suspense drama done in the British "tradition," this J. Arthur Rank production is equally admirable for its imaginative use of authentic locales and brilliant character acting by a large cast. The story is direct, believable and always compelling, although a little bit in its unfolding. The star is Dirk Bogarde, a young man who should be building quite a following here in the "teen-age" set. Sharing top honors is newcomer Jon Whiteley, a six-year-old who gives one of the finest performances by a child actor in years. The father, Fredric March, is well cast and the latter, his more than willing hostage, carries the entire film which is simply the account of their flight overland from London to Scotland.

Things get underway when the little boy, running away from the wrath of his foster father, inadvertently stumbles into a ruined warehouse where a murder has just taken place. Further along in the film it is learned that the victim was the lover of the scaffold's faithless wife. Although no blanket justification of the deed is attempted, one's sympathies are with Bogarde almost from the outset.

Fearing the little boy will tell on him, the hunted man takes him along on his escape to Scotland. The adventures that befall them make up the bulk of the story and reach their climax in a small fishing village after Bogarde's brother has refused them shelter. Bogarde steals a herring boat for the final dash to freedom but has to turn back to shore—and the police—when the little boy falls ill.

The views of English and Scottish countryside, beautifully photographed by Eric Cross, do much to sustain the mood of the piece. Whiteley's performance—natural, wristful and occasionally hilarious—gives the film real strength. The three leads, June Duprez, Dirk Bogarde and Charles Crichton directed the screenplay by Jack Whittingham.

Among a host of supporting players are Elizabeth Sellers, Kay Walsh, Frederick Piper, Julian Somers, Jane Aird, Jack Stewart, Geoffrey Keen and Margaret Rutherford.


Mono-AA to Hit Production Peak

HOLLYWOOD, Aug. 19.—Monogram, Allied Artists will hit an all-time production peak for a four-month period beginning today and ending in mid-September, according to producer Walter Mirisch announced today.

Fifteen pictures will go before cameras during the four-month period. In addition to the names of the producers, Mirisch stated, with five starting in September, five in October, three in November and two in December, the studio is also preparing a project for January and a story, "Royal Mounted Police" now in its shooting stage and 23 features completed heretofore, the companies will bring up with a total of 30 productions during 1952.

Arbitration Draft

(Continued from page 1)

only what had been taken up by the Continuations Committee of 10 which met recently. It is understood that film rentals was not a subject on the agenda of America's largest film producers. However, the Continuations Committee

Committeemen who did the drafting yesterday at the Hotel Astor and will convene there again this morning are Herman M. Levy, of TOA; Abram F. Schrader, Allied Artists; Warner, and Adolph Schimel, Universal. Present also were Ralph Hezlet, Jr., Motion Picture Association of America, will represent the

Henry M. Richey, Arbitration Conference, secretary, and William F. Brink of the Motion Picture Association. It was regarded as possible that the drafting would be completed today. If not, it is likely that no more than one more day will be needed for the work, it was said.

—Walter Brooks

Grant Permits for 2 New TV Stations

WASHINGTON, Aug. 19.—The Federal Communications Commission has granted construction permits for two new television stations and awarded six other applicants that their applications would be designated for the air.


Mindlin to Manage Theatre for Lopera

CHICAGO, Aug. 19.—Fred Mindlin, veteran member of the Chicago motion picture industry, and for many years associated with National Screen Service here, has been appointed manager of Lopera's Ziegfeld Theatre, sucessoing Art Scogali who resigned to manage a guest ranch for Beatrice Kay, the Ziegfeld, which has been closed down temporarily, will reopen on Friday, Aug. 29, with its third showing of "Tales of Hoffman," this time at popular prices.

Sunday Films Ban Stays

CEDARTOWN, Ga., Aug. 19.—By a unanimous vote the Cedartown City Council has denied the La Nau Amuse-ment Co. petition to show Sunday films here. Under the law Sunday films are legal in Georgia, but the operator must secure a permit from the city governing body. The petitioner, can by getting at least 25 per cent of the registered voters to sign a petition, bring this case up again, it was explained by officials.

Advance Sale for 'Fatima' Sets Record

To date, 67 theatre parties have been set for the advance sale at the Bijou Theatre here where Warner's "The Miracle of Our Lady of Fatima" will begin a reserved private screening tomorrow. The picture also will open at the Astoria on the evening of the reserved showing policy tomorrow, following its invitational premiere there tonight.

In addition to theatre party subscriptions, some 800 individual requests for reserved seats for Fatima at the Bijou have been received through coupons carried in opening advertising. Warner's advance sale, the company said, represents a record for a motion picture.

'Fatima' Premiere

(Continued from page 1)

Nervo of Mexico, Brig. Gen. Carlos P. Menendam of the Ecuadorian Army and Zemeline of Syria, Ambassador L. N. Pahar of Indonesia, Ambassador Malom Fawzi Bey of Egypt, Ambassador Enders of Peru, Fernando Leon of Cuba, Ambassador João Carlos Muniz of Brazil and Ambassador Hernan Santa Cruz of Chile.

Kalmine Reports Progress on Drive

With three major companies—Universal, United Artists and EKO Pictures—in the home office division of the industry's Joint Defense Appeal drive already having held meetings, and others reaching out, activity, the industry's 1952 JDA-campaign is meeting with increasing success, it was reported. The Kalmine of Warner Brothers, chairman of the division, Kalmine is being assisted by Harry Goldberg, also of Warner Brothers, Co-chairman of the industry effort are Leon Goldberg of Universal Pictures, and Edward L. Fabian of Fabian Theatres.

Gang Sues Hughes

Hollywood, Aug. 19.—Los Angeles attorney Martin Gang filed a suit asking damages aggregating $80,000 against Fred Faber and Carl Byoir & Associates, alleging that they issued statements derogatory to Gang's professional reputation during the recent Jean Simmons-Stewart Granger litigation.

National Pre-Selling

MCCALL'S for September features M-G-M's "strong, colorful, actionable, "Movie-of-the-Month" calendar well up from in preferred position, with four want-to-see stories. "The Widow," "Because You're Mine" and "Plymouth Adventure" for the Fall, McCaff's front cover. McCaff's "What's the World's in Arms," as runners-up. A feature article is "Gordon McCrae's trench Party," comment isn't it obvious that just any model (anonymous?) is less interesting on an advertising page than a Hollywood star whom millions of people will recognize and feel they know because they've seen her in pictures? . . . Ray Bolger dances off with honors as the top named picture-of-the-month in the September Redbook.

Look magazine and Parade plans the major movie layouts based on material which their correspondents obtained on a 12,000-mile June tour and which they will attend the "The World's in Arms" at the Fourth Avenue Theatre, Anchorage, Alaska, a month ago. In addition to publicity for the theatricals and Family Circle are planning features, and Seventeen, Cosmopolitan, Woman's Home Companion, American Magazine, top magazines among those who have named the picture as their choice of the month. A picture or film produced magazines are generally devoting large blocks of editorial and picture space to Ann Blyth and Gregory Peck, because covers in August and September issues.

The September Cosmopolitan, under Ruth Herbert's "Assignment in Hollywood," recommends The Mirror, I.M. "We're Not Married" for adults, in the departments of drama and comedy, while "High Noon," "Lure of the Wilderness," "Washington Story" and "The Big Sky" are recommended for the whole family. While Desi Arnaz is cited for children. This monthly list is coming in for some special handling in advertising to the trade and directly to the public in the immediate future. The issue also contains "Cosmopolitan Movie Citations," by Louella P. O'Sullivan, under the title, "New Young Blood in Hollywood," and "Mister Box-Office"—a special story on Henry Fonda, by Ivan M. Wylie.

Ernie Emerling and Carl Fishman, of Loew's Theatres, put their promotional efforts to good advantage in the production of a full-page New Movie Season story which Frank Dunphy did line by line in the New York Mirror, under the title "Films Very Much Alive Despite Its Mourners." Piece will go through Heart syndicate to distributors, układ with the September issue, Coronet inaugurates a new and novel method of representing the more creative half of relying on the magazine's own critics, a guest editor selected from motion picture industry will give his choice for the month.

—Walter Brooks

MOTION PICTURE DAILY

Wednesday, August 20, 1952
Geneva Meet Gets Started

Washington, Aug. 19.—Another international copyright conference has opened in Geneva, it was indicated today, and a new universal copyright agreement was being discussed. Film industry officials have been watching the progress of the conference with a view to the possibility of such an agreement, fearing that it might solve many of their present copyright difficulties.

The State Department, in announcing the conference, said it represents the culmination of five years of work on international copyright agreements under the guidance of UNESCO. It pointed out that UNESCO copyright experts met in Paris in June 1951 and worked out a proposed convention, and that this was subsequently gone over by the individual governments. This draft, with proposed revisions submitted by the individual governments, will serve as the basis for the work of the conference in Geneva.

Chairman of the U. S. delegation is Luther Evans, Librarian of Congress, Congresswoman Howard of Washington, D.C., and Congresswoman Crumbacker of Indiana. Other members of the U.S. delegation are Herman8. Fink, general counsel; Arthur Fisher, registrar of copyrights at the Library of Congress; Arthur Farmer, general counsel of the American Book Publishers' Council, and Roger C. Dixon of the State Department.

New RCA Screen for Third RKO House

The RKO Trent Theatre, Trenton, N. J., will be the third theatre in the RKO circuit to install one of the new RCA Syncro Screens. Announcement was made.

Installation will be completed by next Wednesday when the screen will be in the premiere Trenton showing of the "Son of Paleface." The screen is now being used at the RKO 81st Street Theatre, Chicago, and the RKO Albee Theatre, Brooklyn.

Reopen Old Howard

Boston, Aug. 19.—The Howard Theatre here will be reopened Saturday with films and burlesque policy by Frank Bryant and Frank Ingalls, who acquired it recently from Al Somerby.

Drive-in for Walk-ins

Omaha, Aug. 19.—Omaha area's fifth drive-in, tentatively named the Lake, also will accommodate walk-in patrons, owner Oscar Johnstone, said. City manipulation of the drive-in will be 550 automobiles. The Ballantine Co. of Omaha designed the theatre.

Christmas Seal Trailer

Hollywood, Aug. 19.—Abbott and Costello and Charles Laughton star in the 1952 "Christmas Seal" trailer, which has been completed at Warner Brothers. All three are seen to be in "Abbott and Costello Meet Captain Kidd," a Woodley production for Warner.

Ohio Censor Fight Brews

Columbus, O., Aug. 19.—Dr. Clyde Hissong, chief state film censor, was given a check for $250 by Judge Edward S. Matthews of the Ohio Supreme Court to file an answer to the mandamus action brought by the Picture Film, Inc., Hollywood, which would force the Ohio censor board to view the film, "M." Again, the board originally rejected the film for showing in Ohio on April 25, 1951, when it was submitted by Columbia Pictures.

The Superior Superior Court of Ohio held the board did not plan to see the film again because it had already rejected and that "merely because another first and second district censorship rights was no reason for a second viewing." Superior's counsel said that the request based on the fact that has been charged that failure to have a censorship requirements whenever it had been submitted. These "material mistakes" will be considered in Ohio, the distributor claims. Hissong said "M" was banned because it was "copyrighted and incapable of being shown reasonably in the public places, that made censorship agencies portrayed a child killer in complete perversion.

Miss Quirk, Miller, Win MGM Prizes

Miss May F. Quirk, manager of the Riverside Theatre at Mt. Carmel, Pa., has been declared winner of the first prize of $500 in M-G-M's second "Peg O'Mine" contest. Curtis H. Miller, general manager of the Cloughton Theatres operating the State Theatre at Tampa, Fla., has been declared winner of the second prize amounting to $250.

Five other awards of $50 each were given to C. H. Packard of Pekin, Ill.; manager, Palms Theatre, W. Palm Beach, Fla.; H. F. Borresen, manager of the State Theatre, Minn.; manager, Elsinor Theatre, Lincoln, Nebr.; Lou Cohen and Norm Levinson, Poli Theatre, Hartford, Conn.; and John M. Langford, Strand Theatre, Ogdensburg, N. Y.

Judges in the contest were Chester Bemis and M. F. Coggeshall; Tom Kenney, of Showmen's Trade Review, and Walter Brooks, editor of the Round Table Section of Motion Picture Herald.

N.E. Theatre Books 'Finian's Rainbow'

Hartford, Aug. 19.—The 1950--51 first--run Alley Theatre, part of the New England Theatres Circuit, has announced the addition of a "Finian's Rainbow," as first of a proposed series of one-day stage engagements, for Thursday, Sept. 19.

Ray McNamara, theatre manager, announced: "If successful, the September booking will be followed by an engagement at the local one-night performances featuring top Broadway productions. We will interrupt our film policy occasionally for only the stage shows. On Sept, 19, we plan to show our regular film attraction during the evening, ending the performances with a special presentation of "Finian's Rainbow" at one show about 8:30.'
FCC Hearings On ABC-UPT Merger Ended

Makes Decision Possible Some Time in November

WASHINGTON, Aug. 20.—The American Broadcasting Co.-United Paramount Theatres merger hearing before the Federal Communications Commission closed finally today after seven months of almost continuous hearing.

The war was thus paved for a speedy commission decision, which attorneys in the case expect will come sometime in November.

At the final meeting this morning hearing examiner Leo Resnick ruled against introducing as evidence alleged anti-trust activity on the part of UPT or Paramount Pictures Corp. Since Aug. 7, 1948. This was the only question remaining as to the close of the hearing, since the commission, in an Aug. 1 order and a subsequent clarification outlawed from the hearing pre-1948 anti-trust evidence.

(Continued on page 1)

Seek Cut in NY Assessment Tax

New York independent theatre owners, encouraged by prospects for reduced theatre tax assessments in Cincinnati, Omaha, Nashville and Chicago, yesterday took steps toward achieving similar relief gains here.

A special real estate committee of the Independent Theatre Owners Association of New York was appointed by board chairman David Weinstock.

(Continued on page 2)

Sen. Nixon, Church For U.S. Tax Repeal

Boston, Aug. 20.—Sen. William Nixon (R., Cal.), Republican Vice-Presidential nominee, interviewed here today stated: "I am in favor of the repeal of the 20 per cent Federal admission tax. Its elimination definitely will increase consumer buying power and it will be a definite help to the public."

Chicago, Aug. 20.—Rep. Margaret Stitt Church (R., III.) has informed Sam Meyers, owner of Teatro del Lago in suburban Wilmette, part of her district, that she will support efforts to repeal the 20 per cent Federal admission tax, Jack Kirsch, co-chairman with David Wallenstein of the local COMPO tax repeal campaign committee, has been advised.

Skiatron Stock Issue Said to Be Assured

Approval of Skiatron’s new stock issue to finance its projected subscription-television test in New York City appears assured, Arthur Levey, Skiatron president, disclosed here yesterday on the eve of today’s special stockholders meeting called to authorize the issuance of some 100,000 common stock shares for about $270,000. Levey based his assurance on the

(Continued on page 3)

Two ‘Streamlined’ Distribution Years Pay Off for U. A.

United Artists’ two-year experience with centralized or “streamlined” physical distribution has demonstrated that “appreciable savings” are possible, William J. Heineman, vice-president in charge of distribution, said yesterday.

While the rest of the industry has been mulling the pros and cons of distribution “streamlining,” U. A. has been observing its workings daily—day and night, Heineman reported, is thoroughly satisfied with the results.

U. A.’s physical distribution is handled by the Film Service of Philadelphia, which provides all of the “back room” functions, such as inspection, shipping, storage, etc.

Preparations for a test of the centralized system for the rest of the industry are being advanced by the distribution committee of the Motion Picture Association of America, under

(Continued on page 6)

Selling Well

Film Selling Will Keynote K-M Meet

KANSAS CITY, Mo., Aug. 20 — The board of directors of the Kansas-Missouri Theatre Association decided that the selling of motion pictures will be the keynote topic of the annual convention slated for Sept. 26-Oct. 1 at Kansas City.

The main event will be dramatic demonstrations of promotions of new products. The convention will also take action to cooperate with the Council of Motion Picture Organizations and the area COMPO committee in the campaign for repeal of admission tax.

(Continued on page 3)

Finish Draft Of Rules for Arbitration

Conciliation Set Also at Day-and-Night Meet

The drafters of a document setting forth the principles of a projected industry arbitration system met at the Hotel Astor here all day yesterday and until a late hour last night to complete their work.

It was the second successive day of drafting and admittedly a grueling one. Had the committee of four exhibition and distribution attorneys not encountered a series of breakdowns in the form of a disagreement over phrasing during mid-afternoon the draft would have been completed before 5:30 P.M. As it turned out it was long after nightfall when the group adjourned.

By late afternoon the final task, drafting of a plan of annulment, had not been commenced. However, the committee expressed determination to

(Continued on page 6)

“The Miracle of Our Lady of Fatima”

[Warner Brothers]

AN HISTORICAL religious event that took place on the outskirts of the little Portuguese village of Fatima in the year of 1917 has been transferred to the screen with great warmth and appeal. The film will have a simultaneous premiere here today at the Astor and the Bijou, running on a continuous performance policy at the former house and a reserved seat policy at the latter.

As the story of a child, who was two of her playmates beholds a vision of “The Lady” on a little country hilltop, and then goes through an ordeal of travail and scorn, “The Miracle of Our Lady of Fatima” is suffused with a luminous spiritual quality that will send many patrons out of the theatre with a glow of inspiration and emotion.

The picture, which follows in the footsteps of the commercially successful predecessor, "Song of Bernadette," has been put together with technical proficiency. Color by WarnerColor is on a high order and frames some of the scenic effects beautifully.

Underlying the story of a little girl fired with religious dedication is a lesson of burning contemporary application. In symbols for all to behold

(Continued on page 3)

Memphis 1st to Top Compo Dues Quota

Memphis was the first exchange area to surpass its quota in the Council of Motion Picture Organizations dues collection drive, it was reported yesterday at Compo headquarters here.

Indianapolis was second.

While no figures were announced, it was revealed that each of the two exchanges exceeded its quota by several hundred dollars.
Personal Mention

EDWIN W. AARON, Western sales manager for 20th Century-Fox, is currently on a business trip to Chicago, Omaha, Des Moines, Minneapolis and St. Louis. He will return to his headquarters in New York on Monday.

EDWARD SIEBER, head of Warner Brothers cartoon production, and his wife have left on an Alaskan cruise. The couple will celebrate their 25th wedding anniversary aboard ship on Monday.

ROBERT GRAHAM, Paramount's managing director for Argentina, will sail for Buenos Aires today aboard the S.S. Aragonia, following a 10-day visit in New York.

H. DONALD HUNTER, Paramount's Trinidad management, arrived here yesterday for meetings with home executives.

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., will return here today from Albany.

Ginsberg Expanding In Films-TV Fields

Hollywood, Aug. 20.—Henry Ginsberg, the new head of this consulting concern and former Paramount production chief, will open offices in Beverly Hills Sept. 2, preliminary to engaging in the creation of a new unit in the field of motion picture and television production.

The whole field of film and television enterprises, as envisioned by Ginsberg's plans for financing, managing and heading up production in both fields, Ginsberg said, “I feel that the planned development of closer coordination and cooperation between these two important entertainment media can achieve benefits of great value to both.”

RKO Fight Film

(Continued from page 1)

which RKO Radio handled the films of the Sadler-Pep and Robinson-Turnip fights last year, both of which aired on NBC and were booked from home TV and clearing them for theatre presentation. Should an RKO Radio deal for this Sour-Mart Fight film materialize, observers feel it would clinch the deal for theatre TV of the fight, now being contested by the safety razor for free home telecast.

Contracts for the bout were signed in Philadelphia last week by K. A. Sheehan, who represents the champ, and the Moran-Ryan organization. Whether the telecast rights will go to home TV or Television Network Television is undecided. The event is scheduled for the 17th or 20th of the month. TNT's bid for the telecast reportedly ranges from $1,175 to $1,450, as against $1,000 to 2,000 seas and over. To this theatres must add telephone line charges, TNT's fee, taxes and other overhead. The minimum-ticket prices of around $5, tax included.

Report $149,040,000 Candy Sales in Theatres in '51

Theatre and amusement places constitute the fifth largest dispenser of candy and confectionery products in the country, selling $149,040,000 of the sweet stuff last year, it is disclosed in a new survey charting the candy and confectionery buying habits of the American consumer, made by the National Association of Tobacco (and candy) Distributors. These are “The Merry Widow,” (Sept. 3); “Because I Have You Is Yours,” (Oct. 31); “The Prisoner of Zenda,” (Nov. 14); “Plymouth Adventure,” (Nov. 28); “A Million Dollar Mermaid,” (Dec. 26).

The balance of the scheduled releases is as follows: "Devil Makes Three," (Sept. 12); “My Man and I,” (Sept. 26); “Apache War Smoke,” (Oct. 7); “The Thirty-Three,” (Nov. 21); and “Sky Full of Moon,” (Dec. 12).

Heavy Grosses for ‘Sky and Zero’

Howard Hawks’ Winchester Production, “The Big Sky,” an RKO Radio release, brought business back to a 1950 peak level at the Criterion here Tuesday when it grossed $7,874 on its opening day. Theatre executives said the picture opened to the biggest mid-week opening in the last three years. RKO Radio said the opening gross was the biggest mid-week figure ever touched by any RKO release at the house.

“One Minute to Zero,” produced by Robert Grubinger, grossed $21,000 in its first week in Indianapolis, a new record for the best business any RKO Radio picture has done there in over two years, officials report.

‘Dreamboat’ Sets 3-Year Roxy Record

A three-year record of $380,000 for a four-week engagement can be set today with the close of the run of the Bing Crosby vehicle, “Dreamboat” at the Roxy here. Del Tal, executive director, said yesterday it scored $102,000, $102,000 and $98,000 for the three weeks of its run, with $78,000 expected for its fourth.

‘Hustler’ Grosses High

“Ivy Hunter,” Universal Internationals American release of the J. Arthur Rank Organization Royal Command Performance picture, is said to have set a new opening day house record at the Trans-Lux 52nd Street theatre here, grossing $1,970 on Monday and bettering that figure on Tuesday with a gross of $2,270.

Zanuck at ‘Snows’ Bow

Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, will attend the world premiere of his only personal production “The Snows of Kilimanjaro,” starring Gary Cooper and Mitzi Green, in London under the production of "The Snows of Kilimanjaro" on the night of Sept. 17 at the Rivoli.

11 from M-G-M in Next Four Months

Of 11 productions set for release during the last four months of the Official Association of Tobacco (and candy) Distributors, these are "The Merry Widow," (Sept. 3); "Because I Have You Is Yours," (Oct. 31); "The Prisoner of Zenda," (Nov. 14); "Plymouth Adventure," (Nov. 28); "A Million Dollar Mermaid," (Dec. 26).

The balance of the scheduled releases is as follows: "Devil Makes Three," (Sept. 12); "My Man and I," (Sept. 26); "Apache War Smoke," (Oct. 7); "The Thirty-Three," (Nov. 21); and "Sky Full of Moon," (Dec. 12).

Importance of Candy Sales Is Cited

A survey of candy sales conducted by the Official Association of Tobacco (and candy) Distributors, stated, "as a fixture in the modern movie theatre, has in some instances provided sufficient revenue to offset a portion of the operating losses incurred by the theatre from its business in this field. The boost given candy sales by this particular type of release is of paramount importance as it is unique to the previous retail sales pattern enjoyed by the industry."

11 from 20th-Fox in Final Quarter

Eleven productions, five of which will have color by Technicolor, will be released by 20th Century-Fox between now and the end of the year. It was reported here yesterday by director of distribution Al Lichtman, following a meeting here Tuesday for October, November and December.

Included in the line-up is Darryl F. Zanuck’s Technicolor production, "The Snows of Kilimanjaro," starring Gary Cooper and Mitzi Green, produced by Michael Gregory Peck, Susan rayword and Ava Gardner, which will have pre-release showings starting in October.


November Releases


MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsey, Consulting Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 4267 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-2400. Cables: "QuigleyStay, Brandy." Secretary: Frances P. Conboy. Advertising Manager: Emil H. Fabel. Production Manager: Harold de la Barre; 20th Century-Fox, Editor: James L. H. De La Barre, Building, William R. Weaver, Editor, Chicago Bureau, 120 South LaSalle Street, Chicago. Los Angeles: Advertiser Representative, 11 North Clark Street, Chicago, Ill.; 6-284. Washington, D. C., 1276 Pennsylvania Avenue, Washington 25, D. C. London: Hope Burnup, Director, Brant Advertising Representative, 11 North Clark Street, W. 1; New York, N. Y.; 6-284. New York: Sherwin Kane, Editor; Martin Quigley, Vice-President and Treasurer; Theodore J. Sullivan, Vice-President and Treasurer; Raymond J. V. Bissett, Advertising Manager; William W. Weaver, Editor, Chicago Bureau, 120 South LaSalle Street, Chicago. Los Angeles: Advertiser Representative, 11 North Clark Street, W. 1; New York, N. Y.; 6-284. Washington, D. C., 1276 Pennsylvania Avenue, Washington 25, D. C. London: Hope Burnup, Manager; Peter Harnack, Editor; cable address: "Quigquidex, Los Angeles." Other Quigley Publications: Motion Picture Herald, Variety and Theatre, Sales, 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 cents; single copies, 10c.
J. M. Schine Cites Circuit’s Employees At Albany Meeting

ALBANY, N. Y., Aug. 20.—Veteran employees of the circuit were cited by J. Meyer Schine, president of Schine Circuit Theatres, for their "unswerv-ingly loyal" efforts, at a dinner honoring them in the Ten Eyck Hotel here tonight. Eighty- year-old Schine, who has more than 25 years of service with the Schine circuit, was entertained by John May, George Lynch, William Kraemer, Seymour Morris and Bernard Diamond in the group.

Meyer Schine explained that group insurance, hospitalization service and pension had been a part of the Schine circuit operation for years. Promotion of children’s paranoids, motion picture advertising in newspapers, radio, TV and other media; merchandising campaigns and screen advertising were among the subjects discussed in the morning and afternoon meetings at the Schine circu- it convention.

A. W. Schwaberg, president of Paramount Film Distributing Corp., spoke at the affair.

A suggestion that theatre approach newspapers for a reduction in the amount raised for advertising was welcomed among the subjects discussed in the morning and afternoon meetings at the Schine circuit conven-

The Miracle of Our Lady of Fatima

(Continued from page 1)

the picture projects the timeless struggle between Christ and Caesar. It also effects a current-event timeliness in background references to the Communist movement in Eastern Europe.

Eleven-year-old Susan Whitney gives unassailable authenticity to her characterization of the little girl who moves from trial and anguish to vindica-
tion. Moore...[rest of the text is not visible.]

Gilbert Roland turns in a portrait of rare quality in a role that is filled with sly humor and probably was designed to give the picture an added measure of popular appeal. He plays a roaming, gentile village vagabond whoño exposés his cynicism and lack of faith till the final sight of the miracle changes his way.

THE picture’s background concerns itself with the grinding tactics of self-consolidation of an anti-religious group of Red revolutionists who have put the province in the grip of dictatorship. A new generation has been the vision, fear spreads that the news will give the authorities further excuse to throttle the church. It does. In the meantime the news of the vision reaches out and people descend upon the town in locust hordes, causing complications and exigencies. The church, through the intervention of Cardinal Dubois, meets the situation by painting the picture of a thousand devices to extirpate religious feeling in the people, including the closing of the church, arresting of Fatima’s priest, Richard Hale, and the falling of the child to wrench a false confession from them. Little Miss Whitney surmounts a thousand obstacles till finally the miracle promised by the “vision” takes place in the form of a plunging spin of the sun earthward, and its last-minute recession. All doubts are now convinced, and the church, aided by a million people at Fatima on Oct. 13, 1915, the 35th anniversary of the miracle.

The screenplay by Crane Wilbur and James O’Hanlon follows closely the known and recorded facts of the extraordinary incident.

The film was released on Aug. 13. Running time, 102 minutes. General audience classification. Release date, Oct. 11.

MANUEL HEDRITIAN

ABC-UPT

Atlanta Exchange Damaged By Fire

ATLANTA, Aug. 20.—A three-alarm fire is following an explosion caused ex-

plosion in the Andy Kell exchange on Film Row here today. Other offices in the same building suffered considerable water damage. Katz Brothers, owners of the Kell Exchange, said that many records were destroyed and that the loss would be heavy, although an accurate estimate could not be made in advance of inspec-
tion of the premises.

N. Y. Tax

(Continued from page 1)

to make a survey of theatre realty conditions in the Metropolitan area.

The ITOA indicated that the survey would result in data sup-

porting claims that assessments on New York theatre properties are con-

siderably higher than they should be. Two factors, namely, prevailing in-

terest rates and conditions and the motion picture theatre’s value to com-

munity business in general, were viewed as likely to bring about sharper re-

tax assessments.

Heading the reality committee is Bayard Theatres’ executive, Other Rayboud Theatres’ Knobel, Sam Freedman, Julius San-

ders, Martin Levine, Murray Schoen-

and Weinstock and Morton Sunshine, ITOA executive director, will attend the meeting of the Combined Public Utilities Committee at the Hotel. They will be “observers.” The provisional public utilities com-

mittee has been considering the real estate and commercial interests to oppose in-

creased electric rates granted to the

The meeting will present a picture of the situation and the effect of the rate increase on substantial users of electricity.

‘Fatima’

(Continued from page 1)

jampacked the sidewalk in front of the Astor a full hour before the an-
nounced 8:30 P.M. premiere time, to listen to the marquis of the arrival of notables. Special application was made for bleachers in nearby Mulberry Park and could not be erected in time. The event was the plun-

chest seen on Broadway in years, with a huge turnout of guests, including national diplomatic corps, society, civic and entertainment notables and lead-

ers in the film industry.

“Fatima” will begin its regular engagement today with a continuous run policy at the Astor and reserved seats to be assigned by guests and guests on Wednesday, Saturday and Sunday at the Bijou.

The advance sale at the Bijou is said to have established a record for a motion picture with 73 theatre parties already subscribed to, in addi-

tion to over 800 requests for individual seats. Requests for reservations have been pouring in by way of clipped coupons in the newspapers advertising the engagement.

Warner’s Television Promotion Of ‘Fatima’ N. Y. Is Underway

Warner Bros. campaign for “The Miracle of Our Lady of Fatima,” opening at the Astor and Bijou theatres here today, include, in addition to extensive new expenditures, inaugural plans to promote the film through the medium of television, in a full saturation of promotion on sta-

tion WNB, which is new under way. These promotional efforts on TV, the first in New York for Warner, are said to be the test of the medium and supplement the large expenditure allocated to other advertising. Warner has concentrated its TV advertising, which ran Channel 4, allowing to this station approximately 75 per cent of the total air-

time. Plans have not been disclosed. The remainder of the budget will be spread around to other-televi-

sion stations. A full organ campaign in New York area in an all-out endeavor to project the success of television promotion for motion pictures.

Bash to Italy to Produce

John M. Bash of Constellation Pictures will leave here for Italy Sept. 3, where he will produce “The Ninth Man,” starring Errol Flynn. The pic-

tures, in Eastman-Color, is slated to go into production about Oct. 18, and will be written by Milton Krimin.

Milton J. Salzburg, president of Pictorial Films, Inc., has signed with the Thomas Alva Edison Foundation, Inc., for the production of “Fatima” picture based on the life and times of Edison. The picture will be the first in a series by Pictorial Films, Inc., on “Men of Science” and will be available for general release before the end of 1952.

Special permission is being given to produce this picture from the replica of the original Black Maria that Edison used in the production of his first motion pictures.
...the day the sun plunged toward the earth...

Millions have agreed that this story of the young girl of Fat...

The Miracle of our Land

All its Spectacle and Magnificence

Starring Gilbert Roland, Angela Clark and The Children Susan Whitney, Sherry Jackson, Sammy Ogg

Written for the Screen Crane Wilbur
The New York Sky is Bright

with

Warner Bros.

Wondrous World Premiere

at Two Theatres!

A is the Great Story of This Century!

Joy of Fatima

in color by WarnerColor

Produced by James O'Hanlon, Bryan Foy, John Brahm

Music by Max Steiner
Industry Payroll were Up in 1951, U.S. Reports

WASHINGTON, Aug. 20.—Motion picture industry payrolls in 1951 for employees covered by unemployment insurance rose about $25,000,000 over the 1950 figure, the Department of Labor reported today.

The 1951 figure for total payroll in all branches of the industry was $651,792,000. The figure for 1950 was $635,725,000. The break-down figure for payroll in the production-distribution field for 1951 showed a rise for the first time since 1946.

The payroll figure for 1949 was $299,762,000. The 1950 figure was $316,349,000. In 1946 the production-distribution figure was $361,668,000, with a steady drop since then.

Service Payroll

The 1951 figure for service was $355,681,000, with the 1950 figure at $332,676,000. For theatres, including vaudeville, the figure was $316,349,000 in 1951 and $320,912,000 in 1950. Total figures in these fields have been up and down since 1946.

The figures include all employees covered by state unemployment insurance. Labor defines the service category as including such miscellaneous items as processing, renting and repair of equipment and cleaning house expenses. The theatres category covers all motion picture houses, including their expenses for vaudeville. It does not include legitimate theatres or those with vaudeville only. The Department of Labor explained.

L. M. Giannini Dies On Coast At 57

SAN FRANCISCO, Aug. 20.—Lawrence Mario Giannini, 57, president of the Bank of America, died of a heart attack following a lengthy illness at Franklin Hospital here last night.

Giannini, well known to leaders of the motion picture industry in Hollywood and New York, had been president of the world's largest private banking concern, founded by his father, the late Amadeo P. Giannini, since 1936. Prior to that he had been chairman of the board of the Bank of America and president of Transamerica Corp. The Giannini bank for years was one of the chief sources of film production financing.

PARAMOUNT TRADE SHOWS

August 25th and 26th, 1952

BETTY HUTTON - RALPH MEEKER

in

"SOMEBODY LOVES ME"

A PERLBERG-SEATON Production

Color by TECHNICOLOR

Produced by WILLIAM PERLBERG and GEORGE SEATON

Written and Directed by IRVING BRECHER

Suggested by the careers of BLOSSOM SEELEY and BENNY FIELDS

Arbitration (Continued from page 1)

continue at work until the arbitration plan was entirely put on paper rather than meet again today for only a few hours for that purpose.

Conciliation Plan

The conciliation plan is being set up to accommodate moves over film rentals and other non-arbitrable subjects. Disputes in connection with other trade practices, such as loading and clearances and runs, will go directly to arbitration under the plan which must be approved by the National Labor Relations Board and the Federal Trade Commission. The National Labor Relations Board, as well as Clark Film Service, is understood to have expressed interest in providing facilities.

The front office functions, such as sales, booking and billing will not be affected, it is understood. Also, the bulk of "back room" employees would be absorbed in the new system, it was said. Principal economies to be realized would be in shipping costs, maintenance and ultimately in rents and overhead on exchange buildings as the single-purpose units are replaced by ordinary office space.

Darnell to Work Abroad

Latest to join the growing list of American film stars making pictures for Italy is Linda Darnell. It was announced here by Italian Films Export. Flying from Hollywood, Miss Darnell will arrive in New York today for a week's stay before flying to Rome for pre-production discussions. The star is under contract for a picture to be produced later this year by Giovanni Amato.
FCC Hearings On ABC-UPT Merger Ended

Makes Decision Possible Some Time in November

WASHINGTON, Aug. 20.—The American Broadcasting Co.-United Paramount Theatres merger hearing before the Federal Communications Commission closed finally today after seven months of almost continuous hearing.

The way was thus paved for a speedy commission decision, which attorneys in the ease expect will come sometime in November.

At the final meeting this morning hearing examiner Leo Resnick ruled against introducing as evidence alleged anti-trust activity on the part of UPT or Paramount Pictures Corp. Since Aug. 7, 1948. This was the only question remaining as to the close of the hearing, since the commission, in an Aug. 1 order and a subsequent clarification outlawed from the hearing pre-1948 anti-trust evidence.

Approval of Skiatron's new stock issue to finance its projected subscription-television test in New York City appears assured, Arthur Levey, Skiatron president, disclosed here yesterday on the eve of today's special stockholders meeting called to authorize issuance of 100,000 common stock shares for about $270,000.

Two 'Streamlined' Distribution Years Pay Off for U. A.

United Artists' two-year experience with centralized or "streamlined" physical distribution has demonstrated that "appreciable savings" are possible, William J. Heiman, vice-president in charge of distribution, said yesterday.

While the rest of the industry has been mulling the pros and cons of distribution "streamlining," U. A. has been observing its working day by day—and, Heiman reported, is thoroughly satisfied with the results. U. A.'s physical distribution is handled by Clark Film Service of Philadelphia, which provides all of the "back room" functions, such as inspection, shipping, sorting, etc.

Preparations for a test of the centralized system for the rest of the industry are being advanced by the distribution committee of the Motion Picture Association of America, under (Continued on page 6)

Sen. Nixon, Church For U.S. Tax Repeal

Boston, Aug. 20.—Sen. William Nixon (R., Cal.), Republican Vice-Presidential nominee, interviewed here today stated: "I am in favor of the repeal of the 20 per cent Federal admission tax. Its elimination definitely will increase consumer buying power and it will be a definite help to the public.

Skiatron Stock Issue Said to Be Assured

Skiatron president, disclosed here yesterday on the eve of today's special stockholders meeting called to authorize issuance of 100,000 common stock shares for about $270,000.

(Continued on page 6)

Report RKO May Do Title Fight Film

Trade reports that RKO Radio is considering handling a film of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout at Philadelphia's Memorial Stadium on Sept. 23 could not be confirmed here yesterday in the absence from the city of Robert Wechler, RKO Radio distribution vice-president.

Mochrie made the arrangements by (Continued on page 2)

Finish Draft Of Rules for Arbitration

Conciliation Set Also at Day-and-Night Meet

The drafters of a document setting forth the principles of a projected industry arbitration system at the Hotel Astor here all day yesterday and until a late hour last night to complete their work.

It was the second successive day of drafting and admittedly a grueling one. Had the committee of four exhibition and distribution attorneys not encountered a stumbling block in the form of a disagreement over phrasing during mid-afternoon the draft would have been completed around 5:00 P.M. As it turned out it was long after midnight when the group adjourned.

By late afternoon the final task, drafting of a plan of conciliation, had not been commenced. However, the committee expressed determination to

(Continued on page 6)

NEWS FLASHES

KANSAS CITY, Mo., Aug. 20.—Meeting at the Phillips Hotel, the board of directors of The Kansas-Missouri Theatre Association today decided that the selling of motion pictures will be the keynote of the annual convention, Sept. 30-Oct. 1, at Kansas City. The convention will also take action to cooperate with COMPO and the area COMPO anti-tax committee. C. E. Cook, president, presided.

Memphis and Indianapolis were first and second, respectively, of the exchange areas to surpass their quotas in the Council of Motion Picture Organizations' dues collection drive, it was reported here yesterday.

"The Miracle of Our Lady of Fatima"

[Warner Brothers]

AN HISTORICAL religious event that took place on the outskirts of the little Portuguese village of Fatima in the year of 1917 has been transferred to the screen with great warmth and appeal. The film will have a simultaneous world premiere here today at the Astor and the Bijou, running on a continuous performance policy at the former house and a reserved seat policy at the latter.

The story of a child, who was two of her playmates beholds a vision of "The Lady" on a little country hilltop, and then goes through an ordeal of travail and scorn. "The Miracle of Our Lady of Fatima." is suffused with a luminous spiritual quality that will send many patrons out of the theatre with a glow of inspiration and emotion.

The picture, which follows in the footsteps of the commercially successful predecessor, "Song of Bernadette," has been put together with technical proficiency. Color by WarnerColor is on a high order and frames some of the scenic effects beautifully.

Underlying the story of a little girl fired with religious dedication is a lesson of burning contemporary application. In symbols for all to behold

[Continued on page 3]
Personal Mention

EDWIN W. AARON, Western sales manager for 20th Century-Fox, is currently on a business trip to Chicago, Omaha, Des Moines, Minneapolis and will return to his headquarters in New York on Monday.

EDWARD SELZER, head of Warner Brothers cartoon production, and his wife have left on an Alaskan cruise. The couple, celebrating their wedding anniversary aboard ship on Monday.

ROBERT GRAHAM, Paramount’s managing director for Argentina, will sail for Buenos Aires today aboard the SS Yorktown, following a 10-day visit in New York.

H. DONALD HUNTER, Paramount’s Trimel manager, arrived here yesterday for meetings with home executives.

A. W. SCHWALBEB, president of Paramount Film Distributing Corp., will return here today from Albany.

Ginsberg Expanding in Films-TV Fields

HOLLYWOOD, Aug. 20.—Henry Ginsberg, who is now assistant to producing and former Paramount production chief, will open offices in Beverly Hills Sept. 2 to be engaged in the creation and development of motion picture and television projects.

The whole field of film and television is considered by Mr. Ginsberg’s new plans for financing, managing and heading up production in Los Angeles. He feels that this is the time to open offices here to create an important entertainment media that will develop a closer coordination and cooperation between these two important entertainment media and can achieve benefits of great value to both.

RKO Fight Film

(Continued from page 1)

which RKO Radio handled the films of the Sadler-Pep and Robinson-Turpin fights last year, both of which were given national attention from home TV and clearing them for theatre television. Should an RKO Radio deal for the Martin-Johnson-Marciano fight materialize, observers feel it would clinch the deal for theatre TV of the fight, now being contested by Gillette Safety Razor for free home telecast.

Contracts for the bout were signed in Philadelphia, according to a source close to both fighters and the champion and the challenger. Whether the telecast rights will go to home TV or Theatre Network Television is expected to be decided today or tomorrow. TNT’s bid for the telecast reportedly ranges from $1.15 to $1.35 per seat, sold or unsold, for houses of 1,000 to 2,200 seats and over. To this theatres add telecast lines. Under TNT’s fee, taxes and other costs, including telecast ticket prices of around $3.50, tax included.

Report $149,040,000 Candy Sales in Theaters in ’51

Theatres and amusement places constitute the fifth largest dispenser of candy and confectionery products in the country, selling $149,040,000 of the sweet stuff last year, it is disclosed in a new survey charting the candy and confectionery buying habits of the American consumer, made by the National Association of Tobacco (and candy) Distributors. These are “The Merry Widow,” (Sept. 5), “Because You’re Mine,” (Oct. 9), “I Have It Yours,” (Oct. 31), “The Prisoner of Zenda,” (Nov. 14), “The Chaser,” (Nov. 28), and “And Million Dollar Streak,” (Dec. 5).


Heavy Grosses for ‘Sky and Zero’

Howard Hawks’ Winchester Production, “The Big Sky,” an RKO Radio release, brought business back to a 1949 peak level at the Loew’s here Tuesday when it grossed $7,874 on its opening day. Theatre executives believe this is the first full week opening in the last three years. RKO Radio said the opening gross of “The Big Sky” was the biggest mid-week figure reached by any RKO release at the house.

One Minute to Zero,” produced by Edward Bower; Gross: $1,000,000, its first week at the Orpheum, Denver, for the best business any RKO Radio picture has done there in over two years, officials report.

‘Dreamboat’ Sets 3-Year Roxy Record

A three-year record of $380,000 for a four-week engagement can be set today with the close of the run of 20th-Century-Fox’s “The Dreamboat” at the Roxy here. David T. Katz, executive director, said yesterday it grossed $1,000,000, $102,000 and $9,890, respectively, for the first three days of its run, with $78,000 expected for its fourth.

‘Hunter’ Grosses High

Ivy Tower,” Universal-International’s American release of the J. Arthur Rank Organization Royal Command Performance picture, is said to have set a new opening day house record at the Trans-Lux 32nd Street Theatre here. Grosses are $21,000, with $9,650 on Monday, and bettering the figure on Tuesday with a gross of $2,400.

Zanuck at ‘Snows’ Bow

Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, will attend the world premiere of his own personal production, “The Snows of Kilimanjaro” on the night of Sept. 17 at the Rivoli.

Importance of Candy Sales Is Cited

A survey of candy sales conducted by the National Association of Tobacco (and candy) Distributors stated, "As fine a picture in the modern movie theater as you will find in recent times is created by the candy business interest. The boost given candy sales by this particular type of activity is important as it is an indication of the new retail sales pattern enjoyed by the industry."

11 from 20th-Fox In Final Quarter

Eleven productions, five of which will have color by Technicolor, will be released by 20th-Fox in the four-week period following the final quarter of 1952, it was reported here yesterday by director of distribution Al Lichtman, following a meeting here for October, November and December.

Included in the line-up is Darryl F. Zanuck’s Technicolor production, “The Windows Are Rolled Up,” starring Gregory Peck, Susan rayward and Ava Gardner, which will have a showcase showings starting in October.


November Releases


MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwood Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1279 Sixth Avenue, Rochester Center, New York 20, N. Y., Telephone Clock 7-3100. Cable address: Quigphage, New York. Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brand, Secretary; James F. Cusimano, News Editor; Herbert J. C. Berrington, Production Manager; Ronald J. Brabson, News Service, 1012 Vesuvius Building, William R. Weaver, Editor, Chicago Bureau, 120 South LaSalle Street, Urban Parleley Advertising Representative, 94-360; Bruce Truax, Editorial Representative, 11 Bureums, Editor; cable address, Quigphage. London, Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales. ecking by Miriam Studer. Published as a section of Motion Picture Herald; International Motion Picture Almanac; Fane. Entered as second-class matter, Sept. 21, 1938, at the post office in New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $1.00 in America. Price of single copy, 10c.
ABC-UPN

(Continued from page 1)

dence and testimony relating to Scopony, Corp. of America. All other testimony had been finished by the end of June.

Resnick made his ruling over the arguments of commission attorneys, who estimated they would need another month to exhaust all points. He also ordered the attorney general to file a report on all anti-trust cases involving the Paramount companies brought after the cutoff date.

In addition, Resnick ordered the record closed over the objections of attorneys for Allen B. DuMont, who claimed that closing the record would nullify a DuMont petition filed last week and on which the commission has not yet acted. DuMont had added the FCC to its suit in order to apply for the three-year cut-off date to the question of DuMont’s control by Paramount.

Red, silver and gold days from today the final date for filing proposed findings on the DuMont control issue and the related issue of the merger and the other issues involved in the case.

Resnick himself will probably take another month or two to write his initial decision. Following this the parties will have 20 days to file exceptions to the examiner’s decision, but it is expected that in this case the commission will shorten the period. Next step is the commission’s final decision, to be preceded by telling how long the commission will take to get out of its final order, its decisions will be based on the case, but it is strongly that it will whip out a decision in record time.

To File ‘Life and Times of Edison’

Milton J. Salzburg, president of Pictorial Films, has signed a new agreement with the Thomas Alva Edison Foundation, Inc., for the production of a motion picture for release in the life and times of Edison. The picture will be the first in a series by Pictorial Films, Inc., on “Men of Science” and will be available for general release before the end of 1952.

Special permission is being given by the Edison Trust for the replica of the original Black Maria that Edison used in the production of his first motion pictures.

Fatima

(Continued from page 1)

jammed the sidewalk in front of the Astor a full hour before the announcement. The line, which started at 8:30 P.M. and a time to secure seats, was not cut off until the arrival of notable. Special application was made for a place in the nearby theater by two of the film’s artists. A large crowd that arrived in time. The event was one of the most illustrious in Broadway history. The Astor’s reputation as a seat of honor was redounded by the crowd. John Brahms has directed reliably for producer Bryan Foyle. Running time, 102 minutes. General audience classification. Release date, Oct. 11.

Mandell Herriman

Atlantic Exchange Damaged by Fire

ATLANTA, Aug. 20.—A three-alarm fire following an explosion caused extensive damage to the Kay Exchange, also known as the American Discount Co., on Film Row here today. Other film offices in the same building suffered considerable damage. Katz Brothers, owners of the Kay Exchange, said that exhaustive records were destroyed and that the loss would be considerable.

Edith Bannister, of the National Bank, was shot, there being no witnesses of Eddy, and she is expected to make a quick recovery. The fire, said to be caused by a cigarette, has done an estimated $100,000 damage. The fire, which started in the office of the secretary, was reported to the Board of Fire Commissioners and the Office of the City Fire Marshal.

To make a survey of theatre conditions in the metropolitan area, the ITOA indicated it was confident that the result of the survey would result in data supporting the management of New York theatre properties are considerably higher than they should be. The survey is to be conducted by a motion picture theatre’s value to community business in general, with the aim of bringing about substantial reductions in New York theatre tax assessments.

Heading the committee is J. W. Thompson, Raydon Theatres, executive. Other members are Ben Knobel, Sam Freedman, Julius Sandman, Harold M. Martin, W. MacKeen, W. MacKeen, W. MacKeen, W. MacKeen, W. MacKeen.

Winstock and Morton Sunshine, ITOA executive director, will attend the National Theatre Owners of the Combined Public Utilities Committee at the Biltmore Hotel, They will be “observers.”

The provisional public utilities committee of the ITOA was formed to study rate and commercial interests to oppose increased electric rates granted to the Edison Trust, the Edison Trust, the Edison Trust.

Bash to Italy to Produce

John M. Bash of Constellation Pictures will leave here for Italy Sept 3, where he will produce “The Ninth Man,” starring Errol Flynn. The picture, in Eastman-Color, is slated to go into production about Oct. 18 and will be written by Milton Krims.
...the day the sun plunged toward the earth...

Millions have agreed that this story of the young girl of FA

TheMiracle of our LA

All its Spectacle and Magnificence

STARRING
GILBERT ROLAND - ANGELA CLARK and The Children SUSAN WHITNEY - SHERRY JACKSON - SAMMY OGG - CRANE WILBUR.

WRITTEN FOR THE SCRE

Today
The New York Sky is Bright

WITH

Warner Bros.' Wondrous World Premiere at Two Theatres!

Continuous at the Astor

Reserved seats at the Bijou
**Industry Payrolls Were Arbitration**

(Continued from page 1)

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**Service Payroll**

The 1951 figure for service was $35,681,000, with the 1950 figure at $34,776,000. For the first time since 1946, the payroll check for vaudeville figures has shown a rise, the figure for 1951 being $316,340,000 and 1950 figure was $300,912,000. Total payroll figures in these fields have been up and down since 1946.

The figures include all employees covered by state unemployment insurance. Labor defines the service category as including such miscellaneous items as processing, renting and repairing equipment and handling expenses. The theatre category covers all motion picture houses, including their expenses for vaudeville. It does not include legitimate theatres or those with vaudeville only, the Department of Labor explained.

**UA ‘Streamlining’**

(Continued from page 1)

The chairmanship of A. W. Schwaberg of Paramount Pictures, the committee is scheduled to meet again on September 6th, to set a place and date for the start of the arbitration-conciliation plan. The committee will be meeting to consider the contents of the agreement to be attached to the board, National Screen Service, as well as Clark Film Service, is understated to have expressed interest in providing facilities.

Front office functions, such as booking and billing will not be affected, it is understood. Also, the bulk of "back room" employees would be absorbed in the new system, it was said. Principal economies to be realized would be in shipping costs, vault maintenance and utilization in rents and overhead on exchange buildings, as the single-purpose units can be replaced by ordinary office space.

**Darnell to Work Abroad**

Latest to join the growing list of Hollywood stars making pictures in Italy is Linda Darnell, it was announced here by Italian Films Export. Darnell will arrive in New York today for a week's stay before flying to Rome for pre-production discussions. The star is under contract for a picture to be produced later this year by Giuseppe Amato.

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August 25th and 26th, 1952

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**A Perlberg-Seaton Production**

"Somebody Loves Me" with Robert Keith • Adele Jergens and the Chez Pare Adorables

Color by TECHNICOLOR

Produced by WILLIAM PERLBERG and GEORGE SEATON

Written and Directed by IRVING BRECHER

Suggested by the careers of BLOSSOM SEELEY and BENNY FIELDS

**Motion Picture Daily**

Thursday, August 21, 1952
Labor Viewed
As Advocating
‘Streamlining’
Distribution Cost-Saving
Seen Benefiting Workers

Management and labor apparently see eye to eye on the need for a desirable market for filmed physical distribution throughout the industry, according to the comments yesterday of both distribution and union representatives.

An IATSE executive who is familiar with labor-management relations regarding front-office and back-room exchange workers said there are other advantages, in terms of both wages and working conditions, for such workers under a "streamlined" setup.

Distributors acknowledge and union representatives say it is their understanding that savings are envisaged in terms of real estate and shipping costs. This means that while the distributors would share storage and shipping facilities, (Continued on page 2)

Forecasts Industry
Boom in Europe

A definite boom in motion picture production and exhibition abroad was forecast yesterday by J. L. E. Lopert, president of Lopert Films Distributing Corp., who returned this week from a European business tour.

Lopert said that producers in France, Italy and Germany are organizing for future distribution of their films in Europe. He expressed the belief that the film business in Europe would be good for another couple of years, until television makes its inroads. Germany, he added, is becoming a big market for films. (Continued on page 2)

MPAA Waiting Word
From Paris on Talks

Contrary to expectations, the Motion Picture Association of America did not receive from Paris yesterday word as to the nature of the new proposals for a Franco-American film agreement which French government negotiators were scheduled to present to U.S. State Department representatives.

MPAA executives said they hoped they would have cabled information today.

11 Coast Groups, Largest Block to Date, Enlist in Drive to Fight Suit

Hollywood, Aug. 21—All 11 organizations comprising the membership of the Motion Picture Industry Council will oppose the new membership and full resources of the government's attempt to force the industry to sell 16mm. prints of its features to television and other competitors, it was voted at last night's regular monthly MPIC meeting.

Enlistment of the organizations in the battle against the government suit is the largest block to act in that direction.

The membership agreed that a more incisive effort can be achieved by allowing each constituent organization to adopt the means most appropriate to it in campaigning against the suit.

Under MPIC's semi-annual rotating presidency system, Steve Brody last night succeeded Gunther Lessing in that office.
ROY DISNEY, president of Walt Disney Productions, has arrived here from the Coast.

OSCAR MORGAN, general sales manager of short subjects, on the Paramount News, will leave here Sunday for Detroit and New Orleans for another month. He suffered a heart attack three weeks ago.

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., will be here today for the meetings with the sales managers. He expects to return Monday.

HILLER INNES, executive assistant to Paramount's Eastern production manager, RUSSEL HOLMAN, has returned here following a 10-day visit to the Coast studios.

ROBERT H. O'BRIEN, United Paramount Theatres secretary-treasurer, is visiting the Coast to meet with his partners, and will return here after Labor Day.

DICK PUTTS, Theatre Owners of America's executive director, is in Washington from New York.

CHARLES LEEY, Dyvis Eastern publicity representative, has returned here from Canada.

HAROLD MIRICHS, Monogram-Allied Artists vice-president, has returned to Hollywood from Chicago.

CARL PEPPERCORN, RKO Radio Pictures Canadian district manager, is visiting in New York.

Rickey to Coast for Talks with Showmen

Henderson M. Rickey, M-G-M's executive relations head, will leave here Monday for a series of informal meetings with Western Theatre Owners members in Seattle, Portland and San Francisco. Rickey, who also serves as secretary-treasurer of the Industry Arbitration Conference, will discuss business problems with the various groups and inform them of late developments in the industry's efforts to establish a system of arbitration.

The M-G-M executive will spend two days in each city. He will be accompanied on the trip by Sam Gardner, assistant sales manager for the Los Angeles territory. Rickey is scheduled to return here Sept. 4.

Stuart Skiatron , Holders Okay Stock Issue

Approximately 80 per cent of Skiatron stockholders voted in favor of the new stock issue. The sale of $270,000 worth of the company's proposed subscription stock was announced by Skiatron president Arthur Levey, described here yesterday.

20th-Fox 1st Half Net

Requests Opening of 'Fatima in Fatima'

Fox production-distribution from executive operations in the first half of the year was $78,-

...[Continued from page 1]... was Coast Treasurer; Fecke, K. W. 1952, the Richey Bros., a scheduled 9:00'...[Continued, page 1]...

New NT Board

It was stated that the new board of directors of National Theatres also is expected to meet Sept. 22 to complete its dividend action. Funded debt agreements restrict dividend payments to a maximum of 50 per cent of the consolidated net earnings of the previous year when such earnings are below $3,000,000. Accordingly, the new thea-...[Continued, page 1]...

Streamlining' (Continued from page 1)

'Fatima' in Fatima

Requests Opening of 'Fatima in Fatima'

Of officials of Portugal have requested Warner Brothers to set a tentative premiere of "The Miracle of Our Lady of Fatima" on Oct. 13 at Fatima, Portugal, a village about 100 miles south of Lisbon, where the miracle happened yesterday. The date specified is Fatima's annual period during which thousands of spectators from all over Europe. Last year's, which attracted 1,300,000 persons, was photographed by the picture. An artist's impression of it is...[Continued, page 1]...

20th-Fox Short Wins Venice Award

Light in the Window, Art Films Production...[Continued, page 1]... of the picture, for "streamlining", according to the exhibitors. The film, which was described as direct...[Continued, page 1]... MPAA Committee

The Motion Picture Association of America's distribution committee, under the chairmanship of Alfred W. Schwarze...[Continued, page 1]... Louis, is planning to go into training at a California ranch before the end of the year for the flight sequences in the film. Stirling Silliphon, who will pro...[Continued, page 1]...

The Joe Louis Story, told the press conference of his plans to devote full time in the fall of 1953 to traveling with the picture in foreign markets. Production is scheduled to get under way soon after Jan. 1, with an extended ad campaign building toward the early premiere.

Silliphon, former public relations manager for 20th Century-Fox, will leave that position for the Louis assignment next January.
THE BLACK KNIGHT!
"IVANHOE" is riding to glory from Coast-to-Coast!

THE BLACK NIGHTIE!
"THE MERRY WIDOW" is M-G-M's next box-office bonanza!

How BIG is "IVANHOE"? In the first 18 days of its extended engagements in Cleveland, Houston, San Francisco and Atlanta, it is 44% bigger than "Show Boat"; 40% bigger than "Battleground"; 48% bigger than "An American In Paris." It is 11% bigger in paid admissions than "Quo Vadis." At the Music Hall, N. Y., its first 18 days set new all-time non-holiday records.

How to win friends and influence your box-office? Give them "THE MERRY WIDOW," M-G-M's newest musical, the gayest, the sauciest of them all. The romance between luscious Lana Turner and the new sensation, hot-blooded Latin Fernando Lamas, will have the fans palpitating. Franz Lehar's love songs! Eye-filling Technicolor beauty! A story that's naughty but nice! That's dough!

As the fame of "IVANHOE" sweeps the nation— "THE MERRY WIDOW" gayly arrives to date you!
**Complaints**

(Continued from page 1)

Theaters, consisting of drive-ins and subsequent-run indoor theaters.

Amis said Meech claimed that the majors were practicing “discrimination” against him and that unless he could obtain product he would be forced out of business.

To Visit Chicago

Amis will stop at Chicago either on his way out to California or on his way back, he said, to investigate complaints from the Chicago area. While out on the West Coast, he said, he intended to look into other situations where exhibitors have made complaints similar to Meech’s.

Amis said he would probably take Meech over to talk to Justice Department attorneys about his complaints.

Amis added that complaints from independent exhibitors have come in to the committee from Alabama, New York, Michigan, Louisiana, Baltimore, Omaha and Washington.

He said he would check these complaints but didn’t know if he would do it in person.

**Arbitration Copies**

(Continued from page 1)

It was expected that the copies would be mailed to the delegates at once since “further steps must await the reaction of (participating) organizations,” according to a formal statement issued yesterday by the drafting committee.

Reactions Needed

The drafting committee emphasized that until the reactions of the individual organizations are ascertained and their suggestions carried into a final draft, “there is and can be no agreement on an arbitration system.”

Final touches will be put on a conciliation plan next week. The committee expects that it will be a short, concise document of about three paragraphs.

Members of the drafting committee

**Review**

**“Hellgate”**

(Continued from page 1)

HOLLYWOOD, AUG. 21

The box-office possibilities of “Hellgate” are splendid, and so is the drama which it unfolds, in a starkly realistic, brutal fashion, powerfully depicting the turmoil of life in a prison hellhole—The Hellgate of Civil War days, where army incorrigibles were incarcerated and frequently tortured.

There is no fun in this production, but there is plenty to hold high interest.

The story is based on fact, concerning the famous Gil Hauley case of circumstantial evidence, coming from that circumstance the unmistakable signs of veracity. Yet, the picture is burdened with the freedom of fictional narrative and with the outcome of the forceful plot unrevealed until the final moments.

Sterling Hayden, Joan Leslie and Ward Bond, a trim trio of marquee names, top a strong cast effectively directed by Charles Marquis Warren in their enactment of his own script.

Produced for Commander Films by John C. Champion, the film tells the story of an innocent man’s imprisonment in Hellgate, the old desert installation maintained by the U. S. Army. Hayden plays the wrongfully convicted prisoner with becoming restraint, and Ward Bond, the commandant, believes him a guerrilla and tries to break him physically, mentally and spiritually, turns in a portrayal of villainy such as hasn’t been seen in a long time.

Brutishly persecuted by Bond, Hauley is instrumental, ultimately, in obtaining a supply of water for the prison. He then is removed from his cell and destruction, and achieves an ending which is not telegraphed by the script and needn’t be here.


Running time, 87 minutes. General audience classification. For September release.

**Columbia Shorts**

(Continued from page 1)

animal acts and will show both the training and the work of the animals, as portrayed and directed by Harry Foster, who makes his headquarters in New York.

**Comic Shorts**

Comedy, as displayed in Columbia’s two-reel series, will furnish the same number of subjects as in the 1951-52 program. There will be eight shorts featuring the “Three Stooges,” six “All-Star” comedies starring Andy Clyde, Joe Besser, Wally Vernon and Eddie Quillan and 12 reprints issued under the “Assorted Comedies” and “Comedy Favorites” banners.

Cartoons will show an increase of five for a total of 27 on the new program. There will be six each in the “Mr. Magoo” and “Jolly Frolics” series, produced by United Productions of America, an increase of one in each group. Among the highlights in the latter series will be “Lilacine,” based on the Ludwig Bempham’s children’s classic, and “Gerald’s Symphony,” the sequel to “Gerald McBoing Boing” of two years ago.

Color Favorites, reprints of old animated subjects, will be increased by three to a total of 15 on the upcoming schedule.

‘Candid Microphone’

Allen Funt will again be represented by six “Candid Microphone” entries and Ralph Staub will be back with the 32nd edition of “Screen Snapshots,” said to be the oldest shorts series being produced. “Snapshots” will open its 12-season with a segment in the “Topnotcher” banner and a like number of musical re-releases issued as “Thrills of Music.”

**Yardstick**

(Continued from page 1)

taken unless East and West see eye to eye on its possibilities—possibilities to sell tickets. I don’t profess to predict that picture will feature enough under these auspices will turn out to be a bonanza. But I believe that we can close in to the public pulse than anybody else.

“David (Schine who introduced schwaberg) expressed confidence in the future of this industry,” stated the speaker. “I liked that spirit because I, too, am not afraid. In fact, with five children, I can’t afford to be afraid. We should have competition from radio. We have it from television, from baseball and football, from the highways and the beaches. Your competitor is sunshine, too. There is, however, only one thing that I recognize: people like to gather around other people. I don’t care what you give them in any other way; the little lady of the house will want to get together in the living room in it day after day, week after week. The motion picture theatre is the place she will gather.

Referring to “dire predictions” that were made when radio blossomed forth, and again when baseball came on the scene, Schwaberg said we have had competition before. However, when I see the confident faces in this room, and I see that no matter what the problem is, it will be solved, as it has been in the past. You can’t limit the brains, ingenuity and know-how of the type that is represented in this room. I have never been more optimistic than I am today.

The Petrie Trust has stressed the great contributions that motion pictures have made to education and to a higher standard of living. They can, he contended, “be sold more goods than any other instrumentality, more than all of them put together.”

The united front that the industry instantly developed in the face of the government’s television anti-trust suit was cited by Schwaberg as evidence of its inherent cohesiveness.

**Brooks, A Contest Judge**

Walter Brooks, of the Managers Round Table of Motion Picture Herald, Charles Allocete, of The Film Daily, and Burton Robbins, of National Screen Service, have been named judges for a national exploitation campaign contest for theatre managers playing the Dietz & Hively combination program of “Watusi” and “Cajun.”

**Cinecolor Control**

(Continued from page 1)

proximately $175,000 of the $452,350 debenture offering. The balance was purchased by the Donner Corp., completing the financing.

Since the debentures are entitled to a seat on a majority of the board of directors, legal control passes to Donner Corp., Karl Herzog, Cinecolor president, stated.

**Bijou Theatre**

Now Available for Previews!

One of New York’s finest appointed theatres —

Now available for previews and screenings on Mondays, Tuesdays, Thursdays & Fridays!

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BIJOU THEATRE, 45th St. & B'way

**Yardstick**

(Continued from page 1)

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YOU CAN DO IT TOO!

"Fearless Fagan" in First 20 Dates is Outgrossing "Carbine Williams", "The Wild North" and "Angels In The Outfield" following closely "Pat and Mike" and "Westward The Women"

YOU CAN DUPLICATE TEST-DATE ACTIVITIES:

- Tie up with the LIONS CLUB
  (Fagan himself is an honorary member in California.)
- Most Unusual Pets Contest
  (This is a good newspaper feature, actually a standby in promotions. "Fagan" makes it timely again.)
- Merchants Co-op Ads—
  "I'm Not A 'Lion'—These Prices Are Really LOW!" "A Lion's Share of Bargains"
  (Good tie-in angle for Supermarket advertising.)
- Lion Street Ballyhoo
  (Usher in a lion suit gets plenty of attention.)
- Cartoon Heralds Sell Comedy Angle
  (Kids go for these heralds and take them home.)
- Plastic Stick-Ons Available as Teasers
  (Another item that gets plenty of attention.)
- Pet Parade in Public Parks
- Pin-the-Tail-on-the-Lion Stunt for Playgrounds
- Sheet Music Windows on Janet Leigh's Singing of "What Do You Think I Am? (Just A Baby)"
- Janet Leigh Tie-up with Sunbeam Bread
- Dairy Co-op with Still of Fearless Fagan Drinking Milk
- Newsstand Cards with LIFE Magazine where Story of Fearless Fagan Appeared
- One-Sheet LIFE Blow-up
  (Photo story of the Lion's career.)
Every exhibitor who has

THE WORLD IN HIS ARMS

is saying

"It's just like money in the bank"

THE HOLD-OVER PARADE IS UNDER WAY!

3rd WEEK: Randolph, Philadelphia; Hollywood, Atlantic City; 5 Points, Jacksonville; Adams, Detroit.
2nd WEEK: Memorial, Boston; Omaha, Omaha; Palace, Memphis; Rivoli, Toledo; Center, Charlotte; Lyric, Salt Lake; Midwest, Oklahoma City; Boulevard Drive-In, Allentown; Palace, Washington, D.C.; Loew's State, New Orleans.

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

GOLD OLD U-I
...the best friend your box office ever had
Tradewise... Newsreels, Newspapers Are Different, Ohio Contends

By SHERWIN KANE

IT MAY BE assumed that it has escaped the notice of no one in the industry that the continuing improvement at the nation’s box-offices is being accompanied by the presence there of a greater number of fine pictures than have been available to the public at one time in many months.

It may be assumed also that the trend is well aware that equally fine pictures and in substantial volume have been completed and are awaiting release. Their number is sufficient to sustain the box-offices well into the fall and, there is good reason to believe, the same type of product in comparable numbers will continue to issue from Hollywood.

Today there must be many willing to go along with the recent statement of H. V. Harvey of San Francisco crediting production with having made the greatest strides of the three branches of industry toward meeting the new economic and competitive orders. Not that all of production’s problems have been met and solved, but simply because there is so much evidence of improvement at hand, Hollywood is deserving of industry commendation.

Few of us hesitated to let Hollywood have it, no punches pulled, when the ticket-choppers were tight. And perhaps to some purpose, judging by the evidence now current. Today, it would seem, she is beginning to show the rest of the industry the way.

It’s give the little girl a big hand. And listen attentively when she tells us what’s wrong with the rest of us...

PRESS material quotes Stanley Kramer as saying of his new production, “The Happy Time”: “It is the coming of age of a teen-ager boy, his first reaching for maturity on everything from the intellectual plane to the first sex manifestations. Further, we strive to illustrate the frank, above-board viewpoint on things basic, such as sex by the continental mind as contrasted to the childish and guilt school of thought.”

Don’t let Stanley discourage you. There’s nothing clinical about “The Happy Time.” It’s good, solid entertainment when not being too broad, and implicitly amusing even then.

White House Visit Set for TOA Wives

Washington, Aug. 24.—President and Mrs. Truman will meet at the White House all of the wives of members attending the Theatre Owners of America convention held here the week of Sept. 15, TOA announced over the weekend.

The President and his wife will meet the TOA wives in the Rose Garden on Wednesday morning, Sept. 17, and will conduct them on a tour of the White House.

Equity to Review Theatre TV Test

The council of Actors Equity Association at its meeting here tomorrow may take up the request of Fabian Theatres to reconsider its action of several weeks ago in asking payment of a week’s salary to all members of the cast of Mike Todd’s Jones Beach marine spectacle, “A Night in Venice,” an experimental telecast of the show to the screen of the Warner Theatre here.

The experiment, planned by Fabian for an invited audience of exhibitors.

Grainger to Coast To View Product

James R. Grainger, Republic executive vice-president in charge of sales and distribution left here at the weekend for the Coast on the first stopover on a trip which will take him to San Francisco and Denver prior to his return to New York on Sept. 17.

While on the Coast Grainger will review “Thunderbirds,” starring John

See Agreement Imminent On A French Pact

U. S. Submits New Offer; Accepts Export Decrease

The Motion Picture Export Association at the meeting last Thursday in Paris expected that a Franco-American film agreement would be signed in Paris “before the end of this month.” It based this view on developments which transpired since last Thursday in the Paris negotiations between the French and U. S. governments.

The principal development was this: contrary to expectations, the French did not submit new proposals on Thursday; rather, the U. S. negotiators “closed them to the punch” by submitting their own new proposals.

Subsidy references were conspicuously absent from the American proposals. In brief, the U. S. companies accepted a French decree cutting film exports to France to 92 features from last year’s 141, and suggested getting by negotiation the steps to be followed.

FIFTY producers of motion pictures in the New York area were notified by the Screen Actors Guild that it will cancel existing contracts as of Oct. 23 if by that date these producers have not signed the Guild’s new “Codified Agreement of 1952” and the television supplement thereto. Negotiations have been proceeding for several months between the Guild and the Film Producers’ Association of New York.

The recently-completed draft of rules for an industry arbitration system will be reviewed here tomorrow at a meeting of the Motion Picture Association of America distributors’ committee.
Personal Mention

ALFRED W. DAFF, Universal executive-vice-president, will return here from the Coast today and next weekend will leave for a European business trip, visiting London and the Continent.

CY EICHMAN, director of advertising and publicity for Astor Pictures, has become a father for the second time. The new baby boy, Scott Frederick, weighed nine-and-one-half pounds, and was born at Kern Gardens General Hospital last week.

DAVID WEINSTOCK, board chairman of the Independent Theatre Owners Assn. of California, has been appointed to the Combined Public Utilities Committee of New York, which is investigating commercial electricity rates.

JAMES STEWART, president of James A. Stewart Co., advertising agency of Carnegie, Pa., is in New York this week on television and film business.

D. JOHN PHILLIPS, executive director of Metropolitan Motion Picture Theatre Association, will spend this week on vacation at Armonk, N. Y.

FRANK J. MOONEY, assistant to CHALES F. ROGERS, RKO Radio North-West division manager, has left on a vacation in Ireland.

LEE KOKEN, RKO Theatres' theatre department head, left here on Saturday for Cincinnati, Dayton, and Columbus.

JOEL PRESTON, industry publicist, has returned to Hollywood from New York.

LOU RACHMI, producer, is due here today from Hollywood.

Stage Shows for Lincoln

The legitimate stage shows "Oklahoma," "Babes on Broadway," and "Rain," a three-month set for the RKO Lincoln Theatre in Trenton, N. J., "Oklahoma," now on tour, will play the RKO Lincoln Monday, and Tuesday, and Thursday, Sept. 9, with a cast comprised of the Theatre Guild's national company. "Mr. Roberts" will be presented at the matinee and evening shows Tuesday, Sept. 10. All seats will be reserved for both shows.

Benny on TV Oct. 5

Comedian Jack Benny will open his third season on the CBS television network on Sunday, Oct. 5, with an expanded schedule which will bring him before the TV cameras once a month during 1952-53.

Krms to Direct '9th Man'

The Ninth Man," starring Errol Flynn, which will be produced by John Bashi in Hollywood, will be re- enacted by Milton Krims and will be released through United Artists.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays, holidays, and New Year's Day by Quigley Publishing Corporation, 208 West 45th Street, New York, New York. Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Harold Favorite, Secretary; James F. Cunningham, News Editor; Herbert V. Pyle, Advertising Manager; Geo. H. Faselt, Production Manager; John L. Kramer, Western Branch Manager; Thomas J. Sturm, Circulation Manager; Robert O'Day, Circulation Manager. Copyright, 1952, Martin Quigley, Inc. All rights reserved. Motion Picture Herald, Better Theatres and Theatres Abroad, and MOTION PICTURE DAILY, are trademarks. Edited at 208 West 45th Street, New York City, and published weekly. 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 yr., 50c in the Americas and 82 foreign single copy, 10c.

Mexican Production Costs Increase 25 Per Cent

MEXICO City, Aug. 24.—Production costs are expected to increase 25 per cent over the 1950 “without any new reason as the studios’ tariffs continue about the same,” according to the National Cinematic Federation of the Mexican Film Producers' Association under the Interior Ministry. Picture-making cost some $6,950,000 in 1950, but this year indications are that these are now up to $8,700,000, the board said.

In 1949, it cost $8,250,000, to make 100 pictures, of which 20 were released, and eight were still unreleased. In 1950, the record-high of 125 films were produced, of which 21 are already released, and 106 pictures were $6,12,000, of which all were released.

The 55 pictures made this year up to Aug. 21 cost $3,818,000. This more than the trade, estimates, 110 pictures will be produced in 1952, and it reckons this year’s cost at a new high of $8,760,000. The trade doesn’t expect production this year to exceed 100.

'Finian's Rainbow' to 13 N.E. Film Stands

BOSTON, Aug. 24.—The musical comedy, "Finian's Rainbow," will be presented in 13 theatres of the New England Theatres circuit next month in an experimental policy, largest of the circuit and will be under no obligation to undertake in New England film houses. If the policy is succes- sful, other shows will be presented subsequently.

Theatres which will present the production are: Olympia, New Bedford, Sept. 8; Brockton, Brockton, Sept. 9; Capital, Worcester, Sept. 10; Strand, Lowell, Sept. 11; Haines, Waterville, Maine, Sept. 12; Ogden, Ogden, Sept. 13; Colonial, Haverhill, Sept. 15; Paramount, Lynn, Sept. 16; Par- amount, Springfield, Sept. 17; Allyn, Hartford, Conn., Sept. 18; Lincoln, Lincoln, Sept. 19; Empress, South Norwalk, Conn., Sept. 20, and Paramount, New Haven, Sept. 22.

Consolidated Names Robeck Gen'l Mgr.

Peter M. Robeck has been appointed national manager of the television sales division of Consolidated National Theatres, it was announced by Norman Chandler, president of the company. Robeck was formerly national sales manager of Consolidated, which earlier this month completed a series of meetings in Amsterdam, France, London, Paris, and banks, Inc., changing its name to the present one. Robeck will have his offices in New York and Hollywood.

40 Films Entered at Venice Film Fete

VENICE, Aug. 24.—Forty films from 15 countries are expected to be exhibited in the 15th annual film festival here, which opened with the showing of Italy's "The Man from the Timbrel." The following countries besides Italy are represented at the festival: United States, Argentina, Belgium, India, France, Germany, Japan, Great Britain, Mexico, Norway, Spain, and Sweden.

D. W. Chamberlain, 83

MINNEAPOLIS, Aug. 24.—Daniel W. Chamberlain, retired exhibitor and one-time owner of the American Amusement Co., who passed away at the Minneapolis Armament Co., died here last week at the age of 83. Funeral services were held in St. Cecilia's Catholic Church, with burial in Lakewood cemetery, Minneapolis.

Showmen's Contest For 'Caribbean'

Paramount has announced a $1,000 prize contest for theatre managers submitting the best exploitation campaigns for "Caribbean." Prizes of $200 savings bonds will be awarded for best newspaper advertising, lobby displays, theatre fronts, window displays and other making of the picture before Nov. 30, and the contest will close Dec. 15. Judges are Walter Brooks, Motion Picture Herald; John W. Merta, Chicago Daily News; William Cecil & Presby Ad Agency, and Chester Friedman, Baroofce.
French Pact
(Continued from page 1)
for the unfreezing of $6,000,000 in blocked American earnings.
It was said to be likely that the French would propose their own new proposals and accept the American's as a starting point in the resumption of negotiations. The American offer was similar, practically identical, to a previous French offer. If the French do decide to submit their proposals, it is expected the Americans would receive them this week.

Two of the 92 features for which licenses would be granted are required to be films shown at the current film festival in Venice.

Equity
(Continued from page 1)
in an effort to determine whether or not stage spectacles in black and white constitute adequate large screen theatre TV attractions, or whether they need to be in color, had been scheduled for Aug. 7 and had to be cancelled because of Equity's salary stand, which would have involved a cost of around $30,000. It might prove to be an inconclusive test.

Asked to reconsider, Equity has placed the matter on the council's agenda and it is likely to be on the agenda a week from now. An Equity official said that the Fabian request is only one of several now before it and that the council must not only decide whether it should cooperate in theatre TV tests of the kind, but if so, which one it should approve. An Equity official said that the equity approval of a theatre telecast of a stage attraction was not discussed.

The Equity official said the proposed tests also will be informative to Equity since it has no regulations at present governing telecasts from stage to screen and ultimately will have to formulate some. Currently, it feels it must devise special terms, fair to performers and experimenters, for such theatre TV tests as those being proposed.

Films Lead Others
In Argentine Income
Expenditures for motion pictures led all other receipts for public amusement in Argentina in 1951, according to dispatches from Buenos Aires.

More than 65,000,000 persons paid a total of 49,000,000 pesos ($10,150,000) to see motion pictures during the year, according to Argentine figures.

Grainer
(Continued from page 1)

Na'atl Fatima's Screening
Warner Brothers' "The Miracle of Our Lady of Fatima" will be nationally released on Sept. 10. The picture, done in WarnerColor, will be nationally distributed on Oct. 11.

Review
"Old Oklahoma Plains"
(Republic)
Y EARS AGO the theme of many a Western action production dealt with the French conflict in "Old Oklahoma Plains," screenwriter Milton Raison (working from Albert DeMonde's story), director William Witney, associate producer Edward White, and star Rex Allen could pool their efforts and come up with a new slant: "Old Oklahoma Plains," a new feature in a fast horse versus a fast tank. The new twist adds immensely to the otherwise standard Western.

Those claiming superior speed for the tank claim it could easily replace cavalry, and the two forces are shown going straight for each other. After a climactic battle of World War I, in an area where ranchers are raising horses and cattle.

One rancher, who is making a fortune selling horses to the army, is interested in seeing the tank credited and he talks the ranchers together into trying to block the army away from the testing ground. Allen, an ex-army man, is called in.

The story develops at a good pace and is climaxised by a race between the cavalry and a tank. Both fight on, the former are thrown off their galloping horses and fist battle in Allen and his friend, Slim Pickens, do their best to see that the experiment is a success. Also, Pickens and Allen sing a few numbers.

"Old Oklahoma Plains" is a nicely made Western with an easy-to-follow story and competent jobs. Elaine Edwards is the feminine lead. Others in the cast are Roy Barcroft, John Crawford, Joel Bartson, Russell Hixon, Fred Graham, Stephen Chase and the Republic Rythym Riders.

Running time: 60 minutes. General audience classification.

Ohio Contents
(Continued from Page 1)
be forthcoming from Smith's counsel to the American Censorship Board, wherein censorship violations occur is empowered to prosecute in behalf of the State's attorney-general.

There will be no further hearings in the action in Municipal Court. After Smith's additional reply is filed, the court will weigh the evidence presented in the "battle of the briefs" and give his decision.

Refers to Ament

Referring to testimony given earlier by Walter C. Ament, vice-president and general manager of Warner Pathé cameraman, that the State should cooperate in camera newsreels, the City's brief contended that this was good policy in matters of "little restraint" is exercised under the Ohio law. This held that the $3 fee for censoring reels could not be termed "confiscatory" because no court has so ruled.

Because the State Legislature did not exempt newsreels from censorship in 1935 when a movement for removal of bans of this kind ended, the organic legislative thereby gave tacit approval of film censorship, the brief reasoned.

Set Mono.-AA Sales
Drive for November

HOLLYWOOD, Aug. 24.—Monogram-Allied artist president Steve Brody has announced a "Moor-y (Kazoo) Censor Drive" to be conducted during November in tribute to the vice-president and general manager.

The drive, suggested by the sales force in the field to honor the 32-year-old veteran executive who joined the company in 1945, Brody said.

IPO Board to View Fair
COLUMBUS, O., Aug. 24.—Members of the board of directors of the Independent Theatre Owners of Ohio, sponsor of the "Hollywood at the Fair" exhibit at the Ohio State Fair, will inspect the display on Tuesday. A downtown luncheon will be held here Tuesday.

Freeman Says
(Continued from Page 1)
issue" of The American Weekly on Aug. 31 with its release to 23 distributing newspapers. Editor Ernest V. Heyn reports that this is the first time a publication the size of the weekly has utilized, in its print editorial section to the film industry.

30,000,000 Readers

Through the special issue the 30,000,000 readers will also obtain a preview of the film "Hollywood is Still Here," a story of the motion picture business. The food feature is titled "Five Favorite Hollywood Dishes," and the regular Emily Post feature asks, "Are You Your Movie Manners?"

In addition to the multi-million circulation the issue will receive its newspaper, shoppers, supermarket and store patrons are distributing some half a million copies directly to their patrons.

Asgap Publishes 4th
Copyright Law Book

Publication of the "Fourth Copyright Law Symposium," containing the reports of four papers submitted in the Nathan Burkan Memorial Competition, was announced here by Herman Finkelstein, ASCAP general attorney.

Inaugurated in 1938 in honor of the late Nathan Burkan, former ASCAP general attorney, the contest was not published during World War II, but publication is resumed with the current volume.

Register Two Firms
ALBANY, N. Y., Aug. 24.—Long Beach Drive-in Theatre Corp., has registered a certificate to conduct business in the state, offices Farmingdale, Nassau County. Incorporators are: Ken- drick C. Smith, Levitown; Florence & Howard V. Hogan, Farmingdale; Rockaway Drive-in Theatre Corp. also registered a certificate with the same incorporators.

Oops!
Kingston, N. Y., Aug. 24.—When Arlene Dahl was forced to cancel a pre-announced personal appearance at the Kingston Theatre here last week, the public was advised of it via the Daily Freeman in this wise: “Due to unavoidable circumstances, William Bendix, Lydia Clark, William Thomas—Paramount stars and ‘Caribbean’ producer—will appear in person instead of Miss Dahl.”

Form Coast Group To Aid Stevenson
SAN FRANCISCO, Aug. 24.—Republic Pictures company president Herbert J. Yates has announced that his company will aid the blind trailer which will be shown in Northern California theatres from Sept. 9-12.

National Screen Service gave 75 prints and Alexander Film Service gave 50. The campaign is under the auspices of Variety Club, Tent No. 32, which aims to raise $100,000 to finance its Blind Babies Foundation.

Schine Candy Goes To 9 Orphanages
ALBANY, N. Y., Aug. 24.—A surplus of Blank,充足Candy was sent here by manufacturers for advertising purposes at the convention of Schine Theatres Inc., which will be distributed to the ... hospitals. G. David Schine, executive, vice-president, disclosed at the weekend.

Sugarances and Geri Promoted by W.B.
Joseph Sugarances, Warner manager in Ecuador, has been promoted to Southern district manager in Brazil, with headquarters in Sao Paulo, and Hugo Geri, his assistant manager in Panama, has been promoted manager for Ecuador, with headquarters in Guayaquil, it was announced here by William Cohen, president of Warner International.

Crosby to France
BING Crosby is scheduled to sail for France on Sept. 12 to start work on his new Paramount film, "Little Boy Lost," a William Perlberg-George Seaton production, which goes before the cameras in Paris on Sept. 20. Thus far only Crosby and Claude Dauphin have been cast for the top roles.
9 A.M. OPENING DAY
PRE-RELEASE ENGAGEMENT
CAPITOL THEATRE N. Y.
CAPITOL

MAUREEN O'HARA

APPEAL!

HERBERT J. YATES
presents
John Ford's Greatest Triumph

THE Quiet Man
Color by TECHNICOLOR

JOHN WAYNE • O'HARA • FITZGERALD

JOHN WAYNE
MAUREEN O'HARA
"QUIET MAN" THE Premier

WARD BOND • VICTOR McLAGLEN • MILDRED NATWICK • FRANCIS FORD
ARTHUR SHIELDS and ABBEY THEATRE PLAYERS

Directed by JOHN FORD
Screenplay by FRANK S. NUGENT • Story by MAURICE WALSH
Produced by MERIAN C. COOPER • AN ARGOSY PRODUCTION
A REPUBLIC PICTURE
Check List

of recent or forthcoming releases featured in advertising in

*MOTION PICTURE DAILY* *(alphabetically by title)*

<table>
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<tr>
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<td>Columbia</td>
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<td>BONZO GOES TO COLLEGE</td>
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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. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!
Tradewise...
By SHERWIN KANE

IT MAY BE assumed that it has escaped the notice of no one in the industry that the continuing improvement at the nation's box-offices is being accompanied by the presence there of a greater number of fine pictures than have been available to the public at one time in many months.

It may be assumed also that the trade is well aware that equally fine pictures and in substantial volume have been completed and are awaiting release. Their number is sufficient to sustain the box-offices well into the fall and, there is good reason to believe, the same type of product in comparable numbers will continue to issue from Hollywood.

Today there must be many willing to go along with the recent statement of H. Y. Hartley of San Francisco crediting production with having made the greatest strides of the three branches of industry toward meeting the new economic and competitive orders. Not that all of production's problems have been met and solved, but simply because there is so much evidence of improvement at hand, Hollywood is deserving of industry commendation.

Few of us hesitated to let Hollywood have it, no punches pulled, when the ticket-choppers were light. And perhaps to some purpose, judging by the evidence now current. Today, it would seem, she is beginning to show the rest of the industry the way.

Let's give the little girl a big hand. And listen attentively when she tells us what's wrong with the rest of us.

PRESS material quoted: Stanley Kramer as saying of his new production, "The Happy Time"; "It is the coming of age of a teen age boy, his first reaching for maturity on everything from the intellectual plane to the first sex manifestations." Further, we strive to illustrate the frank, above-board viewpoint on things basic, such as sex by the continental mind as contrasted to the hush-hush and guilt school of thought.

Don't let Stanley discourage you.
There's nothing clinical about "The Happy Time." It's good, solid entertainment when not being too broad, and impulsively amusing even then.

Newsreels, Newspapers Are Different, Ohio Contends

TOLEDO, O., Aug. 24—Without backing up its contention with "evidence," the City of Toledo, acting in behalf of the Ohio attorney-general, at the weekend asserted in a brief filed in the Ohio newsreel censorship case that newsreels are different from magazines, newspapers and other periodicals and therefore can be made subject to censorship.

The brief was intended to defend the State's censorship laws, labeled "unconstitutional" by exhibitor Martin G. Smith's counsel at a hearing earlier this month in the newsreel test case, brought about with the cooperation of the Independent Theatre Owners of Ohio and the Motion Picture Association of America.

Signed by John J. McCarthy, director of the City of Toledo, and Louis R. Bailey, assistant director, but known to contain the views of the Ohio attorney-general, the brief also held that the U. S. Supreme Court's decision in the "Miracle" case did not apply in any way to the newsreel case since there is no question as to whether newsreels are "sacriligions.

The defendant now has a week in which to reply to the City's assertions. It is expected that another brief will.

See Agreement Imminent On A French Pact

U. S. Submits New Offer; Accepts Export Decrease

The Motion Picture Export Association at the weekend expected that a Franco-American film agreement would be signed in Paris "before the end of this month." It based this view on developments which transpired since last Thursday in the Paris negotiations between the French and U. S. governments.

The principal development was this: contrary to expectations, the French will not submit new proposals on Thursday; rather, the U. S. negotiators "beat them to the punch" by submitting their own new proposals.

Subsidy references were conspicuously absent from the American proposals. In brief, the U. S. companies accepted a French decree cutting film exports to France from 92 features from last year's 121, and suggested setting by negotiation the steps to be followed.

SAG Sets Oct. 23 Pact Deadline Here

The Screen Actors Guild here at the weekend notified some 50 producers of motion pictures in the New York area that it will cancel existing contracts as of Oct. 23 if by that date these producers have not signed the Guild's new "Codified Basic Agreement of 1952," and the television supplement thereinto.

FIGHT AGAINST 'REDS' WILL NEVER CEASE, SAYS FREEMAN

"The fight to rid the industry of known Communists or fellow travelers will never cease," declares Y. Frank Freeman, Paramount studio head in Hollywood, in an article by John Gunther which will be featured in an all-film industry issue of The American Weekly to be sent next Sunday to 30,000,000 readers through a circulation of 9,500,000.

"All in all, the industry will get a big boost to the first annual "movie" of this kind."
**Personal Mention**

ALFRED W. DAFF, Universal executive vice-president, will return here from the Coast today and next weekend will leave for a European business trip, visiting London and the Continent.

CY EICHMAN, director of advertising and publicity for Astor Pictures, has become a father for the second time. The new baby boy, Scott Frederick, weighed nine pound two-and-half pounds, and was born at Kew Gardens General Hospital last week.

DAVID WINSTEIN, board chairman of the Independent Theatre Owners Association of New York, has been appointed to a two-year term on the Motion Picture Utilities Committee of New York, which is investigating commercial electricity rates.

JAMES STEWART, president of James A. Stewart Co., advertising agency of Carnegie, Pa., is in New York this week on vacation and film business.

D. JOHN PHILLIPS, executive director of Metropolitan Motion Picture Theatres Association, will spend this week on vacation at Armonk, N. Y.

FRANK J. MOONEY, assistant to CHARLES BOASBERG, RKO Radio North-South division manager, has taken a vacation in Ireland.

L E KOREN, RKO Theatres' advertising department head, will be here on Saturday for the Cincinnati, Dayton, and Columbus.

JOEL PRESTON, industry publicity, has returned to Hollywood from New York.

LOU RACHMIL, producer, is due here today from Hollywood.

**Stage Shows for Lincoln**

The legitimate stage shows “Oklahoma” and “Mr. Roberts” have been set for the coming season, with Trenot, N. J., “Oklahoma” now on tour, will play the RKO Lincoln Monday and Tuesday nights, Sept. 8 and 9; and “Mr. Roberts” will be at the Lyric Theatre Guild’s national company. “Mr. Roberts” will be presented at matinees and evening shows Tuesday, Sept. 30. All seats will be reserved for both shows.

**Benny on TV Oct. 5**

Comedian Jack Benny will open his third season on the RKO-Lincoln Grand Central, Trenton, N. J. “Oklahoma” now on tour, will play the RKO Lincoln Monday and Tuesday nights, Sept. 8 and 9; and “Mr. Roberts” will be at the Lyric Theatre Guild’s national company. “Mr. Roberts” will be presented at matinees and evening shows Tuesday, Sept. 30. All seats will be reserved for both shows.

**Kroms to Direct ‘9th Man’**

“The Ninth Man,” starring Errol Flynn, which will be produced by John P. Florea in October, has been directed by Milton Krims and will be released through United Artists.

**Mexican Production Costs Increase 25 Per Cent**

**Mexican City, Aug. 24.—Production costs have increased 25 per cent since the opening of the Mexican film studios, and the Studios’ tariffs continue the same,” according to the National Cinematographic Board, which furnishes data to the Mexican Government. Picture-making cost some $9,000,000 in 1930, but this year indications are that the costs will be to $8,700,000, the Board said.

In 1940, it cost $5,250,000 to make 109 pictures, of which eight are still uncompleted. In 1930, the cost of 125 films were produced, of which 21 are still unreleased. The cost last year of 107 Motion pictures was $6,112,000, of which all were released.

The 55 pictures made this year up to July 31 will cost $3,810,000. The Board, Sept. 13: 60,000, two-hour, 110 pictures will be produced in 1952, and it reckons this year’s costs at the new high of $8,765,000. The Board doesn’t expect production this year to exceed 100.

**Finian’s Rainbow’ to 13 N.E. Film Stands**

**BOSTON, Aug. 24.—The musical comedy, “Finian’s Rainbow,” which will be presented 13 times by New England Theatres circuit next month in an experimental policy, largest of its kind for so elaborate a stage production, will be presented in New England film houses. If the policy is successful other stage shows will be presented.

Theatres which will present the production are: Olympia, New Bedford, Sept. 8; Brockton, Brockton, Sept. 8; Cambridge, Cambridge, Sept. 13; Grand, Lowell, Sept. 11; Haines, Watertown, Sept. 12; Opera House, Bangor, Sept. 13; Paramount, Lynn, Sept. 16; Paramount, Springfield, Sept. 17; Ahoy, Hartford, Sept. 15; Paramount, Rutland, Sept. 19; Empress, South Norwalk, Conn., Sept. 20, and Paramount, New Haven, Sept. 22.

**Consolidated Names Robeck Gen’l Mgr.**

Peter M. Robeck has been appointed general manager of Consolidated Exhibitors, announced by Norman Chandler, president of the Los Angeles Times-Mirror Co.

Robeck was formerly the sales manager of Consolidated, which earlier this month completed a series of merger agreements with Jerry Fairbanks, Inc., changing its name to the present one. Robeck will have his offices in New York and Hollywood.

**Set ‘Park Row’ Premiere**

“Park Row.” Samuel Fuller’s production of the birth and growth of American journalism, will have its world premiere in several cities at the Chicago, Lyoya and Globe theatres of Fox West Coast and the independent Paradise Theatre. It was announced by William J. Neiman, vice-president of United Artists.

**Warner Launches Patriotic Series**

**Hollywood, Aug. 24.—Cedric Francis, new head of Warner Brothers in the home subject department, is preparing a two-reel Technicolor film, “Land of the Free,” as the first in the Warner series of patriotic shorts conceived by Harry M. Warner and the late Gabriel Dumont. Produced in 1926, “Land of the Free” will depict the importance of American freedoms, particularly that of freedom of expression, and will show the development of individual prosperity under this system. The second short in this series, soon to go into production, will be “The Flag Speaks,” a historical film of the American heritage.

**Chicago Court to Hear Film Cases**

**CHICAGO, Aug. 24.—In a flurry of activity marking the end of the summer hiatus the Federal courts here will have scheduled hearings on a number of industry cases.

Wearne’s request for extended playing time, beyond the two-week limit imposed on “unabridged” theatres by the Jackson Park decree for “The Miracle of Our Lady of Fatima” has been scheduled for hearing on Sept. 8. Federal Judge Michael J. J. Igoe, the Winston Theatre case, in which the RKO Grand is asking extension from the limitations of the Jackson Park decree on grounds that RKO Pictures and RKO Theatres have been divorced, will be heard on Thursday, Sept. 11. Judge Igoe will decide the request for a change of venue from Milwaukee by defendants in the Vine Theatre case will be heard on Sept. 22.

**40 Films Entered at Venice Film Fete**

**VENICE, Aug. 24—Forty films from 15 countries are being exhibited at the 15th annual film festival here, which opened with the showing of Italy’s “Other Times.”

The following countries besides Italy are represented at the festival: United States, Argentina, Belgium, India, Philippines, France, Germany, Japan, Great Britain, Mexico, Norway, Spain, and Sweden.

**D. W. Chamberlain, 83**

**MINNEAPOLIS, Aug. 24.—Daniel W. Chamberlain, retired exhibitor and one-time owner of the American Amusement Co., now a part of the Empire Amusement Co., died last week at the age of 83. Funeral services were held in St. Cecilia’s Catholic Church, St. Paul, with burial in Lakewood Cemetery, Minneapolis.

**Showmen’s Contest For ‘Caribbean’**

Paramount has announced a $1,000 prize to the showmen submitting the best exploitation campaigns for “Caribbean.” Prizes of $200 savings bonds will be awarded for best newspaper advertising, lobby displays, theatre fronts, window displays and promotions. Contestants must play the picture Nov. 30, and the contest will close Dec. 15.

Judges are Walter Brooks, Motion Picture Herald, E. H. Cecil & Presby Ad Agency, and Chester Friedman, Boxoffice.
French Pact
(Continued from page 1)
for the unfreezing of $6,000,000 in blacklisted American bonds. It was said to be likely that the French would refrain from submitting their own new proposals and accept the American ones.

Equity
(Continued from page 1)
in an effort to determine whether or not stage spectacles in black and white constitute adequate large screen theatres or, whether they need to be in color, had been scheduled for Aug. 7 and had to be canceled because of Equity's earlier offer, which would have involved a cost of around $30,000 for what might prove to be a temporary income.

Ohio Contends
(Continued from page 1)
be forthcoming from Smith's counsel by Friday. Under Ohio law, the city wherein the censorship violation is alleged, is charged in behalf of the State's attorney-general.

Ohio Contents
(Continued from page 1)
ment, the City's brief contended that this was proof that the "in view of..." is exercised under the Ohio law.

Freeman Says
(Continued from page 1)
issue of The American Weekly on Aug. 51 with its release to 25 distributing newspapers. Editor Ernest V. Heyman reports that the first time a publication the size of the weekly has thrown open its entire editorial to the film industry.

Ohio Contests
(Continued from page 1)
through the special issue the 30,000,000 readers will also obtain a preview of the film fare Hollywood is preparing for them for the coming year. The editors' choices for the top pictures and best performances of the year are listed, as reported in Motion Picture Daily on Aug. 20.

Form Coast Group
To Aid Stevenson
Hollywood, Aug. 24.—An organization billing itself "Hollywood for Stevenson-Sparkman," with Roy M. Brewer, William and George Jessel as co-chairmen, and Representative Claude Doyle as honorary chairman, will use advertising in local trade papers to "ask all of you in radio, television and motion pictures . . . to collaborate in spreading Adal Stevenson's ideas and methods to end the technical that November may bring victory to the men and ideas that represent the free spirit and choice of America."

Schine Candy Goes
To 9 Orphanages
ALBANY, N.Y., Aug. 24.—A surplus of 50,000 candy bars sent here by manufacturers for advertising purposes at the conclusion of the film industry. Schine Theatres Inc. will be distributed to children in nine Albany orphanages and hospitals, G. David Schine, executive vice-president, disclosed at the weekend.

Sugraces and Geri
Promoted by W.B.
Jose Sugraces, Warner manager in Ecuador, has been named Southern executive in Brazil, with headquarters in Sao-Paulo, and Hugo Gari, Warner broker and assistant manager in Panama, has been named manager of the branch office in that country. When Gari was on leave to his home in Ayuquial, it was announced here by Wolfe Cohen, president of Warner International.

Crosby to France
Bing Crosby is scheduled to sail for France on Sept. 12 to start work on his new Paramount film, "Little Boy Lost." It is a sequel to "Rhythm on the Hudson."
9 A.M. OPENING DAY
PRE-RELEASE ENGAGEMENT
CAPITOL THEATRE N. Y.
HERBERT J. YATES
presents
John Ford's Greatest Triumph

THE QUIET MAN

Color by TECHNICOLOR

starring

JOHN WAYNE
MAUREEN O'HARA
BARRY

WAYNE • O'HARA • FITZGERALD

with

WARD BOND • VICTOR McLAGLEN • MILDRED NABICK • FRANCIS FORD ARTHUR SHIELDS and ABBEY THEATRE PLAYERS

Directed by JOHN FORD

Screenplay by FRANK S. NUGENT • Story by MAURICE WALSH
Produced by MERIAN C. COOPER • AN ARGOSY PRODUCTION

A REPUBLIC PICTURE
# Check List

of recent or forthcoming releases featured in advertising in

**MOTION PICTURE DAILY**

(alphabetically by title)

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*Pictures featured in *M. P. Daily* advertised during past 6 weeks.*
N.T. Uncommitted
On Maintenance of
A Retirement Setup

Following the example of 20th Century-Fox, National Theatres has informed the Securities and Exchange Commission that it is reserving the right to change, amend or discontinue its co-operative employers retirement plan following completion on Sept. 27 of the two companies’ divestiture and reorganization. This information was contained in a document registering 2,700,468 shares of N. T. common stock on the New York Stock Exchange. Par value is $1 per share.

Uniform plan of reorganization, National Theatres (to be known as WESCO Theatres) in exchange for the transfer of the common stock of WESCO

(Continued on page 4)

Resolves On Films Tabled for Added Study

The progress of the motion picture industry has made in ridding itself of alleged Communist activities with the American Legion won the commendation of a top Legion official at the opening day of the Legion’s four-day national convention here at Madison Square Garden.

The Legion official, who asked that his name be withheld, has been intimately concerned with alleged Communist activities in Hollywood. He said that it is recognized that studies have been put by the order to hold the wheel in order to eliminate any “red” taint, adding that they have made remarkable progress.

The sentiment of the Legion official was reflected in yesterday’s report of the Legion’s Committee on American

(Continued on page 3)

Col. Stockholders
Hearing Sept. 22

Justice Morris Eider has set a hearing in New York Supreme Court for Sept. 22 to consider approval of a settlement of a Columbia Pictures’ stockholders’ action alleging waste by various officers and directors of the corporation. The settlement proposed by Harry Cohn, Columbia president, already has been recommended as fair and in the best interests of the company by Arthur G. Klein, referee.

The suit charged directors were dominated by Cohn when they approved an employment contract for film in 1950 and that the company had paid legal fees of $40,000 which should have been paid by Cohn. All of the allegations were denied by the defendants.

US Films Hold Lead
Among Mex. Imports

MEXICO CITY, Aug. 25—Hollywood continues to lead in Mexico. Of the 120 foreign pictures released during the first quarter of this year 81 were American. France was the runnerup with 12. Italy was next with eight. Britain and Austria contributed five each and Switzerland two.

LONDON, Aug. 25.—Both estimated theatre gross and attendance figures for the first quarter of 1952 showed an increase over the last quarter of 1951, according to the Board of Trade’s latest statistical survey.

Box office gross for the first quarter 1952 is estimated at £2,853,000 ($81,068,400), compared with £271,150 ($75,922,000) for the final quarter 1951. Attendance for the first quarter 1952 is placed at 345,396,000, compared with 324,301,000 for the final quarter 1951. The survey says the aver-

(Continued on page 4)

New Films Along B’way
Add to Sturdy Grossers

Most new films bowed strong this week at New York first-runs, with excellent grosses being piled up by such pictures as “The Quiet Man,” “The Miracle of Our Lady of Fatima,” and “What Price Glory.”

Such outstanding hold-overs, as “Ivanhoe,” “Sudden Fear,” and “Jumping Jacks” also racked up robust grosses. Credit for the maintenance of the business upswing along Broadway was attributed to most theatremen to the good product available. Some theatre managers also felt that the current American Legion convention, which brought an estimated 125,000 visitors to New York, added business.

“The Quiet Man” opened to a fine first-week’s business of $60,000 at the Capitol. The initial seven days of “The Miracle of Our Lady of Fatima” at the Astor is expected to hit a healthy $41,000, while the same film at the two-a-day Bijou is forecast to do a capacity $9,800.

At the Roxy, now featuring its ice revue, “What Price Glory,” is due to hit a solid $90,000 for its first stanza.

(Continued on page 4)

Howard Hughes Gets
Legion Press Award

Howard Hughes, RKO Radio production head, was awarded the American Legion Press Association President’s award for his fight against Communism and his contributions to national defense in aviation. Lient. Gen. Ira Eaker, vice-president of the Hughes Tool Co., accepted the award for Hughes at the Association’s 25th annual dinner here Sunday night.

(Continued on page 5)
KAY HARRISON, managing direc-
tor of Technicolor, Inc, and
Mrs. Harrison will arrive here today from
Abroad the S.S. Queen Mary.

BERT SCHOONMAKER, owner of the
World Theatre in Toledo, and Mrs.
Schoonmaker will travel to Alaska
after the Labor Day closing of their
summer resort at Clark Lake, Michi-
gan.

BERNARD ROBINSON, formerly assist-
ant manager of the Paramount Thea-
tre, New Haven, has been named man-
ger of the Strand, Holyoke, Mass.

RICHARD BRANDT, Trans-Lux Thea-
tres vice-president, and Mrs. Brandt
became the parents of a daughter,
CLAUDIA GUSTI, Sunday at Doctors
Hospital here. The grandfather is
Harry Brandt of Brant Theatres.

CHARLES J. FELDMAN, Universal
salesman, and STAN GOTTLEIB, Chicago
district manager, were in Minneapolis.

ABRAM GOELZ, former manager of the
Town Theatre, Baltimore, has been
appointed manager of the State Thea-
tre in Cayuga Falls, N.Y., to take up
residence in California.

EDGAR LYNCH has resigned as man-
grant of the Warner Brothers Commer-
dence in Derby, Conn., to
take up residence in California.

ARTHUR C. BROMBECK, Monogram
Southern exchanges, has returned to
his Atlanta office from Mobile, Ala.

LEO WEINBERG, Universal branch
manager in Atlanta, is vacationing in
Canada.

GEORGE A. HICKIE, M-G-M West-
ern sales manager, is in Chicago from
the Coast.

J. LAWRENCE SCHANBERGER, owner
of Keith's Theatre, Baltimore, is
spending two weeks in Atlantic City.

LOE WEINBERG, Columbia home of-
fice and division manager, were in Minneapolis.

H. T. SPEARS, president of Bailey
Theatres, Atlanta, has entered a hospi-
tal there for surgery.

IRVING SOCHIN, Universal short sub-
ject sales manager, has returned here from a Canadian vacation.

Chamberlain Estate
Valued at $210,000

MINNEAPOLIS, Aug. 25.—The late
Daniel W. Chamberlain, retired ex-
hibitor and former head of the old
American Amusement Co., now a part
of the Minnesota Amusement Co., left
an estate amounting to $210,000.

Motion Picture Daily, which has to a
niece, Mrs. Mabel Chamberlain Walker of
St. Paul.

DAILY NEWS, TV STATION
Owner, Blasts U.S. Suit

The New York Daily News, with the
largest circulation of any daily
newspaper in the country and itself the owner of television station
WPXI, editorially scored the government's suit to force the sale
of 16mm films to television yesterday.

The News, on an editorial stand that
the Department of Justice action and,
and so, urged that the suit be
"killed."

The News said in part: "The U.S.
Department of Justice has done some
strange things in recent years, but off-
and we can't think of one queerer
than its latest attack on the motion
industry."

After detailing some of the aims and
probable results of the suit, the edi-
torial states: "The McGranery scheme,
therefore, boils down to a plan to
deplete the movie theatre business
General itself may not realize it.
Obviously, when a new picture can be
seen on TV for nothing, very few
will pay to see it in theatres. If the new films become avail-
ble to TV immediately on release, the
movie industry will go bust in a hurry,
and so will the thousands of motion
theatres around the country."

After saying that the government's con-
tention that the industry would be
"protected" if the suit is won by estab-
lishment of reasonable character be-
tween the two, the News editorial devotes
sections to the "Kong" and "Beverly"
Showings, the former in an editorial
tally: "The whole world strikes us
its success on the Los Angeles branch of

SEG Gets $750,000
In Retroactive Pay

HOLLYWOOD, Aug. 25.—Extra play-
ers will receive $750,000 in retroac-
tive pay under terms of the new con-
tract between the major and Screen
Exhibitors Guild, the latter revealed yester-
da to-day following receipt of Wage Sta-
tution Board approval of the pact.

The contract was retroactive to Oct. 25
last year.

Joseph Undangy Dead

BOSTON, Aug. 25.—Funeral services
were held here yesterday for Joseph
Undangy, 62, specialist in theatre man-
agement. He was president of the Union
of Motion Picture Theatres. His survi-
sors include his widow and three
sons.

Albany's $1,050 Is
1st Compo Report

The first public report by an ex-
clusive office on results of the drive for
dues which is being conducted by the
Council of Motion Picture Organiza-
tions has been made by the Albany
exhibitors.

A total of $1,050, which is exclu-
sive of donations by larger circuits, has
been forwarded from the Albany ex-
change district as exhibitors' con-
tribution to the drive.

This was revealed at a meeting in
Albany yesterday, when branch man-
agers and salesmen analyzed accounts
outstanding. In Albany it is hoped to
obtain $360 to $1,000 additional by the
end of this week when the ex-
tended campaign will officially end.

Several major companies obtained
donations from 25 per cent of the ac-
counts assigned them, while others had
less success. It is estimated that about
40 per cent of the Albany exchange
exhibitors solicited have contributed
to date. Larger circuit collec-
tions are being handled from New

Walsh to U.K. Meet

Richard F. Walsh, IATSE inter-
sective and Secretariat, is due to
New York to London on the Queen
Elizabeth. He will represent the
American Federation of Labor as fraternal
delegate at the convention of the Brit-
ish Trade Union Congress, which opens
Sept. 1 at Margate, England.

New York Theatres

RADIO CITY MUSIC HALL
Rockefeller Center

“IVANHOE”

MAFFILHEWIS

ROBERT ELIZABETH ELDON
TAYLOR • BOBBIE • FONTEIN
Color by TECHNICOLOR — An A-M-G Picture
plus SCENIC AND STAGE PRESENTATION

HAWKSPADS

HOWARD HAWKS

THE BIG SKY

KIRK DOUGLAS • DEWEY MARTIN
ELIZABETH THREAT • ARMUS MARTIN
CRITERION

D'way & 45 St.

Urges Ban on Films
Made in Europe
By American ‘reds’

HOLLYWOOD, Aug. 25.—Hollywood
Art Department chairman Roy M.
Brewer tonight dispatched a letter to
Congressman John W. Wood, chair-
man of the House Committee on
American Activities urging that the
committee immediately initiate legis-
sation banning the import of features
made abroad by members of the Ameri-
can film industry "with membership in
or loyalty to the Communist Party."

The specific reference was made to "En-
counter," made in Rome, which Brewer
said United Artists is contemplating
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ter said, is made by persons who
are Communists or are refugees from
Communist countries.

Urging that the House committee to
set up legislation which will pro-
tect the country against the import
of films made by persons who have
been excluded from the American industry for "sub-
versive connections or affiliations."

Also, it is stated that the AFL Film
Council will ask United Artists to
forego releasing the film, will ask all
exhibitor organizations to refuse to
play it, and, if these measures fail to
work, will ask all projectionists to
refuse to show it.

San Francisco, Aug. 25.—Morris
Sudmin has been promoted to man-
age the Los Angeles branch of 20th-
Century-Fox, Herman Wolber, West-
ern 20th-Fox division manager, dis-
closed here.

Sudmin, with 20th-Fox the past 20
years, replaced Alex Harrison, who
has been appointed to the same posi-
tion in New York.

He is expected in New York sometime
in September when he will assume an
executive post, the title of which
is yet to be announced.

It was also announced that Rex Kniffin,
former assistant branch manager in
San Francisco, will become Sudmin's
assistant in Los Angeles.

Salesman Paul Schmuck was pro-
moted to the post of assistant to
San Francisco Manager Jack Bailey
while Joseph Flannigan, will return to
the San Francisco territory as a
salesman.

Bellman to Resign

Jack Bellman will resign as branch
manager of Realart Film Exchange of
New York, effective Saturday, it was
announced here yesterday. A. L. Brock
will take over as manager of the ex-
change.
Review

"The Ring"
(United Artists—King Brothers)

AGAINST the background of Mexican life in Los Angeles, a believable, effective off-beat boxing story has been fashioned by King Brothers Productions. "The Ring," despite a number of "unprofessional" performances and its low budget, has a fine authenticity.

The chief protagonist is a young Mexican, Lalo Rios, the son of a poor but proud family who takes to the ring to earn money and respect for himself and his people. The difference here, however, is that Rios is not a particularly able or intelligent fighter. After a promising start, he soon reaches a stage where, even when he follows his manager's advice to the letter, he cannot hope to better himself. After taking some terrific lickings, he learns to accept his lot and the fact that he doesn't have to beat the cars off the world to win its respect.

The screenplay, by Irving Shulman, based on his own novel, tells the simple story in a good, straightforward manner. The plight of the Mexicans in the big California city is sympathetically portrayed, although, oddly enough, some of the Mexicans seen are the shiftless, lazy kind, the stereotype of which is responsible for much anti-Mexican feeling.

The boxing sequences are excitingly photographed. Director Kurt Neumann has paced the whole production so that it packs a single neat dramatic punch. Besides Rios, Gerald Mohr and Robert Osterloh do well in the roles of fight manager and trainer, respectively. Rita Moreno is the fighter's pretty girl friend and young Robert Alluma is his adoring little brother. Maurice and Frank King are the producers.


Communist has participated (South Carolina); Urges entire entertainment industry not to employ supporters of Communist causes (Illinois); American Legion Magazine lists motion pictures tainted with subversive influences (Ohio); American Legion Magazine keeps constant supervision over subversive trends in motion picture industry (Kentucky); American Legion Magazine renew fight on Communist in entertainment field (Washington).

The contents of the resolutions were not made available to the press.

The Standing Commission on Americanism, which probably will be charged with studying and acting upon the above resolutions as recommended by the Legion's Americanism Committee, is slated to meet in Indianapolis sometime in October.

Sets 'Dine Out, See A Movie' Campaign

Cleveland, Aug. 25.—A "Dine Out and See a Movie" advertising campaign has been instituted here by the Meyers Meat Co., wholesale meat suppliers to restaurants, with the cooperation of the Motion Picture Exhibitors League of Cleveland.

Window streamers and transportation advertising proclaim the thinking behind the message: that people will welcome the opportunity to exchange an ordinary evening of kitchen chores and television for a delicious dinner and an enjoyable motion picture.

Selznick Award to 'Cry'

"Cry, the Beloved Country," won the 1952 David O. Selznick Silver Laurel award for English films at the International Film Festival held in Edinburgh in conjunction with the Edinburgh Festival of Drama and Music, according to news reports from Scotland. The picture was made by London Films and is distributed here by United Artists. The Silver Laurel award enables the film to compete for the Selznick Golden Laurel award in New York in October.

Legion praises (Continued from page 1)

ism. All State resolutions dealing with the issue of alleged Communism in motion pictures were referred to the Standing Commission on Americanism. The referral was a proposal by the convention committee and it was considered unlikely that any state delegation would seek to override the committee's vote and take up a fight on the convention floor seeking approval of its resolution dealing with the industry.

In effect, the action of the Committee on Americanism tables the resolutions bearing on the industry as far as conversion action goes. Five resolutions which were thus referred to the Standing Commission on Americanism came under the following headings: Motion Pictures in which any known
N.T. Uncommitted (Continued from page 1)

NT's $11,000,000 Candy-Popcorn Bill

In the three years 1949-1951, National Theatres and its subsidiaries spent close to $11,000,000 for candy, popcorn, soft drinks and other essential confectionary sales in their theatres, the company stated in a report to the Securities and Exchange Commission.

The yearly expenditures for confections are broken down as follows: 1949, $3,920,000; 1950, $3,619,000; 1951, $3,588,000.

‘Family Night’ a Mpls. Hit

(Continued from page 1)

Downtown Theatres Committee, the greatest stimulant to assure success of the promotion was a free ride given on the Loop, all adults and children going into the Loop on the buses and street cars of the Minneapolis Street Railway Co. between the hours of seven and nine P.M.

Adults and children leaving the buses and street cars in the Loop were offered numbered coupons and a number corresponding to one of the approximately 1,000 numbers posted in their lobbies were admitted free to the Loop. A majority of the others paid their way. Many of the cards were obtained closed during previous Thursdays. Evening lasted and all stores cooperated by offering bargains in the family night promotion.

The crowds brought into the Loop were an increase of 6,800 persons over the previous all-time high of 3,500 persons for Lore's Day in 1951. The promotion will be held every week from now on.

R. M. Olson, president of the transit firm, said: "We hope this experiment will show other cities that by sitting and talking across the country, we can cooperate to solve their own Loop problems. The promotion idea has resulted in editors of eight national magazines inquiring for details about the promotion."

British Gross (Continued from page 1)

The record-breaking business of "Teaheol" at the Radio City Music Hall continued throughout the week with a terrific $165,000 being seen, topping off a three week gross of $320,000, the largest ever at the Music Hall. The theatre was allowed to accommodate Labor Day audiences, will open its doors at 7:45 A.M. Monday, allowing the house a nice extra performance.

The fifth and final week of "Jumping Jacks" at the Paramount is estimated to gross $10,000, and "Crimson Pirate" opens there tomorrow.

A good $38,000 is seen for the third week of "Sudden Death" at Loew's State, while a new $25,000 is estimated for the fifth week of "High Noon" at the NA.

"The Big Sky" opened to a very nice $40,000 for its first week at the Criterion. The initial seven days of "Tall Cedars" at the Georgia Theatre will be a bit disappointing at $9,500. It will be replaced at the Globe on Friday with the new Judy Garland flick.

"Affairs of Trinidad" is holding up at the Victoria with a sturdy $27,500 estimated for its fourth week. A moderate gross was reported for the second inning of "Les Miserables" at the Rivoli.

Among off-Broadway houses, a sturdy $6,000 is indicated for the 21st stanza of the "Man in the White Suit" at the Sutton, while a fine $5,000 is seen for "21" week of "Encore" at the Normandie.

At the Park Avenue, a good $5,000 is expected for the second week of "Brandy for the Overgrown."
Three stockholders of the old Sphony Corp. of America yesterday filed in New York a complaint alleging that Arthur Levey, president of Skiatron Electronics and Television Corp., unauthorizably received royalties from settlements with General Precision, Television Productions and British Sphony preparatory to the formation of Sphony Corp.

The suing stockholders are John A. Stephen, Otto Augstein and Hans L. Kraft who, according to the complaint, held a total of 250 Sphony shares and invested $90,000 in the processing of old patents by the new company.

On Friday approximately 80 per cent of Skiatron stockholders voted in favor of a new stock issue to raise $370,000 for the company's projected subscription television test.

To Film Eleven Games for Video

An agreement between leading college organizations and Sportvision, Inc., and Consolidated Television Sales to film a leading college football game each week of the season for home TV distribution was disclosed yesterday by Peter F. Courcy, general manager of Consolidated Television Sales.

The program, titled "The All-American Game of College Football," will be shown on days subsequent to the event.

The announcement, which stated that the program would be sold to individual stations rather than networks, said it would be a partial answer to the TV court transmission program of the National Collegiate Athletic Association.

Somervell Leaving U.K. Board of Trade

LONDON, Aug. 25.—Rupert Somervell will retire as under-secretary of the Board of Trade Sept. 3 and will be succeeded by Sidney Gold, present head of the Board's film division.

Somervell has participated in most of the present government's negotiations with the American film industry on remittance of earnings and restrictions on blocked funds. Because of his impending retirement, he will not accompany Sir Frank Lee and Gold to Washington next month, where discussions on the new Anglo-American remittance agreement will be inaugurated.

TV Program (Continued from page 1)

and Television Broadcasters will complete its testimony on the first two days of hearings. Other testimony on that day will be given by the American Broadcasting Co., Mutual Broadcasting System and Allen B. Du Mont network.

York witnesses will include National Broadcasting Co., Columbia Broadcasting System and the National Television Film Council.

Witneses who will be heard when the committee returns to Washington will represent the United States Brewers Foundation, American Civil Liberties Union, National Association of Gagwriters, National Association of Broadcasters, Federal Communications Commission, which will testify on the commission's role in regard to TV and radio programming.

25c W.B. Dividend

At a special meeting at the home office yesterday, Warner Brothers announced a dividend of 25 cents per share on the common stock, payable Oct. 4 to holders of record on Sept. 5.

MOTION PICTURE DAILY
THE HOTTEST HITS IN THE INDUSTRY!

DREAMBOAT
Clifton Ginger
WEBB - ROGERS
3 Year record Roxy, N. Y.
Big Smash Cleveland,
Milwaukee, Buffalo,
San Francisco, Houston!

DON'T BOTHER TO KNOCK
Richard Marilyn
WIDMARK - MONROE
Longest run of the year, Globe,
New York. Three weeks Atlantic
City! Held over, San Francisco,
Los Angeles and Philadelphia!

WHAT PRICE GLORY
Technicolor
James Corinne Dan
CAGNEY - CALVET - DAILEY
Topping 20th's biggest
at Roxy, N. Y., Atlantic City,
Portland, Nashville!

LURE OF THE WILDERNESS
Technicolor
Jean PETERS
Jeffrey HUNTER
Constance SMITH
Outgrowing "With A
Song In My Heart" Everywhere!

Victor Hugo's
LES MISERABLES
ALL NEW, ALL THRILLING!
Packing them in at World
Premiere engagement, Rivoli, N. Y.!
Set for big openings, Boston,
Washington, Detroit, Cincinnati!

There's No Business
Like 20th Century Fox
Business!
**Family Night’ Promotion a Hit in Mpls.**

By ARTHUR G. PATTerson

MINNEAPOLIS, Aug. 25.—Operators of Loop theatres and retail stores here and the local transit company are united in proclaiming the first family night promotion held here last Thursday a solid success, one they hope not only to continue and to be joined in by St. Paul, but also one they recommend to exhibitors and merchants in central business districts in other cities around the country.

Exhibitors report that paid admissions to Loop theatres on the night of the promotion skyrocketed to new all-time highs with an estimated 10,000 additional persons drawn to the area by the promotion.

According to Don Alexander of the advertising department of Minnesota Amusement Co. and a member of the **Pioneers Will Hold Dinner on Nov. 25**

The 13th annual dinner of the Motion Picture Pioneers, to be known as "The Jubilee Dinner," will be held Nov. 25 at the Hotel Astor here. Jack Cohn, Pioneers president and executive vice-president of Columbia, announced yesterday.

In connection with preparations for the dinner, Cohn appointed David A. Bader publicity director of the Pioneers. Bader will work in cooperation with Harry J. Takiff, organizer.

**Resume TV Program Hearings in Sept.**

WASHINGTON, Aug. 25.—The House sub-committee investigating television and radio program content will reopen hearings here Sept. 16 and 17. It was announced that the Harris sub-committee of the House interstate commerce committee announced it would hold hearings in New York Sept. 23 and 24 and then return to Washington to wind up its inquiry on Sept. 25 and 26.

The National Association of Radio

**New Films Along B’way Add to Sturdy Grossers**

Most new films bowed strong this week at New York first-runs, with excellent grosses being piled up by such pictures as "The Quiet Man," "The Miracle of Our Lady of Fatima," and "What Price Glory?" Such outstanding hold-overs, as "Ivanhoe," "Sudden Fear," and "Jumping Jacks" also racked up robust grosses. Credit for the maintenance of the business upswing along Broadway was attributed by most theatremen to the good product available. Some theatre managers also felt that the current American Legion convention, which brought an estimated 125,000 visitors to New York, aided business. "The Quiet Man," opened to a fine first week’s business of $66,000 at the Capitol. The initial seven days of "The Miracle of Our Lady of Fatima" at the Astor is expected to hit a healthy $41,000, while the same film at the two-day show is forecast to do a capacity $9,300.

At the Roxy, now featuring its ice revue, "What Price Glory," is due to hit a solid $90,000 for its first stanza.

**Howard Hughes Gets Legion Press Award**

Howard Hughes, RKO Radio production head, was awarded the American Legion Press Association's award for his fight against Communism and his contributions to national defense in aviation. Lieut. Col. Ira Eaker, vice-president of the Hughes Tool Co., accepted the award for Hughes at the Association’s 25th annual dinner here Sunday night.

**Mass. Congressman Against Ticket Tax**

Boston, Aug. 25.—Representative Angier L. Goodwin (R., Mass.) stated here that if he is re-elected to Congress he will support legislation for repeal of the 20 per cent Federal admissions tax as he has done in the past. Goodwin said that as a member of the House Ways and Means committee two years ago he favored repeal of the tax.

**British Gross and Attendance Up in First ’52 Quarter**

LONDON, Aug. 25.—Both estimated theatre gross and attendance figures for the first quarter of 1952 showed an increase over the last quarter of 1951, according to the Board of Trade's latest statistical survey.

Box office gross for the first 1952 quarter is estimated at £28,953,000 ($81,068,400), compared with £27,115,000 ($75,922,000) for the final 1951 quarter. Attendance for the first 1952 quarter is placed at 345,596,000, compared with 324,301,000 for the final 1951 quarter. The survey says the aver-

**Resolutions on Films Tabled for Added Study**

The progress of the motion picture industry has made it ridding itself of alleged Communists and the cooperation of the industry with the American Legion won the commendation yesterday of a top Legion official at the opening day of the Legion's four-day national convention here at Madison Square Garden.

The Legion official, who asked that his name be withheld, has been intimately concerned with alleged Communist activities in Hollywood. He said that it is recognized that many of them have been putting their shoulders to the wheel in order to eliminate any "Red" taint, adding that they have made remarkable progress.

The sentiment of the Legion official was reflected in yesterday's report of the Legion's Committee on American
Personal Mention

Kay Harrison, managing director of Technicolor, Inc., and Mrs. Harrison will arrive here today from Europe aboard the S.S. Queen Mary.

Bert Schoonmaker, owner of the World Theatre in Toledo, and Mrs. Schoonmaker, are vacationing in Alaska after the Labor Day closing of their summer resort at Clarke Lake, Michigan.

Bernard Robinson, formerly assistant manager of the Paramount Theatre, New Haven, Conn., has assumed the management of the Strand, Holyoke, Mass. Bernard Goffin replaces him.

Richard Brandt, Trans-Lux Theatres vice-president, and Mrs. Brandt became the parents of a daughter, Claudia G. Brandt, today at Doctors Hospital here. The grandfather is Harry Brandt of Brandt Theatres.

Charles J. Feldman, Universal sales manager, and Manie Gottlieb, Chicago district manager, were in Minneapolis.

Adam Gollz, former manager of the Town Theatre, Baltimore, has been appointed manager of the theatre in Cuyahoga Falls, Ohio.

Edgar Lynch has resigned as manager of the Warner Brothers Commodore Hull Theatre in Derby, Conn., to take up residence in California.

Arthur C. Bromberg, Monogram Southern exchanges, has returned to his Atlanta office from Mobile, Ala.

Leo Greenfield, Universal branch manager in Albany, is vacationing in Canada.

George A. Hickey, M-G-M Western sales manager, is in Chicago from the Coast.

J. Lawrence Schaeffer, manager of Keith's Theatre, Baltimore, is spending two weeks in Atlantic City.

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After citing the government’s contention that the industry would be “protected” if the suit is won by establish-
ing a clear line between theatre and TV showings of films, the News editorial points to the example of the office experience of the 19-year-old RKO Radio, “King Kong.”

“The whole business strikes us as an ill-conceived, probably political attempt to interfere with economic principles as they operate in the movie industry. It can mean literally the death of that industry.

“We hope that McGrawery will think better of it and withdraw the suit, or that it will go to the courts, or that Congress will kill it off if the courts don’t.

“The News illustrated its editorial with a picture of a huge gorilla. The picture caption read: “This is King Kong, not the Attorney General.”

The case of the New York newspaper editorials on the suit, some of the information for the above editorial was supplied by the Independent Theatre Owners Association of New York.

Sudmin Gets $750,000

In Retroactive Pay

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tions. It was the sixth New York newspaper

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Theatres Union Congress, which begins Sept. 1 at Margate, England.

New York Theatres

RADIO CITY MUSIC HALL

ROCKEFELLER CENTER

"IVANHOE"

Color by TECHNICOLOR • An MG-M Picture

with SPECTACULAR STAGE PRESENTATION

Begins

Wednesday, September 15

Richard Burton as "Ivanhoe"

Directed by Clarence Brown

Starring

Elizabeth Taylor • John Wayne • Fontaine

MARTIN LEWIS

JUMPING JACKS

MHOWARD HAWK'S

THE BIG SKY

crinthing

KIRK DOUGLAS • DEWEY MARTIN

Co-

with

DARLING ANDREW HURRICK

CRITERION

Distributed by RKO Radio Pictures

Urges Ban on Films Made in Europe

By American ‘Reds’

Hollywood, Aug. 25—Hollywood

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American Activities, urging that the committee immediately initiate legis-

lation barring the import of features made abroad by members of the Ameri-

can film industry “in membership or loyalties to the Communist Party.”

Specific reference was made to “En-
counter,” made in Rome, which Brewer

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releasing here. The letter, which also

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The letter calls on the committee to set up legislation which will pro-

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MMPTA in Rogers' Hospital Fund Drive

The board of directors of the Metropolitan Motion Picture Theatres Association has recommended that its member theatres use Will Rogers Memorial Hospital fund drive displays and coin collection containers in lobbies and other strategic places for an extended period.

Distribution of the displays and coin receptacles will be started this week by National Screen Service in the metropolitan area.

Legion Praises
(Continued from page 1)

ism. All State resolutions dealing with the issue of alleged Communist in motion pictures were referred to the Standing Commission on Americanism. The referral was a proposal by the convention committee and it was considered unlikely that any State delegation would seek to override the committee and take up a fight on the convention floor seeking approval of its resolution dealing with the industry.

In effect, the action of the Committee on Americanism tabled the resolutions hearing on the industry as far as convention action goes. Five resolutions which were thus referred to the Standing Commission on Americanism came under the following headings: Motion Pictures in which known Communist has participated (South Carolina); Urges entire entertainment industry not to employ supporters of Communist causes (Illinois); American Legion Magazine list motion pictures tainted with subversive influences (Ohio); American Legion Magazine keep constant supervision over subversive trends in motion picture industry (Kentucky); American Legion Magazine review fight on Communism in entertainment field (Washington).

The contents of the resolutions were not made available to the press.

The Standing Commission on Americanism, which probably will be charged with studying and acting upon the above resolutions as recommended by the Legion's Americanism Committee, is slated to meet in Indianapolis sometime in October.

Review

“The Ring”
(United Artists—King Brothers)

AGAINST the background of Mexican life in Los Angeles, a believable, effective off-beat boxing story has been fashioned by King Brothers Productions. “The Ring,” despite a number of “unprofessional” performances and its low budget, has a fine authenticity.

The chief protagonist is a young Mexican, Lalo Rios, the son of a poor but proud family who takes to the ring to earn money and respect for himself and his people. The difference here, however, is that Rios is not a particularly able or intelligent fighter. After a promising start, he soon reaches a stage where, even when he follows his manager’s advice to the letter, he cannot hope to better himself. After taking some terrific lickings, he learns to accept his lot and the fact that he doesn’t have to beat the ears off the world to win its respect.

The screenplay, by Irving Shulman, based on his own novel, tells the simple story in a good, straightforward manner. The plight of the Mexicans in the big California city is sympathetically portrayed, although, oddly enough, some of the Mexicans seen are the shiftless, lazy kind, the stereotype of which is responsible for much anti-Mexican feeling.

The boxing scenes are excitingly photographed. Director Kurt Neumann has paced the whole production so that it packs a single neat dramatic punch. Besides Rios, Gerald Mohr and Robert Osterloh do well in the roles of fight manager and trainer, respectively. Rita Moreno is the fighter’s pretty girl friend and young Robert Altuna is his adoring little brother. Maurice and Frank King are the producers.


Selznick Award to ‘Cry’

“Cry, the Beloved Country” won the 1952 David O. Selznick Silver Laurel award for English films at the International Film Festival held in Edinburgh in conjunction with the Edinburgh Festival of Drama and Music, according to news reports from Scotland. The picture was made by London Films and is distributed here by United Artists. The Silver Laurel award enables the film to compete for the Selznick Golden Laurel award in New York in October.

Sets ‘Dine Out, See A Movie’ Campaign

Cleveland, Aug. 25.—A “Dine Out and See A Movie” advertising campaign has been instituted here by the Meyers Meat Co., wholesale meat suppliers to restaurants, with the cooperation of the Motion Picture Exhibitors League of Cleveland.

Window streamers and transportation advertising proclaim the thinking behind the message: that people will welcome the opportunity to exchange an ordinary evening of kitchen chores and television for a delicious dinner and an enjoyable motion picture.

Howard Hawks' THE BIG SKY
Kirk Douglas - Dewey Martin
Elizabeth Threatt
Arthur Hunnicutt
distributed by RKO Radio Pictures

Picture of the Month for September

Now Showing to 2½ Million Teen Moviestars in Seventeen
Review

“Big Jim McLain” (Warner-Brothers/Wayne-Fellows)

STRONG topical interest, suspense and sharp action are the principal ingredients of this Wayne-Fellows Production about an investigator for the House-U-Amer-ican Activities Committee. John Wayne, who repeatedly registers high in the Motion Picture Herald-Fane exhibitors’ poll of money-making stars, has the title role. The picture was shot in Hawaii. Co-starring is Nancy Olson.

The story opens on a familiar note: The scene is Washington at a hearing of the U-Amer-ican Activities Committee. The investigator, tracked down by Wayne and his partner James Arness, is challenged with a pertinent question about his alleged Red affiliations and—as have many others on similar occasions—talks at answering on grounds of the Fifth Amendment.

The circumstances of the case—assure to prove a Red cell in Hawaii—a vital link to the Orient—where Communist saboteur and trouble making in labor unions can prove very harmful to the nation’s defense efforts. Wayne’s first lead comes from a visit to a doctor’s home where the latter assistant is revealed to be a Red cell in Hawaii.

From that point on, Wayne and Arness track down other tips and leads; becomes involved in fights; trace a Hawaiian who was once an official of the party but is now sick and discarded by his colleagues; and finally round up the group with the help of the Hawaiian police after Wayne’s partner has been murdered.

While generally interesting, “Big Jim McLain” seems overly long and awkwardly edited in certain spots. However, the action and theme offer consider able compensation. Directed, Edward Ludwig directed the original screenplay. Others in the cast are Alan Napier, Veda Ann Borg, Gayne Whitman and Hal Baylor.


‘Family Night’ a Mpls. Hit

(Continued from page 1)

Downtown Theatres Committee, the greatest stimulant to assure success of the promotion was a free ride given one way to all adults and children who bought a double pass or 1950, the first run Loop house, St. Paul, and Ray Wroble, manager of the RKO Orpheum; St. Paul Transit officials and representatives of St. Paul Loop stores will meet with Matt Thompson, secretary of the St. Paul Association of Commerce to discuss a similar promotion for St. Paul with a Loop. These stores have been making Thursday evenings a joint venture. The Minneapolis Loop promotion was launched in an effort to recap- ture business that has been going in greater strength to the shopping centers in the suburbs. The promotion included an extensive publicity campaign.

Providence

(Continued from page 1)

not ruled out film censorship as such and that carefully worded ordinances can be drawn to prevent the showing of films on grounds that they are obscene, indecent, immoral or profane.

McCabe offered to prepare such an ordinance and expressed the opinion that films cannot be censored on other grounds. He revealed that his proposed ordinance would merely give the licensing bureau legislation specifically designed to cover those two types of ordinances in the four fields he prescribed.

McCabe explained that his report and recommendations were based on the belief that the high court rulings while they make films a means of communication rather than entertainment, still did not leave the way open for absolute freedom on all subjects. Other court decisions used in the motion picture cases support that view, he said.

N.Y. Grosses

(Continued from page 1)

The record-breaking business of “Jeanhoo” at the Radio City Music Hall has continued, with one week still to go. The terrific $16,500 is seen.opping off a three week gross of $25,000, the largest in the Hall’s history. The Hall, to accommodate Labor Day audiences, will open its doors at 7:45 A.M. Monday, allowing the house an extra performance.

The fifth and final week of “Jumping Jacks” at the Paramount is estimated to gross a robust $67,000. The critical “Pollyanna” loses its strength.

A good $8,000 is seen for the third week at Loew’s State, while a fine $25,000 is estimated for the fifth week of “High Noon” at the Mayfair.

The “Big Sky” opened to a very nice $40,000 for its first week at the Criterion. The initial seven days of “Pain Is Burning” at Loew’s State, with a fine $16,000 is estimated for the fourth week of “High Noon” at the Mayfair.

“Affairs of Trinidad” is holding up at the Victoria with a sturdy $27,500 estimated for its fourth week. A moderately good business is being recorded for the second inning of “Les Miserables” at the Rivoli.

Still on off-Broadway houses, a sturdy $6,000 is indicated for the 21st stanza of the “Man in the White Suit” at the Sutton, while a fine $5,000 is expected for the second week of “Eacore” at the Normandie.

At the Park Avenue, a good $9,000 is forecast for the second week of “Brendy for the Parson.”

British Gross

(Continued from page 1)

age admission price remained unchanged during the two periods at 20.1 pence.

During the first quarter of 1952, theatres paid £10,139,000 in entertainment tax and £772,000 in Eady levy. The figure compares with £12,800,000 and £1,042,000 paid in the first quarter of 1951, compared with £16,880,000 in the previous quarter. Film rentals were £6,380,000, leaving as the exhibitors’ earnings £9,459,000, up £1,179,000 on the previous quarter’s £11,678,000 in the previous quarter. Included in the survey for the first time are the returns of all reversionary films of British films, 6,500 feet or over during 1950. There were 61 films in this category, of which only eight were produced without distributors’ financial assistance or guarantee. In the case of seven films, distributors provided or guaranteed the whole cost of production.

In 1950, British producers received £228,000 for their films from abroad. From the home market in the same year yield was £16,540,000, with an additional £104,000 from out- right sales. There was no Eady distress tax in 1950, so the aggregate amount taken by British producers that year was around £7,000,000.

Pioneers Dinner

(Continued from page 1)

nia, Crandoln, secre- tary-treasurer, and Marvin Karns, vice president. Colson said the Astor was selected for the dinner rather than the Hotel Waldorf-Astoria, dinner site in previous years, because of the hotel’s inability to supply larger facilities, required in light of the extent to which attendance at the dinners has mounted over the years.

Lantz Increases Schedule

HOLYOKE, Aug. 25.—Walter Lantz will increase his schedule of animated cartoon films with color in technicolor for Universal-International from six to 13, beginning with the 1952-53 season. Lantz revealed today. Number will consist of seven “Woody Woodpecker” and six specials.

NT’s $11,000,000 Candy-Popcorn Bill

In the three years 1949-1951, National Theatres and its subsidiaries spent close to $11,000,000 for candy, popcorn, soft drinks and other con- fections in its theatres, the company stated in a report to the Securities and Exchange Commission.

The yearly expenditures for concessions are broken down as follows: 1949, $5,230,000; 1950, $5,619,000; 1951, $2,588,000.

N. T. Uncommitted

(Continued from page 1)

and Roxy Theatre, will issue to 20th- Fox as the new picture company 2,769,486 shares of its common stock and Fox will then distribute to its shareholders the common of National on the basis of one share of the new picture company’s common and one share of the common of National for each share of the present picture company.

This consideration for the issuance to Fox of the shares of the common of National registered will be the transfer by Fox to the theatre company of all the stock of the Wesco consisting of 1,000 shares of common without par value and all of the common stock of Roxy consisting of 10,000 shares without par value.

The report states that while it is the intention of National to continue its retirement plan and to continue to make contributions thereto, there is no contractual obligation to do so and the right is retained to discontinue the plan. No change or discontinuance, however, will affect the retirement income already purchased by employees’ contributions and contributions made by the company prior to any change or discontinuance.

For further retirement plan, and such participation will be discontinued after Sept. 27.

The report states that Wesco’s subsidiaries—WESCO, Inc., of July 1 had an interest in 510 U. S. theatres, certain of which must be divested and eliminated.

Theatres in which National will be interested through Wesco and Roxy range in type and size from small houses with as few as 250 seats to large, deluxe theatres of 2,000 to more than 5,000 seats, the majority having between 750 and 1,500 seats. Most exhibit double feature programs, the report said.

At the end of last year, Wesco and its subsidiaries paid $2,000,000, including executives and 2,500 part-time employees, the report stated. At the beginning of last May Roxy employed about 26.

In 1950 and 1951, Wesco and subsidiaries paid $4,800,000 in film rentals to Fox, and the company reported a $5,750,000, according to the report. Of the total film rental payments of Wesco and subsidiaries for the foregoing averaged 26 per cent.
Seek Receivership For Scophony Corp.

Three stockholders of the old Scophony Corp., of America yesterday filed in New York Supreme Court a suit asking the court to appoint a receiver to be set up for the company. The request was accompanied by the allegation that Arthur Levy, president of Scophony Electronics and Scophony Television Corp., unauthorized the return of settled by settlement and British Scophony preparatory to the formation of Scophony.

The suit was brought by A. J. Section, Otto A. Siegel and Hans L. Kraft, who, according to the complaint, hold a total of 50 Scophony shares and 6,000 shares of old patents by the now defunct company.

On Friday approximately 80 per cent of Scophon stockholders voted in favor of a new stock issue to raise $2,700,000 for the company's projected subscription television test.

To Film Eleven Games for Video

An agreement between leading college organizations and Sportvision, Inc., and Consolidated Television Sales to film a leading college football game each week of the season for home TV distribution was disclosed here yesterday by Peter M. Rubeck, general manager of Consolidated Television Sales.

The program, titled "The All American Game of the Week," will be shown on college campuses of both East and West. The announcement, which stated that the program would be sold to individual stations rather than networks, said it would be part of a larger plan for the TV curriculum program of the National College Athletic Association.

Somervell Leaving U.K. Board of Trade

London, Aug. 25.—Rupert Somervell will retire from the advisory body of the Board of Trade Sept. 30 and will be succeeded by Sidney Gole, present head of the Board.

Somervell has participated in most of the recent British government negotiations with the American film industry on the possibility of a possible restrictions on blocked funds. Because of his impending retirement, he will not accompany Sir Frank Lee and G. I. to Washington next month, where discussions on the new Anglo-American remittance agreement will be inaugurated.

Tent 31 Benefit Bouts

Hartford, Aug. 25.—Variety Club of Connecticut, Tent 31, and the New Haven Evening Register will present tonight a 10-hour, all-amateur boxing show at the West Haven Municipal Stadium, through the generosity of The Register's Fresh Air Fund. Variety co-chairmen are Ray Wytle and Harry A. Shaw.

WANTED

Films for Italian Distribution
Cash or Participation

BOX 414, MOTION PICTURE DAILY
1270 - 6th Avenue, New York 20, N. Y.

Television - Radio
with Pinky Herman

MBC (Milton Berle's Comedy) resumes at NBC Tuesday, Sept. 16, and will be telecast three weeks for Texaco, every fourth week of the U.S., 8:45 to 9:00 P.M. slot to be carried by Buick Motors. New format will have less guest artists and no act known as "The Texaco Star Theatre." Kudner Agency handles both leads. Radio artists who feel completely lost without a script and TV personalities who likewise feel ill if not in front of the cameras, may do well to watch and study Dr. Bruno Furst, former director of memory training, who will present a special 15-minute program, Monday, Sept. 6, 11:15 P.M. over WABD. American Chicle is tickled about Aline Leslie's "Date With Judy" ABC-TV vehicle, which, after but six weeks, has earned a 12.5 as compared to 223 for General Motors. New commercials, and commercial competitors on the Thursday (7:00-8:00 P.M. slot) Tom Slater (R & R Yeep) and his charming wife, Helen, will pinch hit for Dorothy & Dick on their daily WORning and noon series, starting Sept. 15. . . . Kurt Jadassohn, gen. mgr. of Sace, showed some amusing music radio figures coupled by music for the Middle-West and deep south, almost of whom never heard of Tin Pin Alley and vice versa. After 13 weeks in the East, the "AI Pearce CBS-TV Show" will fade from the scene Sept. 26.

As exclusively reported here seven weeks ago, Max Liebman will produce a top-budgeted film for 20th Century-Fox, starring Sid Caesar and Imogene Coca. The story will be written by Nunnally Johnson and shooting will start early in June, 1953, while "Your Show of Shows" will be on its vacation. Fellow Orignans including Jack Ward, Arlo, Rosa Rio, Johnny Winters, John Gart, Paul Taubman and others are forming a Leo Weber Club in memory of a grand fellow, great musician, and the most of the last 30 years ago. (If columnists are eligible to join please count us in.) . . . Scripter Alan Sands submits, and we quote: "The history of the world depends on the Adams to Atom," quoted. But we hasten to add, "If Adam doesn't learn to live in peace and harmony with his fellow man and should resort to the use of the Atom, then our world will resemble Atomato." (sermon over.) . . . Joan Davis will debut on TV with a new national network show. . . . "The Way" was disclosed by Kyle Rorer, the program's executive director.

Max Liebman

TexasShowmenBack Hospital Fund Drive

Dallas, Aug. 25.—Robert J. O'Donnell and H. A. Cole, co-chairmen of Texas COSMOM Showmen, have been selected to head Texas Texas Theaters Children's Fund Drive for the benefit of the Gonzales Warm Heart Fund held Aug. 31 through Sept. 6. Practically all the exhibitors in the state have pledged to exhibit a special trailer and take up the drive.

Texas COSMOM will present a special award for distinguished service to the exhibitor who raises the outstanding showing in the drive to the size of his community. The trailer which features Joan Crawford, a native Texan, and Beverly Mills of Smiley, Texas, a young girl who has been successfully treated at the Foundation, was directed by David Miller and produced in the studios of RKO. O'Donnell made special arrangements with Ray Robichaux, the Risers in who in turn made National Screen Service production facilities available at cost. NSS in Dallas under Paul Short, division manager, will make distribution at no cost to the Foundation.

Ezelz, Griffith Head Texas Vote Drive

Dallas, Aug. 25.—Claude Ezelz and H. J. Griffith have been appointed co-chairmen of the Texas Council of Motion Picture Organizations’ “Get Out the Vote” campaign designed to stimulate interest in the Texas general election. It was disclosed by Kyle Rorer, the organization’s executive director.

A trailer has been screened for use in the campaign, and will be available to exhibitors anywhere in the U. S. at costs.

TV Program

(Continued from page 1)

and Television Broadcasters will complete its testimony on the first two days of hearing. Other testimony on that day will be given by the American Broadcasting Co., Mutual Broadcasting System and Allen B. Du Mont network. New York witnesses will include National Broadcasting Co., Columbia Broadcasting System and the National Television Film Council. Witnesses who will be heard will be the committee returns to Washington will represent the United States Brewers Foundation, American Civil Liberties Union, National Association of Gagwriters, National Association of Catholic Men and the Federal Communications Commission, which will testify on the commission’s role in regard to TV and radio programming.

25¢ W. Dividend

At a special meeting at the home office yesterday, Warner Brothers board of directors declared a dividend of 25 cents per share on the common stock, effective Aug. 4 to holders of record on Sept. 5.
THE HOTTEST HITS IN THE INDUSTRY!

DREAMBOAT
Clifton Ginger Webb • Rogers
3 Year record Roxy, N.Y.
Big Smash Cleveland,
Milwaukee, Buffalo,
San Francisco, Houston!

LURE OF THE WILDERNESS
Technicolor
Jean Peters
Jeffrey Hunter
Constance Smith
Outgrossing "With A Song In My Heart" Everywhere!

DON'T BOTHER TO KNOCK
Richard Marilyn Widmark • Monroe
Longest run of the year, Globe,
New York. Three weeks Atlantic City! Held over, San Francisco,
Los Angeles and Philadelphia!

WHAT PRICE GLORY
Technicolor
James Corinne Dan Cagney • Calvet • Dailey
Topping 20th's biggest
at Roxy, N.Y., Atlantic City,
Portland, Nashville!

Victor Hugo's LES MISERABLES
All New, All Thrilling!
Packing them in at World Premiere engagement, Rivoli, N.Y.!
Set for big openings, Boston,
Washington, Detroit, Cincinnati!

There's no business like 20th Century-Fox business!
TOA Convention Agenda Waits Decision on Draft

Following an all afternoon meeting here yesterday of a Motion Picture Association of America sales managers sub-committee on the new draft of a projected industry arbitration system, it was reported that the draft will soon be presented to all the companies for approval, amendment or rejection.

The companies are expected to act on the document within the next two weeks. Actually, the distributors have three weeks in which to signify acceptance or rejection of an arbitration draft if Theatre Owners of America is to have a chance to vote on it at the organization's annual convention in Washington Sept. 14-18.

The sub-committee that met yesterday included William F. Rodgers of Loew's, chairman of the distributors'.

$1,050,000 Trust Action Names Five

A $1,050,000 triple-damage anti-trust action naming RKO Pictures, Warner Brothers, 20th Century-Fox, Universal and Century Theatres yesterday was filed in U. S. District Court here by Lavello Amusement Corp., operator of the Criterion, East Rockaway, L. I.

The complaint charges that the defendants-distributors discriminated against the Criterion by giving preferential booking.

Senate Group Calls RWG Red-Controlled

Washington, Aug. 26.—A Senate Judiciary sub-committee declared today that the Radio Writers Guild is controlled by a pro-Communist faction. At the same time Judiciary Committee Chairman Pat McCarran (D., Nev.) declared in a statement that since the Radio Writers Guild may "obtain jurisdiction" over the television writers, "television must keep its house clean."" McCarran and the sub-committee as a leader in the pro-Communist group was Millard Lampell, who was, briefly, a Hollywood screenwriter.

The information was contained in a report issued by the Judiciary sub-committee which held intermittent hearings over the past year and a half on subversive infiltration.

Rachmil Says Showmen Owe Better Films Better Houses

By CHARLES FRANKE

Theatre owners throughout the U. S. who have not redecorated their houses in the past 10 to 20 years owe it to themselves to visit New York's Radio City Music Hall to determine the extent to which they have been lax in offering their customers necessary comforts and service, Lewis Rachmil, independent producer, declared here yesterday.

Rachmil said that while Hollywood has been going its part during the past year to put the industry again on the trail to prosperity by producing larger numbers of top-quality films, exhibitors in general have not taken the trouble to win increased patronage by adding to theatre comforts and improving service. Architectural improvements, in particular, are needed in many of the theatres he has visited, Rachmil said.

The Motion Picture Producers Guild is fearful that before long there will be a shortage of producers in Hollywood for the making of product for theatres, considering the rate at which many film-makers are turning to producing for television, according to Rachmil.

Continued on page 3

Johnston to Speak At President's Banquet of TOA

Washington, Aug. 26.—Motion Picture Association of America president Eric Johnston will address the TOA banquet at the TOA convention in Washington Sept. 14-18.

In addition to the estimated TOA members and guests who are expected to be present at the banquet, many company presidents and theatre industry leaders have been invited to attend.

At the same time, TOA president Mitchell Wolfson disclosed a letter he has sent out to all TOA members pointing out the significance of the convention, which he called "the most important ever held.

Company presidents who have been invited to attend are: Harry M. Warner, Warner Brothers; Milton R. Krim, Universal; Arthur B. Krim, United Artists; Nicholas M. Schenck, Loew's; Spyros P. Skouras, 20th Century-Fox; Herbert J. Yates, Republic Pictures; Ned E. Depinet.

Continued on page 3

Technicolor Half Year Profit Steady

Consolidated net profit of Technicol, Inc., for the six months ended June 30 was estimated by the company yesterday at $1,025,420, after taxes. The result compares with net profit for the first half of 1951 of $1,061,395, with taxes for the 1951 period adjusted to the effective rate paid for the entire year.

Technicolor's consolidated net for the second quarter of the current year is estimated to be $506,472, compared with $571,024 for the corresponding quarter last year.

Profit for the first half of this year is equivalent to $1.10 per share compared with earnings of $1.14 per share for the corresponding period last year.

NPA to Lift Building Ban After April 1

Golden Sees Prod to Drive-in Building

Washington, Aug. 26. — The National Production Authority today announced it would remove the ban on theatre building after April 1 and would permit limited amounts of controlled materials to be self-authorized after that date.

Under the current NPA setup there is no self-authorization for theatre building and theatre construction may be authorized only after hardship is proven. The new order would permit theatre builders to apply for NPA authorization in the same manner as any other builder.

In the opinion of Nathan D. Golden, NPA film chief, the amount of controlled materials which may be self-authorized will assure substantial building of drive-in theatres. He declared, however, that the self-authorized amounts would not be sufficient.

Continued on page 4

Krim Asked to Rule In 'Encounter' Row

Robert Benjamin, United Artists partner, said yesterday that he has sent to Arthur B. Krim, company president, currently visiting Paris, a communication asking his advice on how the company should proceed with respect to its distribution deal for "Encounter," which the Hollywood AFI Film Council has charged was made abroad by members of the American film industry "with mem-

Continued on page 3

LOS ANGELES, Aug. 26.—Anti-trust action seeking $927,000 in damages from major distributors and from Griffith circuit, operating theatres in Texas, Oklahoma and New Mexico, was filed today in Albuquerque by attorneys Weller & Corinblit and Kenny & Morris on behalf of Mary E. Traub and El Capitan Theatre, Roswell, N. M.

Fabian Theatres' bid to telescast Mike Todd's "A Night in Venice" Show from Jones Beach's Marine Stadium failed to come up for discussion at yesterday's council meeting of Actors Equity. Talks on wage demands were said to be continuing, however.

MONOGRAPH BUYS 2 MANDEL EXCHANGES

Hollywood, Aug. 26.—Monograph has purchased Monograph franchise-operated exchanges in Chicago and Indianapolis from Irving Mandel, with the operation effective Tuesday. Acquisition gives Monograph a total of 15 company-owned exchanges in the U. S., with 16 others franchise-owned.

CONTINUED ON PAGE 3

NOTE: The text is presented in a readable format with proper alignment and structure, allowing for clear reading and understanding of the content. The text has been divided into sections for easier navigation and comprehension.
Factor of N.Y. Telescast Enters IBC-TNT Talks

Whether television equipped theatres in New York will be allowed to telescast the Jersey Joe Walcott-Rocky Marciano heavyweight championship bout, slated for Sept. 23 in Philadephia's Municipal Stadium, is a matter of negotiations being conducted by Theatre Network Television and the International Boxing Club, it was learned here yesterday.

The proximity of New York to the city without the IBC to feel that if the title match is telescast in nearly a dozen theatres here, the gate at Philadelphia wouldn't suffer. It was explained, however, that the IBC has not called for a "blackout" in New York theatres, but is seeking a higher price, which, if accepted, will be expected to produce a better rate overall, than if they are included in the deal.

An executive of the owner, already has called for a television "blackout" in Philadelphia and the area around Maricano's home in Brockton, Mass.

Meanwhile, Robert Mochrie, KRO Radio distribution vice-president, said he expects to have an announcement regarding film rights to the bout later in the week. The entrance of KRO Radio into the negotiations would considerably heighten the Theatre Network Television in keeping the bout off home television, it was pointed out.

The possibility that the bout, considered one of the top festive attractions in years with a $1,000,000 gate, will go to television, was not discounted by an IBC spokesman, who said the networks are still actively negotiating for the event. Concerning the Theatre Network Brockton, Mass., area "blackout" would affect four television-equipped theatres in eastern New England, with a seating capacity of 9,255. The theatres are: Pilgrim, Boston; Loew's State and Paramount, Lynn, Mass.; and Carleton, Providence. There is a possibility, however, that the latter would be exempt from the New England "blackout."

2nd Hartford Paper Holds Ad Rate Line

Hartford, Aug. 26.—Following the precedent set by the Hartford Times which raised its classified ad rates consider-
ably, but did not touch the amusement ad charge, the Times Ad Catch Line, which will have a general rate Monday, will leave its amusement ad rate the same as it has been since December, 1950, in a letter to theatre advertisers, John L. Coughlin, advertising director, said: "I would like to see how that we are trying to help you out of your difficulties."

See $2-Million Profit For B & K's WBKB

WICHITA, Aug. 26.—WBKB, Baker and Kansas City television station, is expected to show a profit of more than $2,000,000 in 1952, in- formed sources revealed today.

This places the station as one of the nation's top television outlets, out-
ranked only by the key network stations of New York City.

The station's 1952 gross is expected to be about $4,000,000.

WBKB will be sold to the Columbia Broadcasting System if the pro-
posed merger between the American Broadcasting Co. and United Para-
mount Theatres is approved by the Federal Communications Commission.

Reade Co. Seeks Video License

WASHINGTON, Aug. 26.—Atlantic Video Corp., has applied to the Federal Communications Commission for a license to construct a commercial televi-
sion station on Channel 58. Principal stockholder in the company is Walter Reade, Jr.

TV Station on Full-Time

MEXICO CITY, Aug. 26.—Station XHGC, channel 3, the third TV sta-
tion here, is now in full service, it is owned and operated by Ing. Guillermo Gonzalez Camarena, TV inventor, and is claimed to be the only Mexi-

can station with equipment entirely designed, manufactured and man-
ufactured by Camarena.

Schine Promotes Wolk

BUFFALO, Aug. 26.—Norman Wolk has been appointed to supervise for Schine theatres in Rochester. He formerly was manager of Schine's Riviera in the same city.

Censorship Ruling

A Boon: Preminger

The Supreme Court rulings restricting picture motion censorship will probably boost the film business in many years, producer-director Otto Preminger predicted here yesterday. Preminger, who re-
gently completed "The Burglars," daily RKO Radio, is currently in New York to find a play to be produced here.

"In time," he said, "there will be little censorship in the movies as in the theatre. That will be healthy for the picture business. It will give us an opportunity away from the blackeys and stilted endings that are required now.

"Freedom from censorship doesn't mean we have to dig to make pictures in bad taste. I don't mean pictures should be dirty—or that books should be either, for that matter—but we've got to get away from the standardized plots and this will give us the incen-
tive."

Preminger said that the industry's Production Code was not as strict as its interpretation, but that on the other hand there could be a definite swing toward moral for instance in "Detective Story" could not have been made several years ago. But it was a Swede, or cripple, and no one found it objectionable."

Boxoffice receipts during the past few months are proof that Hollywood is making a more successful to the public's liking, the producer said. "That crisis we underwent last year was a good thing for our business," he said. "When anything went wrong, audiences got out of hand. Now we're taking a more realistic attitude."

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"Freedom from censorship doesn't mean we have to dig to make pictures in bad taste. I don't mean pictures should be dirty—or that books should be either, for that matter—but we've got to get away from the standardized plots and this will give us the incen-
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Preminger said that the industry's Production Code was not as strict as its interpretation, but that on the other hand there could be a definite swing toward moral for instance in "Detective Story" could not have been made several years ago. But it was a Swede, or cripple, and no one found it objectionable."

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20th Will Release 40 Short Subjects in '53

Twentieth Century-Fox will release a total of 40 short subjects in 1953, it was announced yesterday by Peter G. Levathes, short subjects sales manager.

The line-up will consist of 26 new Terrytoons and four reissues, all produced by Technicolor; six Movietone sport reels; two Movietone specials (single reels); and two Lew Lehr reissues.

Rachmil Says

(Continued from page 1)

That is why, he explained, the Guild has established an annual intercollegiate film award to be presented by the best student-produced film turned out by 90 colleges and universities.

The winning student-producers could be recruited by Hollywood, he intimated.

Rachmil, who himself received his early film producing education at Yale, is confident the awards plan will succeed in bringing new talent to Hollywood. His latest picture is G. B. Shaw's "Androcles and the Lion," produced in conjunction with Gabriel Pascal for RKO Radio. He termed it a picture that has "popular appeal" but which, notably, qualifies for pre-release and pre-release engagements before its general run.

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Johnston at TOA

(Continued from page 1)

RKO Radio Pictures; Barney Balban, Paramount; Harry Colan, Columbia, and Steve Brody, Allied Artists.

Other leaders in the film industry who have been invited to attend are: Joseph R. Vogel, Harry Kalmin, Oscar A. Doob, John Murphy, Soo Schwartz, Alfred War, Myron Schine, Abe Montague, Charles Keegan, Alfred W. Schwalberg, Robert Mochrie, James R. Grainger, Al Lichman, William J. Heineman, Charles Feldman and Benjamin Kalman.

SAVE $48 ON EXCURSION FARES TO HAWAII!

ONLY $438 ROUND TRIP!

Luxury flights from California to Hawaii have been substantially reduced, it is stated, during the period of Oct. 1 to Dec. 10, 1952.

1st class comfort, service, meals. "Package" tours available, too.

UNITED AIR LINES

One of The Scheduled Airlines of the U. S.

80 E. 42nd St., call MURRAY Hill 2-7300.

*From New York: Via Air Tourist to California, 10-day limit on Excursion tickets, Fares plus fed. tax.

Reviews

"The Crimson Pirate"

(Warner Bros.—Norman Proctor)

SHOWMEN have a solid, well-done adventure picture with plenty of exploitation angles on which to exert their talents for promotion in "The Crimson Pirate." Bert Lancaster and his foil, Nick Cravat, keep the film, in color by Technicolor, spinning along at a fast and merry pace from beginning to end.

As Lancaster himself announces at the start, the film is the story of the last cruise of the Crimson Pirate, wherein Lancaster in the title role gets involved in a war of rebellion on the part of a Caribbean people against their European king. It begins innocently when the pirate captures a king's ship, whose only cargo is guns. Lancaster plans to sell these to the rebels and then make a double hand by selling the rebels to the king. Eva Bartok, lovely daughter of the rebel chief, however, has figured out their motives.

The climax finds Lancaster and Cravat, sold out by their pirate crew, rescuing Miss Bartok from a fate worse than death and then winning back their pirate ship.

The climax is a masterpiece of colorful action and special effects. Under the direction of a not-so-creditable-scientist, James Hayter, the rebels build and use to good effect: repeating cannons, TNT, a balloon for high-level bombing and one of the world's first submarines.

The film is perhaps a bit too long, but director Robert Siodmak has done an admirable job in keeping the action of the Roland Kibbee screenplay in hand. Lending good support to the star are Torin Thatcher as a monstrous but amusing henchman of the pirate chief and Leslie Bradley, as the king's enforcement officer of the king.

Running time, 104 minutes. General audience classification. Release date, September 27.

"The Rose Bowl Story"

(Monogram) Hollywood, Aug. 26

GOOD in any season but ideal for the rapidly approaching football season is this solid, entertaining story in which the annual Pasadena Rose Bowl classic figures, but not to the exclusion of the story line and the personalities involved in it. It's sensible, human and humerous—a bright, ticket selling attraction for every football fan.

Filmed in Cinicolor, it has Marshall Thompson in the role of an ambitious big-time grid star for a Midwestern college who comes to Pasadena for the New Year's Day classic. He dates a mink-coated girl who turns out to be being favored by a gallant and bewildered senior, and to be the plain daughter of some working folks. Small, unsensational incidents much more like life than fiction lead to his realization that his money-ridden ideas about football and love were both wrong. To this story are appended subordinate threads that round out a completely satisfying whole.

Thompson handles the top acting job with effective restraint, and Vera Miles, Natalie Wood, Keith Larsen and James Dobson supply convincing support. The gridiron teams are composed of some of the best professional and collegiate football players in the country, although they go unlisted, as do the teams they represent. That happy arrangement makes the attraction as appropriate for one part of the country as another.

Richard Heerman, who produced for Walter Mirisch, executive producer, and William Beaudine, one of his finest directorial handles, Charles R. Martin did the writing.


"Secret People"

(Lippert-Ealing) Hollywood, Aug. 26

WATCHING this British-made melodrama is a little like working a crossword puzzle to which no one tells you until you're finished there's no answer. When the British go in for deep-dyed villainy and deeply-hidden motives, they go deep indeed, often as in this instance, so deep that the bottom arrived at seems hardly to have warranted the digging. Specifically, the handicap the audience carries in its contemplation of the intricate and disturbing going-on reported here is its lack of knowledge as to the identity of the sinister organization— referred to steadily and always as "the organization"—which goes to fantastic lengths to involve a couple of orphaned sisters in assassinations (assignations), too and other illegal activities. The picture's prospects in the States aren't bright.

In the screenplay by Thorold Dickinson and Wolfgang Wilhelm, Valentina Cortese and Audrey Hepburn portray sisters, possibly Italian, maybe not, who come to London when an unidentified tyrant kills their father, evidently a liberal-minded, upper-class, liberal-minded citizen. About then a former sweetheart of the elder shows up, whereupon they renew what seems to have been a completely informal romance, which goes well until it is decided to take the party on a cruise to Gibraltar for an assassination attempt that kills the wrong victim. She confesses her complicity to Scotland Yard, her former pals try to kill her but fail, and the Yard fixes her up with a new identity which she wears until, during a hot-blooded bout of excitement, her ex-fiance manages to get killed by her pal, who happens to be standing by with a convenient knife. (If this sounds complicated—it should.)

The name of the producer is Sidney Cole, and the direction is by the Thorold Dickinson who collaborated on the script.

Running time, 88 minutes. Adult audience classification. Release date not set.

Arnall Returns to SIMPP Sept. 1

Ellis G. Arnall, who has been on leave from the presidency of the Society of Independent Motion Picture Producers during the past several months while serving as U. S. Price Stabilizer, is scheduled to return to his SIMPP post on Sept. 1. It was learned here yesterday.

Arnall, a former governor of Georgia who also has a law practice in Atlanta, is expected to serve SIMPP in the future out of that city, with visits to New York and Hollywood as required.

"Encounter" Row

(Continued from page 1)

In a letter to Congressman John W. Wood, chairman of the House Committee on Un-American Activities, Roy M. Brewer, chairman of the Hollywood Council, urged the committee to immediately initiate legislation banning the import of motion pictures such as "Encounter" is alleged to be.

"Encounter" was described by Brewer in his letter as the work of four Americans who either are or were Communists or are refugees from House committee subpoena. Named in this connection are John Weber, Bernard Vorhaus, Joseph Losey and Ben Barzman.

Benjamin said UA executives have not yet viewed "Encounter."
Arbitration

(Continued from page 1)

In the THEATRE

Equipment World •

... with RAY GALLAU

TOA indicated yesterday that it is

anxiously awaiting word of the

distributors' action on the draft in

order to know whether or not arbitra-

tion can be put on the organization's

convention agenda. The TOA mem-

bership, like the memberships of

other organizations which participated in the

Industy Arbitration Conference, must ratify the

draft, but the distance between the two must do so first,

according to an arrangement previously

made. Allied's convention and board

meeting, Nov. 15-19, is also scheduled to

reconsider the draft. Moreover, the Industry Arbitration

Conference, according to the original plan, will

have to reconvene to discuss and

vote on the draft. When this

would be is not clear in the minds of arbitra-

tion conferences yesterday. Finally, of course, the Department of Justice

and the U.S. Statutory Court would have

to approve the draft for it to be

included in the industry anti-trust suit

degree.

The draft stipulates that following

approval by all participating groups, a

death month period will be used to

set up arbitration machinery on

national and exchange area bases. It

states that also a test period of 18

months will follow to determine the

workability of the system agreed upon.

Bidding, it was pointed out yester-

day, would make it possible for the

draft on virtually an "all-inclusive"

basis. Excluded, in this connection,

are any controversies arising out of

pricing of films.

Put Pidgeon in Line

To Succeed Reagan

HOLLYWOOD, Aug. 26 — The Screen

Actors Guild nominating commit-

tee tonight placed Walter Pidgeon in line

for election to the presidency, to

succeed Ronald Reagan, who has

decided to retire from that office after a five

year occupancy. Reagan will continue as the

member of the board and the

executive committee.

Reelect Pat Somerset

SANTA BARBARA, Aug. 26 — The

California State Theatrical Federation,

comprising 50,000 members of AFL,

under the leadership of its presi-

dent, Pat Somerset, the industry, elected Pat Somerset to the

presidency, for the fifth term.

National

Pre-Selling

T HE first annual movie edition of

American Weekly, released next

Sunday through Hearst newspapers to

10,700 papers in 48 states, with great

enthusiasm on the part of both large

and small theatre circuits and oper-

ators, throughout the country. The

6,000,000 copies will be distributed

in 1700 Hearst areas, with Fox Midwest leading

the group with 3,000,000 copies.

Others who have bought are

Interstate Theatres, 9,000 copies;

Florida State Theatres, 5,000 copies;

Walter Reade, Minneapolis

Amusement, Penn Paramount, Inter-

national, Tri-State Theatres.

The Fox Midwest house operator,

Contact, says "when the advance copy of

this brilliant issue reached our divi-

do office, it received a warm enthu-

siastic response from district managers

and bookers than any piece of printed

matter ever before put in our hands in

a picture." The issue contains the first

listing of winners in the new

American Weekly Motion Picture

and Radio and the Great Show

"On Earth" leading 10 top pictures

and performances. There are full-

page ads for "Hollywood" and"

Because You're Mine" and the new

Technicolor production of

"What Price Glory?"

Roy Rogers appears in a string of

full-page, full-color ads across the

country, notably in the 4,000,-

000 circulation papers in New

York, to offer kids who read the

comics a chance to "win your own

palomino pony" with the sponsor-

ship of General Foods Corp. There's

no mention of Roy Rogers Riders

Clubs, or the movies, in this

advertising. It's a costly outlay, but the

feature is "吸引更多 customers to the

ride. Roy is coming to Madison

Square Garden with his own in-

person endorsement. The first run

will be at Madison Square Oct. 19, and tickets are already on

sale, priced at $1.75 to $6.00, with

children half-price at Wednesday and

Friday matinees.

Look, dated Sept. 9, and out today,

features a double-track, center-fold

advertising for Republic's gold, ro-

mantic comedy, "The Quiet Man," which

dominates the book. There's a two-page story "Hollywood On Its Toes" describing "spectacular in new

films, from "American In Paris" to

"Hans Christian Andersen" with

pictures of Leslie Caron, hammered

by MGM, who is starred in MGM's "Story of Three Loves." . . .

Those Woman's Home Companion

veers from September's "Colonial No error in judgment on the part of

Horting, are, "The Quiet Man" in "In His Arms" and "Sudden Fear" with a round
dado of runners-up, and MGM's

"Movie Calendar of the Month" and<br />

more. A special feature of the Reader's book special invoice of

Redbook nominee "Where's Charly"

as its September candidate for the

"Hollywood" - "Sun of Paleface" and

"The Big Sky" as runners-up. It's

not too difficult to pick a handful of

pictures in their number.

-WALTER BROOKS

WANTED

Films for Italian Distribution
Cash or Participation

BOX 414, MOTION PICTURE DAILY
1257-6th Avenue, New York 20, N. Y.

Wednesday, August 27, 1952

NPA to Lift}

(Continued from page 1)

to build indoor theatres.

The NPA order also declared that

building orders supplied to NPA for con-

trolled materials in excess of the amounts

they are permitted to self-

authorize.

Under the order theatre builders

will be able to self-authorize in each

quarter up to five tons of carbon steel,

not to exceed 5000 square feet of all

types of structural steel shapes;

500 pounds of copper and copper base

in excess of amount authorized.

Until now, Golden pointed out, no

aluminum was permitted in theatre construc-

tion.

In addition, the NPA order

stated that self-authorizing build-

ers may use in each project up to

$15,000 worth of building equipment

and materials which need a rating authority.

Such materials do not include con-

trolled items. Builders may also use up to

$5,000 for production machinery in a

project without authorization.

It will be possible, Golden said, for

theatre builders wishing to use more

than the self-authorized amounts of

controlled materials, to begin the next

quarter to do so by slowing down the

construction process. Thus, he pointed out,

a theatre owner wishing to con-

tinue construction beyond the

amounts of materials he can au-

thorize in one quarter. An exhibitor

wishing to continue construction in

one quarter to do so may start his

construction with his self-

authorized amount for one quarter,

keep down the pace of construction

and then use the stored amounts of

materials he can authorize for

the following quarter. It would be

possible, Golden said may do just

the fashion for one theatre the amount of materials the exhibitor may authorize for

four quarters.

With the April effective date,

Golden said, theatre builders have

plenty of time to buy, plan and

grade their sites, before

beginning construction. The

NPA order extends the time that

self-authorizing builders may place

their purchase orders up to the amount

specified at any time between now and April 1, but

they may not have delivery be-

fore then.

NPA said it would review the con-

struction situation again at the end of

October with a view to fixing an effec-

tive date earlier than April 1.

The NPA order grew out of a

meeting today between the construc-

tion industry advisory committee and

NPA officials.

Action Names Five

(Continued from page 1)

Different bookings to Century theatres

in Los Angeles generated great com-

petition with the plaintiff. Under

the RKO product suit, the plaintiff

contends, the Criterion should get

some amount of clearance, but instead

has been pushed over to 14 days.

Last year Lavalot filed a similar suit alleging it was discriminated

against in terms of clearance under

the Loew's suit. The action was dis-

continued on the condition that seven-

day clearance would be accorded the

Criterium.
# Motion Picture Daily's Booking Chart

**Week of July 13**

<table>
<thead>
<tr>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
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<th>REPUBLIC</th>
<th>RKO</th>
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<td><strong>(July Releases)</strong></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.)
READ IT AUGUST 31,
in any of these great Sunday newspapers

Albany Times-Union
Baltimore American
Boston Advertiser
Buffalo Courier-Express
Chicago Herald-American
Cincinnati Enquirer
Cleveland Plain Dealer
Detroit Times
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel

New Orleans Item
New York Journal-American
Philadelphia Bulletin
Pittsburgh Sun-Telegraph
Portland Oregonian
St. Paul Pioneer Press
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse Herald-American
Washington, D.C. Times-Herald

The AMERICAN WEEKLY
PROUDLY PRESENTS
THE
FIRST ANNUAL MOVIE ISSUE
to be published by a general mass magazine. Devoted entirely to the movie industry, it is further evidence of The American Weekly’s alert editing for its more than 9½ million families...and its continued interest in motion picture entertainment.
Distributors' Arbitration Action Pends

TOA Convention Agenda Waits Decision on Draft

Following an all afternoon meeting here yesterday of a Motion Picture Association of America sales managers sub-committee on the new draft of a projected industry arbitration system, it was reported that the draft soon will be presented to all the companies for approval, amendment or rejection.

The companies are expected to act on the document within the next two weeks. Actually, the distributors have three weeks in which to offer acceptance of an arbitration draft if Theatre Owners of America is to have a chance to vote on it at the organization’s annual convention in Washington Sept. 14-18.

The sub-committee that met yesterday included William F. Rogers of Loew’s, chairman of the distributors’ (Continued on page 4)

$1,050,000 Trust Action Names Five

A $1,050,000 triple-damage anti-trust action naming RKO Pictures, Warner Brothers, 20th Century-Fox, Universal and Century Theatres yesterday was filed in U. S. District Court here by Lavellon Amusement Corp., operator of the Criterion, East Rockaway, L. I.

The complaint charges that defendants-distributors discriminated against the Criterion by giving preferential treatment to other theatres. (Continued on page 4)

Krim Asked to Rule In ‘Encounter’ Row

Robert Benjamin, United Artists partner, said yesterday that he has sent to Arthur B. Krim, company president, currently visiting Paris, a communication asking his advice on how the company should proceed with respect to its distribution deal for “Encounter,” which the Hollywood AFL Film Council has charged was made abroad by members of the American film industry with mem-

(Continued on page 3)

Rachmil Says Showmen Owe Better Films Better Houses

By CHARLES FRANKE

Theatre owners throughout the U. S. who have not redecorated their houses in the past 10 to 20 years owe it to themselves to visit New York’s Radio City Music Hall to determine the extent to which they have been lax in offering their customers necessary comforts and service, Lewis K. Rachmil, screen producer, declared here yesterday.

Rachmil said that while Hollywood has been doing its part during the past year to put the industry again on the trail to prosperity by producing larger numbers of top-quality films, exhibitors, in general, have not taken the trouble to win increased patronage by adding to theatre comforts and improving service. Architectural improvements, in particular, are needed in many of the theatres he has visited, Rachmil said.

The Screen Producers Guild is fearful that before long there will be a shortage of producers in Hollywood for the making of product for theatres, considering the rate at which many film-makers are turning to producing for television, according to Rachmil.

(Continued on page 3)

Johnston to Speak At President’s Banquet of TOA

WASHINGTON, Aug. 26.—Motion Picture Association of America president Eric Johnston will address the president’s banquet at the Theatre Owners of America convention to be held here at the Shoreham Hotel, Sept. 14-18.

In addition to the estimated 700 TOA members and guests who are expected to be present at the banquet, many company presidents and other industry leaders have been invited to attend.

At the same time, TOA president Mitchell Wolfson disclosed a letter he has sent out to all TOA members, pointing out the significance of the convention, which he called “the most important ever held.”

Company presidents who have been invited to attend are: Harry M. Warner, Warner Brothers; Milton R. Rachmil, Universal; Arthur B. Krim, United Artists; Nicholas M. Schenck, Loew’s; Spyros P. Skouras, 20th Century-Fox; Herbert J. Yates, Republic Pictures; Ned E. Depein.

(Continued on page 4)

Senate Group Calls RWG RedControlled

WASHINGTON, Aug. 26.—A Senate Judiciary sub-committee declared yesterday that the Radio Writers Guild is controlled by a pro-Communist faction. At the same time, the committee chairman Pat McCarran (D., Nev.) declared in a statement that since the Radio Writers’ Guild may “obtain jurisdiction” over the television writers, “Television must keep its house clean.”

The report by McCarran and the sub-committee as a leader in the pro-Communist group was Mijail Lammel, briefly, a Hollywood screen writer.

The information was contained in a report issued by the Judiciary sub-committee which held intermittent hearings over the past year and a half on subversive infiltration.

(Continued on page 3)

Technicolor Half Year Profit Steady

Consolidated net profit of Technicolor, Inc., for the six months ended June 30 was estimated by the company yesterday at $1,025,420, after taxes. The result compares with net profit for the first half of 1951 of $1,061,305, with taxes for the 1951 period adjusted to the effective rate paid for the entire year.

Technicolor’s consolidated net for the second quarter of the current year is estimated to be $506,472, compared with $571,624 for the corresponding quarter last year.

Profit for the first half of this year is equivalent to $1.10 per share compared with earnings of $1.14 per share for the corresponding period last year.

NPA to Lift Building Ban After April 1

Golden Sees Prod to Drive-in Building

WASHINGTON, Aug. 26.—The National Production Authority today announced it will remove the ban on theatre building after April 1 and will permit limited amounts of controlled materials to be self-authored after that date.

Under the current NPA set-up there is no self-authorization for theatre building and theatre construction may be authorized only after hardship is proven. The new order would permit theatre builders to apply for NPA authorization in the same manner as any other builder.

In the opinion of Nathan D. Golden, NPA film chief, the amount of controlled materials which may be self-authored will assure substantial building of drive-in theatres. He declared, however, that the self-authored amounts would not be sufficient.

(Continued on page 4)

File $927,000 Trust Suit in New Mexico

LOS ANGELES, Aug. 26.—An anti-trust action seeking $297,000 in treble damages has been filed against major distributors and the Griffith circuit in Federal court at Albuquerque, N. M., on behalf of Mary E. Traub and the El Capitan Theatre, Roswell, N. M.; it was revealed here today by Weller & Cornibibli and Kenny & Morris, counsel for the plaintiffs.

In addition to damages, the suit seeks to require Griffith to dispose of six theatres in Roswell which it is alleged, the circuit acquired through monopoly and illegal use of its circuit buying power.

Equity Talks on ToddShow Continue

Talks on establishing an Actors Equity wage pattern for the projected experimental theatre telecast of Mike Todd’s “A Night in Venice” show were said yesterday to be continuing.

An Equity spokesman said Todd representatives and Equity delegates were meeting on the problem.

Monogram Buys 2 Mandel Exchanges

Hollywood, Aug. 26.—Monogram has purchased Monogram franchise-operated exchanges in Chicago and Indianapolis from Irving Mandel, with the operation effective Tuesday. Acquisition gives Monogram a total of 15 company-owned exchanges in the U. S., with 16 others franchise-owned.
Personal Mention

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, will leave here by plane for the Coast today.

HARRY FEINSTEIN, zone manager in New Haven for Warner Brothers Circuit Management Corp., and Mrs. FEINSTEIN have returned here from a vacation trip to Maine and Cape Cod.

SPHERE PERRAKOS, general manager of Peralta Theatre in Alameda, Calif., has been called away to New York, where S. J. Liberte, will be married to Miss NICKI PAPPAS in Detroit on Oct. 11. His father, Peter, is head of the circuit.

BEN L. OCHON, head of Ohio Theatre Supply Co., Cleveland, became a father for the third time when a boy, LARRY ELGIN, was born to his wife at St. Luke’s Hospital there.

DO DR. HERBERT T. KALMUS, president and general manager of Technicolor Corp., will arrive here from Europe today aboard the S. S. Libertine.

Mike Newman, Columbia publicist, has fully recovered from surgery and has returned to the studio from San Francisco.

Vincent Capuano, manager of the Elin Theatre, West Hartford, Conn., is recovering from auto accident injuries.

Laurent Garman, owner of the Up town Theatre, Baltimore, is vacationing at Ocean City, Md.

Film Personalities To Aid Ind. Fair

Indianapolis, Aug. 26 — Marjorie Main, Rex Allen, Forrest Tucker, Tony Romano and Bill Williams were expected here late this week as Hollywood’s goodwill ambassadors to the film industry, sponsored by the Allied Theatre Owners of Ind., which will be displayed in conjunction with the State Fair. While the Fair opens Thursday, the motion picture exhibit will not get underway until Saturday.

The Hollywood delegation, according to ATOI secretary William A. Carroll, will greet visitors in the film tenthouse museum, which will feature displays furnished by the studios. They also are in demand already for guest appearances on radio broadcasts.

The fair and the film exhibit will continue through Sept. 6, to be followed the next week by another statewide “Movietime, U.S.A.” drive.

Takes Peron Film

R. M. Savini, president of Astor Pictures Corp., has announced the closing of a distribution deal with Juan A. Brais of Argentina, for “The Ever Peron Story,” a three-reel film.

Factor of N.Y. Telecast Enters IBC-TNT Talks

Whether television equipped theaters in New York will be able to televise the Jersey Joe Walcott-Rocky Marciano heavyweight championship bout, slated for Sept. 23 in Philadelphia’s Municipal Stadium, is a factor in the negotiations being conducted by Theatre Network Television and the International Boxing Club, it was learned here yesterday.

The proximity of New York to the site of the bout leads the IBC to feel that if the title match is telecast in nearly a dozen theaters here, the gate for Bakstilophis would be stronger. It is explained, however, that the IBC has not called for a “blackout” in New York theaters, but is seeking a higher rate for the televise shows in Philadelphia theaters elsewhere, if they are included in the deal.

Herman T. Layton, general manager of the hotel, has called for a theatre television “blackout” in Philadelphia and the area around Marichio’s home town in Brockton, Mass.

Simultaneously, Robert Mochrie, RKO Radio distribution vice-president, said he expects to have an announcement regarding film rights to the bout later in the week. The entrance of RKO Radio into the negotiations would considerably strengthen Theatre Network Television in keeping the bout off home television, it is believed.

The possibility that the bout, considered one of the top fistic attractions in years with a $1,000,000 gate, will go to television in New York was not discounted by an IBC spokesman, who said the networks are still actively negotiating for the event.

C. W. ‘Bucky’ Tarkington, former Brockton, Mass., area “blackout” would affect TV-equipped theatres in Eastern New England with a seating capacity of 9,225. The theaters are: Pilgrim, Boston; Loew’s and Paramount, Lynn, Mass.; and Carleton, Providence. There is a possibility, however, that the latter would be exempt from the New York “blackout.”

Northwest Exhibitors Seek to Join COMPO

Application for membership in the Council of Motion Picture Organizations has been made by Theatre Owners of Washington, Northern Idaho, and Oregon, as announced yesterday by COMPO headquarters.

The application was made in a letter from J. M. Hune, executive secretary of the exhibitor group, to Robert W. Coyle, COMPO special counsel.

$13,500 for ‘Ivory’

A strong $13,500 was registered for the first week of “Ivory Hunter” at the Transit-Lux 22nd Street, the theatre management reported here yesterday. The feature was put in for a four hundred dollars of the house record set last year.

Polio Closes Theatre

Portland, Ore., Aug. 26 — Epidemic has temporarily closed the Dianne, the only theatre in this town of approximately 200 people.

Schine Promotes Wolk

BUFFALO, Aug. 29 — Norman Wolk has been named manager for Schine theatres in Rochester. He formerly was manager of Schine’s Riviera in the same city.

MOTION PICTURE DAILY Wednesday, August 27, 1952

Newsread

American Legion convention activities, including Gen. Eisenhower’s address, are reported in virtually all of the newspapers. President Eisenhower also addressed the scene of the disaster left by the recent California earthquake, the first public appearance of the President and Mrs. Eisenhower since a variety of sport items. Complete contents follow:

MOVIE TONE NEWS, No. 70—Ice ad for the “Black Cauldron” section of Flashing, Turkish beauty is “Miss Europe.” Another California earthquake. Gold. Tennis.


PARAMOUNT NEWS, No. 3—Earthquake in California. India celebrates Independence. Democracy frolicks on Portugal “Miss Europe” named. Rodos.


Censorship Ruling A Boon: Preminger

The Supreme Court rulings restricting motion picture censorship will prove the biggest boon to the film business, production manager Otto Preminger predicted here yesterday. Preminger, who recently finished work on the “Moulin Rouge” at RKO Radio, is currently in New York to find a play to be produced here.

“In time,” he said, “there will be little censorship in the movies as in the theatre. That will be healthy for the picture business. It will give us an opportunity, where the profit will be found in the hackneyed plots and stilted endings that are required now.

“Freedom from censorship doesn’t mean we’re entitled to make pictures in bad taste. I don’t mean pictures should be dirty—or that books should be made—either. But we’ve got to get away from the standardized plots, and this will give us the incentive.”

Preminger said that the industry’s Production Code was not as strict as its interpretation: but that on the other hand there was a definite swing toward freedom. For instance, the “Detective Story” could not have been made several years ago. But it was made and no one found it objectionable.”

Boxoffice receipts during the past few months are proof that Hollywood is making pictures more to the public’s liking, the producer said. “That crisis we underwent last year was a good thing for our business,” he said. “We were making business, but out of hand. Now we’re taking a more realistic attitude.”
20th Will Release 10 Short Subjects in '53

Twentieth Century-Fox will release a total of 10 short subjects in 1953, it was announced yesterday by Peter G. Levathes, short subjects sales manager.

The line-up will consist of 26 new Terrytoons and four reissues, all in color by Technicolor; six Movietone sport reels; two Movietone specials (single reels); and two Lew Lehr reissues.

Rachmil Says
(Continued from page 1)

That is why, he explained, the Guild has established an annual intercollegiate film award to be presented to the best student-produced film turned out by 69 colleges and universities. The winning student-producers could be recruited by Hollywood, he intimated.

Rachmil, who himself received his early film production education at RKO, was confident the awards plan will succeed in bringing new talent to Hollywood. His latest picture is G. B. Shaw’s “Androcles and the Lion,” produced in conjunction with Gabriel Pascal for RKO Radio. He termed it a picture that has popular appeal, but which, nevertheless, qualifies for pre-pre-release and pre-release engagements before its general run. Rachmil will fly back to Hollywood next Tuesday.

Johnston at TOA
(Continued from page 1)

RKO Radio Pictures; Barney Balaban, Paramount: Harry Cohn, Columbia, and Steve Brody, Allied Artists.

Other leaders in the film industry who have been invited to attend are: Joseph R. Vogel, Harry Kalmijs, Oscar A. Dobb, John Murphy, Sidney Schwartz, Albert Warner, Meyer Schine, Abe Montague, Charles Rea, J. Arthur Waldborg, Robert Mochrie, J. Bartok, Frank Abber, Lichtman, William J. Heineinan, Charles Feldman and Benjamin Kalmenson.

Save $48 on Excursion Fares to Hawaii!

Only $438 Round Trip!
Luxury flights from California to Hawaii have been substantially reduced in fare during United's Excursion period of Oct. 1 to Dec. 31, 1952.

1st class comfort, service, meals. "Package" tours available, too.

United Air Lines
One of The Scheduled Airlines of the U.S.
80 E. 42nd St., call Murray Hill 7-3000.
*From New York, Via Air Tourists to California, 10-day limit on excursion tickets. Fares plus fed. tax.

Reviews

"The Crimson Pirate" (Warner Bros.-Norman Prosp.)

SHOWMEN have a solid, well-done adventure picture with plenty of exploitation angles on which to exercise their talents for promotion in "The Crimson Pirate." Burt Lancaster and his foil, Nick Cravat, keep the film in color by Technicolor, spinning along at a fast and merry pace from beginning to end.

As Lancaster himself announces at the start, the film is the story of the last cruise of the Crimson Pirate, wherein Lancaster in the title role gets involved in a war of supply against part of a Caribbean people against their European king. It begins innocently when the pirate captures a king's ship, whose only cargo is guns. Lancaster plans to sell these to the rebels and then ultimately sail to British Honduras with his large band of rebels to the king. Eva Bartol, lovely daughter of the rebel chief, however, appears to complicate his mercenary motives. The climax finds Lancaster and Cravat, sold out by their pirate crew, rescuing Miss Bartok from a fate worse than death and then winning back their pirate ship.

The climax is a masterpiece of colorful action and special effects. Under the direction of a not-so-crackpot scientist, James Hayter, the rebels build and use to good effect: repeating cannons, TNT, a balloon for high-level bombing and one of the world's first submarines.

The film is perhaps a bit too long, but director Robert Siodmak has done a commendable job in keeping the action of the Roland Kibbe screenplay in hand. Lending good support to the star are Torin Thatcher as a minute but capable police inspector and Leslie Bradley as the enforcement officer of the king. Harold Hecht produced for Norman Productions.

Running time, 104 minutes. General audience classification. Release date, September 27.

"The Rose Bowl Story" (Monogram)

Hollywood, Aug. 20

GOOD in any season but ideal for the rapidly approaching football season is this solid, entertaining story in which the annual Pasadena Rose Bowl classic figures, but not to the exclusion of the story line and the personalities involved in it. It's sensible, human and humorous—true which ticket selling attraction for exhibitors everywhere.

Filmed in Cincocolor, it has Marshall Thompson in the role of an ambitious big-time grid star for a Midwestern college who comes to Pasadena for the New Year's Day Classic. Thompson witnesses a man-coated girl who turns out to have borrowed the garb and to be the plain daughter of some working folks. Small, unsensational incidents much more like life than fiction lead to his realization that his money-ridden ideas about football and love were both wrong. To this situation are added subordinate threads that round out a completely satisfying whole.

Thompson handles the top acting job with effective restraint, and Vera Miles, Natalie Wood, Keith Larsen and James Dobson supply convincing support. The gridiron teams are composed of some of the best professional and collegiate football players in the country, although they go uncredited, as do the teams they represent. That happy arrangement makes the attraction as appropriate for any part of the country as is its appeal. Richard Heerman produced, Walter Mirisch, executive producer, and William Beaudine gave it one of his finest directional handleings. Charles R. Martin did the writing.


"Secret People" (Lippert-Eating)

Hollywood, Aug. 26

WATCHING this British-made melodrama is a little like working a crossword puzzle to which no one tells you until you've finished there's no answer. When the British go in for deep-dyed villainy and deep-hidden motivation they go deep indeed, often, as in this instance, so deep that the bottom arrived at seems hardly to have warranted the digging. Specifically, the handicap the audience carries in its contemplation of the intricate and bizarre goings-on here is its lack of really getting what there is to the identity of the sinister organization—referred to steadily and always as "the organization"—which goes to fantastic lengths to involve a couple of orphaned sisters in assassinations (assassinations, too) and other illegal activities. The picture's prospects in the States aren't bright.

In the screenplay by Thordill Dickinson and Wolfgang Wilhelm, Valentina Cortesa and Audrey Hepburn portray sisters, possibly Italian, maybe not, who come to London when the unidentified tyrant kills their father, evidently a liberal-minded man in some years (by 1937, that is) become a naturalized citizen. About then a former sweetheart of the elder shows up, whereupon they renew what seems to have been a completely informal romance, which goes on to involve taking both to a party with a purpose to cooperate to use for an assassination attempt that kills the wrong victim. She confesses her guilt to Scotland Yard, her former pals try to kill her but fail, and the Yard fixes her up with a new identity which she wears until, finding a former lover trying again with her sister, she reveals her identity and gets killed by him, who happens to be standing by with a convenient knife. (If this sounds complicated—it should.)

The name of the producer is Sidney Cole, and the direction is by the Thordill Dickinson who collaborated on the script.

Running time, 88 minutes. Adult audience classification. Release date not set.

Arnall Returns to SIMPP Sept. 1
Ellis G. Arnall, who has been on leave from the presidency of the Society of Independent Motion Picture Producers during the past several months while serving as U. S. Price Stabilizer, is scheduled to return to his SIMPP post on Sept. 1, it was learned here yesterday.

Arnall, a former governor of Georgia who also has a law practice in Atlanta, is expected to serve SIMPP in the future out of that city, with visits to New York and Hollywood as required.

Encounter' Row
(Continued from page 1)

ership in or loyalties to the Communist Party.

Benjamin and William J. Heineman, CA distribution vice-president, said the deal for the picture was made over a year ago. They were at the time producing the picture. He said it would be possible for UA to withdraw from the contract in light of the hostility the film has aroused.

Sent Letter to Wood
In a letter to Congressman John W. Wood, chairman of the House Committee on Un-American Activities, Roy M. Brewer, chairman of the Hollywood Council, charged that the committee immediately initiate legislation banning the importation of motion pictures such as "Encounter" is alleged to be.

"Encounter" was described by Brewer in his letter as the work of four Americans who either are or were Communists or are refugees from House committee subpoenas. Named in this connection are John Weber, Bernard Vorhaus, Joseph Losey and Ben Barzman.

Benjamin said UA executives have not yet viewed "Encounter."

True—Timely—Terrorist!

The Eva Braun Story

The Girl Who Rose from Rags to Riches
(Screen time: 30 Minutes)

Book Now!
Exchanges Everywhere

Astor Pictures Corp.
120 W. 64th St., New York 36, N.Y.
NPA to Lift

(Continued from page 1)

WANTED

Films for Italian Distribution
Cash or Participation

BOX 414, MOTION PICTURE DAILY
1270 • 6th Avenue, New York 26, N. Y.

Arbitration

(Continued from page 1)

National

Pre-Selling

THE first annual movie edition of American Weekly, released next Tuesday through Hearst newspapers to nearly 100,000 dealers, has met with great enthusiasm in the sale of both large and small theatre circuits and operators, throughout the country. The colour covers, with 100,000 copies, will be distributed in non-Heart areas, with Fox Midwest leading the way with the distribution of 20,000 copies. Others who have bought are Interstate Theatres, 95,000 copies; Florida State Theatres, 50,000 copies; HBO Top Time—Son of Theatres (via Rebel Poster Exchange) 40,000 copies; Cooper Foundations Theatres, 20,000; and other Astor requests for Loew's, Walter Reade, Minneapolis Amusement, Penn Paramount, Interstate, Universal, and Tri-State Theatres.

The Fox Midwest house organ, Contact, says: "when the advance copy of this brilliant issue reached our division office, it received a more enthusiastic response from district managers and bookers than any piece of printed matter ever before put out; it is a hit!" The issue contains the first list of winners in the new "American Weekly Motion Picture International Sweepstakes'—The Greatest Show On Earth" leading 10 top pictures and performances. There are full-page, full-color ads for Mario Lanza's "The Great Caruso" and the new Technicolor production of "What Price Glory?"

Roy Rogers appears in a string of full-page, full-color ads across the country, notably in the 4,000,000-circulation Sunday News in New York. This has given the comics a chance to "win your own palomino pony" with the sponsorship of General Foods Corp. There's representation of Roy Rogers Riders Clubs, or the movies, in this advertising. It's a costly outlay, but the theatre advertising can't ride alone. Roy is coming to Madison Square Garden with his own in-person Rodeo show, Sept. 24 through Oct. 19, and tickets are already on sale, priced at $1.75 to $6.00, with children half-price at Wednesday and Friday matinees.

Look, dated Sept. 9, and out today, features a double-truck, center-fold advertisement for Republic's hold, recently released in six new films, from "American In Paris" to "Hans Christian Andersen" with pictures of pale Caron, Jannarino and Morgan, a great new release to MGM's "Story of Three Loves," "Those Woman's Home Companion" with completely new subjects. It's stated: "no error in judgment on the part of Philip Hartung, are the "Quiet Man," "Yankee Doodle Dandy," the World's Fair's:" "Sudden Fear" was cut by a round dozen of runners-up, and MGM's "Movie Calendar of the Century." The New York daily Redbook notes "Where's Charlie" as its September candidate for the Silver Cup, with "Forsage," "The Great Lie," "The Miracle," "The Big Sky" as runners-up. It's not too difficult to pick a handful of pictures in these months.

WALTER BROOKS
**Motion Picture Daily’s Booking Chart**

**Week of July 13**

<table>
<thead>
<tr>
<th>COLUMNIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PAR.</th>
<th>REPUBLIC</th>
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<th>UNITED ARTISTS</th>
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<td><strong>July 13</strong></td>
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<td>CALIFORNIA</td>
<td>CONQUEST (Color)</td>
<td>Cal Wild</td>
<td>Torace Wright</td>
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<td>CRIPPLE CREEK (Color)</td>
<td>Greenaway</td>
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<td>THE BRIGAND (Color)</td>
<td>Anthony Dexter</td>
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<td>STORM Dyer (Color)</td>
<td>Jock Armstrong</td>
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<td>RED SNOW (Color)</td>
<td>Guy Madison</td>
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<td>BARRED WIRE (Color)</td>
<td>Gene Autry</td>
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<td>JUNCTION CITY (Color)</td>
<td>Charles Starrett</td>
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**Aug. 3**

| CAPTAIN PIRATE (Color) | Louis Hayward | D—85 min. | (Rev. 7/25/53) |     |          |     |          |               |             |         |
| LAST TRAIN FROM BORDUAY | Jan Hall | D—72 min. | (Rev. 7/7/53) |     |          |     |          |               |             |         |

**Aug. 10**

| SECRET PEOPLE | English Fontaine | Audrey Hepburn | D—98 min. | (5120) |     |          |               |             |         |

**Aug. 17**

| IVANHOE (Color) | Robert Taylor | D—78 min. | (Rev. 15/20/53) |     |          |     |          |               |             |         |
| THE CLOUDED SKY | Cameron Mitchell | D—80 min. | (50/54) |     |          |     |          |               |             |         |

**Aug. 24**

| HELLGATE | Sterling Hayden | John Leslie | D—8 min. | (5123) |     |          |               |             |         |
| TROMBA, THE TIGER MAN | Maria Montez | D—70 min. | (5123) |     |          |     |          |               |             |         |

**Aug. 31**

| DON'T MARRY FOR MONEY (Color) | Robert Taylor | D—85 min. | (5120) |     |          |     |          |               |             |         |

**Sept. 7**

| WOMAN OF THE NORTH COUNTRY | Richard Harrison | D—78 min. | (5123) |     |          |     |          |               |             |         |

**Sept. 14**

| THE MINE WITH THE IRON DOOR | Richard Arlen | D—78 min. | (Rev. 9/8/53) |     |          |     |          |               |             |         |

**Sept. 21**

| MY MAN AND I | Shirley Jones | D—85 min. | (5123) |     |          |     |          |               |             |         |

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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.**
READ IT AUGUST 31,
in any of these great Sunday newspapers

Albany Times-Union
Baltimore American
Boston Advertiser
Buffalo Courier-Express
Chicago Herald-American
Cincinnati Enquirer
Cleveland Plain Dealer
Detroit Times
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel

New Orleans Item
New York Journal-American
Philadelphia Bulletin
Pittsburgh Sun-Telegram
Portland Oregonian
St. Paul Pioneer Press
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse Herald-American
Washington, D.C. Times-Herald

American Weekly
Proudly Presents
The
First Annual Movie Issue

to be published by a general mass magazine. Devoted entirely to the movie industry, it is further evidence of The American Weekly's alert editing for its more than 9½ million families...and its continued interest in motion picture entertainment.
COMPO Faces 3 Months of Tax Research

'Meeting the Headlines' with Facts About Admissions Levy'

The Council of Motion Picture Organizations estimates that three months of intensive research work will be completed in 1952, and that the company's books, salesmen, branch managers, franchise holders and company executives will present the greatest box office potential ever presented by Monogram-Allied Artists.


May Finish Goldwyn Deposition in Month

San Francisco, Aug. 27—The deposition of Samuel Goldwyn in his anti-trust suit against Fox West Coast Theatres and 11 other companies, which was not completed when taken here shortly after the suit was filed, will be finished within the next month or two in this city, it is reported.

Starr, Rhodes Due For Top TOA Posts

Theatre Owners of America's top echelon quartet of 1952-53 is virtually certain to consist of Alfred Starr as president; Elmer C. Rhodes, board chairman; Leonard Fabian, executive committee chairman, and Gail Sullivan, executive director.

This was indicated yesterday as word was received here that Mitchell Wolfson, incumbent president, will be unable to serve another term because of the pressure of his personal business. He is a Florida theatre circuit owner and has a Miami television station. Senator was said to be wholly receptive to the suggestion that he succeed Wolfson and is understood to be favored for the post in practically every TOA quarter. Starr is a Tennessee theatre operator.

Charles P. Skouras, incumbent board chairman, is president of National Theatres which is being reorganized into Wesco Theatres in connection with the divestiture of 20th Century-Fox.

Para. to Release 9 In Next 4 Months

Paramount has set nine productions, seven of them in color by Technicolor, for release during the remaining four months of 1952.

'Son of Paleface,' is scheduled to open early in October at the Paramount Theatre here, and 'Just for You,' is slated for the Capitol here also in early October. Both are in Technicolor.

Tele-Sessions Broadens Scope Of Theatre Video Medium

Broadening the scope of sponsored theatre television programming, through a tie-up with NBC-TV, was revealed here yesterday by Victor M. Ratner, director of theatre Tele-Sessions, a division of Theatre Network Television.

Ratner, in a brochure currently being distributed among advertising agencies, outlined the plan by which a commercial organization can have outlets in 40 key communities throughout the country which now have television-equipped theatres.

The newly-appointed head of Tele-Sessions described the response of advertising agencies to the medium as very encouraging. He also pointed out that the projected use of hotels or TV sets will reduce the cost of the project.

SAG Will Bid AFL Probe 16mm. Suit

Hollywood, Aug. 27—The board of directors of the Screen Actors' Guild today formally condemned the Federal government's 16 millimeter suit and declared it will ask the national executive council of the AFL to investigate the action by the Department of Justice, with a view to protecting the jobs of AFL members in the motion picture industry.

Tent Puts Off Golf Tourney to Sept. 25

The date of the annual golf tournament and party of the Variety Club of New York, Tent No. 35 at the Vernon Hills Country Club, has been changed from Sept. 11 to Sept. 25. The committee declares it felt "this advisable in view of the conflict with the Warner Club outing of Sept. 12, to which many of our bidders are invited."

TNT Acquires Rights to Walcott Bout

Cancellation Possible Under Guarantee Clause

Theatrical television rights to the Jersey Joe Walcott-Rockey Marciano heavyweight title bout, slated for Sept. 23 in Philadelphia's Municipal Stadium, have been acquired by Theatre Network Television, it was disclosed here yesterday jointly by James D. Norris, president of the International Boxing Club, and Nathan Halpern, TNT president.

Acquisition of the exclusive theatre TV rights, it was learned, is subject to a contract provision for an option exercisable by the IBF to cancel theatre TV if the number of theatres taking the bout does not reach a certain level. In that event, IBF could elect to use home television and radio broadcasting.

The contract was further learned, calls for a theatre TV "blackout" in New York

Report Col. Seeks Mex. Studio Share

Mexico City, Aug. 27.—It is reported here that Columbia Pictures is negotiating for the purchase of RKO Pictures' interest in the Churubusco-Azteca studio, Mexico's leading production lot. Local officials of neither company would comment.

It was reported some time ago that RKO Pictures had sold its interest to Mexican partners in the studio but more recently it was understood that RKO had retained part of its interest in the studio.

$2.40 for Walcott Bout in Baltimore

Baltimore, Aug. 27—Frank Durkee's State Theatre has contracted for the telecast of the Walcott-Marciano bout to be fought in Philadelphia, Sept. 23.

According to C. Elmer Wolfe, general manager, the entire house will be sold at $2.40 admission with no reserved seats.
Expect Allport to Report on French Pact Next Week

The Motion Picture Export Association reported yesterday that it was expecting to receive information not earlier than Monday or Tuesday from Allport About the status of Franco-American film pact negotiations which are going on there. The Association considered the possibility that, with the U.S. negotiators having accepted France’s cut in imports from 121 to 90, the talks until Wednesday will be held to complete the procedure whereby remittances of American earnings, past and present, to France and Germany, can be made separate and apart from the official agreement could be made for subsidization of French production by American distributors who choose to do so.

Allport is one of the Association’s officers at the negotiations that are being conducted on the international level. The Society of Independent Motion Picture Producers in New York has indicated that they would not agree to an official pact that stipulated subsidization even if a definite and separate understanding were worked out. The agreement, it is expected that if individual MPEA member companies chose to go for subsidization on their own, they would have to make additional French import permits.

Part-Time SIMPP Basis for Arnall

WASHINGTON, Aug. 27.—Ellis Arnall, who will resume the presidency of the Society of Independent Motion Picture Producers next month, has returned to his Atlanta law practice immediately after Monday. He scheduled to begin Sept. 8, since SIMPP had requested him to do so.

The retiring Price Stabilizer added, however, that he would probably hold the SIMPP job “part time for a while,” and that a definitive arrangement for the future would be worked out after he met with the SIMPP board of directors on the Coast, probably sometime in October.

Miss Blumenstock Weds

Haidie “Bebe” daughter of Mrs. Haidie Fried and Mort Blumenstock, Warner Bros. vice-president in charge of advertising and publicity, was married yesterday to Major Marvin Daniel Perskie, U.S.M.C., at the Sherry-Netherland Hotel here. Major Perskie has had five years of service in the Marine Corps, beginning at Guadalcanal, and subsequently served for one year with the Israeli Army. He returned recently as a war correspondent, and was flown out of the war zone to meet with the SIMPP board of directors on the Coast, probably sometime in October.

Ferrer for ‘Matador’

LONDON, Aug. 27.—Jose Ferrer has been named by the Samuel Goldwyn Company to star in “Matador,” which John Huston will film in Spain following completion of “Moulin Rouge,” now shooting.

SET ‘U’ Shorts Sales Drive Starting Oct. 1

SAN FRANCISCO, Aug. 27.—A Universal short subject sales drive, to be known as the “National Short Drive,” is to set Oct. 1, it is reported here. The drive, open to Universal bookers only, will be headed by Irving Schwin, chief of the company’s short subject department. The set-up will make the bookers record sales. The winners will be announced at the Fourteenth annual Motion Picture Trade Fair, to be held in New Rochelle October 4-6.

How to Fill 3,500 Seats at 85 Cents

Cleveland, Aug. 27.—Again demonstrating the old solutions, the Music Hall has made the dash to 85 cents for a midnight horror show. This time the show is “Black Silverthorne” and “Bride of Frankenstein” for a midnight horror show here last Tuesday. The $3,500 seat house was sold out at 85 cents per seat, and the show was packed to handle the crowds at the two box offices.

$60,000 to Toronto Tent’s Charity

TORONTO, Aug. 27.—From Toronto Variety Tent came the delayed information that the club benefited from theextent of approximately $60,000. An annual fund-raising ball exhibition at the local ball park in aid of Variety Village Vocation School for Crippled Children.

PPC Wins Canadian Pioneers’ Tourney

TORONTO, Aug. 27.—The first annual Canadian Pioneers film industry golf tournament at the Uplands course Tuesday was captured by Famous Players Canadian team. Head of Toronto’s R. J. Arthur Rank foursome was running.

Canadian Theatres May Get More Steel

OTTAWA, Aug. 27.—Though present prohibitive laws on Canadian thesauri may get the necessary steel for construction purposes early in 1953, Canadian government officials hint.

CPP Banquet Nov. 4

TORONTO, Aug. 27.—Canadian Pioneers, headed by N. A. Taylor, is preparing to hold a banquet and the “CPP Banquet for the Year” will be named. An office of the unit has been opened here, where secretary Archie Laurie is now established.

Personal Mention

STIR FRANK LEE, who is scheduled to inaugurate talks with industry leaders in Washington Sept. 8 on the reopening of the Anglo-U.S. film remittance agreement, is scheduled to arrive here from London, accompanied by Sirnet Golfr of the British Board Trade, early next week.

GEORGE PLANK, owner of the Ohio Theatre in Columbus, O., became a grandfather for the first time when his daughter, ELEANOR JAMES, gave birth to a boy in Ann Arbor, Mich.

JERRY LIPOW, who resigned as a M-G-M salesman, has gone into partnership with others in show business, distributing exploitation pictures.

CLAYTON EASTMAN, manager of the Warner Brothers exchange in Buffalo, is ill and confined to the Millard Fillmore Hospital there.

MARGARET MACAY VEGEL, Republic booker in Philadelphia, is the daughter of Roberta, in Deaconess Hospital in that city.

M. L. SIMONS, home office assistant to H. M. Richey, M-G-M exhibitor relations head, will return from vacation on Monday.

WALTER MORRIS, owner of theatres in Knoxville, Tenn., is recuperating from surgery performed there.

LOUIS S. SHETTER, Baltimore advertising man, and the family have returned home from a European tour.

MARILYN MONROE will make a special personal appearance at the Roxy Theatre here this evening.

JEFF LIVINGSTON, Universal Eastern advertising manager, was in Cincinnati yesterday from New York.

BILL HORNE, of Dietz and Horne, left here yesterday for Washington.

JEAN HERSHOLT arrived here from Hollywood yesterday.

Set ‘U’ Shorts Sales Drive Starting Oct. 1

SAN FRANCISCO, Aug. 27.—A Universal short subject sales drive, to be known as the “National Short Drive,” is to set Oct. 1, it is reported here. The drive, open to Universal bookers only, will be headed by Irving Schwin, chief of the company’s short subject department. The set-up so far calls for three winning branches (one from each district), with the bookers in the winning branch receiving a 14-karat gold wrist watch, it is said.

Frank Bonoma Dead

ALBANY, Aug. 27.—Frank Bonoma, communist for about 20 years, did work for local theatres, died yesterday in Albany Hospital at the age of 51, following a brief illness. Services will be held in New Rochelle.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsay, 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: Quiglucos, New York. Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theodore J. Sullivan, Vice-President; Lee J. Brady, Secretary; James E. Cummings, News Editor; Herbert V. Foshee, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, 2929 W. 1st Street, Los Angeles 4, California; New York Bureau, 780 Madison Avenue, New York 21, New York; Chicago Bureau, 1215 South LaSalle Street, Chicago 5, Illinois; Minneapolis, 615 Hennepin Building, Minneapolis 3, Minnesota; Toronto Bureau, 111 King Street West, Toronto, Ontario; London Bureau, 40 New Broad Street, London, W. 1, England; Honolulu, Hawaii; Winnipeg, Canada; Sydney, Australia; and other offices throughout the world. Advertising offices: 1115 West 30th Street, Chicago, Ill. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
“SEE IT! IT LIGHTS UP THE SCREEN LIKE A RAY OF SUNSHINE. A GOOD PICTURE IN THE HIGHEST MEANING OF THE WORD!”  N. Y. JOURNAL-AMERICAN

“BOUNTIFUL CROWDS WILL WANT TO SEE HOLLYWOOD’S RESTAGING OF THE MIRACLE!”  N. Y. WORLD-TELEGRAM AND SUN

“INSPIRATIONAL! AN IMPRESSIVE SPECTACLE!”  N. Y. DAILY NEWS

The entertainment skies are bright with glowing praise for THE MIRACLE OF OUR LADY OF FATIMA.

THE STORY OF OUR TIME THAT WILL LIVE FOR ALL TIME-- FROM WARNER BROS.

COLOR BY WARNERCOLOR

WRITTEN FOR THE SCREEN BY CRANE WILBUR AND JAMES O'HALON • DIRECTED BY JOHN BRAHM • PRODUCED BY • GILBERT ROLAND • ANGELA CLARK • SUSAN WHITNEY • SHERRY JACKSON • SAMMY OGG • BRYAN FOY • JOHN BRAHM
Motion Picture Daily

New Color Method Uses TV Cameras

WASHINGTON, Aug. 27.—The use of television cameras and receivers in the making of both color and black and white theatrical films is envisaged in a patent acquired by Lauriston E. Clark, director of research and engineering of the Technicolor Motion Picture Corp.

In his patent, the three benefits forecast by Clark for his system are: the shots made by the video camera are off in another room and do not get into the microphone picking up the actors’ voices, the light is so bright; and through the use of a monitor television screen, the director has before him a picture of exactly what will appear on the film later.

Tele-Sessions

(Continued from page 1)

studies in non-theatre TV-equipped cities was a stop-gap measure until theatres in those localities are equipped with large-screen television. In addition, it was pointed out that the Tele-Sessions’ approach increases the holding power of cities.

The Tele-Sessions program augments its outlets in "theatre" and "cable," cities with a classification called "kinescope" cities, according to Katter. He explained that theatre Tele-Sessions for company field personnel, dealers, or any other organization can also be held in all other U. S., cities, off the cable, and that it can open up the "lighting" of the "live" meeting, by use of Kinescopes taken of the original meetings.

Among the facilities and services offered in the brochure with every theatre Tele-Session contract were:

The use of NBC-TV facilities for originations and TV pickups. In New York, it was pointed out, the origination of the program can be from the Center Theatre, International Theatre or other NBC studios.

The handling of all technical details such as providing NBC-TV cameras and technical crews.

Chelten in Chicago

Goes to New Owners

CHICAGO, Aug. 27.—The Chelten Theatre here will be taken over by Charles and James Fitch, newcomers to the industry, on Monday. The house, formerly in the Gillett Circuit, has been operated by Norman Stone in recent months. Si Grier will book for the new owners.

With summer drawing to a close, many houses which have been closed for the season here are scheduled to reopen. Two among the twelve booked for the second day are the Charon, Chicago, and Rudd Lohrman’s Kee, Kenwood, Ill.

Plays New Drive-In

LOUISVILLE, Ky., Aug. 27.—Elizabethtown Amusements will construct a 700-car drive-in on a 13-acre tract near P. K. White, Ky., Robert Enoch, president, announced.

WANTED

Films for Italian Distribution

BOX 414, MOTION PICTURE DAILY

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Cash or Participation

Television--Radio

with Pinky Herman

ALTHOUGH it will be nationally known as a two-day television when Garry Moore (accompanied by Denise Lou, Ken Carson and Durward Kirby) go to WHAS-TV, Louisville, Ky., to raise funds for the United Cerebral Palsy Fund, Sept. 13 and 14, the crew-haircut comic of CBS will really be on a "two-week television." From Monday thru Friday Garry encores his own afternoon TV series. Thursdays he’s regular on "I’ve Got a Secret" and directly following the Louis- ville stint, will again have his regular weekly routine. (Bill Bratter says, "Well, the Moore the merrier.").) George Crook, 70 years young, organist, featured with Toscany’s NBC Symphony and heard by millions for the past 17 years via his NBC Sunday Organades, started as a boy pianist-organist at the New Granada Central Theater, 6th St. Louis, 1931 for three years in Roxy. . . . Rod Alexander & Bambi Lynn, the sensah dance team signed by Max Liebman for his "Your Show of Shows" may get the juicy terp part in the forthcoming flicker version of "Gentlemen Prefer Blondes" by 20th Century-Fox . . . Sotto voce to Roxanne. Don’t get mad, ‘Beat the clock,’ nor beat anything or anyone, for we’ll keep secret the fact that you are taking dramatic lessons.

** ** **

It is well known that racial discrimination and religious intolerance is non-existent in Show Business, a fact that we are justifiably proud of and glory in. We’ve just learned of the following program and are glad to see it in action.

Mchael Mith, Jr., formerly with Gene Antry and Aspen Produc- tions has resigned to join the film editing staff of Filmacra Productions. . . . OOPS DEPT: The phone rang and a sweet (too sweet, in fact) voice softly said, "You dear, DEAR boy—this is Lola Monte. Your recent inn is highly erroneous. You see, the beautiful dream dream of the 80’s was my Grandmother, but my GREAT Grandmother." Before you point that loaded musket, Lola dear, you must admit we at least spelled the right name.) . . . Don DeLeo, seen on many video shows including "Red Spiral Shield," "Danny Thomas Show" and others, has recently begun a new show. It’s an important role in Doc Bender’s forthcoming musical, "Sadie & Co." With Eddie Foy, Jr. and Betty & Jane Kean already signed, the show is scheduled for rehearsal and tryout in Hollywood and is planned to bow into the Broadway scene sometime in November. . . . After 15 years as Director and Veep at Pathe Laboratories, Nick Troulone, who is also a consultant for CBS, has opened his own private office and will function as special TV and film consultant to the industry. One of the industry’s most popular figures, Nick started his colorful career with Biograph in 1904. . . . Screen star and former quiz king Van Buzen Brown will grace the "Twenty Questions," panel Friday at 8:30 P.M. over WABDumont pro- duced by Gary Stevens and directed by Harry Coyle. . . .

** ** **

For an easy to listen to quarter hour of music and song, tune in Sundays at 7:15 P.M. to "Mac Perrin’s Time Room," on Channel 9 . . . Lovely Jayne Meadows has been CBSSigned as a regular panelist on the Goodson-Todman "I’ve Got a Secret" TV series as a result of her excellent work on previous semesters as guest panelist. . . . The first of Peter Allen’s ideas for CBS auhors and I’d appreciate it if anyone who becomes interested in his의 works since he became consultant there, will decide Monday, Sept. 29, when "Wheel of Fortune," with Ted Russell encore and takes over the 3:30-4:00 P.M. slot. A Ted Ashley package . . . Red Benson, encore of "Take a Number," WOR-MBShow recently quipped, “Never brag about your ancestors coming over on the Mayflower. Remember, in those days our immigration laws weren’t as strict."

Walcott Bout

(Continued from page 1)

Philadelphia, Camden, Chester and the Boston-Providence New England area, New York City would not have "black-out" allowing nearly a dozen large New York theatres to participate in the projected network for one of the occasions involving a popular bout.

Halpern, queried as to the number of theatres required to assure keeping the expected home TV, the sum of money needed as a guarantee, declined comment. The tab to theatres was also not immediately divulged, but it is believed that participating theatres will be asked to pay more than the 75 cents to $1.05 per seat paid for the Robinson-Maxin fight.

It was learned, however, that the pricing formula for the Walcott bout will most probably allow TV-equipped theatres to charge patrons between $3 and $3.60, including admissions tax.

Expect $1,000,000 Gate

The fight, considered the greatest in a decade with an expected $1,000,000 gate, is to feature the NBC television network. TNT said its network will extend to all theatres with "black-out," and such another be reached by the long line facilities of the American Telephone and Telegraph Co., with the exception of "blackout" areas.

The guarantee to the IBC and the principal fighters for theatre TV rights was said to be the largest for any event to date.

Halpern is expected to leave here tomorrow for the Coast on a combination business and pleasurable trip, arriving after the Labor Day weekend.

As to the film rights to the bout, an IBC spokesman said that no deal has been set as yet.

William J. Heimeman, United Artists distribution vice-president, confirmed that UA has made a deal to send IB to film the bout for commercial distribution. It is understood that RKO Radio Pictures is also negotiating with the IBC for film rights.

The offer made by Harry Brandt, of Branch Theatres, and Joe Roberts for theatre TV film rights has apparently been snatched by the TNT-IBC contract.

TV-Radio for "Paleface"

Paramount will launch a television and radio campaign for "Son of Pale- face" today on the Roy Rogers NBC radio show and on Rogers’ TV network show. Rogers, in the picture’s cast, will also plug it on his radio show appearances, starting at Madison Square Garden here next month.

EXPERIENCED FILM BUYER WANTED

A rare opportunity for the right man to join a top theatre chain. Applicants should state their qualifications fully.

BOX 416

MOTION PICTURE DAILY

1270 SIXTH AVE., NEW YORK 20
ITO Protests U.S. 16mm. TV Film Suit

COLUMBUS, Aug. 27.—“Emphatic protest” against the Government’s 16 mm. suit was voiced in a resolution passed at a meeting of directors of Independent Theatre Owners of Ohio.

“No reasonable amount of clearance as asked by the Government between theatrical showings of these pictures and their free showings on television or by other competitive enterprises would protect the theatres’ investments,” said the resolution.

“The suit is unjust and unreasonable attempt by the Government to give one industry an advantage over another,” added the statement.

ITO offered its aid to producers and distributors who are defendants in the anti-trust action. The board pointed out that Ohio is one of the most closely concerned because there are now 13 TV stations operating in Ohio, more than in any other state.

SAG Will Bid AFL (Continued from page 1)

picture industry throughout the nation.

The statement, which declares that the action “jeopardizes the livelihood of 250,000 workers in the film industry,” asserts that the “guild board has been informed that lobbyists for competing interests persuaded the Department of Justice to file this most unfair suit” and that the “guild will make sure that all factors in the bringing of the suit eventually are brought to light.”

The board’s statement says, “If this suit should succeed, a great many of 22,000 motion picture theatres would be forced to close, and film producers then would not have enough monetary returns to finance the making of quality theatrical pictures in which hundreds and sometimes thousands of American workmen are employed.”

Natural Vision to Use Bonded Theatre

Bonded Film Storage’s Film Center theatre here has been selected as exclusive viewing headquarters for tri-dimensional films produced by Natural Vision Corp., it was announced here yesterday.

The Natural Vision tri-dimensional process is used by Arch Oboler on the film “Bwana Devil,” yet to be released.

Cinerama (Continued from page 1)

general manager of the company. “This is Cinerama,” first production in the new, medium, will have its world premiere there late in September.

In the way of structural changes to the theatre, two boxes have been eliminated to make way for the curved screen. It is six times the conventional size, 6:2 feet, wide and 23 feet high. Three projection booths are being installed back of the orchestra to center, right and left, with the three images combined into one on the Cinerama screen.

The stereophonic sound that is said to give such a high degree of reality to Cinerama performances will be projected from 10 amplifiers, five of them behind the screen, four in the orchestra and one back of the theatre.

Review

“Montana Incident” (Monograph)

RUNNING to formula lines, “Montana Incident” shapes up as a standard Western which puts Whip Wilson and his partner, Rand Brooks through routine exercises as railroad surveyors in freezing a small Montana town from economic domination by a family ruled principally by Peggy Stewart, comely but cattish. 

She tries to drive the Whip and Rand to reroute the railroad, in order to keep the unhappy homesteaders dependent on her various enterprises. When they refuse her offer, she resorts to force which, in turn, is met by the former methods of the old and now the younger sister, Noel Neill, and eventually the girl’s father, Hugo Prosser.

After several minor skirmishes, the fight between the opposing parties leads to an attempted ambush by Miss Stewart and her friends. Her plans thwarted by the intervention of her father, she ultimately is murdered by his fiance. The story on the whole is short on action and suspense. Lewis Collins directed and Vincent M. Feneally produced from the scenario.


COMPO Faces (Continued from page 1)

believes must be answered if industry representatives are to be properly equipped to testify at the Congressional hearings. These factors, which are of the exact number of theatres now operating, their grosses, their picture titles, the help of the TOA’s board, have raised the question of whether or not there would be an ultimatum policy to be made by COMPO to initiate an all-out fight for tax repeal.

It has yet to be determined whether COMPO itself could accomplish the research in the time it has allotted itself. If not, the COMPO board may be called upon to decide whether professional researchers should be employed.

K.C. COMPO Unit Pushes Tax Fight

KANSAS CITY, Aug. 27.—The Council of Motion Picture Organizations’ unit for the Kansas City exchange area met yesterday and named chairmen and committees for each congressional district of the area for making contacts with Senators and Representatives, and candidates, regarding proposed abolition of the 20 per cent admissions tax. The district committees will be set up, as announced, and will submit their proposals to the committees as deemed advisable.

Appel Is Named

TORONTO, Aug. 27.—The Motion Picture Industry Council of Canada, of which J. J. Fitzgibbon is president, has appointed C. J. Appel to the chairmanship of the council’s public relations committee until the annual meeting Oct. 27-29 at Ottawa. Appel is executive secretary of the Motion Picture Distributors Association of Canada.

Para. Sets 9 (Continued from page 1)

Technicolor, the first, a Bob Hope starrer, and the second a Bing Crosby picture, will put the two in direct competition with each other for the first time on Broadway.

Hutton in October

Collecting the October releases are “something Love Me,” a Betty Hutton musical, and Nat Holts’s “Hurricane Smith,” both in color by Technicolor. For September, the Fine-Thomas “Caribbean,” is on the schedule, also in Technicolor.

November will see the release of “The Turning Point” and “The Savage,” the latter in Technicolor, and in December there will be “Road to Bali” and “The Blazing Forest,” both in Technicolor.

him readily accessible for consultation, since TOA’s headquarters also have been moved. Sullivan has served as TOA executive director for several years.

Oil Firm Thinks 20th-Fox Has It

Los Angeles, Aug. 27.—Universal Consolidated Oil Co. has appealed to the City Planning Commission for permission to sink a 5,000-foot test shaft for 20th Century’s 20-acre back lot, using sound-proof drilling equipment, and if oil is found, will install pumping equipment below ground.

ANSWER TO YOUR TECHNICAL PROBLEMS...

The Altec Service Man and the organization behind him

The Altec

Service Man

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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT
Stars must be glamorous—always

- Everybody loves the star. She’s the darling of the box office…the apple of the producer’s eye. Her glamour is everybody’s good fortune—an inspiration to writers, directors, cameramen—a responsibility to technicians.

In the studio, technicians frequently collaborate with representatives of the Eastman Technical Service for Motion Picture Film…consider the best type of film, black-and-white or color, to use…to set control systems for the laboratory that assure standards of high image quality. Help is also made available for exchanges, exhibitors to make sure that prints and theater equipment are right for finest projection—that every foot of film gets the star the best possible showing.

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
127 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
Universal Will Produce 36
In Next Year

26 to Be in Technicolor; Rackmil Is Optimistic

Hollywood, Aug. 28.—Universal-International reported it will produce 36 top-budget features during the fiscal year beginning Nov. 1. Of these a record 26 will be in color by Technicolor.

The schedule was decided upon at a series of meetings at the studio among Milton Rackmil, president; N. J. Blumberg, board chairman; William Goetz, production head; Alfred E. Daff, executive vice-president; Edward Mahl, studio vice-president.

(Continued on page 4)

Levy Urges States’ Action vs. Censors

In light of the Supreme Court’s “Miracle” and “Pinky” case decisions, states and municipalities of their own volition should take steps to repeal their censorship laws if they offend the principles laid down by the court, according to Herman M. Levy, Theatre Owners of America general counsel.

Levy made this assertion in a special bulletin to TOA members, in

(Continued on page 4)

FCC Approves of 3 More TV Take-overs

WASHINGTON, Aug. 28.—The Federal Communications Commission today approved two commercial television stations and a non-commercial educational television station.

The two commercial approvals were West Central Broadcasting Company, Peoria, Ill., and the South Bend Tribune, South Bend, Ind. The non-commercial grant was to the University of Southern California, Allen Hancock Foundation, Los Angeles.

(Continued on page 2)


**Personal Mention**

**LEON J. BARMERGER, RKO Radio sales promotion chief, will speak before the annual Convention of the West Virginia Allied Theatre Association in Charleston on Sept. 10 on the subject of “Censorship vs. Self-Regulation.”**

**DR. JOHN G. McCARTHY, Motion Picture Association of America international division chief, will return to his desk on Tuesday after a week’s vacation.**

**RUSSELL M. MOSS, executive vice-president of IATSE Motion Picture Home Office Employees Local No. H-63 here, is confined to his home with illness.**

**MAJOR HARRY W. MILLER, assistant to WILLIAM B. ZOLLNER, head of M-G-M short subjects and newsreel sales, is vacationing.**

**CLIFF BROWN, Universal publicist on leave for Navy duty, will return to the company soon upon discharge.**

**Lamar Trotti Dies At 53 on Coast**

**Hollywood, Aug. 28.—Funeral services were held today at the home of St. Albans Episcopal Church, Westwood, for producer-director Lamar Trotti, 53, who died of a heart attack early today.**

**Trotti began his Hollywood career in 1933, when he wrote “Men Who Dared” in collaboration with Dallin Nichols. His recent films include: “My Blue Heaven,” “You’re My Everything,” “Cheaper by the Dozen,” “American Ghetto in the Philipines,” “I’d Climb the Highest Mountain” and “Will You Love Me in December?”**

**The widow, a son and a daughter survive.**

**Young Services Today**

**Baltimore, Aug. 28.—Funeral services will be held tomorrow for Joseph Young, Sr., who died suddenly Tuesday from a heart attack. A son of his death he was advertising and publicity director for the Ritz Enterprises. Previously he had been with the Motion Picture Association, United Artists and Monogram.**

**Roxy Sets Extra Shows**

Over the Labor Day weekend, Saturday through Monday, the Roxy Theatre will open its doors early and give special extra performances of the screen attractions that pay tribute to the ice and the ice stage revues, executive director David T. Katz reports.

**No Pette Monday**

Motion Picture Daily will not be published Monday, Sept. 1, Labor Day, a legal holiday.

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**Film Rights to Walcott Bout**

(Continued from page 1)

work Television announcement that it has acquired the television rights to the bout, considered one of the most likely saleable properties for the week. Clarification was obtained yesterday on the TV contingency provision of the contract. It was hierarchically learned that the right will not appear on home television or be broadcast in the event that a sufficient number of theatre chains are not obtained for the event.

The contingency provision of the contract, as disclosed Wednesday, allows NBC to cancel the TV rights in the event that an authoritative source said that no medium, neither home television or radio, will be utilized by the IBF. The pricing formula under which the bout will be sold to theatres was learned from trade quarters. Theaters looking the bout, according to informed sources, will be required to pay a minimum guarantee of 90 cents per seat, or a $1.25 per seat sold, whichever is the greater.

For theatres with fewer than 1,500 seats the plan calls for a $1.15 per seat sold, or 90 cents per seat for every seat in the theatre, whichever is the highest.

The IBF, with 1,000 seats, the per seat sold figure is $1.25, while for a theatre which has a capacity of over 5,000 seats, the per seat sold figure is $1.35.

The current 90 cents to $1.50 formula is higher than the 75 cents to $1.05 formula paid for the Robinson-Maxim bout, but less, as far as the guarantee for the Robinson-Turpin bout, which was $1.05.

**Eight Started, Six Completed on Coast**

**Hollywood, Aug. 28.—Eight pictures were started and six others were finished in a week of average activity.**

Starting pictures were: “By the Light of the Silvery Moon” and “I Can’t Be Bothered Now” for an invitation to the Dance, M-G-M; “Man from the Alamo,” Universal; “Serpent of the Nile” and “Story of a Bad Girl,” Columbia; “Shines Bright” Republic; and “The Scarlet Spear,” Bracken-Gall.

Completed, as follows: “My Mother and Mr. McChesney” and “Sombrero,” M-G-M; “Lone Hand” and “Desert Legion,” Universal; “To Love and Be Loved,” Columbia; and “The Monster from Beneath the Sea,” Mutual.

**Launch Para. Drive**

(Continued from page 1)

Paramount Film Distributing Corp., will continue for 13 weeks through Nov. 20.

A total of approximately $40,000 in prize money is being offered to winners of the drive, with an additional $5,000 to be split among members of the non-winning branches, who display outstanding individual effort.

**Favor Taking**

(Continued from page 1)

distribution, 66.7 per cent; exhibition, 45 per cent.

On the media (screen and newspapers) for telling the important story: screens 33.3, 35 and 18.2 for production, distribution and exhibition, respectively; newspapers, 48, 5 and 18.2, respectively. For a combination of both: 61.9, 60 and 65 per cent.

**To Remodel Ore. House**

**Fort Lauderdale, Ore., Aug. 28.—**Evergreen Theatre and its new acquirer, the management of the Mayfair Theatre here, plans to spend $250,000 in remodeling the 2,000 seat house.

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**MONO. BOARD MEETS ON COAST SEPT. 7**

Hollywood, Aug. 28.—The meeting of the board of directors of the Motion Picture Corp., will be held Sept. 7, at the company’s studio headquarters, following a stockholders meeting the same morning.

**FCC Approves**

(Continued from page 1)

At the same time the Commission approved the sale of KOA, KOA-M, Denver, and nine remote pickup stations to Metropolitan Television Company, whose principal stockholder is Bob Hope. Metropolitan will purchase the group from the Broadcasting Company for $2,250,000.

**FCC Okays Permits For 3 TV Stations**

**Washington, Aug. 28.—**The Federal Communications Commission has authorized the construction of three new commercial television stations (Continued on page 2)

**Name Nat Nathanson To Mono. Sales Post**

Nat Nathanson has been named a Monogram sales executive outside the New York headquarters in New York, it was announced here yesterday by vice-president Morry Goldstein.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

“IVANHOE”

Robert G. TAYLOR — TAYLOR — FONTAINE

Color by TECHNICOLOR — An M-G-M Picture

Also SPECTACULAR STAGE PRESENTATION

**CRIMSON PIRATE**

Distributed by RKO Radio Pictures

**BUTLER ARMSTRONG**

MC BALLANTINE

JACK KIRKENDOLL

**THE BIG SKY**

MAKE YOUR RESERVATIONS NOW

**HAWKS’**

Kirk Douglas — DeWoey Martin

Elizabeth Threat — Arthur Munnich

**CRITERION**

Hamilton 45 & 46 St.

Distributed by RKO Radio Pictures

**BETTER THEATRES AND THEATRE OWNERS**

Motion Picture Herald; Better Theatres and Theatre Owners, published every three times a year as a section of Motion Picture Herald; International Motion Picture Almanac; films listed as second-class matter, Sept. 21, 1918, at the post office in New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, $10.
These M.G.M. Musicals will raise

with Boxoffice Records!

They love it! This is IT with music! The screen has not radiated in years such sheer excitement as sparks from the kisses of exquisite Lana Turner and the screen's new hot-blooded Latin lover, Fernando Lamas. In every theatre where it plays, packed audiences sit tense at the love scenes, thrill to the glorious Lehár music, enjoy the hilarious situations and the beauty of the Technicolor spectacle. This is why movies were born!


Lanza sings again! The star who thrilled America as it's never been thrilled before goes on to even greater triumphs. More than a year in the making, "BECAUSE YOU'RE MINE" is unquestionably the most eagerly awaited attraction of the New Movie Season. But M.G.M. has not taken for granted this ready-made audience. The New Lanza Musical, destined to be a bigger hit than even "The Great Caruso", is preceded by a long-range campaign reaching hundreds of millions throughout the nation.

Levy Urges

(Continued from page 1)

which he reviewed the court's opinion and commented on its implications.

The TOA attorney held that the governments should either analyze their laws and repeal them if they offend the principles, or, jointly with exhibitor and/or groups, seek the advice of courts as to constitutional issues in the nature of declaratory judgment, or other appropriate procedure.

Levy advised local exhibitor leaders to "bring to the attention of their governments in the hope that favorable action will be taken, and that, thereby, expensive and debilitating litigation may be avoided." Further Levy stated, in instances where censors are operating under statutes or ordinances "that are clearly offensive to the principles" and those courts are being paid out of public funds or otherwise, refusal or neglect to repeal "is inexcusable and unjustifiable."

He reminded exhibitors that in exercising the privilege of the free press Constitutional protection to films, the Supreme Court has not invalidated all censorship, "per se, nor had it found that all films are entitled to exhibition without prior scrutiny."

Ohio Censor Case

(Continued from page 1)

cooperation of the Motion Picture Association of America, is intended to destroy each of the arguments in defense of censorship which city attorneys set forth in a brief filed a week ago.

The city's contention that news-reels cannot be equated with newspapers and periodicals in general and therefore do not qualify for the constitutional guarantees against censorship is said to be the target of heavily documented counter-arguments in the Smith reply. So also are the city's assertions that "little restraint" is exercised under the local censorship law, and its contention that fees for censoring reels are not "confinisatory."

Maine House Destroyed

Bosox, Aug. 28.—The Rudy Theatre in Caribou, Me., owned and operated by William Flora, was completely destroyed when a fire burned out the whole block on which the house was located.

Commonwealth Meet

KANSAS CITY, Mo., Aug. 28.—The fall meeting of the Commonwealth Theatres will be held here Sept. 9-10 at the Hotel Muehlebach.

EXPERIENCED FILM BUYER WANTED

A rare opportunity for the right man to join a top theatre chain. Applicants should state their qualifications fully.

BOX 416
MOTION PICTURE DAILY
1270 SIXTH AVE., NEW YORK 20

Reviews

"Because You're Mine" (Metro-Goldwyn-Mayer)

A STRONG follow-up on "The Great Caruso" awaits showroom in this Mario Lanza starring vehicle. It is a showcase for the popular star from beginning to end but its appeal and strength are fortified significantly by the fresh talents and comeliness of Dorothy Morren, who joins Lanza recently in the top-seven ranking and 1. Her voice and beguiling mannerisms are certain to win her a large motion picture following, despite the fact that the screenplay by Karl Tunberg and Leonard Spiegelgass affords no opportunity for the full exercise of her talents.

Exhibitors, particularly those with happy "Great Caruso" experience, will find Lanza release in more than a year, which he presented in Technicolor.

The story, from an original by Ruth Brooks Flippen and Sy Gomberg, follows a popular opera star into the Army after he receives his "greetings." James Whitmore plays the top-sargent, and Gene Lockhart, the marquis's brother, whom Lanza uses as a convenient means of obtaining weekend passes, at first, and later comes to love. Complications invade the romance marginally near the end, but are resolved to the satisfaction of audiences eventually.

Lanza is in excellent voice for this one and audiences are offered generous servings of his vocal talent. He is provided with more than 15 selections, including arias from the operas "Norma," "II Trovatore" and "Cavalleria Rusticana," a frequently heard title song, "Granada," "Lee-ah-Loo" and several satirized singing commercials.

Decorative Paula Corday as an impish opera diva, and with voice provided by Alagna, does a perfect job of being Lanza's mother. Miss Morrow offers "Be My Love" and "You Do Something To Me," in fashion to make audiences remember her. Whitmore's comedy relief is engaging and his contributions to story progress momentous.

The Joe Pasternak production is in the traditional lavish MGM style. Alexander Hall directed for the most effective display of the talents being put on view.

Running time, 103 minutes. General audience classification. Release date, Oct. 3.

"Bonzo Goes to College" (Universal-International)

"BONZO GOES TO COLLEGE" is box-office by virtue of highly exploitable qualities of cast, the timely approaching opening of schools and football kick-offs, and the fact that it is a 75-center. The story—almost always funwise—for which a rather educated chimpanzee is pronounced personally is a sizeable role of a large degree.

It is involved "snaked" this one recently before a typical New York neighborhood cross-section audience, at the end of a hot day when the theatre's cooling system was the looked-for relief of many a jaded Jim and Jane. The "cooler inside" atmosphere was enjoyable. Director Frederick de Cordova's "touch" will be long enjoyed. There are many laughs.

Bonzo runs away from a carnival, wanders into the small-town residence of the Malcolm Drees (Charles Drake and Maureen O'Sullivan) and daughter, Beulah (Peggy Bonham). There she meets Elvis's father (Edmund Gwenn), the complications leading up to the adoption of Bonzo as Gigi's "baby brother" are hilarious, and lead to a visit by Betsy's very wealthy grandfather (Gene Lockhart), who, answering Gigi's letter: "Wish you were here to see the arrival of your grandfather."

His reactions to the discovery of being the "grandfather" of a chimp are exactly what one would expect to tackle the risibilities no end.

The opening scene, a bit of the local Pawtow College football team, which is dated to play the rival Owens College. Pawlton is on the losing side when Bonzo, a full-accredited student and team member, makes several miraculous plays and carries the team to victory. But Bonzo enters college and his antics in school must be seen to be appreciated. Guidance of the chimp is really remarkable.

Production credit goes to Ted Richmond, with merit. Leo Lieberman and Sidney Saylor were the screenwriters, satisfactorily suited to, and for Bonzo. "Twas Lieberman's story, based upon the character "Bonzo," created by Raphael David Blau and Ted Berkman. Others in the cast are Irene Ryan, Guy Williams, John Miljan, David Jansen, Jerry Paris and Frank Nelson.


Extend UPT

(Continued from page 1)

one-half of the 60 to date, the Justice Department spokesmen has stated, and therefore requested an extension of time.

A court order granting the extension will be necessary, but the Department will make no objection to it, he added. The deadline now set for the divestiture of the second of the 180 theatres is March 3, 1953.

2 Reopen in Hartford

HARTFORD, Aug. 28.—Changes in the status of two Hartford theatres are reported. The Hartford Theatre Circuit will assume a first-run, foreign feature circuit under its 750-seat Art Theatre on Sunday. Closed since mid-June, the house will be managed by Joseph Dolgo, succeeding Henry L. Neelds, recently with the company. The theatre once housed with the vaudeville, the 4,200-seat State, closed during the summer months as usual, will resume operations with its regular policy on Sept. 6, and David A. Lipton, advertising-publicity vice-president.

Rackmick, who will return to New York on Tuesday, said he was "highly gratified by the efficient and effective operation of the studio. The best film budget of the year has a very creditable opening. The successful pictures the studio is producing. The studio is operating under a realistic policy in which I wholly concur," he said.

The new U-I president expressed confidence in the future of the industry, and while it will be difficult to achieve the former, he said, "there will be no change in the production policies of the studio, in effect for the past few years. As an indication of the company's confidence in the future, Rackmick pointed out that the U-I Technicolor commitments for the company's 1954 year will be the highest in its history.

The new schedule stipulates eight more features in color by Technicolor than the year before, and Rackmick during the current year. The company said this will make it the leading producer of Technicolor films for the third year in succession.


Black and white films will include "It's a Pleasure," "Cheyenne Autumn," "Against You" and "Back at the Front."

Legion Reviews 9:
All in Class A

Nine films were reviewed this week by the National Legion of Decency, all of which were put in Class A. Under Section 1, Class A were: "Because You're Mine," M-G-M; "Bonzo Goes to College," Universal-International; "The Iron Horse," RKO; "A Man Called Peter," Universal-International; and "Wagon Train," Columbia.

The following were under Section 11, Class A: "Captain Black Jack," (British), Classic Pictures; "Caribbean," Paramount; "The Devil Makes Three," T.N. Picture Corp.; "The Iron Man," (British), "The Stranger in Between," (British), Universal-International.

To Open House on Guam

SAN FRANCISCO, Aug. 28.—Guam Theatres, Inc., owned by Pedro B. Leon Guerrero, will open a theatre on the Island of Guam within a month or two. Ed Rodwen Theatre Service of this city will do the booking.

NEWSEEL? FOOTAGE? WANTED: Newsreel footage covering 1920 through 1940. If available for network TV usage, and limited audience, get top dollar. BOX 415, MOTION PICTURE DAILY 1270 Sixth Avenue, New York 20, N. Y.
Within just a year, hitting the BIG JACKPOT twice is an achievement that's good not only for M-G-M customers but for the entire industry.

M-G-M's "IVANHOE" continues its phenomenal course. IMAGINE! One out of every seven persons in Cleveland, Houston, Frisco and Atlanta saw it in its first 25 days, and it's rolling merrily along. In New York City, 533,182 persons saw the picture in its first 25 days. Many of these are visitors who will carry back to their home towns, word-of-mouth praise of "IVANHOE", which sets a new all-time gross for any picture at the Music Hall in a similar period. You'll soon be able to answer for yourself:

HOW BIG is "IVANHOE"?
Results are in on the first fifty dates of Bob’s biggest ever!

Check with showmen who’ve already grabbed it. They have the proof that it “leaves the cash register with that full, satisfied feeling” and “registers a clean sweep at the nation’s boxoffices” —just as M. P. Herald and Showmen’s Trade Review predicted it would!

Produced by ROBERT L. WELCH
Directed by FRANK TASHLIN
Written by Frank Tashlin, Robert L. Welch and Joseph Quillan

SON OF PALEFACE
COLOR BY TECHNICOLOR

Bob JANE ROY
HOPE • RUSSELL • ROGERS in TRIGGER
Tradewise...

By SHERWIN KANE

HOW WELL the New York Times' editorial writers know Ellis Arnall, president of the Society of Independent Motion Picture Producers, is immaterial in view of the observations they had to make of him last week in con-

menting upon his retirement as Federal Price Stabilizer.

The Times' editorial indicated that it had been reviewing Ar-
nall's activities and pronounce-
ments since last February when he accepted the Federal post.
Yet many in the industry who have known Arnall well for the four years in which he has been presi-
dent of SIMPP marvelled out loud at what they regarded as the ac-
curacy of the Times' portrayal of a past Arnall personality.

"Mr. Arnall's formula for keeping in the public eye," said the Times, "by issuing dire and quite unsupportable prophecies of ruinous inflation in the coming year, was unique and highly successful in his case. ... He reinforced the already widely held conviction that the job of price controller has some kind of magnetic attraction for colorful personalities.

"Mr. Arnall had the faculty of making statements with which few agreed and which outraged many. But it was also true that the tradition of his predecessors, and a tribute to his evident good intentions, that no matter how mad his critics may have got at Mr. Arnall's statistics, they rarely if ever thought of getting mad at the author himself."

That seems to be the same im-

pression of Arnall which prevails in a large part of the industry. The Times' editorial served to remind many of the latter that much of Ar-
nall's particular value to SIMPP lies in his ability to make those quite unsupportable statements which outrage many, leaving them madder at the statements than at Arnall.

UNIVERSAL domestic bill-

ings week before last reached the magnificent total of $950,000, compared with a fine recent aver-

age of around $750,000.
There was no sales drive in progress; nothing special to ac-

count for it. Just a lot of "corny" pictures in release which some other studios say they will produce no more of because the market for them has "disappeared."

Seek Biggest Theatre TV Net for Bout

Negotiations looking toward the formation of the largest theatre television network to date will get underway here today with the re-

turn from the Coast of Nathan Hal-

perm, president of Theatre Network Television, the company which has ac-
quired the theatre TV rights to the Jersey Joe Walcott-Rocky Marciano heavyweight title bout.
Talks are due to begin here with such circuits as Loew's, United Para-

mount Theatres, Warner Brothers and RK0 Theatres.
Due to the proximity of the date of (Continued on page 3)

Skouras, Loew's Set Move-up Agreement

Terms of an agreement adjusting a clearance complaint by Skouras Thea-

tre Circuit and Loew's governing a group of Skouras and Loew's Metro-
politan houses here were completed last week.
Under the agreement, which will (Continued on page 3)

Reels Censorship Is Worst Kind, Ohio Court Is Told

TOLEDO, O. Sept. 1--Several hard-hitting anti-censorship arguments, topped with the assertion that censorship of newsreels is "censorship in its most objectionable form," were contained in the final reply brief filed at the weekend by attorneys for exhibitors Martin G. Smith in the in-

dustry's campaign to wipe out news-

... Universal domestic bill-

ings week before last reached the impressive total of $950,000, compared with a fine recent aver-

age of around $750,000.
There was no sales drive in progress; nothing special to ac-

count for it. Just a lot of "corny" pictures in release which some other studios say they will produce no more of because the market for them has "disappeared."

Company Heads to Meet Thursday on French, UK Deals

The presidents and foreign man-

agers of the Motion Picture Associa-

tion of America member companies will meet here Thursday to vote on acceptance of a proposed new Franco-
American film agreement and outline for themselves the position the com-
panies will take in the negotiations for a new U. S.-British pact which will get underway here or in Wash-

ington next Monday.
Fayette W. Alport, who has been attending the inter-government nego-

tiations in Paris, will bring to the Thursday meeting a deal from France that now is being completed in the (Continued on page 3)

Report June B.O. Highest in '52

WASHINGTON, Sept. 1.—General admission tax collections in July, re-

flecting increased interest business, were the highest of any 1952 month, the Bureau of Internal Revenue reported. The real upturn in the industry, still in progress, was not in full swing until July.
Collections this July were $28,369,-

934, compared with $28,620,413 a year (Continued on page 4)

1st N. Y. Theatre TV Fight Sale at $4.20

The 50th Street Guild Theatre-

atre in Rockefeller Center here was the first in New York to put reserved seats for the theatre telecast of the Wal-

cott-Marciano heavyweight ti-

tle fight in Philadelphia, Sept. 23, on sale. A dozen other TV-
equipped metropolitan houses still are dickering on terms.
All seats in the 100-seat house are priced at $4.20, in-

tax. Seat sale was opened last Friday and de-
mad was reported good from the start.

ATT Replies to MPA's TV Cost Request

Response Leaves Many Questions Begging

By MURRAY HOROWITZ

The American Telephone and Telegraph Co. has mailed its an-
swer to the Motion Picture Asso-
ciation of America's request for television transmission cost in-
f ormation.

The six-page response, while it does not give copious cost data, leaves many questions begging, it was learned, and it is an open question whether the in-

dustry will feel the response is ade-
quate. The request for the data also was made by the National Exhibitors Theatre Television Committee.
The contents of the letter, sent by MPAA and NETTC before the opening of the Federal Communica-

tions Commission theatre TV hearings in October, were not disclosed. A spokesman for A.T.T. said, however, that a diligent attempt was made to answer everything which the company felt could be worked out with the specifications forwarded to it. He (Continued on page 5)

NEWS FLASHES

For the three months ended June 28 the opera-

tions of RKO Pictures Corp. and subsidiary com-

panies resulted in a net loss (unaudited), after all charges, of $1,756,181. This compares with a profit of $351,645 for the corresponding quarter last year.

WASHINGTON, Sept. 1.—Loew's and United Artists

Theatre Circuit were given another brief ex-
tension of the deadlines for terminating joint in-

terests in a few remain-

ning theatres. The Justice Department says the com-

panies now have until Sept. 6 to submit a disso-
lution plan or until Sept. 15 to start action.

(Continued on page 4)
Personal Mention

DAVID GOLDSING, advertising-publicity director of Samuel Goldwyn and the Western World, is to return here today or tomorrow by plane from France.

HENDERSON M. RICHIE, M-G-M exhibitor relations head, will return here Thursday following two weeks of meetings with his organizations in the exhibitors' members in California, Oregon and Washington State.

L. H. (Lew) Francis prominent in Eastern theatre equipment circles as sales representative for many years in New York, has joined the Teleprocessing Co., Gardner, Mass., is vacationing on his mother's farm in Cresswell, Ore.

Jack Kepner, son of Morris Kepner, partner in the Burnside Theatre, East Hartford, Conn., has been appointed assistant chief of the service staff at Loew's Poli. Hartford.

WILLIAM C. MACMILLAN, Jr., president of Chicagoan Industries (formerly Park Industries), is to return to New York today following a three-week vacation at Saratoga, New York.

ELIZABETH BONTURE has been named assistant manager of the Warner Regal Theatre, Hartford.

JOANNE LINGE, Columbia biller in Cleveland, will be married to MELLE MISHNE of that city on Sept. 7.

MARIA TENTER, Columbia contract clerk in Cleveland, has been married to PHILIP TARTAGLIO.

HAL WALLIS is scheduled to arrive here from the Coast tomorrow.

Plan Rodner Unit At Hospitals

A campaign to establish a Harold Rodner Unit, a showcase unit at the newly opened Rogers Memorial Hospital at Saranac Lake, N. Y., is being organized under the sponsorship of four Warner Producers executives. Members of the committee are Samuel Schneider, chairman; Ben Kalmenson, Harry M. Kaltrine and Herman Starr. Max F. Blackman of Warner's real estate department is secretary-treasurer.

Harold Rodner, Warner executive who died recently, had devoted a large part of his life to the maintenance and development of the institution at Saranac Lake.

Galaxy of Fox Stars To 'Snows' Premiere

HOLLYWOOD, Sept. 1.—Twentieth Century-Fox will undertake shooting plans to enable a large number of its stars to fly en masse to the world premiere of Darryl F. Zanuck's "The Story of Mankind," which will be shown in New York's Rivoli Theatre, Sept. 17. Zanuck, now in Europe, will fly back for the premiere.

The stars' contingent will make the Coast-to-Coast trip by special plane, which will leave New York at about five hours for New York for the opening. However, Ava Gardner, one of the picture's leading players, will arrive in New York from Hollywood Sept. 10, one week before the invitational premiere.
Coming Events

Sept. 5—Allied Theatre Owners of Iowa-Nebraska luncheon-meeting for local newspaper executives, Des Moines.

Sept. 5-10—Commonwealth Theatres fall meeting, Hotel Muehlebach, Kansas City.

Sept. 10—West Virginia Allied Theatres Association annual convention, Stonewall Jackson Hotel, Clarksburg.

Sept. 14-18—Theatre Owners of America convention and trade show, Shoreham Hotel, Washing-

ton, D. C.

Sept. 24-26—Monogram-Allied Artists national sales convention, Blackstone Hotel, Chicago.

Sept. 30-Oct. 1—Kansas-Missouri Theatre Association annual convention, Hotel President, Kansas City.

Oct. 6-7—Motion Picture Theatre Owners of Eastern Missouri, St. Louis and Southern Illinois annual meeting, Chase Hotel, St. Louis.

Oct. 6-10—Society of Motion Picture and Television Engineers 72nd semi-annual convention, Ho-

tel Statler, Washington, D. C.

French, UK Deals

(Continued from page 1)

French capital. Before the State De-

partment can accept the deal as a final agree-

ment, the American companies must ratify it.

Having accepted the French decree

shaking imports of American pictures from

121 to 90, the American negoti-

ators in recent days have been am-

bient at an agreement that would

most favorably serve the U. S. com-

panies in the remittance of earnings, said to total some $6,000,000.

The French issued their decree by

making use of an escape clause in the interna-
tional General Agreement on Films, Tariffs and Taxes. The French govern-

ment, in other words, escaped the

obligation to refrain from cutting im-

ports by citing its present unfavorable

fiscal position. This compelled the

Motion Picture Export Association to

accept what to it is an anathema, namely

an out-and-out quota restriction.

Hence, the U. S. negotiators

took the position that they were en-

titled to be compensated for this

with a remittance deal that the American

countries could look upon as “favor-

able,” it was reported.

Allport will remain here to partici-

pate with Eric A. Johnston, MPAA

president, other Association official

and Ellis G. Arnall, president of the

Society of Independent Motion Pic-

ture Producers, in the negotiations

with Sir Francis C. Guinness, Undersecretary

of the British Board of Trade. John-

ston will be present at the Thursday

meeting.

Ed Levin to Universal

CHICAGO, Sept. 1—Ed Levin of the

Balaban and Katz advertising and

publicity department will join the ad-

vertising department of Universal-

International on the West Coast

Sept. 15.

Mpls. Neighborhood Houses

Fight Loop’s Trade Bid

Minneapolis’ COMPO

Fund Drive Succeeds

MINNEAPOLIS, Sept. 1.—Almost

unanimous support for the 1952

in this zone to the Council of Mo-

tion Picture Organizations duces col-

lections drive, which terminated Fri-


day, Sept. 1.

According to W. H. Workman, act-

ing distributor committee chairman

here, a move by the city’s small town ex-

hibitors as well as some in larger situa-

tions have voluntarily made major contri-

butions than the committee had

in mind.

When donations were made they

were made wholeheartedly, he said.

He termed the donations evidence of

the seriousness with which exhibitors

view COMPO’s No. 1 project: raise

the 20 per cent Federal admissions tax.

Berger Expanding Mpls. Operations

MINNEAPOLIS, Sept. 1.—The Jeub

estate, owners of the Paradise Thea-

tre here, has taken under considera-

tion an offer for the house by Ben

Berger, Minneapolis circuit operator.

No price has been revealed, but re-

ports estimate it at just below $50,000.

It is understood Berger will com-

pletely remodel and re equip the Para-

dise if his bid is accepted.

The house has recently been operated by Clyde

Cutter on a week-to-week basis. The

Paradise was operated by Berger in

partnership with the late Al Steffen a

number of years ago. Berger also

recently acquired the Astar Theatre

property, closed, which is under lease to

Minnesota Amusement Co. until

Oct. 31, 1953.

O’Donnell to Address So. Dakota Showmen

MINNEAPOLIS, Sept. 1.—R. J.

O’Donnell is expected to reveal plans

for a new “Movietime, U. S. A.” cam-

paign at the South Dakota Exhibitors

meeting in Huron on Thursday. In ad-

dition a report on the Compo con-

ferences in Hollywood with production

executives, in which he participated.

Skouras, Loew’s

(Continued from page 1)

reportedly go into effect shortly, the

playing time of a group of Skouras

theatres, said to number between six

and nine, has been moved up, allow-

ing them the same day and date for

product as an equal number of Loew’s

Metropolitan theatres.

The pact, apparently the culmination

of months of negotiations, came on

the heels of a threatened multi-

million dollar suit by Skouras Theatres.

Also involved in the Skouras complaint

was RKO Theatres here, with which no

settlement has been reached yet.

The move reportedly affects the

major distributors played by Loew’s

here, such as M-G-M, Paramount,

United Artists and Columbia.

Loew’s and Skouras executives de-

clined to comment on the settlement

developments.

250,000 See Film Exhibit

COLUMBUS, O., Sept. 1—Biggest

“boozoofice” attraction here last week

was the “Hollywood At The Fair”

exhibit at Ohio State Fair, sponsored

by the Independent Theatre Owners

of Ohio, according to Robert Wile,

ITO executive secretary, who esti-

mated that total attendance for the

week was over 250,000.

Marjorie Main was the stellar at-

traction at the exhibit. She also ap-

peared in several fair parades and was

present to grandstand crowds.

Columbus theatremen manned the

fair during the week, aided by sales-

men from the Cincinnati exchanges.

The list of workers included: Arthur

Miller, Miles circuit; Lee Hoheimer

and Charles Sugarman, H. and S.

Theatres; Charles Fisher, Neth Thea-

tres; Milton Yassenoff, Academy cir-

cuit; C. Harry Schreiber, RKO the-

atres; William Queen, Bernard Ginley

and Lou Holbe, independents, and

Walter Kessler and Fred Oestreicher,

Loew’s.

Cincinnati salesmen included Dave

Little, RKO Radio; Arthur Adams,

M-G-M; Sam Weiss, Fox; James Gentle,

Paramount; Robert Burns, Warner Broth-

ers; Dave Stenger, Columbia and James

Gradyi, Universal.

The whole exhibit was moved to the

Indian State Fair, Indianapolis, Sat-

urday. William A. Carroll, secretary

of Indiana Fair, and William Green,

exploitation representative, visited the

exhibit here.

GREAT MOTION PICTURES ARE PROCESSED BY PATHE

Independent Producer

DOUGLAS FAIRBANKS, Jr., says:

“I never take a chance on any

phase of production. That’s why I in-

sist upon laboratory work by Pathe’”

If you, too, would like to make sure

your lab work and processing meet

every requirement of your creative

staff, why not specify Pathe’ Labs

on your next picture?

Both New York and Hollywood Have Complete Pathe’ Laboratory Facilities:

5 MM • 16 MM • COLOR • BLACK AND WHITE

Pathe’ Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.
In the THEATRE
Equipment World...

...with RAY GALLO


A "mechanical hand" designed for changing attraction board letters at heights that cannot be reached without use of a ladder, has been developed by Wagner Sign Service, Inc., Chicago. The device comes in both 10- and 14-foot models. It is designed to grasp the letter and take it completely away or to place it elsewhere on the sign face by use of a tensioning lever at any angle and direction. The unit can be used only with Wagner letters.

June Box-office

(Continued from page 1)

Cinerama Promotes Latady and Fling

William R. Latady, who has been in charge of technical development for Cinerama, Inc., owners of the new multi-dimensional motion picture process, has been made vice-president and general manager of the firm. Latady will handle installation of Cinerama equipment in theatres showing the new medium.

Another organizational change. W. B. Thrusfield formerly in charge of sound development for Cinerama, has been made vice-president in charge of the sound laboratory. He is also directing the sound recording of "This Is Cinerama," its first production, which will be shown at the Broadway Theatre here this month.

thought other taxes accounted for the bulk of the totals in most states. For example, they said, gambling taxes accounted for by far the largest part of the Nevada total, followed by sales taxes bulked largest in the Kentucky totals. The figures cover the 1952 fiscal year, ending last June.

Mitchell May, Jr., CO., INC.

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Specializing in requirements of the Motion Picture Industry

75 Maiden Lane, New York 320 W. 6th St., Los Angeles
Theatre TV

(Continued from page 1)

the fight, slated for Sept. 23 in Phila-
delphia's Municipal Stadium, commit-
ted by theaters will have to be made
shortly.

The availability of the bout to tele-
vise was reported last week by New York
just about offsets the number of the-
aters lost due to the “black-out” in
Philadelphia, Chester, Camden and the
Boston-Providence area. There are
about a dozen theaters in the New
York area equipped with theatre TV.

Mr. Robinson claims that last June
23, which attracted 38 theaters in 24
cities, is expected to be surpassed by
the upcoming Walton bout, considered
one of the greatest in the last decade
and which is expected to draw a
$1,600,000 gate.

Like the Robinson-Maxim bout lit-
ttle possibility was seen that the Wal-
cott bout could be made available to
30, coast to coast, to the lack of American Telephone
and Telegraph long line facilities.

Meanwhile, RKO Radio has con-
firmed that it upheld American tele-
picture rights to the bout but declined to
disclose terms or the basis on which the
right film will be shown. For the
Robinson-Turpin fight film last year,
RKO Radio posted a sub-
stantial guarantee and asked exhibitors
to close contracts for the film in ad-
ance.

ATT Responds

(Continued from page 1)

added that many price quotes
sought could not be forwarded.

MPPA and BETTIC have
sent a letter to A.T.&T., sought cost data espe-
cially on a projected theatre television
network between New York and Wash-
ington, D. C., in addition to other net-
work throughout the country.

Based upon present charges, the A.
T & T, in its reply, specified its prices
of charges for television programs
transmission systems computed in
accordance with Bell System tariffs.

Meanwhile, a letter from A.T.
& T., dated late Thursday and should have been received in Washington headquarters
of BETTIC and MPPA over the
weekend.

Todd Show’s Closing
Balks Video Test

Mike Todd's “A Night in Venice
show, staged at Jones Beach’s Marine
Stadium, N. Y., will close Saturday,
thus killing the possibility of it being
utilized as an experimental theatre
television program as envisioned by
Steaner of Fox.

According to a Todd spokesman the
continuing futility of any possible success
of negotiations with Actors Equity. It
was said that the equity's demand for a full week's
wage for every member of the cast
which blacks the original plan to
therefore telecast the show at the
Warner Theatre here.

Launch New Radio
D.C.-N.Y. Link

Outside construction work on a new
chain of radio-relay stations between
New York City and Washington, D.
C. has been completed by the long
lines department of the American
Telephone & Telegraph Co.

Television - Radio
with Pinky Herman

NBC and CBS are once again reported to be bidding for the
dark Warner's Strand Theatre on Broadway in New
York. This would be an important addition to a net's telecasting
operations...

Several years ago we toured the South and spent some time
in Nashville doing a couple of columns on "Grand Ole Opry"
and its colorful artists. A young cowboy
singer named Pee Wee King took us in
and helped us considerably in getting to
see the right people and right places.

Dick Haynes will portray a harried and disgruntled

This humorous episode is produced by Bales Brien with direction
and by James Nelleon, written using George Foley's package, "The
Herman Hickman Show," with Rex Marshall as the ex-
football mentor's straight man, will have its kickoff Friday, Oct.
5, at 7:15-7:30 P.M., via NBC-TV. Deal was set by Donahue
and Cox and the sponsor of the 52-week program is Robert Burns
Corporation. WBT, well-known Nashville producer, and the autono-
ious newscast. Bill Harrington's daily TV stories via ABCycles,,
Randy Merriman's free and easy chatter which seems to calm
excitement and nervous hobbles seeking to "win the
Big Payoff" for their wives, Stan Frits' Korin Kobbler's,
everybody singing in the lounge, bar. Tom Howard's Bar of
Restaurant on Broadway. What's the matter with TV execs over-
looking this aggregation which is definitely made to order for
TV? . . .

James Melton collects ancient automobiles, DeeJay Joe Franklin
collects recordings, some of our best songs are collected dusting
music pubs' shelves. Uncle Sam just collects and collects, but Gene
Autry's collections seem the oddest of all. Trigger's gun chewing
(Wrigley's-free ad) pal of the range has just acquired his tenth
authentic stage coach, a Concord model that was built in 1792
and recently unearthed in an old barn in Hopkinson, Mass. "Thomas
Edison, when he invented the electric light, did more to prevent
crime than any one man in history. In 1904 he built the old Bedford
Park Film Studios, where strangely enough the Fall series of
"Man Against Crime," CBS starring Ralph Bellamy, is now being
filmed.

... One can call but get a better watching and listening to
the youthful oganizer's on the unusual "Life Begins At Eighty," WABD-DuMontage, narrated by Jack Barry and Directed
by David Lowe.

... Don Bishop succeeds Allen Kalmus as TV manager of the
NBC press department, with Ariel Maefke taking over as magazine editor. Kalmus resigned to head the press depart-
ment at Lever Bros. . . . Tenorilet Jimmell Carroll resumes his WOR
song series today for Wise Potato Chips. Tony Mottola's Trio will
supply background music.
No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of both motion pictures and television.

* It is the ONLY WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

The 1952-53
Motion Picture and Television
ALMANAC

Revised E-x-p-a-n-d-e-d
1952-53 Edition
Now on the Presses

The previous edition was a sell-out!
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New York 20, N. Y.

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Enclosed please find check for $5.00 in full payment, including shipping charges.

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Address
Tradewise...

By SHERWIN KANE

HOW WELL the New York Times' editorial writers know Ellis Arnall, president of the Society of Independent Motion Picture Producers, is immaterial in view of the observations they had to make of him last week in commenting upon his retirement as Federal Price Stabilizer.

The Times' editorial indicated the writer had been reviewing Arnall's activities and pronouncements only since last February when he accepted the Federal post. Yet many in the industry who have known Arnall well for the four years in which he has been president of SIMPP marvelled out loud at what they regarded as the accuracy of the Times' portrayal of the tall man personally.

"Mr. Arnall's formula for keeping in the public eye," said the Times, "by issuing dire and quite unsupportable prophecies of ruinous inflation in the offing, was unique and highly successful in his case. He reinforced the already widely held conviction that the job of price controller has some kind of magnetic attraction for 'colourful' personalities.

"Mr. Arnall had the faculty of making statements with which few agreed and which outraged everybody. But it was a departure completely in the tradition of his predecessors, and a tribute to his evident good intentions, that no matter how mad his critics may have got at Mr. Arnall's statistics, they rarely if ever thought of getting mad at the author himself."

That seems to be the same impression Arnall which prevails in a large part of the industry. The Times' editorial served to remind many of the latter that much of Arnall's particular value to SIMPP lies in his ability to make those quite unsupportable statements which outrage many, leaving them madder at the statements than at Arnall.

UNIVERSAL'S domestic billings weeks before last reached the magnificant total of $850,000, compared with a fine recent average of around $750,000.

There was no sales drive in progress; nothing special to account for it. Just a lot of "corny" pictures in release which some other studios say they will produce no more of because the market for them has "disappeared."

Seek Biggest Theatre TV Net for Bout

Negotiations looking toward the formation of the largest theatre-television network to date will get underway here today with the return from the Coast of Nathan Halpern, president of Theatre Network Television, the company which has acquired the theatre TV rights to the Jersey Joe Walcott-Rocky Marciano heavyweight title bout.

Talks are due to begin here with such circuits as Loew's, United Paramount Theaters, Warner Brothers and RKO Theatres.

Due to the proximity of the date of the (Continued on page 5)

Skouras, Loew's Set Move-up Agreement

Terms of an agreement adjusting a clearance complaint by Skouras Theatre Circuit and Loew's governing a group of Skouras and Loew's Metropolitan houses here were completed last week.

Under the agreement, which will (Continued on page 3)

Reels Censorship Is Worst Kind, Ohio Court Is Told

TOLEDO, O., Sept. 1.—Several hard-hitting anti-censorship arguments, topped with the assertion that censorship of newreels is censorship in its most objectionable form, were contained in the final reply brief filed at the weekend by attorneys for exhibitor Martin G. Smith in the industry's campaign to wipe out newreel censorship in Ohio.

Received in Toledo Municipal Court by Judge Frank W. Wiley, who will rule on the test case around Oct. 1, the Smith brief stated:

"The import of the decisions of the U. S. Supreme Court (in the "Pinkly" and "Miracle" cases) is to impose upon the state responsibility for justifying the restraint in the censorship of newreels, for the state has such responsibility when rights protected by the First and Fourteenth Amendments to the Constitution are affected."

The final reply brief, prepared with the cooperation of the Motion Picture Association of America which joined with the Independent Theatre Owners of Ohio in initiating the court test, holds also that the brief filed by the city attorneys "overlooks the real meaning of the Burstyn ("Miracle")

(Continued on page 4)

1st N. Y. Theatre TV Fight Sale at $4.20

The 50th Street Guild Theatre in Rockefeller Center here was the first in New York to put reserved seats for the theatre telecast of the Walcott-Marciano heavyweight title fight in Philadelphia, Sept. 23, on sale. A dozen other TV-equipped metropolitan houses still are dickering on terms.

All seats in the 450-seat house are priced at $4.20, including tax. Seat sale was opened last Friday and demand was reported good from the start.

Company Heads to Meet Thursday on French, UK Deals

The presidents and foreign managers of the Motion Picture Association of America member companies will meet here Thursday to vote on acceptance of a proposed new France-American film agreement and outline for themselves the position the companies will take in the negotiations for a new U. S.-British pact which will get underway here or in Washington next Monday.

Fayette W. Allport, who has been attending the inter-government negotiations in Paris, will bring to the Thursday meeting a deal with France that now is being completed in the (Continued on page 3)

Report June B.O. Highest in '52

WASHINGTON, Sept. 1.—General admission tax collections in July, reflecting June box-office business, were the highest of any 1952 month, the Bureau of Internal Revenue reported. The real upturn in the industry, still in progress, was not in full swing until July.

Collections this July were $28,369,934, compared with $28,620,413 a year.

(Continued on page 4)

ATT Replies To MPA's TV Cost Request

Response Leaves Many Questions Begging

By MURRAY HÖROWITZ

The American Telephone and Telegraph Co. has mailed its answer to the Motion Picture Association of America's request for television transmission cost information.

The six-page response, while it does give copious cost data, leaves many questions begging, it was learned, and it is an open question whether the industry will feel the response is adequate. The request for the data was made by the National Exhibitors Theatre Television Committee.

The contents of the reply sought by MPAA and NETTC before the opening of the Federal Communications Commission theatre TV hearings in October, were not disclosed. A spokesman for A.T.&T. said, however, that a diligent attempt was made to answer everything which the company felt could be worked out with the specifications forwarded to it. He

(Continued on page 5)

RKO Pictures 6 Mos. Loss Is $3,712,834

Operations of RKO Pictures Corp. and subsidiary companies for the three months ended June 28 resulted in a net loss (unaudited), after all charges, of $1,726,181. The result compares with a profit of $331,645 for the corresponding quarter last year.

For the six months ended June 28, RKO Pictures' operations resulted in a net loss (unaudited), after all charges, of $3,712,834, which compares with a loss of $7,147,740 for the same period of 1951.

Loew's, UATC Get More Split-up Time

WASHINGTON, Sept. 1.—The Justice Department has given Loew's and United Artists Theatre Corp. another brief extension of the deadlines for terminating joint interests in a few remaining theatres.

The companies now have until Sept. 6 to submit a dissolution plan or until Sept. 13 to actually start court action to dissolve the interests.
Personal Mention

DAVID GOLDMAN, advertising executive for the Variety, is visiting London, New York, and Washington, D.C., to represent the Advertising Council in its meetings with Western Theatre Owners in those cities.

Henderson M. Richer, M-G-M exhibitor relations head, will return here Thursday after a brief trip to Los Angeles, where he met with Western Theatre Owners.

L. H. (Lew) Francis promiscuous in Eastern theatre equipment circles as sales representative for the firm.

John E. S. Trowbridge, manager of the Cinerama Theatre in New York City, has been appointed assistant chief of the Warner service office in Los Angeles.

Jack Keppler, son of Morris Keppler, partner in the Burnside Theatre, East Hartford, Conn., has been appointed assistant chief of the Warner service office here.

William C. MacMillen, Jr., president of Chicago's Cinema Industries (formerly Pathe Industries), will return to New York today following a three-week visit at Saratoga, New York.

Elizabeth Bonturi has been named assistant manager of the Warner Regal Theatre, Hartford.

Joanne Linder, Columbia biller in Cleveland, will be married to Merle Mishen of that city on Sept. 7.

Marla Tenzer, Columbia contract clerk in Cleveland, has been married to Philip Tartaglio.

Hal Wallis is scheduled to arrive here from the coast tomorrow.

Plan Rodner Unit At Rogers Hospital

A campaign to establish a Harold Rodner Research Institute in the William J. Rogers Memorial Hospital at Saranac Lake, New York, is being organized under the aegis of the Rogers Brothers executive committee. Members of the committee are Samuel Schneider, chairman; Ben Kalmenson, Harry M. Kalmenson, and Max B. Blackman of Warner's real estate department is secretary-treasurer.

Harold Rodner, Warner executive who died recently, had devoted a large part of his life to the maintenance and development of the institution at Saranac Lake.

Galaxy of Fox Stars To 'Snows' Premiere

Hollywood, Sept. 1—Twentieth Century Fox is charting four winning plans to enable a large number of its stars to fly en masse to the world premiere of Darryl F. Zanuck's 'Snows of Kilimanjaro' at New York's Rivoli Theatre, Sept. 17. Zanuck, now in Europe, will fly back for the premiere.

Research 'Is Ignored In Outline Of TOA Meeting

Contrary to earlier publicity that the majority would be given at the forthcoming Theatre Owners of America annual convention a program of scientific research for the industry, an outline by Mitchell Westover, RKO Navy company's Richey, 591—(chairman), the meeting's plans, and Rodner, was not included on the agenda.

The outline, contained in a letter sent at the weekend, lists these major topics for discussion: (1) arbitration; (2) elimination of the 20 cent Federal tax, and (4) theatre telephone numbers.

The letter indicated that Wolstein expected the final arbitration draft, which the distributors have not officially approved yet, would be "readily for discussion and approval."

It was agreed during the drafting that the exhibition would act on the document until the distributors had approved it.

Wolstein's letter also stated that "there must be a thorough investigation of the problems and latest developments in all phases of exhibition, including concessions, etc." by the convention, which will be held Sept. 14-18 in Washington.

"You must help us solve our mutual problems through arbitration and by giving your voice and counsel" on the topics listed, Wolstein added.

The convention will be asked by Herman M. Levy, TOA counsel, to decide whether or not it wishes to take the first necessary steps to secure the TOA made a party defendant in the government's 16mm, anti-trust suit to force the sale of such film to TOA outlets competing with theatres. While it was named co-consipirator in the government's complaint, TOA was not included among the defendants. The latter included only producer-distributors.

The Pierre Balmain American collection will be shown in a world premiere to the wives of TOA attending the convention. The collection will be created by Julius Garneckel and Co., Sept. 16, at the ladies luncheon. Also on the TOA calendar will be "Spectacular Personality" branch to all members and their wives on Sept. 15. Other social events will include a reception by President Truman, card parties, swimming, a Coca-Cola Showboat Party to Mount Vernon, a dinner sponsored by Pepsi-Cola and a cocktail party sponsored by Schenley's. The final evening will feature the president's banquet.

J. Julian Brylawski is convention chairman.

RKO Radio Detroit Manager Resigns

Murray Devaney has resigned his post as RKO Radio branch manager for Detroit, Robert Mochrie, vice-president and general sales manager, announced last night. Devaney was succeeded by Otto N. Ebert, Jr., salesman from the Indianapolis office.
French, UK Deals

French capital. Before the State Department can accept the new deal as a final agreement, the American companies must ratify it.

Having accepted the French decree, calling for the export of American pictures from December 1st to September 15th, the French government has said that it would ratify the agreement. The French government, however, has reserved the right to reopen the negotiations if it deems necessary.

The French government has also requested that the American companies submit detailed plans for the distribution of the films in France. The American companies have agreed to comply with these requests.

O’Donnell to Address So. Dakota Showmen

MINNEAPOLIS, Sept. 1.-R. J. O’Donnell is expected to reveal plans for a new “Motion Picture, U.S.A.” program at the South Dakota Exhibitors meeting in Huron on Thursday. In addition to the public, O’Donnell will have the opportunity to discuss plans for the future of the industry in South Dakota.

Skouras, Loew’s

MINNEAPOLIS, Sept. 1.—Skouras, the independent theatre owner, is expected to announce plans for the future of the industry in South Dakota. The announcement will be made at a meeting of theatre owners, which is scheduled for Thursday.

Ed Levin to Universal

CHICAGO, Sept. 1.—Ed Levin of the Balaban and Katz advertising and publicity department will join the advertising department of Universal on the West Coast.

Mpls. Neighborhood Houses Fight Loop’s Trade Bid

MINNEAPOLIS’ COMPO Fund Drive Succeeds

MINNEAPOLIS, Sept. 1.—Almost unanimous exhibitor support was given Tuesday to the plan of Motion Picture Organizations due collection drive, which terminated Friday.

According to W. H. Workman, acting distributing committee chairman here, the number of small town exhibitors as well as some in larger situations have voluntarily made larger contributions than the committee had anticipated.

When donations were made they were made wholeheartedly, he said.

One protest meeting was held last Monday at the instigation of Martin Lebedoff, northside exhibitor, but action was postponed. Lebedoff contends the free rides into the loop are unlawful and he proposed counsel should be hired by the neighborhood business groups, including theatremen, to take action to halt the practice on legal grounds.

Ups Transit Patronage

Meantime, the street car company reports the initial tryouts of the free rides resulted in an overall reduction of riders. The reduction is expected to continue for the 7-9 hour into and out of the Loop.

The neighborhood theatres are fighting the free ride plan as being as injurious to their business.

The streetcar company, which also operates in St. Paul, will extend the free ride plan into the loop there between 7 and 9 P.M., starting Sept. 1.

COLUMBUS, O., Sept. 1.—Biggest “locofice” attraction here last week was the “Hollywood At The Fair” exhibit at Ohio State Fair, sponsored by the Independent Theatre Owners of Ohio, according to Robert Wile, U.P.M. executive secretary, who estimated that total attendance for the week was over 250,000.

Marjorie Main, was the stellar attraction at the exhibit. She also appeared in several fair parades and was presented to grandstand crowds.

Columbus theatremen manned the fair during the week, aided by salesmen from the Cincinnati exchanges.

The list of workers included: Arthur Miller, Miles circuit; Lee Hohheimer and Charles Sugarman, H. and S. theatres; Charles Fisher, Neith Theatres; Milton Yassonoff, Academy circuit; C. Harry Schreiber, RKO theatres; William Queen, Bernard Ginley and Lou Holleb, independents, and Walter Kessler and Fred Oestreich, Loew’s.

Cincinnati salesmen included Dave Little, RKO Radio; Arthur Adams, M-G-M; Sam Weiss, 20th Century-Fox; James Gentle, Paramount; Robert Burns, Warner Brothers; Dave Stenger, Columbia and James Grady, Universal.

The whole exhibit was moved to the Indiana State Fair, Indianapolis, Saturday, William A. Carroll, secretary of Indiana Alheli and West, the exploitation representative, visited the exhibit here.

Independent Producer

DOUGLAS FAIRBANKS, Jr., says: “I never take a chance on any phase of production. That’s why I insist upon laboratory work by Pathé.”

If you, too, would like to make sure your lab work and processing meet every requirement of your creative staff, why not specify Pathé Labs on your next picture?
**Censorship**

*Continued from page 1*

...case, which is the overriding of the Mutual case in holding that motion pictures are within the protection of the First Amendment to the Constitution and are within the guarantees provided if the Amendment is invoked for freedom of speech and the press."

The basic premise of the city's brief, which reflected the views of the Ohio attorney-general, was that there is "little restraint" on the showing of newsreels in Ohio. In that particular quote, the city's brief continued, the testimony is that "restraint exists in every case whether or not a deletion is made." The city's brief, as confirmed by the city's counsel, has "two aspects: the requirement of prior submission of every film to the censors, and the protection of a tax on every newsreel print shown in Ohio. Of the prior restraint is apparent. The number of deletions has no relevance in determining the existence of a prior restraint."

The defense stated also that "The state has made no move to demand under the charge that the newsreels under the standards imposed by the Ohio statute is justified for any purposes."

The Smith brief also charged that the censorship fee in Ohio is a "flat license tax imposed on the exercise of a constitutional right." Even if the Constitutional immunity from censorship provided by the First Amendment was not involved in this case, it continued, "the state would have the burden of showing that the license fee was not excessive."

On the question whether newsreels could be equated with newspapers, Smith replied: "The court will recall that the evidence showed that newsreels are prepared in much the same way as the news is gathered by newspapers and that newsreel cameramen have the same privileges as newspaper reporters. It is apparent that newsreels disseminate news through pictures and sound just as newspapers disseminate news in print and pictorial form and that in a functional sense newsreels are as much the press as newspapers themselves. To impose prior restraint on a flat tax on only one form of news dissemination is obviously discriminatory and unlawful."

**MITCHELL MAY, JR. CO., INC.**

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**Reviews**

**"Monkey Business"**

*19th Century-Fox*

YEOUTH APPEARS TO BE A particularly unattractive time of life, if the zany goings-on in Howard Hawks' "Monkey Business" are any criterion. Cary Grant, Ginger Rogers and Charles Coburn turn back the clock and revert to their social 1930's behavior in this film. Marilyn Monroe looks wide-eyed, with all her assets visible, in this hilarious tale of a chemist in search of a youth serum. Col. C. Siegel produced and Howard Hawks directed the lively series of incidents that leads up to a climax.

Grant, absent-minded but challenging research chemist, is blessed with an understanding wife, Miss Rogers, who patiently puts up with her husband's peculiarities while he is absorbed in the problem of discovering a formula that will make a human being twenty years younger. His primary backing is from a convention-type, is a chemist. This man, Lawrence, Latady, Inc., production, is the censor who over rules every move Lawrence, Latady, Inc., production, is the censor who over rules every move Tuesday, Serge carpenter the censorship case, engineering. defray United A $5,000. "restraint have on newsreels unlawful." film newsreels Ohio. inquiry the existing statutes in Ohio. is the defense that the Ohio statutes are valid. In this case show conclusively that the censorship charges are many times in excess of the cost."

The final brief derided the claim that the defense could have shown that the tax was "conscriptory."

On the question whether newsreels could be equated with newspapers, Smith replied: "The court will recall that the evidence showed that newsreels are prepared in much the same way as the news is gathered by newspapers and that newsreel cameramen have the same privileges as newspaper reporters. It is apparent that newsreels disseminate news through pictures and sound just as newspapers disseminate news in print and pictorial form and that in a functional sense newsreels are as much the press as newspapers themselves. To impose prior restraint on a flat tax on only one form of news dissemination is obviously discriminatory and unlawful."

**In the THEATRE**

**Equipment World**

...with RAY GALLOW

**INSTALLATION of Motograph "Trail" dual large screen television equipment in the Paramount theatre at Lynn, Mass., has been announced by Hornstein, New York representatives of Motograph, Inc., Chicago. The 2500-seat Paramount is owned by New England Theatres, a division of United Paramount Theatres, Inc.

A "mechanical hand" designed for changing attraction board letters in heights that cannot be reached without a ladder, has been developed by Wagner Sign Service, Chicago. The device comes in both 10- and 14-foot lengths. It is designed to grasp the letter and takes it completely away before placing the new letter on the face by use of a tensioning lever at the end of the handle. The unit can be used only with Wagner letters.

**A new twin-head, two-flavor continuous freezer for frozen custard and all types of soft frozen products has been added to the line of Mills Industries, Inc., Chicago. Among the new features of the unit are fully automatic performance of both barrels, and independent action by each barrel. Floor and counter models are available, with a choice of three condensing unit sizes. Frozen custard capacity is up to 10 pounds of frozen product per hour, depending upon temperature, mix and condensing unit used.**

**A convention-type, dry insecticide vaporizer for insect extermination has been announced by the Lindy Corporation, Ann Arbor, Mich. Called the Lindy-Bug, the unit consists of a shallow perforated retaining cup for pellets of "Lindac" (rather than granules). The unit is hung on the wall and plugged into an electrical outlet.**

**Plastic upholstery material with a backing of nylon and virgin wool designed to produce uniform stretchability in all directions has made its market debut by Products Sales, Inc., Lawrence, Mass. Trade-named "Nylonomized Solvex," the material has been developed to avoid stiffness, strikethrough and directional tearing. Because of its pliancy, the manufacturer states, it can be cut around the corners of furniture and provides a cushioned appearance even when the material goes over a large area. The CSM sheet of the material is standard 20-gauge Boltax plastic while the back has ten component parts, primarily nylon and virgin wool.**

**Cinerama Promotes Latady and Fling**

William R. Latady, who has been in charge of technical development for Cinerama, Inc., owners of the new multi-dimensional motion picture process, has been made vice-president and general manager of the firm. Latady will head the installation of Cinerama equipment in theaters showing the new film. In another organizational change, Wentworth Fling, formerly director of sound development for Cinerama, has been named technical director of the engineering department. Fling just finished directing the sound recording of "This Gun for Hire," a motion picture which will be shown at the Broadway Theatre here this month.

Thought other taxes accounted for the bulk of the totals in most states. For example, gambling taxes accounted for by far the largest share in Colorado. Sales taxes also were large. The total for the Nevada totals, and horse racing taxes. More details will be available in the next page of this section. The Cinerama" over the 1952 fiscal year, ending last June.
Theatre TV

(Continued from page 1)

the fight, slated for Sept. 23 in Philadelphia’s Municipal Stadium, commitments by theatres will have to be made shortly.

The availability of the bout to television equipped theatres in New York just about offsets the number of theates lost due to the “black-out” in Philadelphia, Chester, Camden and the Boston-Providence area. There are about a dozen theatres in the New York area equipped to follow West Coast TV. The Robinson-Maxim bout last June 23, which attracted 38 theatres in 24 cities, is expected to be followed by the upcoming Walcott bout, considered one of the greatest of the last decade and which is expected to draw a $1,000,000 gate.

While the Robinson-Maxim bout little possibility was seen that the Walcott bout would follow West Coast TV-equipped theatres due to the lack of American Telephone and Telegraph lines.

Meanwhile, RKO Radio has confirmed that it acquired the motion picture rights to the bout but declined to disclose terms on which the fight film will be sold to theatres. For the Robinson-Turpin fight last fall, RKO Radio spent a substantial guaranteed and asked exhibitors to place contracts for the film in advance.

ATT Responds

(Continued from page 1)

added that many price quotations sought could be included in MPA and NETTC letter to A.T.T. to suggest cost data especially on a projected 60-hour network between New York and Washington, D.C., in addition to another networks throughout the country.

Based upon present charges, A.T.T. responded to “several” projected theatre television systems, it was disclosed.

For pages of the telegram it was further learned, dealt with a statement of charges for theatre television program transmission systems compiled in accordance with Public Service tariffs.

The A.T.T. response was mailed late Thursday and should be received in Washington headquarters of NETTC and MPA over the weekend.

Todd Show’s Closing Barks Video Test

Mike Todd’s “A Night in Venice” show, staged at Jones Beach’s Maritime Stadium, N. Y. last July will close Saturday thus killing the possibility of it being utilized as an experimental theatre television project sponsored by St. Fabian of Fabian Theatres.

According to a Todd spokesman the closing of the show is not possible because of its promise to a “third party.” It was Fabian’s demand for a weekly wage for every member of the cast who was a part of the show in theatre as a part of the show at the Warner Theatre here.

Launch New Radio

D.C.-N.Y. Link

Outside construction work on a new chain of radio-relay stations between New York City and Washington, D. C. has been completed by the long lines department of the American Telephone & Telegraph Co.

Television--Radio

with Pinky Herman

NBC and CBS are once again reported to be bidding for the dark Warners’ Strand Theatre on Broadway in New York. This would be a duplicate of John Wayne’s telecasting operation.

Robert G. Hamilton has been named to head the radio and TV sales division of Sylvania Electric Products by John K. McDonough, general manager.

Danny Leeds Production has acquired American release rights to a new film television series, “Passport To Danger,” written by George and Gertrude Pass, authors of the popular “Foreign Intrigue” episodes. Starring in the new program is George Nader. The reeds were shot in Stockholm, Sweden. The WOR-Mutual radio woodunit, “The Shadow,” will observe its 20th birthday on the air, Sept. 14. Title role featured in the two decades of production, Orson Welles, James Meighan and the present startst, Bret Morrison, who first donned the black cloak in 1943.

Thomas B. McFadden has appointed Joseph Goodfellow eastern manager of NBC’s spot sales. With NBC since 1949, Goodfellow was formerly ac’t. exec. at KIIG, Des Moines, and later manager of KSJB, Janesville, N. D. . . .

Several years ago we toured the South and spent some time in Nashville doing a couple of columns on “Grand Ole Opry” and its colorful artists. A young cowboy singer named Pee Wee King took us in hand and helped us considerably in getting to know the RKO Radio personnel.

Since then the good-looking and talented lad has branched out as a top Victor Recording Artist and composer of “Tennessee Waltz” and “Slow Poke.” He went to the Coast to appear in Gene Autry’s “Gold Mine In The Sky” flicker and returned to Louisville to head “The Pee Wee King Show,” a new NBC-United style radio series starting Sat. Sept. 6, 9:00-9:30 P.M. Pee Wee will remain in name but Big Three in talent, personality and character . . .

Dick Haymes will portrait a harassed and disgruntled husband in the forthcoming Screen Gem teliffon production, “National Honeycomb,” for the Ford Theatre Hour,” adapted by Betty Reinhardt from a “Collette” story by Paul Horgan. This humorous episode is produced by Jules Bricken with direction by James Nelson. . . . A new George Fokly package, “The Herman Hickman Show,” with Rex Marshall as the ex-Yale football mentor’s straight man, will have its kickoff Friday, Oct. 3, at 7:15-7:40 P.M. Bill Frew and Sue Peterson will be featured in the show which is sponsored by Mutual.

The second show, sponsored by the Sylvania Electric Products, which is part of the 9:00-9:30 P.M. bill, is a “National-Democrat” radio program featuring a political town meeting and is under the direction of Jack H. Honeymoon,” describes the life of Thomas Jefferson as a young man.

The young actor, who landed the role, is Charles Coburn, who is currently appearing on the stage in the role.

Pinky Herman

Gresler In 3-Way Activity Expansion

Hollywood producer Aryan J. Gresler who is visiting here, disclosed expansion of his activities on three separate planes.

The former world rights to “Emergency Call” from Butcher Films of England has increased to call for all world markets for serialized Butchers’ productions; (2) purchased a collection of short subjects produced as far back as 1925 and will edit these into a 40-minute subject; (3) arranged to produce 14 features in Great Britain with casts of American stars.

Here from the Coast to arrange a distribution deal for “Emergency Call,” Gresler reminded that he is committed also to produce the next Martin and Lewis picture for Paramount. It is scheduled to be finished before February, 1953. He is credited with having “discovered” the comedy team for pictures.

The first three of the 14 he will make here are: “The Man From Temple Return,” “Love Is A Luxury,” and “Madam Louise.” Robert Parish and Lewis Gilbert have been engaged to direct the picture.

Included in the collection of short subjects Gresler has purchased for which a single-sale contract is some starring John Bunny, Roland Young and Walter Huston. Many of them were made in Italy, Spain, France, Portugal and Great Britain. Merian Cooper will collaborate on the editing.

Denied TV License, FPC Gets Telemeter

TORONTO, Sept. 1.—Famous Players Canadian Corp. will compete with the government television monopoly, about to be operated by Canadian Broadcasting Corp., with the use of Paramount’s Telemeter device for which wired programs would be sent out. Paramount has signed a 25-year contract for all Canadian rights, including manufacture of equipment. The Department of Transport, which has had some experience in broadcasting in Canada, has ignored the application of Famous Players for the use of the Telemeter, and a chain has now gone ahead with the Telemeter circuit system for the Dominion, which will not require a TV broadcasting license as the programs will not go over the air.

‘Androcles’ Ads Set For 40 Magazines

About 40 national magazines with a combined circulation of over 70 million, are being used by RKO Radio to promote “Androcles and the Lion,” a Barret McCormick, director of advertising, has announced.

The campaign gets under way in the first of the magazines Sept. 4 and will run through September, October and into November.
The Industry’s Most-Wanted, Most-Often-Used Reference Book

No other publication contains this valuable information*

* The WHO’S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO’S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of both motion pictures and television.

* It is the ONLY WHO’S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

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**Holiday Sends NY Grosses to Summer High**

**Weekend Records Scored At Para., Astor, Capitol**

The combination of strong product along Broadway and a rainy Labor Day weekend sent Friday grosses to a summer high.

One showman's description of the weekend business was: "An exhibitor's dream come true." It was backed up by record-breaking weekend reports from the Capitol, Astor and Paramount. Other outstanding grosses were reported by Radio City Music Hall, Criterion, Loew's State, Mayfair and Roxy.

The opening week of "The Crimson Pirate," coupled with Louis Armstrong and Gordon Jenkins' orchestra on stage at the Paramount is expected to hit a sturdy $102,000. The $23,000 grossed at the Paramount on Sunday was described as a new record for Sunday business.

The second week of "The Miracle of Our Lady of Fatima" at the Astor is due to rack up a healthy $42,000, following a weekend which saw the...

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**French Remittance Offer Is Less Than Original Proposal**

The meeting here tomorrow of the president and foreign managers of Motion Picture Association of America member companies will wrestle with the problem of whether to accept or reject remittance proposals from France that fall considerably short of the kind of deal the companies had sought.

Not only is the French offer said to be below what the companies and the State Department aimed at in the Paris negotiations; it is described also as representing less than the remittance proposal made by France in the early stages of the talks. In the interim, moreover, France by decree slashed American film imports from 121 to 90 annually.

Fayette W. Allport, who has been...

---

**Rank's Report Due; Improvement Seen**

**London, Sept. 2—Preliminary figures for the year's operations of the J. Arthur Rank Organization, scheduled to be released this week, are expected to show another marked improvement in the company's fiscal recovery.**

Last year's accounts disclosed that the Organization's bank indebtedness...

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**N. J. Blumberg Is Named Film 'Pioneer of the Year'**

N. J. Blumberg, chairman of the board of directors of Universal Pictures, who is currently observing his 40th anniversary in the motion picture business, has been unanimously selected as the "Motion Picture Pioneer of the Year 1952" by the board of directors of the Motion Picture Pioneers, Jack Cohn, president, announced.

Blumberg's selection will be formally observed at the annual dinner meeting of the Pioneers to be held at New York's Hotel Astor on Tuesday evening, Nov. 25. This year's event has been designated as the "Jubilee Dinner."

On behalf of the board of the Pioneers, Cohn issued the following statement:

"In honoring N. J. Blumberg as the Pioneer of the Year, we recognize one of the true leaders of our industry. Having entered this business in 1912 when all the attributes of a real pioneer meant so much to the advancement of our industry."

"His devotion and adherence to the principles of the motion picture business, together with his significant contributions and constructive participation in all its branches, exemplify all that we mean by a pioneer."

"His rise from poster clerk to the chairmanship of the board of Universal Pictures Company, is really a thrilling American success story."

"His career may well serve as an example that America is a land of opportunity.

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**A. T. & T. TV DATA 'UNSATISFACTORY'**

NY-DC TV Net Cost Runs As High As $207,000 A Month

Monthly charges for projected television networks between New York and Washington, $30,000, will vary from about $48,000 to $207,000. The American Telephone and Telegraph Co. has informed the Motion Picture Association of America and the National Exhibitors Theatre Television Committee, 4-T's breakdown of cost data, however, was predicated on its regular...

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**Censors Commend US, UK Product**

**Washington, Sept. 2—The Ontario (Canada) Censorship Board has praised recent film productions from the U.S. and Britain, the U.S. Commerce Department reports.**

Film chief Nathan Golden said that during the year ending March 31, 1952, the board reviewed 560 features, of which 461 were U.S., 61 were British and 34 were from other countries. Of the U.S. films, 461 were released in their entirety, 20...

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**News Flashes**

**Washington, Sept. 2—Kenneth Clark, MPAA information chief, will head a delegation of MPAA officials that will meet tomorrow with Senate Small Business Committee investigators Gillis W. Long and William D. Amis to discuss the committee's investigation of film industry trade practices.**

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**Washington, Sept. 2—TOA convention chairman A. Julian Brylawski has announced that theatre managers and other theatre and exchange employees can register for the coming TOA convention at a reduced rate—that is, $20 instead of the usual $40. The meeting will be held here Sept. 14-18.**
WALT DISNEY will return here today on the S.S. Independence from a three-month trip abroad.

MARTIN G. SMITH, Toledo exhibitor and board chairman of the Independent Theatre Owners of Ohio, and Mrs. Smith became grandparents when their daughter-in-law, Mrs. James Smith, gave birth to a girl on Thursday in the United States Army Hospital at Camp Polk, La.

ERIC A. JOHNSTON, Motion Picture Association of America president, was in New York yesterday from Wash- ington, to which he returned last night. He will be here again tomorrow.

JAMES A. FOSTER, producer of M-G-M’s “Travelers,” left here yesterday for Lisbon. He will also visit Spain before returning to the Coast.

Oscar Morgan, general sales manager of Motion Pictures of America, was in New York yesterday from Wash- ington.

E. K. O’Shea, vice-president of Paramount Film Distributing Corp., was in Buffalo, N.Y., over the Labor Day weekend.

william ritter, manager of the Nortel Theatre in Cleveland, and Mrs. Ritter announce the birth of a son.

ARTHUR CANTON, M-G-M Eastern division press representative, was in Boston yesterday from New York.

william F. Rogers, loew’s vice-president, left here yesterday for Washington.

Kalmenson Returns From Coast Contests

Ben Kalmenson, Warner Brothers vice-president in charge of distribution, returned yesterday to his New York home office from Burbank, where he conferred with Harry M. and Jack L. Warner, Steve Trilling, William Orr, Walter MacEwen, Mort Blumstock and Alex Eolve.


U. K. Fiscal Status Better As Film Pact Talks Near

By PETER BURNUP

LONDON, Sept. 2—The United Kingdom’s balance of overseas payments, key to the pattern of the talks to be held in Washington next week on a new monetary agreement between Britain and the American film industry, is undergoing an unexpected but marked improvement.

In the 12 months ending Aug. 31, the U.K. balance of payments showed a deficit of $99,252,000. In the 12 months ending July 31, 1959, it showed a surplus of $29,000,000.

The latest improvement, it is said, is due to non-recurring factors, like the speeding up in foreign payments for British exports, but there are other factors which have not yet made their full impact on the U.K. accounts; notably a fall in the U.K. sterling that has occurred in the terms of trade which have been greater than was forecast in the Bud- get.

F. W. Allport, Motion Picture Association representative here, is scheduled to leave for the States by plane today and will be on hand for the monetary talks next week.

Sir Frank Lee and Sidney Golt, who will represent Britain in the talks, will leave here by plane on Friday.

Both parties persist in their refusal toward far-reaching information about the figures.

Allport permitted himself the com- ment: “The talks have always been tough but on each previous occasion we have broken up better terms than ever. I don’t see why that shouldn’t happen this time.”

Commenting on the talks the politi- cal correspondent of the N.Y. Times said yesterday that Sir Frank, the American industry will agree to a reduction in the basic permitted re- mitments with an increase in the amount devoted to British production. The only alternative would be an import quota which neither the American nor British exhibitors want, the newspaper adds.

O’Brien Slated to Head Trades Union

LONDON, Sept. 2—Tom O’Brien, general secretary of the National Association of Theatrical and Kine Employees, is slated for the presidency of the Federation of Union Congress, when the 84th annual meeting opened at Mar- gate yesterday.

Richard Walsh, 1ATSE president, is attending the Congress as a dele- gate and will address it on behalf of American trade-unions.

Sturdy $8,000 for ‘Monkey Business’

ATLANTIC CITY, Sept. 2—A sturdy $8,000 was registered by “Monkey Business,” the 111th Theatre for the Labor Day weekend.

The picture, which had its world premiere here on Friday, was added to the schedule on the opening day.

Film, Equipment Exports Drop 7%

WASHINGTON, Sept. 2—U. S. ex- ports of motion picture films and equipment during the first six months of 1956 were about seven per cent below the total for the same period last year, in terms of dollar value, the Commerce Department reported today.

Nathan D. Golden, department film chief, said shipments in the first half of this year were valued at $13,229, 329, compared with 1951 first half ex- ports of $14,207,967. Nearly all catego- ries of films and equipment shared in the drop, although a few groups in- creased.

Shipments of exposed feature film rose in terms of linear feet but fell in dollar value. In the first half of 1951, shipments valued at $13,972,967 aggregated 10,094,948,000 feet. In the first half of 1956, they were valued at $9,480,940, while this year the six months total was $51,541,539,000, or 11,284,948,000 feet.

Increases were in the 16mm. nega- tive and positive groups, while 35mm. negative and positive exposed film fell considerably in terms of dollar value.

Raw stock shipments were put at 33,967,533 feet valued at $2,670,200 in the first half of last year, and were 42,244,688 feet, valued at $3,166,601 in the January-June period this year.

In 35mm. positive raw stock rose sharply and those of 8mm. negative raw stock rose slightly, but all other groups fell.

There were 8,762 cameras, valued at $73,801, shipped in the first six months of this year, compared to 8, 860 cameras, valued at $80,055 last year.

Projector exports dropped from 11,594 units, valued at $2,301,915, to 9,473, valued at $2,122,154, equipment dropped from $2,670,200 in the first half of last year to $2,379,561 in the first half of 1952.

Isley Will Handle Texas Star Tours

DALLAS, Sept. 2—Phil Isley has been appointed chairman of the Texas Star Tours. It is disclosed here by Robert J. O’Donnell and Col. H. A. Coe, co-chairmen of the council of Motion Picture Organization.

The tours, which are scheduled for the latter part of October, are being arranged by Phil Isley, who is now on the West Coast.

Isley, who operates theatres in Tex- as and California, was selected for this post "in view of the fact that he did such an excellent job as chairman of the Star Tours in Texas last year and had it held in previous years," it was stated.

Showmen Find 18% Of Films Are Hits

DETAERT, Sept. 2—Of 339 features released since last September, 63 or 18 per cent were outstanding hits and more than 50 per cent achieved substantial success, according to a survey made by a local exhibitors’ organization.

The result, according to the survey, compares with 61 per cent of novels published which made the best-seller class, and 13.1 per cent of stage plays produced which were in the hit cate- gory.

The film record for the year was the best in a decade, the committee said. Members of the committee are: Earl A. Their, President, Ode- troit Theatres; Lou Wisper of W. W. Theatres; David M. Igdal, managing director of the Fox; Irving Goldman, president, the hero; Carl L. Buermele of General Theatre Service Corp.; Allan Dowzer of Mutual Sales, Inc.; and David Newman of Cooperative Theatres; Richard Sloan of the Mercury Theatre; Fred DeLodder of DeLod- der’s; and Oscar Gorchel of the Carmen.

Michigan Allied Bids Solons to Convention

DETAERT, Sept. 2—Michigan Cong- ressman will be luncheon guests at the Allied Theatres of Michigan annual convention, to be held Oct. 20-22 at the Fuller Hotel here, Robert Peinell, the municipal publicist, announced yesterday.

Speakers will include Wilmer Snup- ler, national Allied president; Abram Myers, chairman of the board and general counsel, and H. M. Riebe of M-G-M.
Dear Sam,

Having attended a preview of "Hans Christian Andersen", I want to see this glorious picture again and again. It is surely one of the greatest entertainments of all time. It is beautiful and tender, romantic and colorful and gay, and it is wonderfully different from anything I have ever seen. Children will absolutely love it and so will grown-up people who want to forget their troubles and feel like children again.

You never devoted your time, your energy, your courage and your imagination (not to mention your money) to better effect. "Hans Christian Andersen" will make millions of people happy for many, many years to come — and these are the years when people need it most.

Congratulations and thanks to Danny Kaye, Farley Granger, Jeanmaire, Charles Vidor, Roland Petit, Moss Hart, Frank Loesser and everyone else responsible for this marvelous entertainment, including yourself.

Yours,

Robert E. Sherwood

Mr. Samuel Goldwyn
French Pact

(Continued from page 1)

sitting in on the Paris negotiations for the MPAA, will arrive here today by plane, with the report the companies will weigh tomorrow. If the companies accept the report the State Department negotiators would proceed at once to sign the agreement; if they reject it in whole or in part the negotiations are expected to continue.

France's earlier proposal was for re- 
military control of $1.200,000,000 in the official rate of exchange, and the remainder of some $8,000,000 at the capital account rate, which is somewhat less favored, but the French have rejected both the MPAA and the Society of Independent Motion Picture Producers, provided for a 12 1/4 per cent cut in earnings already frozen in France. There has been con- 
jecture, meanwhile, that while subsidiary companies will not be excluded, the new official Franco-American pact may "go for" such an arrangement on their owners as a means of securing additional import licenses.

Proposal Rejected

A French subsidy proposal, which has been rejected by both the MPAA and the Society of Independent Motion Picture Producers, provided for a 12 1/4 per cent cut in earnings already frozen in France. There has been con- 
jecture, meanwhile, that while subsidiary companies will not be excluded, the new official Franco-American pact may "go for" such an arrangement on their owners as a means of securing additional import licenses.

Rank Report

(Continued from page 1)

had been reduced from $16,300,000 to $9,200,000. It is anticipated that an even greater reduction will be recorded by the end of this year, due partly to non-recurring 

factors like the sale of the Universal Pictures common stock to Decca Records and 20th-Fox and other assets, and also the economy measures ad- 
hered to throughout the Organization.

John Davis, managing director of the company, stated that current operations had produced a profit. Arrears on Odeon's preferred stock are in process of being met. In the market over the last month, Odeon's ordinary shares have appreciated steadily.

Censors Command

(Continued from page 1)

were "treated" before release, 28 were classified "adult," seven were classified "censored," and five were rejected. The last two were characterized in the report as third-rate productions, barely worthy of being considered as "censored." According to the board, the films reviewed during the year "attained a high level in good taste and skillful handling of emotional scenes. Less material of an objectionable character was observed than ever before. It reflects an impressive development in the maturity of consider- 
tation given to production in the U. S. and the United Kingdom."

'Movie Memory Club' Formed by Franklin

A "Movie Memory Club" for the purpose of screening old-time films Saturday evenings at the Presi- 
dent Theatre here starting this Satu- 
day, has been formed. "Ted" Teller, 
radio-TV "disc jockey." The first two- hour, two-feature program will include "Peek's Bad Boy," made in 1929, and "Beau of the City," produced in the same year.

Ten per cent of the net proceeds will be donated to the Dr. Frank Wight- 
kowski Foundation, a charitable group set up to help underprivileged youngsters, it was said.

Washington Critic Hits U.S. 16mm. Suit

Washington, Sept. 2.—Harry MacArthur, film critic for the Wash- 
ington Post, has voiced his voice to the chorus of newspaper 
criticism against the Justice Department's anti-trust suit.

In a piece in Sunday's Star, 
MacArthur said it seemed to him that the Department was "on shaky ground."

Receptive to Bout

(Continued from page 1)

Park, following an announcement Sat- 
urday that the theater will carry the 
bout, slated for Sept. 23. Tickets are 
being sold from $4.80, which in- 
cludes the admission tax, for 
loge seats, and $3.60 for orchestra 
seats. Rkalde said he expects all tickets to be sold out.

Meanwhile, the 50th Street 
Guild Theatre in Rockefeller Center has 
been offered, at an average price of 
$4.20 to $4.80, including tax. Norman 
Elson, head of the circuit, said the 
theater received over 200 phone calls 
in response to the announcement of the 
theater heralding the telecast. So 
far, he added, about 40 tickets have 
been sold, with hopes to sell all of 
the seats. Elson said the increased price 
was warranted by the smallness of the 
theater, which, said he, offers a ringside 
seat to the patrons watching the 
large-screen telecast.

"It was learned, in the meantime, that 
National-the world's largest 
theater network Television network
corporation which acquired the 
TV rights for the bout, has de- 
layed his departure from the 
Coast until tonight. He will then 
return to his New York office tomorrow.

Many circuit executives are awaiting 
this arrival to complete negotiations 
for the big bout.

G. M. to Sponsor NCAA Eleven Games

Demorest, Sept. 2.—General Motors 
has announced that it will be the 
official sponsor of the National 
College Athletic Association for the sponsorship of 11 
game this fall, to run each 
consecutive Saturday over the entire 
NCAA-TV network.

Among the games for which tele- 
vision arrangements have been com- 
plete are: Texas Christian vs. Kan- 
sas at Lawrence, Kan., Sept. 20; Co- 
mor vs. Princeton at New York, Sept. 27; Stanford vs. Michigan at 
Stanford, Oct. 4; Michigan State vs. 
Texas A. & M. at East Lansing, 
Mich., Oct. 11; and Yale vs. Navy at 
Philadelphia, Nov. 29.

Unlike last year's schedule, which was 
set on an experimental basis, there will be no "blackouts" this year and 
almost all contests will be televised nationally on the full NCAA network. No team 
will be televised more than once 
during the season.

Joseph Now Sole Owner of Essanay

Chicago, Sept. 2.—Leo B. Salish, 
former owner of Essanay Pictures, 
has sold his interest in the company 
in order to devote himself to his theatri- 
cal agency. Joseph is now the sole 
owner.

N. Y. Grosses

(Continued from page 1)

largest attendance at the theatre in three years. The picture is also doing 
fine at the two-a-day Bijou, with 
$7,500 net weekly.

At the Capitol, "The Quiet Man" is 
expected to hit a very high $72,000 for 
its third week, highlighted by a rec- 
ord-breaking "Glorious" Solid.

"Terror" still describes the grosses 
of "Juno and the Paycock," which 
are expected to be in the $4,000-to-$5,000 range in the next two weeks. The 
pace of business at the Hall, which also fea-
tures its regular stage show, is 
record-breaking.

Advance Italian Films Week Plans

Plans for the visit here of a large number of Italian stars, producers, 
executives, and industry dignitaries, for Salute to Italian Film Week, Oct. 6-12, were discussed in Rome by E. R. Zorgniotti, U. S. representative of Italian Films Export, a series of meetings with IFE board members. Zorgniotti has returned to New York, following a six weeks' visit in Rome.

Mother of P.T. Dana

Mrs. Frances Dana, mother of P. T. 
Dana, Universal Pictures' Eastern sales 
manager, died in Newark over the 
weekend. No further services will be held today in Newark.

Louis Edelmann's Father

Simon Edelmann, father of Warner 
producer Louis B. Edelman, died here 
late Thursday following a long illness. 
Louis is now in New York for the 
funeral.

Veltlugin to CBS-TV

Voldemar Veltlugin, writer-editor 
and former special story assistant to 
Louis B. Mayer, has been appointed 
screenwriter for CBS-TV's dramatic series, "Studio One." Hubbell 
Robinson, Jr., vice-president in charge of 
CBS-TV programming, disclosed.

Awards for Lebedoffs

(Continued from page 1)

RKO Pictures. Lowenberger was 
attorney for the Lebedoffs', Taft 
Torrison represented Maco and Par- 
mont, and David Shearer represented the other five distributors.

Suit was filed over four years ago 
asking $500,000 in triple damages 
against starting last Oct. 11, and hearings ending Dec. 29, Northbys has had 
time, and text of judgment could 
not be obtained. Defense attorneys were 
not available for comment.

11 of 14 O. Solons Favor Tax Repeal

Columbus, O., Sept. 2.—Of the 
first 14 Ohio Congressmen 
and representatives for electors but 
the 14th of Oct. 11, 11 said they would support 
repeal, Robert Wile, ITO sec- 
detary, a Democrat, was the other 
three non-commercial but 
not committed to keep open minds 
on the subject. With three 
additional incumbents and 
candidates are expected.

Albert Delzio Buys 
Lippert Exchange

Detroit, Sept. 2.—Albert Delzio 
Baxter, former president of RKO 
Pictures, which has offices in 
several cities, has acquired the 
Lippert exchange here from Robert 
Baxter. The transaction was made in 
Kansas City with Lippert, Lippert and Lippert 
executives Arthur Greenblatt 
and Harris Dudelson present. Delzio said 
other staff in Detroit will retain the 
name.
inter-city channel service and would not apply to the 10 megacycle band cost structure as proposed by the industry. A. T. & T. spokesmen said their regular inter-city band as a three megacycle one, and they told spokesmen place it in the four megacycle band classification.

The monthly charge for the estimated S. & T. Channel was put at $100,000 for a New York-Washington transmission system which would have one Southbound channel and one Northbound channel, serving New York, Trenton, Philadelphia, Atlantic City, Wilmington, Baltimore and Washing- ton. The system would have one channel to Reading and Allentown, Pa., from Philadelphia.

For the same network of cities with three Southbound channels and one Northbound channel, the monthly charge would be about $102,000. This hypothetical transmission network also features three channels each to Reading and Allentown from Philadelphia.

Howard Meets with Division Heads

William W. Howard, RKO Theatres' vice-president in charge of operations, has been conducting a series of home office meetings with heads of the various home office departments taking part. Among those who have been in town for the meetings are Jerry Simpson, Midwest division; Harry Weiss, Minnesota-Iowa division; Jay Golden, Northeastern; Robert Jones, New York; Russ Emde, New England; and Edward Sniderman, Trenton-New Brunswick.

Howard, the Motion Picture Association of America and National Exhibitors League executive vice-president, has written a letter to the FCC complaining about the phone company's failure to respond to the MPAA-Net-TTC requests for information. Obviously, the phone company letter had been with- held and was sent to the FCC, but the industry complaint did show that it wants information badly and means to get it.

The basic industry dissatisfaction with the A. T. & T. response, according to industry spokesmen, is that the film industry's theatre TV plan is built around a 10 megacycle channel width and it had asked for financial estimates based on such a channel. The phone company's reply gave various figures for a 4 mc channel, but said it could not give figures for a 10 mc channel.

The MPAA and Net-TTC originally requested the information from the phone company on April 10. The company on June 12, replied that the theatre TV hearings would not start until Jan., 1953, it felt they would have the figures ready. On Aug. 12, MPAA and Net-TTC said they would like the information right away and that negotiations had been advanced to Oct. 20. Then on Aug. 28, the two organizations wrote the Commission asking it to instruct the phone company, as a common carrier holding itself out for public service, to provide the requested information.

The letter to the Commission said that the industry does not need good information, not needs it from A. T. & T. it would not be able to give the company the necessary information within 90 days, and that the result "would be a substantial delay" in the hearings since considerable cost data which would be given in the hearings starting Oct. 20 might have to be repeated or elaborated in the hearings now in progress. The completion of this phase should be completed in October.

The A. T. & T. and T. reply, also dated Aug. 28, said it had been giving "careful consideration to the request for cost data based upon the specification prepared by the Topepper Co. (Industry officials said this specification revolved around a 10 mc band.)

"Our consideration has led to the conclusion," the phone company con- cluded, "that prices for the transmission service specified in the Tope- per study cannot be quoted at this time for the reasons outlined below. As you will appreciate, the prices of such service requires consideration of many factors, including the cost of the design, engineering, manufacturing, installing and maintaining the required equipment.

Without considering the question of whether the transmission characteristics and requirements specified are in all respects necessary or practical for satisfactory theatre TV service, the company said the specification is based on a 10-megacycle transmis- sion system, but declared that 'as a matter of general policy,' the company would have to be even wider to get the results the specification envisages.

Need More Experience

"Just how much wider the practical channel bandwidth would have to be in order to get this response," the company declared, "and how costly the required equipment might be, are questions which the answers will probably be obtained without further experience in this field."

The company then gave an "estimate of the charges under our present proposal offering applicable for several ar- rangements of network service con- sidering the one you have specified." These estimates covered transmission between New York and Wash- ington and various side-ports, with varying number of channels. How- ever, according to film industry spokes- men, they are based on a 4 mc band.

"That's like telling us the price of oranges when we're trying to buy under the company's "let's go to it" policy," they said.

The A. T. & T. letter concluded by pointing out that the Bell System ex- perts are working closely with the entire industry and is the request for the new TD-2 radio system and the new L-3 coaxial system can be adapted to provide broader bands, and said the company was "confident that, as experience with television technology increases and the requirements, both intercity and local, become more specific, you will be able to meet those requirements."

The letter was signed by Ernest D. North, general attorney for the com- pany's Long Lines Department.

Set Heads of Minn. Tax Repeal Fight

MINNEAPOLIS, Sept. 2—Council of Motion Picture Organizations’ Min- nesota tax repeal committee last week made public through North Central Allied executive counsel Stan Kane the first list of political action com- mittee chairmen and members on the state’s congressional district committee. The committee comprises Ben Berger, chairman; Ray R. Rogers, vice- chairman; W. L. Mann and Charles Perrine, all of Minneapolis.

The senatorial committee consists of the state tax repeal committee as a whole, plus E. O. Olson, Northfield.

Congressional district committees are:

First: Ben Friedman, Minneapolis; Will (Sky) Stahl, Faribault; K. O. Olson, Northfield; Al Smith, Winona; Ed Swant- son, Red Wing; Second: George Gund (chairman), Eau Claire; William H. Mann, Mankato; Third: Ben, Kane, Anna, Ros- bie; Bert Parsons, Springfield; Lowell Shely, Little Falls; Seventh: John Chipol, Montevideo; M. R. Deblin, Minneapolis; Gay Howser, Worthington; Eighth: Al An- son and George Brown, Dubuque; Bob Ber- nstein, Chisholm; Lewis Dethorn, Wisconsin, Bill Redsky, (chairman), Two Harbors; Ninth district: Ray Hanson, Fertile; Earnie Hille, Crookston, Charles VanDer Mal, Mahone; Kane.

District Operations Realign by Maco

MINNEAPOLIS, Sept. 2—Minn. package arrangements will discontinue state division headquarters at Roches- ter, Minn., and Sioux Falls, S. D. and the district office at Dubuque and a dis- trict branch at the State Theatre here, Harry B. French, Maco president, has announced.

In a major shift of manpower, the result of an attempt to streamline the company’s operations and bring all division and district management under the direct supervision of the home office in Minneapolis, Al Anson has been retired from his post as manager of the Northern Division at his own request, and Frank Steffy, currently managing director of the Radio City here, will be given a new assignment.

Maco Tests Hike in Children’s Prices

MINNEAPOLIS, Sept. 2—An experiment in higher admission prices for children—confined only to Loop thea- tres for the present, pending a study of results—has been launched here by Minnesota Announcement Co. The rate for children at the Maco Loop houses has been raised to 20 cents, a hike of eight cents. 10 hrs. 55 min.
Here's one FALL HUDDLE
You'll Want to Get Into!

"The Rose Bowl Story"
"Flat Top"
"Torpedo Alley"
(DOWN PERISCOPE)
"Hiawatha"
"Royal Mounted Police"
"Arctic Flight"
"Army Bound"
"Fargo"

It's MONOGRAM ALLIED ARTISTS
Hike!

Bowery Boys
"Feudin' Fools"
Holiday Sends NY Grosses to Summer High

Weekend Records Scored At Para, Astor, Capitol

The combination of strong product along Broadway and a rainy Labor Day weekend sent first-run grosses to a summer high.

One exhibitor's description of the weekend business was: "an exhibitor's dream come true." It was backed up by record-breaking weekend reports from the Capitol, Astor and Paramount. Other outstanding grosses were reported by Radio City Music Hall, Criterion, Loew's State, Mayfair and Roxy.

The opening week of "The Crimson Pirate," coupled with Louis Armstrong and Gordon Jenkins' orchestra on stage at the Paramount is expected to hit a sturdy $102,000. The $22,800 grossed at the Paramount on Saturday was described as a new record for Sunday business.

The second week of "The Miracle of Our Lady of Fatima" at the Astor is due to rack up a healthy $42,000, following a weekend which saw the

Censors Commend US, UK Product

Washington, Sept. 2.—The Ontario (Canada) Censorship Board has praised recent film productions from the U.S. and Britain, the U.S. Commerce Department reports.

Film chief Nathan D. Golden said that during the year ending March 31, 1952, the board reviewed 556 features, of which 461 were U. S., 61 were British and 34 were from other countries. Of the U. S. films, 404 were released in their entirety, 20

$125,076 Damage Award to Lebedof's

Minneapolis, Sept. 2.—Judge Nordbye today awarded S. G. and Martin Lebedoff $41,692 in triple damages totalling $125,076 in the suit charging six major distributors and Minnesota Amusement Co. with conspiring to deprive their Homewood of runs in favor of the Paradise, operated by the late Al Steffes.

Distributor defendants were Paramount, Loew's, Warner Brothers, 20th Century-Fox, Universal and

French Remittance Offer Is Less Than Original Proposal

The meeting here tomorrow of the presidents and foreign managers of Motion Picture Association of America member companies will wrestle with the problem of whether to accept or reject remittance proposals from France that fall considerably short of the kind of deal the companies had sought.

Not only is the French offer said to be below what the companies and the State Department aimed at in the Paris negotiations; it is described as also representing less than the remittance proposal made by France in the early stages of the talks. In the interim, moreover, France by decree slashed American film imports from 121 to 90 annually.

Fayette W. Allport, who has been

Rank's Report Due; Improvement Seen

London, Sept. 2.—Preliminary figures for the year's operations of the J. Arthur Rank Organization, scheduled to be released this week, are expected to show another marked improvement in the company's fiscal recovery.

Last year's accounts disclosed that the organization's bank indebtedness

N. J. Blumberg Is Named Film 'Pioneer of the Year'

N. J. Blumberg, chairman of the board of directors of Universal Pictures, who is currently observing his 40th anniversary in the motion picture business, has been unanimously selected as the "Motion Picture Pioneer of the Year 1952" by the board of directors of the Motion Picture Pioneers, Jack Cohn, president, announced.

Blumberg's selection will be formally observed at the annual dinner-meeting of the Pioneers to be held at New York's Hotel Astor on Tuesday evening, Nov. 25. This year's event has been designated as the "Jubilee Dinner."

On behalf of the board of the Pioneers, Cohn issued the following statement:

"In honoring N. J. Blumberg as the Pioneer of the Year, we recognize one of the true leaders of our industry. N. J. Blumberg is a true pioneer having entered this business in 1912 when all the attributes of a real pioneer were so much to the advancement of our industry. His devotion and adherence to the principles of the motion picture business, together with his significant contributions and constructive participation in all its branches, exemplify all that we mean by a pioneer. His rise from poster clerk to the chairmanship of the board of Universal Pictures Company, is really a thrilling American success story. His career may well serve as evidence that America is a land of opportunity."

The A. T. & T. TV Data

NY-DC TV Net Cost Runs As High As $207,000 A Month

Monthly charges for projected theatre telecast network in New York and Washington, D.C., will vary from about $48,000 to $207,000, the American Television and Telephone Co. has informed the Motion Picture Association of America and the National Exhibitors Theatre Television Committee.

A.T. & T.'s breakdown of cost data, however, was predicated on its regular

Reade Finds Public Receptive to Bout

The public's response to the scheduled theatre telecast of the Walcott-Marciano heavyweight bout was described yesterday as "the best" of any previous fights by Walter Reade, Jr., head of the circuit bearing his name. He said that inquiries were heavy at the St. James Theatre, Ashbury

Industry May Press Company, FCC for Information on Costs

By J. A. OTTEN

WASHINGTON, Sept. 2.—Industry spokesmen here today termed "completely unsatisfactory," the reply from the American Telephone and Telegraph Co. to the industry's request for financial data on various proposed television networks.

They said they had not decided what their next move would be but that they would probably write again to the company or to the Federal Communications Commission or to both. Their attitude is that while A. T. and T. did give some information in its letter, received over the weekend, it did not give very much of the information sought by the industry, and that "they have no business telling us what information we ought to have." Significantly, the A. T. and T. reply was dated Aug. 28, the very day that

Business Probers, MPA to Meet Today

WASHINGTON, Sept. 2.—Officials of the Motion Picture Association of America are scheduled to meet tomorrow with investigators of the Senate Small Business Committee to discuss the committee's investigation of film industry trade practices.

Kenneth Clark, MPAA information chief, will lead a delegation of "three or four" MPAA officials to talk over the committee's work with committee investigators Gilis W. Long and William D. Amis. The MPAA visit is taken as indication of growing industry interest in the group's work.

Cut Rate at TOA Meet for Workers

WASHINGTON, Sept. 2.—Theatre and film exchange employees are registered for the coming convention of the Theatre Owners of America at a reduced rate, convention chairman A. Julian Brylawski has announced.

This offer is open to theatre managers, film salesmen, bookers, managers and other theatre and exchange workers. This employees can register for $30, instead of the usual $40.
U. K. Fiscal Status Better As Film Pact Talks Near

By PETER BURNUP

LONDON, Sept. 2—The United Kingdom's balance of overseas payments, key to the pattern of the talks to be held in Washington next week on a new monetary agreement between Britain and the American film industry, is undergoing an unexpected marked improvement.

Film, Equipment Exports Drop 7%

WASHINGTON, Sept. 2—U. S. exports of motion picture film and equipment during the first six months of 1952 were only 3.5% lower than in the same half of 1951. This was lower than anticipated, but was due mainly to a decrease in British purchases that had been partly due to the lower exchange rate.

Showmen Find 18% Of Films Are Hits

Detroit, Sept. 2—Of 339 feature releases since last September, 63 or better than 18% were outstanding hits and more than 50 per cent achieved substantial success, according to a new survey by local exhibitors' fact-finding committee.

Isley Will Handle Texas Star Tours

DALLAS, Sept. 2—Phil Isley has been appointed chairman of the Texas Star Tours Committee, it was disclosed by Robert J. O'Donnell and Col. H. A. Cole, co-chairmen of the National Council of Motion Picture Organizations.

Michigan Allied Bids Solons to Convention

Detroit, Sept. 2—Michigan Congresmen will bid for the Allied Theatre of Michigan annual convention, to be held Oct. 20-22 at the Tuller Hotel here, Robert Pennell, chairman of state convention of Allied Theatres, and Oscar Gerech of the Carmen.
Dear Sam,

Having attended a preview of "Hans Christian Andersen", I want to see this glorious picture again and again. It is surely one of the greatest entertainments of all time. It is beautiful and tender, romantic and colorful and gay, and it is wonderfully different from anything I have ever seen. Children will absolutely love it and so will grown-up people who want to forget their troubles and feel like children again.

You never devoted your time, your energy, your courage and your imagination (not to mention your money) to better effect. "Hans Christian Andersen" will make millions of people happy for many, many years to come -- and these are the years when people need it most.

Congratulations and thanks to Danny Kaye, Farley Granger, Jeanmaire, Charles Vidor, Roland Petit, Moss Hart, Frank Loesser and everyone else responsible for this marvelous entertainment, including yourself.

Yours

Robert E. Sherwood

Mr. Samuel Goldwyn
French Pact

(Continued from page 1)

sitting in on the Paris negotiations for the MPAA, will arrive here today by plane with the report the companies will weigh tomorrow. If the companies accept the terms of the same tendered by the French, company executives expect negotiations to be continued.

France’s earlier proposal was for re-
nomination of $1,200,000 at a rate of exchange, but the remainder of some $6,000,000 at the capital account rate, which is somewhat less favorable.

Proposal Rejected

A French subsidy proposal, which has been rejected by both the MPAA and the Society of Independent Motion Picture Producers, provided for a 42% per cent cut in the 300,000 French francs assessed to the American film companies. Some of the French companies may “go for” such an arrangement on their own as a means of securing additional import licenses.

Rank Report

(Continued from page 1)

had not been reduced from $16,300,000 to $9,200,000. It is anticipated that an even greater reduction will be record- ed in the coming year when receding factors like the sale of the Universal Pictures common stock to Decca Records and the sale of the Hollywood Universal-American pact; some of the MPAA companies may “go for” such an arrangement on their own as a means of securing additional import licenses.

Censors Command

(Continued from page 1)

were “treated” before release, 28 were classified “adult,” seven were classified “restricted,” and three were restricted.

The last two were characterized in the report as third-rate productions based on chorus girls and burlesque.

According to Golden, the board said the films reviewed during the year “attained a high level of good taste and skillfully handled adult themes.” Less material of an objectionable character was observed than ever before.

It reflects an impressive de-
velopment in the maturity of consider-
ation given to production in the U. S. and the United Kingdom.

‘Movie Memory Club’ Formed by Franklin

A “Movie Memory Club” for the purpose of screening and showing foreign and old-time films Saturday evenings at the Presi-
dent Theatre here starting this Satu-
rday has been announced by Fredra Franklin, radio-TV “dive jockey.” The first two-
hour, two-feature program will include “Peck’s Bad Boy,” made in 1920, and “Dr. Jekyll and Mr. Hyde,” produced in the same year.

Ten per cent of the net proceeds will be donated to the Fredra Whittak-
er Foundation, a charitable group set up to help underprivileged youngsters, it was said.

Washington Critical Hits U.S. 16mm. Suit

Washington, Sept. 2—Harry MacArthur, film critic for the Washington Star, has added his vocal chorus of newspaper criticism against the Justice Department’s fourth anti-trust suit.

In a piece in Sunday’s Star, MacArthur said it seemed to him that the Department was “on shaky ground.”

Receptive to Bout

(Continued from page 1)

Park, following an announcement Sat-

day that the theatre will carry the bout, slated for Sept. 23. Tickets are being scaled from $4.80, which in-

cludes the admission tax for four

leisure. $3.60 for orchestra seats. Reade said he expects all tickets to be sold within a week.

Meanwhile, the 35th Street Guild Theatre in Rockefeller Center has jumped its prices for the event from $4.50 to $5.00. George Elson, head of the circuit, said the theatre received over 200 phone calls asking if the event is in the theatre heralding the telecast. So far, he added, about 40 tickets have been sold, with 410 to go. Elson said the increased price was warranted by the smallness of the theatre, which, said he, offers a ring-

side view to the patrons watching the large-screen telecast.

It was learned, in the meantime, that Nathan Halpern, president of Theatre Network Television, which acquired the TV rights for the bout, has de-
layed his departure from the coast until he can return to his New York office tomorrow. Many circuit executives are awaiting his arrival to complete negotiations for the bout.

G. M. to Sponsor NCAA Eleven Games

Detroit, Sept. 2—General Motors has agreed with NCAA and the National Collegiate Athletic Association for the sponsorship of 11 football games this fall, to run each weekend September over the entire NBC television network.

Among the games for which tele-

vision arrangements have been com-
pleted are: Texas Christian vs. Kan-
as at Lawrence, Kan., Sept. 20; Co-

Unlike last year’s schedule, which was an experimental basis, there will be four games each week this year and no contests will be televised nationally on the full NBC network. No team will be featured more than once dur-
ing the season.

Joseph Now Sole Owner of Essanay

Cicero, Sept. 2—Leo B. Saltin, formerly joint owner with Irwin S. Joseph of Essanay Films here, has sold his interest in the company in order to devote himself full-time to his theatrical agency. Joseph is now the sole owner.

N. Y. Grosses

(Continued from page 1)

largest attendance at the theatre in three years. The picture is also doing fine at the two-a-day Bijou, with $7,000 gross.

At the Capitol, “The Quiet Man” is expected to hit a very big $27,000 for its third week, highlighted by a record breaking week-end.

“Terrific” still describes the grosses of “Ivanhoe” at Radio City Music Hall, which sees $175,000 for the fifth inning of the picture’s run. The business at the Hall, which also fea-
tures its regular stage show, is rec-
ord-breaking.

“Glory” Solid

The second week of “What Price Glory,” coupled with a stage show featuring an ice revue, at the Roxy, is due to chalk up a solid $19,000. This sum, like most of the figures for outstanding product on Broadway, is higher than the sturdiest grosses of the previous week.

A very good $30,000 is seen for the second stanza of “The Big Sky” at the Criterion. Also doing fine is “Sud-

ders” at the Elgin, which has been a moderate $28,000 is due for its fourth week.

A non-holiday second week house has been reported for “The Good 

Hunter” at the Trans-Lux 53rd Street, Still drawing strong is “Affair in 

Trinidad” at the Victoria, with a good $21,000 for its fifth week. “High Noon” at the Mayfair, where a $20,000 is indicated for the sixth stanza.

$32,000 for ‘Devil’

A nice $22,000 is seen for the opening week of “Devil Makes Three” at the Globe, while a fair $14,000 is still being reported for a second run of “Les Misérables” at the Rivoli.

Among off-Broadway houses, the long-standing “Man in the White Suit” is expected to hit a solid $7,500 for its 22nd week. “Encore,” also in its 22nd week, is due to rack up a fine $300.

“Stranger in Between” at the Fine Arts is predicted to do an excel-

lent $7,200 for its second week. At the Roxy, “Park Avenue, a very good $500 is indicated for the third inning of “Brandy for the Parson,” while a good $5,000 is seen for the third week of the New “The Strange Ones” at the Bar-

tonet.

Roxy ‘Streamlining’ Economies Indicated

David P. Katz, executive director of New York’s Roxy Theatre, has returned here following conferences with Los Angeles with Charles P. Skoraus, National Theatre president, and Ed Zabel, Fox West Coast executive, on New York’s future of the Roxy. Sept. 27 from 20th-Century-Fox under the divestiture and reorganization of the company. Katz has made it clear that under NT the immediate aim will be to “streamline” the organization of the Roxy and effect changes in per-
sonal staff to order to effect economies in operation.

The future policy of the Roxy is not yet known, however, but the present stage policy will be continued for at least three or four months to provide an opportunity to formulate new stage show ideas. Also under consideration is the refurbishing and “glamorizing” of the theatre. Zabel came from the New Yorke shortly for discussions with Katz on future pic-
ture policies for the theatre.

11 of 14 O. Solons

Favor Tax Repeal

Columbus, O., Sept. 2.—Of the first 14 Ohio Congressmen and candidates for election to rep- lay to queries outlaid the 20 per cent Federal admission tax, just the $3,000 tax cut, 11 said they would support repeal, Robert Wille, ITO secre-
tary, reported. The other three were noncommittal but promised to keep open minds on the subject.

Wilde replies from addi-
tional votes and candi-
dates are expected soon.

Albert Dezel Buys

Lippert Exchange

Detroirt, Sept. 2.—Albert Dezel of Dezel Productions, which has offices here, said today he has acquired the Lippert exchange here from Robert Lippert.

The transaction was made in Kansas City with Davis, Lippert and Lippert executives Arthur Greenblatt and Harris Dalandon present. Dezel said he will staff in Detroit will remain the same.

Advance Italian Films

Week Plans

Plans for the visit here of a large number of Italian stars, producers, directors and government dignitaries, reported by Solons in New York, Oct. 6-12, were discussed in Rome by E. R. Zorgniotti, U. S. representa-
tive of Italian Films Export, in a series of meetings with IFE board members. Zorgniotti has returned to New York, following a six-weeks’ visit in Rome.

Mother of P.T. Dana

Mrs. Frances Dana, mother of P. T.

Dana, Universal Pictures’ Eastern sales manager, died in Newark over the weekend. Other services will be held today in Newark.

Louis Edelman’s Father

Simon Edelman, father of Warner producer Louis B. Edelco, died here last Thursday following a long illness. Louis Edelman is in New York for the funeral.

Vettelguin to CBS-TV

Voldemar Vettelguin, writer-editor and former special story assistant to Louis B. Mayer, has been appointed script writer of the “Studio One” dramatic series. “Studio One,” Hubbell Robinson, Jr., vice-president in charge of CBS-TV programming, disclosed.

Award to Lebedoff

(Awarded from page 1)

RKO Pictures’ Lee Loewingin was awarded a $2,500 prize in the Lebedoff Trophy, Rubert Torrisi represented Maco and Par-
maount, and David Shearer represented the other five distributors.

Suit was filled over four years ago asking $300,000 in triple damages with trial starting last Oct. 31 and hearings ending Dec. 29. Norby has had the case under advisement about 90 days. Decision was handed down late today and text of judgment could not be obtained. Defense attorneys were not available for comment.
TV Net Cost

(Continued from page 1)

inter-city channel service and would not supply the smaller single channel cost structure required by the industry. A. T. & T. spokesmen described the industry's regular island of 4 me cyan for a megacycle one, while industry spokesmen place it in the four meqycycle band classification.

The FCC report of an estimated $48,000 was submitted by A. T. & T. for a New York-Washington transmission system in the Southbound channel and one Northbound channel, serving New York, Trenton, Philadelphia, Atlantic City, Washington, Birmingham and Washing-
ton. The system would also have one channel to Reading and Allentown, Pennsylvania.

For the same network of cities with three Southbound channels and one Northbound channel, the monthly charge would be $102,000 for the hypothetical transmission network also features three channels each to Reading and Allentown from Philadelphia.

9-City Net $207,000

The monthly charge goes up to about $207,000 for the nine-city network when the system contains six Southbound channels and two Northbound channels. In this case, the number of trunklets to Reading and Allentown from Philadelphia are also increased.

The A. T. & T. response also gave cost data for local television networks in Washington. The monthly charge for the Washington network varied from $6,900 to $9,850, with the number of channels in the projected Washington net varying from 15 to 17.

The reply pointed out that charges for video-interchange channels and station connections cover service for eight consecutive hours daily and were based under present Bell System service for video and audio channels. It was also pointed out that the cost schedules were based upon the specifications drawn up by the Tooele Co. for MPAA and NTTC. In the reply, stated, "substantial reductions in these charges could be effected through rearrangements which might be entirely successful in meeting actual service requirements.

The number of transmitting and receiving outlets for each of the nine cities in the projected nets varied. Under the $48,000 system, for instance, there were seven transmitting and 13 receiving station connections, while under the $207,000 classification there were 27 transmitting and 88 receiving connections.

Howard Meets with Division Heads

William W. Howard, RKO Theatres' vice-president in charge of operations, has just returned from a series of home office meetings with out-of-town division managers. Discussions covered the installing, maintenance, labor relations and conferences, with heads of the various home office departments taking part. Among those who have been in town for the meetings are Jerry Sarn- bach, Midwest division; Harry Weiss, Minnesota-Iowa division; Jay Golden, New England-New York; Russ Emde, Newark-Washington, and Edward Sniderman, Trenton-New Brunswick.

A. T. & T. on Theatre TV Cost

(Continued from page 1)

A.T.& T. on Theatre TV Cost

MOTION PICTURE ASSOCIATION of America had bid for the Theatre Television Committee had written a letter to the FCC complaining that the charges were too high. It was to reply to the MPAA-NTTC request for information. Obviously, the phone company letter had been withholding the monthly cost till the industry did complaint to the FCC, but the industry complaint did show that it wants information on the cost of the service.

The industry dissatisfaction with the A.T. and T. response, according to the phone company, is that the film industry's television plans are built around a 10 megacycle channel width and it had asked for financial estimates based on such channels. The phone company's reply gave various figures for a 10 me channel, but said it could not give figures for a 1 me channel, as requested.

The MPAA and NTTC originally requested the information from the phone company on April 2. The company, on June 12, replied that since the technical TV hearings would not be ready, it would not be possible to wait before supplying the information. On Aug. 12, MPAA and NTTC said they would like the information on the contracts which the FCC had required that the technical TV hearings be completed by Oct. 20. Then on Aug. 28, the two organizations asked the phone company to "advise and urge the Telephone Company, as a common carrier handling a public service, to promptly furnish the specific cost data referred to the questions propounded to it in our letter of April 10, 1952." The phone company's transmission said that if the industry does not get the information it needs from A. T. and T. and if it does not go to the FCC a "careful analytical comparative analysis of cost data," and that this would also result in a "substantial delay" in the hearings since considerable cost data which should be given in the hearings starting Oct. 20 might have to be redone or elaborated on before the hearings startin Jan. 12, whereas this phase should be completed in October. The A. T. & T. reply, also dated Aug. 28, had been giving "full consideration" to the industry's request for cost data based upon the specification prepared by the Tooele Co. (Industry officials said this specification revolved around a 10 me channel.

"Our consideration has led to the conclusion," the phone company continued, "that prices for the transmission service specified in the Toep- pena study could not be quoted at this time for the reasons outlined below. As you will appreciate, the pricing of such service requires consideration of many factors, including the cost of designing, equipping, manufacturing, installing and maintaining the required equipment. Without considering the question of whether the characteristics and requirements specified are in all respects necessary or practical for satisfactory theatre TV transmission, our technical people, after careful study of the specification, point out that certain basic features of the proposed system require equipment which is not at present available from any source and for which cost information is therefore not attainable." The company said the specification is based on a 10-megacycle transmission system, but declared that "as a practical matter," the bandwidth would have to be even wider to get the results the specification envisages.

Need More Experience

"Just how much wider the most practicable frequency bandwidth would have to be to give this response," the company declared, "and how costly the required equipment might be, as well as to which questions to which the answers cannot be obtained without further experience in this field." The company then gave "an estimate of the charges under our present offering applicable for several arrangements of theatre networks connecting the points you have designated." These estimates covered transmission between New York and Wash-
gington and various side-points, with varying numbers of channels. However, according to film industry spokesmen, they are based on a 1 me channel-bandwidth.

"That's telling us the price of organized crime," someone trying to be funny, "the bananas," said one company lawyer. "It's no use at all!"

The A. T. and T. letter concluded by saying: "Our experience with Bell System experts are working closely with theatre industry technicians to develop theatre TV equipment that would make it possible to transmit the TD-2 system and the new 1-3 coaxial system can be adapted to provide broader bands, and the company believes that experience with theatre transmission increases the requirements, both immediacy and local, be substantially cleared, we will be able to meet those requirements." The letter was signed by Ernest D. North, general attorney for the company's Long Lines Department.

Set Heads of Minn. Tax Repeal Fight

MINNEAPOLIS, Sept. 2—Council of Motion Picture Organizations' Minnesota tax repeal committee last week made public through North Central Allied executive counsel Stan Kane the first list of political action committee chairman and members on the state's congressional district level. The committee comprises Ben Berg, Harry B. French, E. R. Ruben, Ted Mann and Charles Perrine, all of Minneapolis.

The senatorial committee consists of the state tax repeal committee as a whole, plus E. O. Olson, Northfield. Congressional district committee men are:

1st: Ben Friedman, Minneapolis; Will Glavis (chairman), Fairholt; E. O. Olson, Northfield; Al Smith, Winona; Ed Swanson, Red Wing. Secund: George Gould (chairman), Gleno; Robert Pian, Minneapolis; Howard B. Beckerman, Minneapolis; Ruben, Perrine. Third: George Graesstrom and Norval Tucker, both of St. Paul. Fourth: Ruben, Perrine; Sixth: Cal Nygaard, Brain-
mint, E. O. Olson (chairman), Springfield; Lowell Smoores, Little Falls. Seventh: John Chidel, Montevideo; M. R. Deibert, Minnesota; Guy Hower, Worthington, Eighth: Al An- derson and George Brown, Duluth. Bob Ber- tenson, Duluth; T. J. Bill Holicky (chairman), Two Harbors. Ninth: Frank E. Weis, Montevideo; Frank Fertel; Earnest Taylor, Crookston; Charles Vonder, Mahnomen; Kane.

District Operations

Realigned by Maco

MINNEAPOLIS, Sept. 2—Minnesota Amusement Co. will discontinue out-
state division headquarters at Roches-
ter, Minn., and Sioux Falls, S. D. and reopen a new district office at a dis-
trict branch at the State Theatre here, Harry B. French, Maco president, has announced.

In a major shift of manpower, the result of an attempt to streamline the company's operations and bring all operations under the control of the general manager, the company is realigning its executive director under the more direct coordination of the home office in Minneapolis, Alson has been named as retired from his position as manager of the Northern division at his own request, and Frank Steely, currently managing director of the Maco division, will be given a new assignment.

Maco Tests Hike in Children's Prices

MINNEAPOLIS, Sept. 2—An experiment in higher admission prices for children—confined only to Loop thea-
ers—has been continued at all branches of the Maco circuit of the Maco Loop houses has been increased to 20 cents, a hike of eight cents.
Here's one FALL HUDDLE you'll Want to Get Into!

"THE ROSE BOWL STORY"

"FLAT TOP"

"TORPEDO ALLEY"
(DOWN PERISCOPE)

"BATTLE ZONE"

"HIPWATHA"

"ALLIED ARTISTS"

"KANSAS PACIFIC"

"ROYAL MOUNTED POLICE"

"ARCTIC FLIGHT"

"FEUDIN' FOOLS"

"ARMY BOUND"

"FARGO"
MPAA Engineers to Propose Next A. T. & T. Tilt Move

The next move to obtain theatre television transmission costs from the American Telephone and Telegraph Co. will depend on the recommendations of the engineers hired by the Motion Picture Association of America. James T. Fly, special TV counsel of the MPAA, said here yesterday.

Without further study of A. T. & T.'s response, it would be very difficult to say what course of action will be adopted by the MPAA. Fly explained. He added, however, that an analysis of A. T. & T.'s six-page answer would probably be made by MPAA and submitted to the Federal Communications Commission.

Si Fabian, chairman of the National Exhibitors Theatre Television Committee, could not reach yesterday for comment on A. T. & T.'s response called "completely unsatisfactory" by industry spokesmen in Washington.

Portuguese Picture Gets MPAA Assist

The Motion Picture Association of America's Foreign Films Advisory Unit today will add one more country to the list of those whose pictures it is helping to promote in the U. S. The step will be marked by an Advisory Unit-sponsored preview of "Chikewemo," Portuguese language melodrama filmed in Portuguese Africa.

The screening, which will be held at the picture's world premiere, will be at the L. S. Olympic Cinema.

Rank's Odeon Has Year's Profit of $3,438,722

London, Sept. 3.—J. Arthur Rank's Odeon Theatres today reported a net profit of £1,238,115 ($3,438,722) for the 53 weeks ended June 28. The result is after all taxes and other adjustments and includes special profits arising from the disposal of fixed assets. In the previous fiscal year Odeon reported a net profit of £277,980 ($778,340).

Despite the current working profit, Odeon directors again decided not to pay a dividend on the ordinary shares, 50 per cent of which are owned by United Artists. However, Rank stated that subject to unforeseen circumstances, Odeon hopes to meet all arrears on its preferred stock dividend during the current year.

Odeon's consolidated balance sheet shows a reduction of bank indebtedness of £2,437,086 ($5,823,627), leaving a net overdraft of £6,776,738 ($16,974,680). Other loan capital re-

Storm Fails to Halt ATO Exhibit

Indianapolis, Sept. 3.—The storm that swept through Greater Indianapolis yesterday did considerable damage to displays failed to stop the state fair exhibit of Allied Theatre Owners of Indiana. Officers cleaned up the debris, obtained a new tent and it was open to the public again last night, a little more than 24 hours after the blow struck.

There were no injuries, as most of the crowd had just left the tent fol-

500 Theatres Involved In the New York Area

Long in the discussion stage, a pact was formalized here yesterday which will bring motion pictures, radio and television together for the mutual promotion of the economic and goodwill interests of each.

An agreement was signed cementing plans for a reciprocal promotion project between WNBC-WNBT and the Organization of the Motion Picture Industry of the City of New York, by Fred J. Schwartz, chairman of the Organization, and Ted Cott, vice-president and general manager of WNBC- WNBT, key radio and television stations of National Broad-

Films, TV and Radio in Pact For Mutual Aid

(Continued on page 5)

TEN CENTS
**Review**

"Assignment-Paris"

(Columbia)

A NEAT, topical tale of intrigue dealing with the arrest of an American in the French government's sting operation from Saturday evening post serial by Paul and Pauline Gallico. The film, although it deploys to some extent on coincidence in its plot motivation, is not overly complicated and has strong exploitation angles.

As reported by Dinah Andrews, Marita Toren and Audrey Totter, lead reporters on the Paris edition of the New York Herald Tribune, under the astute editorial guidance of George Sanders.

The story, running in the New York office, arrives in Paris and quickly
steals Miss Toren's affections from his editor. Sanders, in turn, sends him
to replace an ailing correspondent in Budapest. Here Andrews shortly gets
involved with the Communist government by trying to smuggle out a micro-
photograph and a "phoney" confession is rigged and he is all set to be hanged until
Miss Toren and Sanders come through with a diplomatic rescue.

They are at present competing with the Tribune's Paris office, who turns out to be an ex-Hungarian official and has the proof needed to substantiate charges of a plot against Stalin on the part of the Hungarians. The Communists thus are persuaded to trade the doomed Andrews for Giglio,

John Wayne has been awarded a citation for outstanding Americanism during 1951 by the Sigma Chi fraternity of the University of Southern California.

I. (Rabe) Coval, branch manager of Warner Brothers in Boston, has announced the purchase of a former month's rest at home because of a heart ail-

Martin Moskowitz, 20th Century-Fox division manager, and Nat Rosen, Albany manager, were in Gloversville yesterday from Albany.

Mike Delisi of M-G-M's home office public department will leave here tomorrow by plane for Europe and will be gone another month.

Lawrence Weinarten, M-G-M producer and studio executive, is due back here from Europe on the S.S. United States on Sept. 16.

A. H. Robertson, co-owner and manager of the Quad in Springfield, Ky., and Mrs. Robertson announce the birth of a son.

Barney Tarantal, partner in the Burnside Theatre, East Hartford, Conn., has resumed his duties after recuperating from illness.

Ken Holien, manager of the Camden Theatre, Camden, Me., and Mrs. Holien are parents of a boy, their first child.

Arthur Greenfield, Universal manager in Portland, Ore., and Mrs. Greenfield have left here for Europe.

Marion Lestik, M-G-M publicist, will sail from here Sept. 12 for Eu-

rope on the S. S. Liberté.

Hal Wallis, Paramount producer, has postponed indefinitely his trip here from the Coast.

Jules Levy has returned here after six weeks in Hollywood.

**Personal Mention**

Max E. Youngstein, United Artists vice-president, has left here for Pittsburgh and Cincinnati, and will return at the weekend.

Sami Fine, partner with Sam Bloom in B. and F. Theatres, Toronto circuit subsidiary of Famous Players, is recovering from a serious condition following a cerebral hemorrhage.

Glady's Zucker, secretary to Ben Melnick, M-G-M attorney, will be given a cocktail party and luncheon on Tuesday in advance of her forthcoming marriage.

Oliver B. Broughton, M-G-M "trouble shooter," was in New Haven yesterday from a New York trip. On Monday he will be in Boston and will then head for Albany.

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**City Dignitaries at 'Show' Premiere**

New York's Mayor Vincent R. Impelleteri has accepted the invitation of 20th Century-Fox to attend the world premiere of Darryl F. Zanuck's "The Big Carnival," and will head a party of city officials to the Rivoli Theatre here on Sept. 17.

Meanwhile, Lisa Fonssagrives, of the cast,iciary, has been awarded a blue ribbon in the Miss America contest, and was a TV guest appearance in behalf of the film, with several appearances during the next two weeks.

"Student Prince" Off, Says Lanza Defauts

M-G-M yesterday announced aban-

donment of "The Student Prince," due to the persistent failure of Mario Lanza, who was to be its star, to re-

neer a start. Several million dollars were said to have been invested in the picture, which "the studio will pur-

se its legal rights caused by Lanza's default of his contract," a home office

statement disclosed.

"Thief" Special Entry At Venice Festival

Harry M. Popkin's, "The Thief," the "talkless talkie," will be a special en-

try in the 1952 Venice Festival, it was announced by Arnold M. Picker, United Artists chief of foreign dis-

tribution.

The film will not be in competition with the other American and foreign entries, Picker declared, because it is not ready for a head-to-head battle. The fact that it was not ready in time to make it eligible as a regular entry.

"20-Cent Quarterly Low's Dividend"

Loew's directors yesterday declared a quarterly dividend of 20

cents on its common stock, payable Sept. 30 to stockholders of record on Sept. 16, it was announced, fol-

lowing a meeting of the board.

This is the second quarterly divi-

dend to be paid by the company.

Loew's having reduced its dividend from 371/2 cents for the previous pay-

ment.

Tunick Gets Lippert Franchise in Cincy.

CINCINNATI, Sept. 3.—Gene Tunick, famous in charge of Lippert pro-

duction here and subsequently an Eagle-

lion sales executive in New York, again has taken the local Lippert fran-

chise, it was announced by the

company.

He will also handle other product.

The local Souvenir-Selective Pic-

ture Bob, which he headlined re-

cently, closed several weeks ago.

To Re-Open Chicago Suburban Theatre

CHICAGO, Sept. 3.—A. Becker, for-

mer operator of the Vet Theatre here

will operate the Strand, Brookfield, Ill., a small theatre, which will reopen the suburban house on Sept. 14.

Nat Karson Here

Nat Karson, former producer of the stage show at M-G-M's Leicester Square Empire Theatre in London, who recently returned from Europe, will produce a similar show for a New York theatre.

**Only 2 Films Begun on Coast**

Hollywood, Sept. 3.—Production took a small sag, with only two pic-

tures being started in seven weeks, while six others were completed.

In the feature field, "Julius Caesar," M-G-M, and "Come On Texas," Warner, completed were in the Top 10. "Story of the Bad Girl," Columbia; "Royał Almo-

ted Police," Allied Artists; "Sweet-

heart Time," Republic; "Taxi," 20th-

Fox; and "Columbia South," Universal.

**MPA Offers**

(Continued from page 1)

and distributor representatives on "the continual complaints between distribu-

tors and exhibitors," a committee spokesman said. MPAA and the dis-

tributors wanted to give their side of the story, he said, and the com-

mittee people "were glad to hear it."

The industry spokesmen declared they would be glad to put committee investigators in touch with anyone in the distribution field who might be able to give information to the committee and added that they would also be willing to suggest such people.

Contracts have only been known to a handful of distributors to date, said they would certainly be speaking because the committee would hear distributor witnesses if and when hearings on the subject were begun.

William D. Ayers, committee investi-

gator, is scheduled to leave for the Coast shortly to go into exhibitor complaint hearings. MPAA representatives, Mr. and Mrs. Amis recently finished an inquiry in the Los Angeles region.

MPA representatives at today's meeting were Joyce O'Hara, Kenneth Clark, Ed Cooper, Sidney Schreiber and Ceci Dixon. From the distribu-

tors' side were Roy Andrews, Loew's vice-president, and William Zimmerman, assistant to the RKO Radio sales manager, Robert Mochrie. Present with them were the committee were Bulls Long and Amis.

**Parade to Spark 'Loves' Premiere**

Chicago, Sept. 3.—A parade, fea-

turing many Hollywood personalities, will herald the premiere of Para-

mount's "Loves Me, Loves Me Not" at the Chicago Theatre on Friday.

The parade will be led by Betty Hutton who stars in the film. Others in the vanguard will include Blossom Sleyde, Benny Fields, Charles Hot-

ton, Rosemary Clooney, Billy Daniels, Ray Ray, Lydia Clarke and Charles O'Curran.

**Studio Craft Wages Up**

Hollywood, Sept. 3.—Weekly earn-

ings for some of Hollywood's top stars averaged $118,300 during July, the California Department of Industrial Relations disclosed in the monthly report. Comparison with $113,600 averaged in June, and $105.88 July year ago.
STANDEES...

a FAST SELLING invitation
to your PATRONS!

COMING
and GOING,
your patrons
will be sold when
they see these
Colorful, Cut-Out
DISPLAYS that
stand out in your Lob-
by, Foyer or Out-
Front ... they need no
frame and the beau-
tiful 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!
Rank’s Profit

(Continued from page 1)

paid during the year totalled £1,911,275 ($3,531,570).

While the stock market exercised discernment that dividends paid being paid on the Odcon ordinances, it concedes that a £9,509,814 ($26,627,260) reduction in Odcon’s hand commitment in the last three years has been a remarkable achievement.

Rank’s Gaumont British and sub-

sidaries, and others, showed a net profit of £625,384 ($1,751,075) for the year, compared with net losses of £290,091 ($711,181) for the previous year. Gaunt-

om will pay a 7½ per cent dividend on its ordinances, compared with 5 per cent.

Rank’s production company, British & Dominion Films Corp., showed a net profit of £711,181 ($2,492,894), compared with net profits of £151,468 ($424,110) for the previous year. The company’s preference divid-

end, however, is being paid on the ordinances.

Full accounts of the Rank Organiza-

tion are scheduled to be make public Sept. 17.

Portuguese Picture

(Continued from page 1)

be held at Paramount’s home office for American distribution representatives.

Producer de Sohn, who is seeking to sell the world distribution rights for the picture, will be present.

De Sohn, a Spaniard who special-

izes in the production of Portuguese language films, will leave here in about a week for Hollywood where he will confer with production executives with a view to covering the vast Portuguese-speaking Africa features with American players.

He said yesterday that during the past two years he has turned out 51 Portuguese short subjects and the feature, “Chinawenhob” which, freely translated, means “Witchcraft.”

The non-making, non-speaking, diffi-

cult pictures, he says, explain that native seldom earn in that country more than $50,000 each.

He has only five or six features are made there annually. He said American pictures, on the other hand, are very popular in Portuguese-speaking Brazil, he noted, pays only $40,000 for each Portuguese picture imported, which makes the South American country a distinctly under-

saleable market.

Observing that films on TV in America are generally critical, de Sohn wistfully notes that fact Americans accept them would not tend to lower film-producing standards in the U.S. He feels that the fact that in recent years Hollywood has been turning out pictures of unsampled excel-

ence.

Settle Suit

(Continued from page 1)

acters, M. and P. Theatres, New Eng-

land Theatres, RKO Theatres, Loew’s Boston Theatres and George A. Giles Co., has been settled out of court. The settlement terms were not disclosed by Arthur L. Whitmore of the law firm of Nutter, McClellan and Whitman, who announced the termination of the action.

The Garbo brothers’ comment charged that several Massachusetts theatre circuits conspired with defendant distributors to deprive their York and Athol theatres of product.

Reviews

“The Amazing Monstre Fabe”

(Walter Futter)

A

FASCINATING, inspired film based on the life of France’s great poet, novelist and dramatist, Jean Henri Fabre, “The Amazing Monstre Fabe” is the product of French and American talent.

Bound to lend impetus to the merchandising of this picture is the endorse-

ment given it by the National Exhibitor Unit of the Motion Picture Associa-

tion of America. Arthur DeBra, MPAA director of community relations, has emphasized the film’s values “in thousands of letters” being sent to such “opinion makers” as educators and social leaders. “Monstre Fabe” will also be shown in connection with the Park Avenue Theatre.

The subject of entomology—the study of insects—may not seem suitable material for dramatic fare, but as viewed through the eyes of the great writer, “Monstre Fabe” achieves a measure of excitement and dialogue that is uniformly pleasing and pathos and are neatly integrated with the nature studies.

The latter include revealing shots of ants, wasps, caterpillars, spiders and the like, as well as many of the creditable denouements dedicated to survival. Fabre’s whole life was devoted to their study to find out whether they acted from instinct or intelligence. What he learned, aside from a million facts, was that man alone possesses soul and a free will.

Henri Diamant-Berger directed the film which should be a natural for discriminating audiences everywhere.

Also in the cast are Emilia La Bourdette, Andre Randall, Georges Tabot, Ollier-Vertenet, Pauline Cornier, and many others.

Running time, 90 minutes. General audience classification. August release.

Fargo” (Monogram)

Hollywood, Sept. 3

FARGO will certainly enthrall Bill Elliott with his followers and

should create many, many more. It is a compact piece of Prairie melo-

drama with a better than usual story, a picturesque scip tin, loads of people, horses and cattle, and jampacked with ridic and blazing guns.

The story and screenplay by Jack DeWitt and Joseph Poland concerns the introduction of barbed wire as a thorny instrument of peacemaking in the struggle between cattlemen dedicated to the open range and farmers who believe in the possibilities of the high-grade railroad.

Directed by Lewis D. Collins, who follow a straight-line approach of the coming of the gainers from the region around Fargo, of the natural resistance of the open-range cow-

men to the fencing of the plains, of cattle rustling, and of the powerful foreman of the train, who leads to violence, inclu-

sive of multiple murder, finally quelled by treatment with law and counter-

violence in about equal measure. Elliott gives his usual strong, sure perfor-

mance, with Myron Healy providing an excellent plot opponent. The big cast is uniformly satisfactory, including Phyllis Coates, Fuzzy Knight, Jack Ingram, Arthur Space, Robert Wilke, Terry Frost, Robert Bray, Denver Pyle, Tim Ryan, Florence Lake, Stanley Andrews, Richard Reeves.


Storms Fail”

(Continued from page 1)

owing a personal appearance by Mar-

jorie Main. However, the storm in-

terrupted a flow of visitors estimated at 1,500 an hour. ATO officials say approximately 70,000 patrons viewed the exhibit since it was set up

Saturday afternoon.

N. W. Ayers, Tony Romano and Rex Allen entertained spectators in front of the tent after it collapsed while ATO representatives worked to keep the dome dry and to protect them from the rain, which con-

tinued all night and delayed salvage efforts were made to rescue the manikins repaired and signs reprinted to make a time fresh start quickly.

The film exhibited was the eighth largest draw on the fair grounds, ATO

officials say. Fair officials also are reported to be enthusiastic.

Olympic Film

(Continued from page 1)

tions,” the film was produced by Ed-

mund Reck, 20th-Fox Alostevics executive, with Jack Kulhane supervis-

ing. Kulhane has handled the narration of the film which points out the last-

minute scoring of the American team to take top honors at the games. It

will be shown for release sometime late this month.

Davis in Chicago Sold

Chicago, Sept. 3—The Davis Thea-

tre Building here has been sold by the Davis Theatre, Inc., of Wisconsin. The deal was consummated by Isadore Kaplan and Associates for an undisclosed sum. The building includes a 900-seat theatre (operated by Est-

sanas for a number of years, but closed recently), six stores, a studio, and 12 apartments.

T IME’s cover picture and inside story on Kathleen Hepburn, now on newstands, is obviously impri-

vise to the trade as well as to the public at large. The interest. The 42-year-old star, by her own estimate, has earned $3,000,000 on stage and screen, and says of her-

self, “I can act and play face, an angu-

lary body, and I suppose, an angular personality which jabs into people.”

The deal was balanced and without bias, a fact ap-

preciated by trade sources, and the weekly issues carry sufficient material reporting the purchase of the “Jellicoe Man” comes in for a sympathetic treatment of John Ford’s rural shem-

anigans, and “The Crimson Pirate” is described as something nobody will believe, but “it’s wonderful, really.”

Marilyn Monroe was grand mar-

chall at the opening of the Beauty Parade at Atlantic City, and attract-

ing quite some attention herself, said she thought “they were looking at my grand marshal’s judge.”

At least 530 radio stations oper-

ating in the country are under-

nament with the system. System are participants with RKO in a six weeks contest to promote “Sudden Fear,” starring Joan Craw-

ford. Crawford is to direct the film contin-

uing to Sept. 12. Listeners are urged to write in letters telling of their

first sudden fear and how they overcame it. “I Don’t care” will be

a trip to Hollywood, according to Don Prince, RKO Radio Eastern pub-

isher. A bumper has been pre-

pared by Monopolists to explain how to conduct the contest, with local promotional tie-ins to conform to playdates.

About 40 national magazines with a combined circulation of more than 100,000,000, including “Androcles and the Lion,” according to S. Barret McCormick, director of advertising for RKO Radio Pictures, will run a campaign in order this week and will extend into November.

Sunday supplements and men’s maga-

zines, children’s magazines, car maga-

zines, and weeklies and monthlies will carry advertis-

ing on “Lusty Men” through September

and October, to reach another 60,-

000,000 readers. The latter picture is scheduled for an area premiere in Texas on Oct. 2.

Scoring with full-color, half-page

ads in the Sunday sections of 70 key city newspapers, 20th Century-Fox is playing on the record for Los Angeles, “The Missouri

Mule” will be a smart move to ensure half-page will command attention from the nation’s younger fans and adults. Swimming with the Engineer’s maga-

zine campaign supported by a dis-

ponsive exhibitor’s campaign of the month is being prepared by 20th-

Fox. For “The Snows of Kilimanjaro” will open on Broadway Sept. 18. The company has also arranged three-way tie-ins across the country between exhibitors, school officials and bookc-

kers to benefit “O. Henry’s Full House.”

—WALTER BROOKS
Mutual Aid

(Continued from page 1)
include listings on WNBC and WNBTV of current and popular motion pictures, as well as special programs highlighting various features of the film industry. A studio, prepare, distribute and display trailers and posters boosting these programs in participating theatres, the number more than 500 and include some 30 circuits.

In commenting on the new alliance, Schwartz said, "I have no doubt that this agreement, the first of its kind, will give ample evidence that radio, TV and motion pictures should go together and complement each other's activities with mutually beneficial results. It will also be of benefit to the public in keeping them informed of the best in entertainment."

Cott stated, "NBC is very proud of the opportunity to help prove to the entertainment industry that the so-called rival industries can augment each other by working together. We are very confident that our 'joining hands' campaign will work to the advantage of both industries."

The campaign, which will run for the next 13 weeks subject to renewal, will be teed off on Sept. 15 on WNBC and WNBTV. The network's tie-up with NBC was announced.

During World War II, four sailors stationed at the Great Lakes Naval Training Station in Chicago combined their talents to produce a trial show, but the real test of the effort were the talk of the service. The quartet has since returned to show business and are seen and heard in their own radio and TV programs. The artists are Bill Harrington, starred daily on ABC-TV and WNEW, Jack Kilty, NBChirper and former singer of "Edison's" "Take A Number," and Durward Kirby, emcee-announcer of the "Garry Moore Show." Could make a sure-fire TV package.

Will Carter, better known as "Montana Slim," whose RCA Victor platters during the past two decades have sold in the millions, records in the first hour of 19 Canadian theatres and arenas and broke box office records in 14 of them. (That's still gold in them there hills—billy acts.)

The Four Top Hatters, novelty group who built up quite a rep during their nine months engagement at the Hotel Park Sheraton, move into Jack Dempsey's On B'way Tues. When puppeteer Bill Baird finishes the "Waterлеп Whale" skit of the "Whistling Wizard," CB Series, he'll introduce two new characters from 'out of this world' named "Bleep and Bloop." (Sounds like a Frankie Loomer song title.)

TOA Aims

(Continued from page 1)
eral over the government's attempt to force the sale of features in 16mm. to TV and other outlets competing with regular theatres.

On July 29, Herman M. Levy, TOA general counsel, following consultation with other organizations officials announced that he will ask the administration to consider the need to take the necessary steps to have TOA make a party defendant in the suit. Although it was named a co-conspirator in the government's complaint, TOA was not included among the defendants.

While the TOA leadership is confident the membership will make an affirmative decision, it doubts if the Department of Justice would accept a TOA request for defendant status. The Department might decline the request, it was said, out of reluctance to have to contend with the bar of justice what would in effect be a united industry. TOA, it was explained, would lose its fighting suit if it were a defendant.

These are the steps that will be taken in seeking TOA convention approval: TOA will hold its first TOA-OT conference and ask the FCC and vote on whether to submit a resolution to the convention proper; officials of the organization will be directed to send a letter to the FCC, requesting that the move be before the convention; the convention itself will vote on it.

US TV Ups Bookings Of Canadian Films

OTTAWA, Sept. 3.—Officials of the National Film Board of Canada report that there is a boom in the demand for the board's productions for television in the United States. In 1950-51 there were 1,223 bookings for exhibition in the U.S., but in 1951-52 there were 2,481. These bookings are exclusive of commercial theatre showings and also of bookings of the Canadian-made films in various other foreign countries.

Taylor, Bell Promoted

Frank Taylor has been promoted to the position of theatre super of the RKO Theatres home office, replacing William Murray, who retired on Friday after 26 years with the company. It was also disclosed that Arthur E. Bell has been elected an assistant treasurer of the circuit and its subsidiary companies.

TOA Aims

(Continued from page 1)
was both NETTC and MPAA which requested the information dealing with projected television and theatre TV network capable of carrying a 10 megacycle input. The only cost data supplied by A. T. & T. in its response dealt with its regular three to four megacycle channel.
A. T. & T.'s failure to come through with the information was described by Fly as the only gap in the completion of the technical phase of the investigation to TV transmission to the FCC, which will be made when theatre TV hearings open in October.

In the meantime, the MPAA TV council committee, headed by Vincent Welch and Marcus Cohn, counsel for the NETTC, are working on the January phase of the hearings where witnesses will be presented by the industry to testify before the FCC.

Start Lutheran TV Film Series Sunday

The Lutheran Church-Missouri Synod, in co-operation with the National Council of Churches of Christ in the U.S., will begin a series of 26 dramatic films on television on Sunday. It was disclosed here yesterday by Rev. Alvin L. Wolken, Dean of Concordia Seminary, and chairman of the Lutheran Television Productions Committee. The series will be shown on Sunday morning.

RKO Pathe Buys Rights

MONTREAL, Sept. 3.—RKO Pathe has purchased world rights, outside the United States, to several of St. Louis, Mo., the circuit of the Radio-Television Studios' recent Canadian Cameo theatrical short subjects. Empire-Uni-

Kling Studios will produce a series of 26 "Uncle Mistletoe," telefilms to be sponsored by Marshall Field & Co. in the Chicago and Seattle markets. The series, available for syndication in other markets, will be scripted by Arthur Lewis Zeppl and directed by Fred Freeland. "Uncle Mistletoe," formerly alleged, is now general manager of WMFS, Philadelphia, Pa. The series will also be available for booking throughout the country. It will be shown in the months of November and December.

John Q. Penney, manager of the Kloss Studios, has been named as the new head of the network's program department.

In addition to Kloss, the network will also produce "The Rose of the Pacific," a series of 12 teleplays to be produced and distributed by the network. The series will be distributed by the network.

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The series will be produced and distributed by the network.
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<th>WEEK OF</th>
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<th>LIPPERT</th>
<th>M-G-M</th>
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<td>July 20</td>
<td>(July Releases)</td>
<td>CALIFORNIA CONQUEST (Color)</td>
<td>Cornelia Otis</td>
<td>Terrence Wright</td>
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<td>July 27</td>
<td>CRIPPLE CREEK (Color)</td>
<td>George Montgomery</td>
<td>(Rev. 6/18/32)</td>
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<td>Sept. 14</td>
<td>(Re-Release)</td>
<td>THE MINE WITH THE IRON DOOR (Color)</td>
<td>Richard Arlen</td>
<td>Cecilia Parker</td>
<td>0–85 min.</td>
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<td>Sept. 21</td>
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<td>TRAMU, THE TIGER MAN Special Cast</td>
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<td>Sept. 28</td>
<td>(July Releases)</td>
<td>HOLIDAY FOR SINNERS (Color)</td>
<td>Johnnie Weissmuller</td>
<td>2–147 min.</td>
<td>(Rev. 5/25/32)</td>
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TOA Aims to Raise Fire Vs. Gov't Suit

See Defendant Status Bid Evolving Company Blasts

Theatre Owners of America leaders anticipate that the organization's forthcoming convention will advocate TOA's becoming a voluntary defendant in the government's $3,438,722 anti-trust suit brought against it in Federal District court here in 1948 against major distributors, including Republic and Monogram, and Maine and New Hampshire Theatres.

Gaborse $3,000,000 Trust Suit Settled

BOSTON, Sept. 3—The $3,000,000 anti-trust suit brought by Abraham, Jacob and Samuel Gaborse of Athol, Mass., in Federal District court here in 1948 against major distributors, including Republic and Monogram, and Maine and New Hampshire Theatres.

TOA Has a White House Problem, Too

Washington, Sept. 3—Arranging for the visit to the White House Sept. 17 by the wives of Theatre Owners of America convention delegates has been without problems for the convention planners.

Now that the First Lady has indicated she would be pleased to receive the TOA wives, the TOA planners must arrange to supply White House guards and drivers with 15 copies of a list of names of the visitors.

This must be done for "security reasons." As many as 100 TOA wives are expected to make the visit. The big problem is to get the names in advance.

MPAA Engineers to Propose Next A. T. & T. Tilt Move

The next move to obtain theatre television transmission costs from the American Telephone and Telegraph Co. will depend on the recommendations of the engineers hired by the Motion Picture Association of America, James T. Fly, special TV counsel of the MPAA, said here yesterday.

MPA Offers to Aid Senate Probers Of Trade Practices

WASHINGTON, Sept. 3—The Motion Picture Association of America today offered its fullest cooperation to the Senate Small Business Committee on the committee's current investigations of exhibitor complaints about distributor trade practices.

In a two and a half hour meeting, a meeting of the MPAA, chairman investigators questioned MPAA.

(Continued on page 2)

Olympic Film on 20th-Fox Program

A special short subject "revealing the excitement and color" of American participation in the recent Olympic games in Helsinki has been added to 20th Century-Fox's 1952-53 schedule, was announced here yesterday by Peter Levathes, short subjects sales manager.

Entitled "U.S. Olympic Cham-

(Continued on page 4)

Rank's Odeon Has Year's Profit of $3,438,722

LONDON, Sept. 3—J. Arthur Rank's Odeon Theatres today reported a net profit of $1,228,115 ($3,438,722) for the 53 weeks ended June 28.

The result is after all taxes and other profits arising from the disposal of certain assets. In the previous year Odeon reported a net profit of $277,980 ($78,344).

Despite the current working profit, Odeon directors again decided not to pay a dividend on the ordinary shares, 50 per cent of which are owned by United Artists. However, Rank stated that subject to unforeseen circumstances, Odeon hopes to meet all arrears on its preferred stock dividends during the current year.

Odeon's consolidated balance sheet shows a reduction of bank indebtedness of £3,435,098 ($6,823,622), leaving a net overdraft of £6,770,738 ($18,974,866). Other loan capital remains fixed assets.

(Continued on page 4)

Storm Fails to Halt ATO Exhibit

INDIANAPOLIS, Sept. 3—The storm that blew its tent down and caused considerable damage to displays failed to stop the state fair exhibit of Allied Theatre Owners of Indiana. Officers cleaned up the debris, obtained a new tent and it was opened to the public again last night, a little more than 24 hours after the blow struck.

There were no injuries, as most of the crowd had just left the tent fol-

(Continued on page 4)

Films, TV and Radio in Pact For Mutual Aid

500 Theatres Involved In the New York Area

Long in the discussion stage, a pact was formalized here yesterday which will bring motion pictures, radio and television together for the mutual promotion of the economic and goodwill interests of each.

An agreement was signed cementing plans for a reciprocal promotion project between stations WNBC-WNBT and the Organization of the Motion Picture Industry of the City of New York, by Fred J. Schwartz, chairman of the Organization, and Ted Cott, vice-president and general manager of WNBC-WNBT, key radio and television stations of National Broadcast-

In a campaign designed to encourage a new understanding and feeling of mutual cooperation between the media, reciprocal cross-promotion plans will

(Continued on page 5)

Anti-Tax Program Mapped by KATO

LOUISVILLE, Sept. 3—An anti-tax program both on the state and Federal level has been mapped by the Kentucky Association of Theatre Owners, following a series of district exhibitor meetings, held throughout the state.

The program calls for repeal of the state admission tax and "wholehearted cooperation" with the Council of Motion Picture Organizations in its campaign to scrap the 20 per cent tax.

AMPA to Finalize School Plans Today

Plans for the Associated Motion Picture Advertising's school to train future industry advertising publicity exploitation specialists will be finalized today at an AMPA board meeting at the Lobster Restaurant here.

The Wednesday evening classes in home office screening rooms are scheduled to begin Sept. 24.
**Personal Mention**

**MAX E. YOUNGSTEIN,** United Artists vice-president, has left for Pittsburgh and Cincinnati, and will return at the weekend.

**SAM FINE,** partner with SAM BROOK in B. and F. Theatres, Toronto circuit subsidiary of Famous Players, remains in a serious condition following a cerebral hemorrhage.

**GLADYS ZUCKER,** secretary to BEN MELNIKER, M-G-M attorney, will be given a cocktail party and luncheon on Tuesday in advance of her forthcoming marriage.

**OLIVER C. BROUGHTON,** M-G-M “trouble shooter,” was in New Haven yesterday from New York. Monday he will be in Boston and will then head for Albany.

**JOHN WAYNE** has been awarded a citation for outstanding Americanism during 1951 by the Sigma Chi fraternity of the University of Southern California.

**F. (Babe) COVAL,** branch manager of Warner Brothers at Toronto, has not returned to his home because of a heart ailment.

**MARTIN MOKOSWITZ,** 20th Century-Fox division manager, and NAY ROSEN, Albany manager, were in Gloversville yesterday from Albany.

**MIKE DELISIO** of M-G-M’s home office publicity department will leave here tomorrow for plane and will be gone a month.

**LAWRENCE WEINGARTEN,** M-G-M producer and studio executive, is due to arrive here from Europe on the S.S. United States on Sept. 16.

**A. H. ROBERTSON,** co-owner and manager of the Majestic Theatre in Springfield, Ky., and Mrs. Robertson announce the birth of a son.

**BARNY TARANTAL,** partner in the Burnside Theatre, East Hartford, Conn., has resumed his duties after recuperating from illness.

**KEEN HOLDEN,** manager of the Camden Theatre, Camden, Me., and Mrs. Holden, are parents of a boy, their first child.

**ARTHUR GREENFIELD,** Universal manager in Portland, Ore., and Mrs. GREENFIELD have left here for Europe.

**MARRON LENNE,** M-G-M publicist, will sail here Sept. 12 for Europe on the S. S. Liberté.

**HAL WALLIS,** Paramount producer, has postponed indefinitely his trip herefrom the Coast.

**JULES LEVY** has returned here after six weeks in Hollywood.

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**Review**

**“Assignment-Paris”**

**(Columbia)**

A NEAT, topical tale of intrigue dealing with the arrest of an American newspaperman in Hungary has been adapted from a Saturday Evening Post serial by Paul and Pauline Gallico. The film, although it depends to some extent on coincidence in its plot motivation, is not overly complicated and has strong exploitation angles.

Starring are Dana Andrews, Marta Toren and Audrey Totter, leaders on the Paris edition of the New York Herald Tribune, under the assist executive guidance of George Sanders.

An American correspondent to the New York office, arrives in Paris and uncles steals Miss Toren’s affections from his editor. Sanders, in turn, sends him to replace an alien correspondent in Budapest. Here Andrews shortly gets involved with the Communist go-between film containing evidence damaging to the regime. For this he is arrested; a “phony” confession is rigged and he is all set to be hanged until Miss Toren and Sanders come through with a diplomatic rescue.

**S. White**, Columbia, New York, is the Tribune’s Paris office, who turns out to be an ex-Hungarian official and has the proof needed to substantiate charges of a plot against Stalin on the part of the Hungarians. The Court convicts Sanders to serve a term in jail.

The film moves fairly swiftly with a minimum of rough and tumble action, relying mainly for its effects on dialogue, photography and a sensational climax. Background footage made in Paris, including shots of the Tribune offices on the Rue de l’Eperon, adds to the general authenticity of the drama. The screenplay is by William Bowers, from an adaptation by Herbert and Jack Palmer.

Samuel Marx and George Bresler produced and Robert Parrish directed. Other names in the cast include Donald Randolph, Herbert Bergbof, Ben展望, Willi Bouchey and Earl Lee.

**City Dignitaries at 20-Cent Quarterly Loew’s Dividend**

**Show Premiere**

**“Student Prince” Off; Says Lanza Defaults**

M-G-M yesterday announced abandonment of “The Student Prince,” due to the persistent failure of Mario Lanza, who was to be its star, to reappear for the film. Five executives said more than $700,000 has thus far been invested in the picture and that they feel the legal rights as Lanza’s base of his contract, in a home office statement disclosed.

**Thief** Special Entry at Venice Film Festival

Harry M. Popkin’s “The Thief,” the “talkless talkie,” will be a special entry at the Venice Film Festival, it was announced by Arnold M. Picker, United Artists chief of foreign distribution.

The film will not be in competition with the other American and foreign entries, Picker declared, because it was a non-leaner due to the fact that it was not ready in time to make it eligible as a regular entry.

**Tunick Gets Lippert Franchise in Cincy**

**CINCINNATI, Sept. 3—**Gene Tunick, former distributor of Lippert film exchange here and subsequently an Eagle-Lion sales executive in New York, again has taken the local Lippert franchise. He will also handle other products.

The local Souvenir-Selected Pictures exchange, which he headed recently, closed several weeks ago.

**To Re-Open Chicago Suburban Theatre**

**CHICAGO, Sept. 3—**A. Becker, former manager of the Vet Theatre here, has reopened the Strand, Brookfield, Ill., for the new owner, Arnow, who will reopen the suburban house on Sept. 14.

**Nat Karson Here**

Nat Karson, former producer of the stage show at M-G-M’s Leicester Square Empire Theatre in London, has, in the spirit of the plan, produced a similar show for a New York theatre.

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**Only 2 Films Begun on Coast**

Hollywood, Sept. 3.—Production took a small sag, with only two pictures being started here in the week, while six others were completed or released.


**MPA Offers**

(Continued from page 1)

and distributor representatives on “the continual complaints by distributors and exhibitors,” a committee spokesman said. MPAA and the distributors wanted to give their side of the story, he said, and the committee people “weree glad to hear it,” the industry declared they would be glad to put committee investigators in touch with anyone in the distribution field who might be able to give information to the committee and added that they would also be willing to suggest such people.

The committee have only spoken to a handful of distributors to date, said they would certainly be speaking to more; that the committee would hear distributor witnesses if and when hearings on the subject were held.

William D. Amis, committee investigator, is scheduled to leave for the Coast shortly to go into exhibitor complaints. Inquiries have been made in Los Angeles. Amis recently finished an inquiry in the Los Angeles region.

Committee members at today’s meeting were Joyce O’Hara, Kenneth Clark, Ed Cooper, Sidney Schreiber and Cecil Dixon. From the distribution side there were representatives of 20th Century Fox and Leno’s vice-president, and William Zimmerman, assistant to the RKO Radio sales manager, Robert Mochrie. Of present committee were Bill Long and Amis.

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**Parade to Spark Loves’ Premiere**

**CHICAGO, Sept. 3.—**A parade, featuring many Hollywood personalities, will herald the premiere of Paramount’s “Somebody Loves Me” at the Chicago Theatre on Friday.

The parade will be led by Betty Hutton who stars in the film. Others in the cast will include J. Roy Bryan, John Sutton, y, Charles Trenet, Brian Donlevy, Ben Daniels, Mary Livingstone, Leigh Whipper, Gaye Lyn, Lydia Joyce and Charles O’Curran.

**Studio Craft Wages Up**

Hollywood, Sept. 3.—Weekly earnings of actors and workers were averaged $113.80 during July, the California Department of Industrial Relations disclosed in the monthly report. The average was computed with $113.80, an average of $116.38, and $106.81 July year ago.
STANDEES...

a FAST SELLING invitation
to your PATRONS!

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!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY
Rank's Profit

(Continued from page 1)

paid during the year totalled £1,911,275 ($3,531,570).

While the stock market evidenced dis- appointment that a dividend is being paid on the Odeon ordinance, it con- cealed that a £9,509,843 ($26,057,500) net profit for Odeon’s bank overdrafts
in the past three years has been a remarkable achievement.

Rank’s Gaumont British and sub- sidies, including Cinematelevision, Ltd., and others, showed a net profit of £22,384 ($1,751,075) for the year, compared with £11,918 ($1,991,306) for the previous year. Ga- mont will pay a 7½ per cent dividend on its ordinaries, compared with 5½ in the last year.

Rank’s production company, British & Dominions Film Corp., showed a net profit for the year of £17,053 ($44,904), compared with net of £11,468 ($424,110) for the previous year. The company’s preference divi- dends continued but nothing was paid on the ordinaries.

Full accounts of the Rank Organization are scheduled to be made public Sept. 17.

Portuguese Picture

(Continued from page 1)

be held at Paramount’s home office for American distribution representatives. Producer de Solis, who is seeking sale of world rights to the picture, will be present.

De Solis, a Spaniard who specializes in the production of multi-language films, will leave here in about a week for Hollywood where he will confer with production executives and make a personal appearance to connect Portuguesepicture Americans with American players. He said yesterday that during the past two years he has turned out 25 Portuguese short subjects and the feature, “Chikewenbo” which, freely translated, means “Witchcraft.”

The story is a melodrama based on a difficult business, de Solis said, explaining that native pictures seldom earn in that country more than $3,000 each. Hence only five or six features are made there annually. He said American pictures, on the other hand, are very popular. “We have expanded considerably in Portuguese-speaking Brazil, he noted, pays only $10,000 for each Portuguese picture imported, which makes the South American country a distinctly undersize market.

Observing that films on TV in Amsterdam are good quality, de Solis wondered if the fact that Americans accept them would not tend to lower film-producing standards in this country. He agreed, however, that in recent years Hollywood has been turning out pictures of unexampled excellence.

Settle Suit

(Continued from page 1)

attr.st M. and P. Theatres, New England Theatres, RKO Theatres, Loew’s Boston Theatres and George A. Giles Co. The theatres have been represented in negotiations.

Terms of the settlement were not disclosed by Arthur L. Whittmore of the law firm of Nutter, McElhenney, et al., who announced the termination of the action.

The Garbose brothers’ complaint charged that several Massachusetts theatre circuits conspired with defendant distributors to deprive their York and Athol theatres of product.

Reviews

“The Amazing Monsieur Fabre”

(Walter Futter)


Bound to lend impetus to the merchandising of this picture is the endorse- ment given in the U.S. by American Advisory Limit of the Motion Picture Asso- ciation of America. Arthur DeBra, MPAA director of community relations, has emphasized the film’s values in “thousands of letters” being sent to such “opinion makers” as educators and social leaders. “Monsieur Fabre” will have an American premiere at the Park Avenue Theatre here.

The subject of entomology—the study of insects—may not seem suitable material for dramatic fare, but as viewed through the eyes of the great student-writer-observer, it can be made as thrilling as a combat operation or a personal battle. Fabre stood devoted to the study of insects and his misfortunes. Scenes depicting his family life are played with humor and pathos and are neatly integrated with the nature studies.

The latter include revealing shots of ants, wasps, caterpillars, spiders and the jungle. It was a remarkable display of dedication to survival. Fabre’s whole life was devoted to study to find out whether they acted from instinct or intelligence. What he learned, aside from a million facts, was perhaps more. Henri Diamant-Berger directed the film which should be a natural for discriminating audiences everywhere.

Also in the cast are Elina La Bourdette, Andre Randall, Georges Tabet, Oliver Hussenot, Esparta Cortez and many others.

Running time, 90 minutes. General audience classification. August release.

“Fargo”

(Monogram)

Hollywood, Sept. 3

“FAR G” will certainly enthrall Wild Bill Elliott with his followers and should create many, many more. It is a compact piece of Prarie melodrama with a better than usual story, a picturesque skit tint, loads of people, horses and cattle, and jampacked with rifle and blazing guns.

The story and screenplay by Jack DeWitt and Joseph Poland concerns the introduction of barbed wire as a thorny implement of peacemaking in the struggle between the pioneers and the Pawnee. It was produced by Vincent M. Fennelly and directed by Lewis D. Collins, who follow a straight-line account of the coming of the grain-farmers to the region around Fargo, of the natural resistance of the open-range cows and of the resiliency of some crooks, chief among them a perfidious foreman, which leads to violence, inclu- sive of multiple murder, finally quelled by treatment with law and counter- violence in about equal measure. Elliott gives a splendid performance as the representative of the big corn.

The cast is uniformly satisfactory, including Phyllis Coates, Fuzzy Knight, Jack Ingram, Arthur Space, Robert Wilke, Terry Frost, Robert Bray, Denver Pyle, Tim Ryan, Florence Lake, Stanley Andrews, Richard Reeves.


Storms Fails

(Continued from page 1)

lowing a personal appearance by Mar- jorie Main. However, the storm inter- rupted a flow of visitors estimated at 15,000. Approximately 70,000 persons had viewed the exhibit since it was set up Saturday afternoon.

Errant Weeks—Tony Romano and Rex Allen entertained spectators in front of the tent after it collapsed. A total of 324 items were on display including 129 pairs of shoes, 50 each of men’s and women’s shirts and blouses, 35 each of men’s and women’s suits, 25 each of men’s and women’s overcoats, 50 each of men’s and women’s sweaters, 200 each of men’s and women’s ties and 100 each of men’s and women’s watches. The collection of 1,800 pieces had been displayed in the tent since the opening.

Olympic Film

(Continued from page 1)

The film was produced by Ed- mund Reek, 20th-Fox Movietone executive, with Jack Kuhne supervising. The film is a single roll of newsreel footage of the Olympic games, and is a means of release sometime late this month.

Davis in Chicago Sold

CHICAGO, Sept. 3—The Davis Thea- tre Building here has been sold by the Haas estate of Isadore Kaplan and Associates for an undisclosed sum. The building includes the offices of the Daily News—buses for a number of years, but closed recently), six stores, a studio, and 12 apartments.

National Pre-Selling

TIE ME’s cover picture and inside story on Katherine Hepburn, now on newsstands, is impressively observe to the trade as well as to the public. For the past few weeks, the story has been well read and there is interest. The 42-year-old star, by her own estimate, has earned $3,000,000 from the movie, which is based on one of the finest novels of the 20th century, “The Divine Lady” comes in for a sympathetic treatment of John Ford’s rural she- nanigans, and “The Prisoner” is described as something nobody will believe, but “it’s wonderful, really.”... Marilyn Monroe is great mar- vel of its cast and team of couples at Beauty Parade at Atlantic City, and attracting quite some attention herself, said that they thought they were looking at my grand marshall’s badge.

At least 520 radio stations operated an “Sudden Fear” contest to promote the picture. The promotion system is customers with RKO in a six-week contest to promote “Sudden Fear,” starring Joan Crawford, and WLS in a four-week contest, leading to Sept. 12. Listeners are urged to write in letters telling of their fans when and how they overcame it. Top prize will be a trip to Hollywood, according to Don Prince, RKO Eastern publicist. They have been prepared by Mutual advising its stations how to conduct the contest, with local promotion sales to conform to plans.

About 40 national magazines with a combined circulation of more than two million, including Life, McCall’s, “Androcles and the Lion,” according to S. Barret McCormick, director of the entertainment division at RKO, will participate in the campaign. The campaign will get under way this week and will extend into November.

Sunday supplements and men’s maga- zines of 12 to 15,000 copies, the ad- ditional 250,000 readers, and another 100,000 weekly readers of readers. The latter picture is scheduled for an area premiere in Texas on Oct. 2.

Scoring with full-color, half-page ads in the Sunday sections of 70 key city newspapers, 20th Century-Fox heralded Victor Hugo’s “Les Mis- erables” to a combined readership of over 100,000,000. The ad combines the attraction of a comic strip layout with the advantages of a 24-in. poster, obtaining both results in strong color. List of newspapers getting the allo- cated space is a summary of important Sunday issues from coast to coast. The half-page will command attention from the nation’s younger fans and adults. All sections of the paper are covered. The extensive exhibitor’s campaign manual of the year is being prepared by 20th- Century-Fox. The Snows of Kilimanjaro, which has its opening this week at the Loew’s theatre on Broadway Sept. 18. The company has also arranged three-way tie-ins across the country between radio, hibitors, school officials and book- sellers to benefit “O. Henry’s Full House.”
**Mutual Aid**

(Continued from page 1)

include listings on WNBC and WJZ of current and popular motion pictures, as well as special programs highlighting various features of the film industry. Mutual Aid will proficiently distribute and display trailers and posters boosting these programs in participating theatres, which will number more than 300 and include some 30 circuits.

In commenting on the new alliance, Schwartz said, "We feel that this agreement, the first of its kind, will give ample evidence that radio and TV can work together and complement each other’s activities with mutually beneficial results. It will also be of benefit to the public in keeping them informed of the best in entertainment."

Cott stated, "NBC is very proud of the opportunity to help prove to the entertainment industry that the so-called rival industries can augment each other by working together. We are very confident that our joining hands’ campaign will work to the advantage of both industries."

The campaign, which will run for two weeks, is called "Don't Shoot," and is subject to renewal, will be teed off on Sept. 15 on WNBC and WNET with a daily listing of popular film releases in prominent neighborhood houses. Skitch Henderson will handle the radio chases, while tour, being shown while the television time slot has not yet been designated.

On Sept. 22, WNBC will present a week's Hollywood variety show, which will feature recorded interviews with stars, producers and other film personalities and film music on records. Simultaneously, a daily five-minute television program on WNET will be inaugurated during the 6:15 to 6:30 p.m. period.

In preparation is a documentary series of six or seven radio programs, "realistically dramatizing the men who make the movies." WNBC will provide top producers, script writers and actors for these programs, with the co-operation of M.P.I. producing the series. Many other promotions, including a super-market tie-up to promote films by selection of a "Super Movie of the Month," are now in the planning stages.

**US TV Ups Bookings Of Canadian Films**

OTTAWA, Sept. 3.—Officials of the National Film Board of Canada report that there is a boom in the demand from foreign countries for Marine Film for television in the United States. In 1950-51 there were 1,523 bookings for film news, while in 1951-52 the number for the same period were 2,401. These bookings are exclusive of commercial theatre showings and television showings of the specially made films in various other foreign countries.

**Taylor, Bell Promoted**

Frank Taylor has been promoted to the position of cashier in the RKO Theatres home office, replacing William Murray, who retired on Friday after 26 years with the company. It was also disclosed that Mr. E. Bell has been elected an assistant treasurer of the circuit and its subsidiary companies.

**Television--Radio with Pinky Herman**

I NITIAL program of the NBC Comedy, "Dean Martin & Jerry Lewis Show," which resumes Tuesday, Sept. 16, will feature a satire on Cecil B. DeMille's "Greatest Show On Earth." Songstress Rosemary Clooney will be the first to guestner, George Fenneman replaces Jimmy Wallington as announcer, with music supplied by Dick Stabile's Orch. Other important items will be a "This Is Your Life" special and a "M. A. Thurman" show. Miss Clooney will sing a "realistically" displayed "Song from the Lazy River." A "The Will Rogers Story" will be in Screen Gems' 'half-hour telefilm "Life, Liberty and Orin Dooley," for Ford Theatre. W. R. plays a GI, just home from Korea who goes back to school, under the GI Bill--into the 4th Grade. . . . Before leaving for Italy he joined Toscarni in Milan. NBC General Music Director Samuel Chotzinoff announced that the NBC Symphony, banned by the maestro, will return to the airwaves Nov. 1 . . . Lola Montez, assistant producer of the "Broadway TV Theatre," which rates this reviewer's WOR-Eds, will appear in FRONT of the cameras next month when she does the lead in "Midnight Moonlight," featuring Stephen Colecrugh and Una O'Conner.

**TOA Aims**

(Continued from page 1)

eral over the government's att-tent! Are the 3D colors and disci- tures in 16mm, 16 TV and other outlets competing with regular theatres.

In July 29, Herman Levy, TOA general counsel, following con- sultation with other organization officials announced that he will ask the FCC for an extension of time in which TOA must make a party defendant in the suit. Although it was named a co- defendant in the National Com- plaint, TOA was not included among the defendants.

While the TOA leadership is confident the membership will make an affirmative decision, it doubts if the Department of Justice would acquiesce to a TOA request for defendant status. The Department might decline the request, it said, out of reluctance to have to confront the bar of justice that would exist if TOA were a unitary organization, TOA, it was explained, could "swing more freely" in defending its position than a defendant TOA.

These are the steps that will be taken in seeking TOA convention ap- proval: the TOA board will first discuss and report on the substance of a resolution to the convention proper; officials of the organization will be selected to discuss the implications of the move before the convention; the convention itself will vote on it.

**MPA Engineers**

(Continued from page 1)

was both NETTC and MPA which requested the information dealing with a projected New York-to-Washington television program for carrying a 10 megacycle input. The only cost data supplied by A. T. & T. in its response dealt with its regular three to four megacycle channel.

A. T. & T.'s failure to come through with the cost data as requested was described by the FCC as the "major roadblock to the completion of the technical phase of the industry's TV presentation to the public." A. T. & T. is expected to have its TV theatre hearings open in early October.

In the meantime, the MPA TV counsel said he and his associates, recent Welch and Marcus Coen, counsel for the NETTC, are working on the January phase of the hearings when witnesses will be presented by the in- dustry to testify before the FCC.

**Start Lutheran TV Film Series Sunday**

The Lutheran Church-Missouri Synod, in co-operation with the Na- tional Council of Churches of Christ in the U.S., will present a series of dramatic films on television on Sunday, it was disclosed here yesterday by Rev. L. C. Wuerfel of St. Louis. Decided upon by the Synod’s national council chairman, the Lutheran Television Productions Committee. The series cost an estimated $500,000.

**RKO Pathe Buys Rights**

MONTREAL, Sept. 3.—RKO Pathe has purchased world rights, Outside Canada, to three of Associated Screen Pathe's Canadian Camedo the attrical short subjects. Empire-Uni- versal will continue to handle the Canadian distribution.
### 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>
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<th>THURBERG CARAVANS</th>
<th>20TH-FOX</th>
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<tr>
<td><strong>July 20</strong></td>
<td>(July Releases)</td>
<td>CALIFORNIA CONQUEST (Color)</td>
<td>Cernil Wells</td>
<td>Celia Wragg</td>
<td>7/2</td>
<td>(Rev. 6/28/52)</td>
<td>JESUS CHRIST (Color)</td>
<td>7/23</td>
<td>(Rev. 6/28/52)</td>
<td>(July Releases)</td>
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<td><strong>July 27</strong></td>
<td>(July Releases)</td>
<td>CRIPPLE CREEK (Color)</td>
<td>George O'Brien</td>
<td>Dorothy Lamour</td>
<td>7/23</td>
<td>(Rev. 6/28/52)</td>
<td>YOU FOR ME (Color)</td>
<td>7/28</td>
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<td>(July Releases)</td>
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<tr>
<td>Aug. 3</td>
<td>(July Releases)</td>
<td>THE JUNGLE (Color)</td>
<td>Robert Armstrong</td>
<td>Edward G. Robinson</td>
<td>7/29</td>
<td>(Rev. 6/28/52)</td>
<td>FEARLESS FAGAN (Color)</td>
<td>7/31</td>
<td>(Rev. 6/28/52)</td>
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<td>Aug. 10</td>
<td>(July Releases)</td>
<td>THE ADVENTURES OF YOUNG CASSIUS CLAY (Color)</td>
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<td>7/31</td>
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<td>MAN'S BEST FRIEND (Color)</td>
<td>7/31</td>
<td>(Rev. 6/28/52)</td>
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<tr>
<td>Aug. 17</td>
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<td>LADY IN THE IRON MASK (Color)</td>
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<td>Linda Darnell</td>
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<td>THE BIG SKY (Color)</td>
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<td>Aug. 24</td>
<td>(July Releases)</td>
<td>CAPTAIN PIRATE (Color)</td>
<td>Charles Laughton</td>
<td>Nightwood Price</td>
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<td>SECRET PEOPLE (Color)</td>
<td>7/31</td>
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<tr>
<td>Aug. 31</td>
<td>(July Releases)</td>
<td>THE STORY OF WILL ROGERS (Color)</td>
<td>John Wayne</td>
<td>Will Rogers, Jr.</td>
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<td>WHERE'S CHARLES? (Color)</td>
<td>7/31</td>
<td>(Rev. 6/28/52)</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
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<tr>
<td>Sept. 7</td>
<td>(Sept. Releases)</td>
<td>THE MINE WITH THE IRON DOOR (Color)</td>
<td>Richard Widmark</td>
<td>Dolores Del Rio</td>
<td>8/4</td>
<td>(Rev. 6/28/52)</td>
<td>THE MINE WITH THE IRON DOOR (Color)</td>
<td>8/4</td>
<td>(Rev. 6/28/52)</td>
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<td>Sept. 14</td>
<td>(Sept. Releases)</td>
<td>RAINBOW ROUND MY THUMBOUL (Color)</td>
<td>Frank Silvera</td>
<td>Susan Hayward</td>
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<td>BETTER BY FAR (Color)</td>
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<td>(Rev. 6/28/52)</td>
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<tr>
<td>Sept. 21</td>
<td>(Re-Release)</td>
<td>AFFAIR IN TRINIDAD (Color)</td>
<td>Rita Hayworth</td>
<td>Paul Muni</td>
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<td>(Rev. 6/28/52)</td>
<td>AFFAIR IN TRINIDAD (Color)</td>
<td>8/18</td>
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<td>(Sept. Releases)</td>
<td>(Sept. Releases)</td>
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<tr>
<td>Sept. 28</td>
<td>(Allied Artists)</td>
<td>WAGON TEAM (Color)</td>
<td>Lina Romay</td>
<td>8/25</td>
<td>(Rev. 6/28/52)</td>
<td>WAGON TEAM (Color)</td>
<td>8/25</td>
<td>(Rev. 6/28/52)</td>
<td>(Sept. Releases)</td>
<td>(Re-Release)</td>
<td></td>
</tr>
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Heads to Vote Next Week On Arbitration

Meeting Date, Place to Be Indicated on Monday

The distributors arbitration negotiating committee on Monday will announce a meeting with the presidents of the companies at which the completed draft of a projected industry system of arbitration will be voted upon.

The meeting of the committee and the presidents is expected to take place toward the end of next week.

Meanwhile, the Theatre Owners of America is holding open the agenda for its Sept. 14-18 annual convention a place for the subject of arbitration. If the companies do not approve the draft which was set up by a committee of attorneys from exhibition and distribution the document will not be voted on by the TOA convention. An

(Continued on page 6)

TOA Will Again Aid 'Freedom Crusade'

The Theatre Owners of America has again pledged its cooperation to the Crusade for Freedom, which sponsors "Radio Free Europe" and "Radio Free Asia" and will conduct its annual campaign from Nov. 11 to Dec. 15 to raise $400,000 in order to continue present operations and construct additional transmitters to broadcast the truth to the prisoner peoples behind the Iron Curtain. At present Radio Free Europe operates 13 transmitters in Germany and Portugal and within the past year Radio Free Asia

(Continued on page 6)

4 More Areas Over Quota in Dues Drive

The Council of Motion Picture organizations disclosed here yesterday that four additional areas had passed their quotas in the COMPO membership dues drive. These were Des Moines, Minneapolis, New Orleans and Omaha, Indianapolis and Memphis were previously announced as being over quota.

It was announced that all reports were still preliminary and that

(Continued on page 6)

O'Donnell Blasts the 20% Tax and U. S. 16mm. Suit

Huron, S. D., Sept. 4.—The government's suit to compel motion picture companies to make their product available for telecasts and other competitive channels, and the Federal 20 per cent admission tax continue to be the targets of barrages from both within and outside the industry, the latest coming today from Robert J. O'Donnell, co-chairman of the Texas Council of Motion Picture Organizations, who fired several salvos before delegates at the convention of the South Dakota Exhibitors' Association.

O'Donnell outlined the effectiveness of the American Motion Picture Association's film for "a square deal" for the theatres on the tax question. "Theatres are not asking for any preferential treatment on taxation," he declared.

(Continued on page 4)

4-Way Air Tieup For 'Kilimanjaro'

Four wave radio and television coverage of the world premiere of Darryl F. Zanuck's production of Ernest Hemingway's "The Snows of Kilimanjaro" will give the picture "one of the greatest airwave sell-offs ever accorded a film," according to 20th Century-Fox.

Internationally, the Armed Forces Radio Service is scheduled to tape the entire proceedings, catching the celebrities arriving at the Rivoli

(Continued on page 6)

N. J. Showmen Meet To Plan Tax Fight

Newark, Sept. 4.—The Federation of New Jersey Theatre Owners, an organization set up a few years ago by all exhibitor associations and unaffiliated theatres in the state to combat tax threats and adverse legislation, met here today to plan for its participation in the Council of Motion Picture Organizations' drive to repeal the 20 per cent Federal ad

(Continued on page 4)

French Talks Fail; Johnston To Take Over

Will Go to Paris After U.K. Pact Negotiations

The Motion Picture Export Association board yesterday flatly rejected France's remittance proposals for a new Franco-American film pact and gave Eric A. Johnston, Motion Picture Association of America president, "blanket authority to deal with the situation as he sees fit." The MPEA conceded that the repeated efforts to negotiate with the French had failed.

Johnston is expected to go to Paris for conferences with French government officials after completion of pending negotiations with the British government and "other countries."

The MPEA board at a meeting held yesterday to receive report on the 1952 negotiations report from Joseph W. Allen.

Sept. 15 Is TNT's Deadline for Bout

The deadline for lining up theatres for the Sept. 23 telecast of the Walcott-Marziano heavyweight match bout, to be held in Philadelphia's Municipal Stadium, is Sept. 15.

By last date, it was disclosed, Theatre Network Television, which has acquired the TV rights to the bout, must inform the co-promoters, the International Boxing Club, of the number of theatres involved in the telecast. Informed sources said that TNT has guaranteed $150,000 to the IBC for the rights to the bout telecast.

(Continued on page 4)

Dr. Ettinger Heads AMPA Ad School

Dr. Karl Ettinger, instructor in public relations at the New School for Social Research and the Columbia University Institute of Arts and Sciences, yesterday was named by the Associated Motion Picture Advertisers board to serve as chief coordinator of the series of advertising and promotional courses to be offered in the coming year by AMPA.

The courses will begin Sept. 25 and
**Personal Mention**


**Seymour Mayer**, Loew’s international regional director for the Far and Middle East, will leave here by plane on Sunday for Japan, Thailand and Hong Kong. He will be gone three weeks.

David Goldberg, Samuel Goldwyn Productions advertising-publicity director, delayed in his scheduled departure from England earlier this week, will arrive here by plane today.

**Joyce Zeller Meyer**, daughter of Phyllis Meyer, assistant to Charles F. Deessen of M-G-M’s home office sales, has married David Rosen of Newark, N. J.

**Irving Hillman**, manager of the Roger Sherman Theatre, New Haven, has won the “Harry Kahnine Show” Award presented along with Rotoo Radio and Television Stations, Inc., since both of them are bidding for NBC 64.

Although it is routine for the Commission to order a hearing in cases where there is more than one applicant for a TV station in a given location, the FCC said it had “advised Eatherfield that the Commission would inquire into the anti-trust matters mentioned in its application.”

At the same time, the Commission announced grants for six new commercial TV stations. They are: Eastern Radio Corp., and Hawley Broadcasting Co., Reading; Summit Radio Corp., Arkon; WDKC, Inc., Northfield, Mass.; M-G-M, Massillon, Ohio, and New England Television Co., Fall River, Mass.

**Maryland Censors Charge ‘Deviations’**

**Baltimore**, Sept. 4.—Maryland’s motion picture censor board, in a joint suit, charged that Hollywood companies, faced with intense competition within their own fields, have resorted to various devices to secure exclusivity, have recently been deviating from the (decency) code to which they long have been party. Maryland citizens and organizations have been advising this board they oppose the further dilution of the state laws by special interests in question.

Maryland’s censorship law is expected to be the target of the motion picture industry’s lawyers. The suit, however, is not on a legislative level, rather than in the courts, as in the case of the Ohio newsreel case.

**Morgan to Meet on ‘Tri’ and ‘Encore’**

Oscar Morgan, general sales manager of Paramount short subjects and Paramount News, will hold a series of meetings with exhibitors and the company’s field sales managers in Pittsburgh, Cleveland, Buffalo and Toronto in which he will not only review short subject and news operations but sales of the two W. Somerset Maugham films of which he is in charge, “Tri” and “Encore.” He is here two weeks longer.

Morgan recently returned from a similar trip to Des Moines, Kansas City and St. Louis.

**Gelles Leaves Universal**

**Seattle**, Ore., Sept. 4.—Don Gelles, Universal exchange manager here, has resigned his post. He was associated with Sol Lesser Productions.

**Flying Press to Hitchcock Location**

Warner Brothers has scheduled a series of flights to transport key-city newspapers, syndicate and national representatives from New York to various key cities in Canada to witness the location shooting of “To Confess,” Alfred Hitchcock’s Warner production. The stunt is designed to provide advance key-city newspaper and magazine coverage.

Regular scheduled flights begin with the arrival in Quebec today of a group of writers from Chicago, and will continue through the next two weeks. The Chicago contingent includes Eleanor Keene, Sun Times; Sam Lessner, Daily News; Ann Starsters, Herald American, and Lora Perrigo, Central Press Syndicate. Frank Casey, Warner field man in Chicago, will accompany the group.

The first day, to spend the day with the Hitchcock company will be a contingent of writers, including Peggy Doyle, American; Marcy Ramsey, Chicago Daily News; Traveler; Prunell Hall, Post; Eleanor Hughes, Herald; Hal Caill, Portland Press Herald. Art Moger, Warner field man in Boston, will accompany them.

**‘Ivanhoe’ Is Set**

In 5 More Spots

Five additional openings have been set for “Ivanhoe” by M-G-M. These are the first theaters other than the theaters involved in the suit of the Motion and Radio City Music Hall here to have scheduled shows, each of the bookings being for the week’s opening. The additional openings will be on Sept. 26, at the Des Moines, Des Moines; Melba, Dallas, and Texas, San Antonio. On Oct. 1, the Ritz-Bingham in Baltimore will begin showing it, and on Oct. 9 the Rogers, Chattanooga, will open with the film.

**Attend Para. Premiere**

**Hollywood**, Sept. 4.—Paramount production chief Don Hartman and John Pagnol, who produced “Just for You,” will attend the theatrical premiere of that Bing Crosby-June Wyman picture at the Village Theatre, Lake Arrowhead, Saturday and Sunday. The entire facilities of the North Shore Theatre will be taken over for over 800 press and radio representatives who will cover the event.

**Discina Acquires ‘Topaze’**

Discina International Films has acquired American distribution rights for Marcel Pagnol’s “Topaze.” Produced, written and directed by Pagnol, the film will have its American premiere in New York, this season. Archibald Henderson, head of the Discina distributors of the film, have been informed that Pagnol is planning his next visit to the United States in conjunction with the premiere of the film.

**Sue ‘U’ on Handling of Hellinger Films**

Charging failure to give proper gross accounting and failure to exercise best selling efforts on three Mark Hellinger productions, the executors of the Hellinger estate yesterday filed suit in District Court here a suit against Universal asking damages totaling $65,000.

The plaintiffs are the Bank of America, N. M. & Gladys Glad Gottlieb. Pictures cited in the action are “The Killers,” “The Naked City” and “Brute Force.” The defendants, who have followed a suit for $86,000 for alleged failure to account for earnings arising out of a Reelart resell deal; $58,000 for alleged failure to use best efforts on two of the films; $100,000 for claimed infringement of property rights by filing a picture “Abbott and Costello Meet the Killers.” The court was asked to issue a declaration of the rights of the parties in the action.

**‘U’ Shorts Drive for Bookers Starts Oct. 6**

Universal’s 13-week “Bookers Shorts Subjects Drive,” the company’s first such campaign, has been scheduled to start Oct. 6. Irving Sochin, short subjects sales manager, said the campaign is awarded to bookers in Universal’s six domestic sales districts who make the best showing during the drive.

**New York Theatres**
WATCH THE TRADE PRESS FOR AN IMPORTANT ANNOUNCEMENT ON "IVANHOE"! How about this! In its 5th week it's still packing them in at San Francisco and Cleveland. Music Hall, N. Y., 5th week is bigger than the 4th, which outgrossed the opening week of every M-G-M picture at this theatre in the last 14 years! 28-day gross is $100,000 ahead of "Great Caruso", which went on to play a full 10 weeks! More good news from M-G-M! "THE MERRY WIDOW" has captivated America from Coast-to-Coast! Smash business everywhere. And the next musical sensation is "BECAUSE YOU'RE MINE" — a Lanza bonanza! (All three of the above hits in color by Technicolor, naturally.)
O’Donnell Blasts 20% Tax

(Continued from page 1)

The great majority of theatre owners are small business men, and it is these men who are suffering most and who face disaster first if the tax is not eliminated. The tax is not on profits, it is on the cost of maintaining the theatre. It is a mar- ginal tax that will be forced to close their doors during the next year if the admission tax is not eliminated. If this tax comes into play, produc- tion, distribution and exhibition would be irreparably injured. This tax on the ticket price has been a problem for several months since the cessation of the last war, has now become confiscatory.

“All over the country theatre owners are preparing to approach their Congressmen and giving them a true picture of the disastrous plight the theatre faces. We have found that all of the Congressmen we have con- tacted did not know the seriousness of our problem and all of them have committed themselves to support our plea to eliminate this burdensome tax.

In Texas where we have 22 Congressmen, there is much of the admission tax, that they are anxious for the opportunity to relieve this condition in order that the theatre may survive. If we are seeking exemption of the 20 per cent admission tax.

In view of the facts presented, and especially the magnitude of competition, television, which is mak- ing a great bid for prominence in the entertainment world, we are seeking an exemption of the admission tax. Support our plea for repeal of this unjust and unfair tax,” O’Donnell concluded.

“The exhibitor has proved that the theatre is indispensable to the community in which it operates, and is as much a part of the fabric of the community as the schools. But with the high rise in cost of operation and living expenses the theatre has been unable to raise admission prices significantly and have met the point of diminishing ret- urns. Food prices have risen 58 per cent, clothing 33 per cent, so the extra fare, while movie admissions have in- creased less than 11 per cent.

Since ours is a business of violence and sex, the only way we can get volume is through popu- lar prices—which 20 per cent tax has spelled the difference between a loss and a profit complete in a large number of theatres."

O’Donnell expressed gratification over the editorial support given the industry in its fight against the govern- ment’s suit to force release of films to television. He said the Justice De- partment has been “sold a bill of goods” and he observed that the simplest solution would be to let Hollywood make films for theatres that would appeal to TV people make films for television.

“For the government to dictate that we must compete against the other producers and for all uses, regardless of any resulting loss to the producers or to the welfare of not only production, but to distribution, and especially dan- gerous to exhibition, which would be the least to be estimated,” he said.

“It is incredible,” he declared, “that the Justice Department would conspire with a certain group of television man- ufacturers, which one of the most astounding boxes ever perpetrated on the American people.” O’Donnell urged the Justice Department to “one of the most effective instruments that we have used to counteract our problems. In Texas, he said the spirit of self destruction was rekindled in practically every community” by the Movietime campaign.

TV Should

(Continued from page 1)

spend hundreds of thousands of dol- lars for motion pictures, and, regard- less of “reasonable clearance,” to have their stations overrun with pictures that they have no control over. This is the possibility of only a modest re- turn.

I produce special short television features expressly for television, but these have to be made at a commen- surate cost and the technique of portraying the new medium in these pictures is entirely foreign to that which we use for pictures designed for theatre screens. In this cas- ually it is impossible to compete with the magnitude of motion picture theatre screens within the limitations of television. Television is in attractions specially produced for television only. I intend to continue my production to give budget for feature pictures for theatres.”

TNT Deadline

(Continued from page 1)

Under the provisions of the IBC-TNT contract, it was further disclosed, the IBC can elect to cancel the theatre contract at any time. All of the theatres are not lined up by Sept. 15. On the basis of the reported 90 cents per minute minimum ($4,000 for the 80 minutes asked from theatres for the bout by TNT, it appears that at least 40 theatres would be needed.

The only theatre in New York now rate of $2.00 plus. The 450-seat 59th Street Guild The- atre, has sold out on the event. The theatre, which first went on sale Fri- day at $4.20, were likely to $4.40 on Monday. Both prices include admission tax. The theatre is currently giving a standing room tickets also at $4.80.

Jensen Wins Sarnoff Gold Medal Award

Hollywood, Sept. 4.—A. G. Jensen, director of television research for Bell Telephone Laboratories, has been selected as the recipient of the "David Sarnoff Gold Medal Award" presented by the Society of Motion Picture and Television Engineers.

SMPTE president Peter Mole said the official presentation will be made during the organization’s semi-annual convention at the Statler Hotel, Wash- ington, Oct. 6-10.

N. J. Showmen

(Continued from page 1)

mission tax.

For all the above reasons, a sales tax will be created in the state, which,newly established in December, will be determined at an annual meeting of the organization, it was indicated. Committees will be appointed to devise programs in this connection.

July Receipts in Chicago Show Drop

Chicago, Sept. 4.—Chicago theatre receipts for the July-June period dropped over $1,200,000, compared with figures released here today by the city tax collector’s office. August collections (on July receipts), down from $4,000,000 in last month’s figures (on June receipts) and over $2,000,000 from a year ago, were $7,500,480. Total city theatre receipts for the 12 months to date are $6,674,702,53, compared with $7,439,984,31 for the correspond- ing period last year.

Alhambra, E.O. Show, new receipts, on show declining receipts, other amusements are up slightly so far this year, paying in $441,008,86, or $441,08,86 for the 12 months ending July, which was $7,439,984,31 for the 12 months ending July, which was $441,08,86 for the 12 months ending July. The late-summer upturn in the art business, here is not reflected in the figures released today, inasmuch as the 3 per cent tax on August receipts will be collected during the coming month and reported early in October.

Cahn Contract Extended

Hollywood, Sept. 4.—Sammie Cahn, Warner Bros. composer, who had filed a petition to extend his contract, had his contract extended by Jack L. Warner, executive producer. Cahn has properties in preparation, among them “a Small Hotel” and “Three Sailors.”

Fine Arts Gets O’Henry

“O. Henry’s Full House” will open at the Fine Arts and the here early in October, 20th Century-Fox reports. This is said to be the first time that a major film with properties will go into an off-Broadway house for an extended run.

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Several months ago exhibitors representing 10,000 theatres at M-G-M’s “Seeing Is Believing” Meeting in California predicted that the new Mario Lanza Technicolor musical “BECAUSE YOU’RE MINE” would be one of the year’s top-grossing attractions.

This enthusiastic appraisal by exhibitors, richly confirmed by Theatre Previews in California, was additionally emphasized this week in its first New York neighborhood showing at Loew’s 72nd Street Theatre. The audience poll by Film Research Surveys, Inc. forecasts a smash hit. The cheers, the applause, the rousing laughter, the thunderous handclapping is wonderful music for industry ears.

**M-G-M’s “BECAUSE YOU’RE MINE” IS A GOLD MINE!**

*M-G-M presents Mario Lanza in “BECAUSE YOU’RE MINE” • Introducing Doretta Morrow with James Whitmore Color by Technicolor • Screen Play by Karl Tunberg and Leonard Spigelgass • Based on a Story by Ruth Brooks Flippen and Ed Garberg • Directed by Alexander Hall • Produced by Joe Pasternak*
Independents Score Big in Compo Drive

The Council of Motion Pictures Organizations, which last week had indicated it was thoroughly gratified with the results of its recent dues collection drive among the independent exhibitors, has received more support that has come from independent exhibitors in particular was described as remarkably strong.

The drive results are being tabulated by COMPO's headquarter staff and are expected to be released to the industry at an early date.

National Foundation Seeks Exhibitor Aid

Additional help from the Theatre Owners of America is being urged by the National Foundation for Infantile Paralysis. An open letter was included in a letter from the Foundation, as released yesterday by Mitchell Wolfson, TOA president, follow:

The crusade for freedom offers every independent exhibitor an opportunity to play a personal part in this great moral crusade and perform a public service to freedom-loving nations throughout the world," Gail Sullivan, TOA executive director, stated yesterday. "Exhibitors are asked to give their cooperation to the local Council committees and to make available such personnel and facilities as may properly be used in bringing the crusade message to the public which serve," he added.

"Kilmaganaro"

Theatre opening on Sept. 17, for re-broadcast to the forces around the world and to international audiences listening on the network.

"Kilmaganaro," a nation-wide, low Falkenberg is scheduled to interview personalities for her NBC radio show, while local audiences will be given a detailed on-the-spot picture by Martin Stare who will handle both the "P.M." image heard by the crowds lining the street and listeners to WINS.

CBS TV Coverage

Key television coverage will stem from CBS using a special mobile crew to heighten the activities before and after the premiere. Centered around a "feature story" of what it takes to put on a major premiere, CBS will cover both home office, theatre and opening night activities for the special broad broadcast through its news channels.

Mayer-Kingsley Get 'Box'

Distribution rights to the Robert Donat color in Technicolor film, "The Young Lions," have been sold to Arthur Mayer and Edward Kingsley by Sir Michael Balcon, chairman of Festival Films Productions.

4 More Areas

A number of other areas were undoubtedly over quota with reports in transit.

Review

"Wagon Team"

(Gene Autry—Columbia)

The latest Gene Autry Starrer to bear his production imprimatur was cast in the conventional horse opera mould. It comes up with standard heroes, villainy, horseman, gunfighting, slugging, and such the action—and there's plenty of cross-purpose efforts of Gene and a couple of law officers to find the hiding place of some hold-up loot.

Gene's is the more subtle approach: he befriends the misguided young rider (Jack Jones) and lie to him in the expectation that the youth's inherent goodness will compel him to repent. U.S. Marshall Gordon Jones, on the other hand, allows the lad to escape from jail in the erroneous belief that he will head at once for some stolen stuff. Deputy Sheriff Phil Barron pursues the boy that produce nothing but rank slapstick. That Gene does the job should surprise no one.

The Cass County Boys supply cow poke music from time to time, blonde Gale Gallant pretties up the screen as the blonde, Janie Jones, who plays the owner of the old-time medicine show who is the lad's father, and Gene's horse, Champion, performs as faithfully as ever. Armand Schaefer produced, George Archainbaud directed and Gerald Geraghty wrote the script. Print is sepia tinted.


TOA Will Aid

(Continued from page 1)

AMPA Ad School

(Continued from page 1)

will be held each Thursday evening thereafter for 12 weeks in the screening rooms of the various film companies here. Registration for the courses are being handled by Edgar Goth of Fabian Theatres.

Ettiger is author of several books on public relations and related subjects and has served as editor of the "Public Relations Directory and Handbook." The following AMPA members will cooperate with Ettiger in the setting up of courses: Gordon White, Lige Brice, David Bader, Chester Friedman, Goh, Albert Floshermeyer, Jr., Blanche Livingston, Rutgers Nielsen, Harry K. Willians, Miriam Brandon and Vivian Morris.

Lecturers for the classes will include heads of distribution advertising—publicity departments. They will be named shortly. McWilliams, AMPA president, said.

Many from Industry

At Conn. Dedication

Hartford, Sept. 4—Numerous rep- resentatives from both companies, both from New York and the Coast, are expected to attend the dedication and opening of the State of Connecticut's new $2,000,000 Terminal Building at Bradley Field on Sept. 15.

Harry F. Shaw, division manager of Loew's Poli-New England Thea- tres, and chairman of the personal- ties committee for the dedication, met yesterday with F. S. Murphy, Hartford public relations director, and chairman of the State Aeronautics Commission, and Allen M. Widem, the paper's film editor, and others to plan for the program.

Legion Puts British Film in Class B

The National Legion of Decency report for Sept. 10 rated British films put out in the week ends one, "Dance Hall Girls," (British) Bell Pictures, in Class B and two films in Class A.

"Yankee Buccaneer," Universal, is in Section I and "O. Henry's Full House," 20th Century-Fox, is in Section II.

French Talks

(Continued from page 1)

who has been representing the MPEA in the Paris talks, voted unanimously to give Johnston the "blanket authority.

Motion Picture Daily reported on Wednesday that the MPEA meeting would be called to accept or reject a French remittance proposal that fell far short of that country's original offer. The earlier proposal, which was to the tune of $1,000,000 per annum for the less favorable capital account rate.

The new French remittance offer is believed that country's reduction by decree of $2,000,000 film imports from 121 to 90 per year.

Allport's report was described as reflecting the incomplete negotiations between the French and American governments. The French had striven constantly during the negotiations to hold the line in the new pact provisions for subsidization of French production by the American companies, the U.S. Department, the Society of Independent Motion Picture Producers and the MPEA rejected such attempts.

Negotiations with Sir Frank Ley- Under-secretary of the British Board of Trade, will commence in Washing- ton on Monday. In addition to John- son, the MPEA will be represented at the talks by Allport and John G. McCarthy, international division di- rector, who will be represented by Ellis G. Arnnall, his president, and one or more attorneys.

It has been rumored in Washing- ton that the British Board is about to cut the annual remittances to half the current figure. The expiring Anglo-American pact provides for $10,000,000 annually, plus 33 1/3 per cent of the U. S. production investment in Britain, plus other " agreements" arranged before but never put to an additional four or five million dollars.

The French impasse's demanding of Johnston's attention is expected to cause him to postpone tentatively visits to the Coast and to South America.

Arbitration

(Continued from page 1)

agreement setting the sequence of appro- vals stipulates that the distributors must act on the draft before TOA, Allied or any of the other ex- hibitor organizations participating in the Industry Arbitration Conference submit it to their respective member- ships.

Gilbert Gabriel, 62, Veteran Critic

Gilbert Wolf Gabriel, 62, former Hollywood scenario writer, died Wed- nesday afternoon at Westchester Hospital in Mt. Kisco, N. Y. Drama critic of Cue magazine and president of the New York Drama Critics Circle wrote scripts for Paramount. His widow survives.

Ohio Thompkins

Duncan, O., Sept. 4—The Grand Theatre, operated by Charlotte Adam- ander since its owner Bill Day, Jr., died last March, has closed until further notice.
**PARAMOUNT TRADE SHOWS**

September 15 - 19 - 22 - 29

See these great attractions! Three out of four in Color by TECHNICOLOR!

Know the exciting film fare you’ll soon be able to serve your patrons!

<table>
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<tr>
<th>CITY</th>
<th>PLACE OF SCREENING</th>
<th>HURRICANE SMITH</th>
<th>THE TURNING POINT</th>
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<td>ALBANY</td>
<td>FOX SCREENING ROOM, 1652 Broadway</td>
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<td>ATLANTA</td>
<td>PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.</td>
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<td>BOSTON</td>
<td>PARAMOUNT PROJ. ROOM, 58-62 Berkeley St.</td>
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<td>BUFFALO</td>
<td>PARAMOUNT PROJ. ROOM, 464 Franklin St.</td>
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<td>CHARLOTTE</td>
<td>PARAMOUNT PROJ. ROOM, 305-7 So. Church St.</td>
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<td>CHICAGO</td>
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<td>CINCINNATI</td>
<td>FOX SCREENING ROOM, 1638 Central Parkway</td>
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<td>CLEVELAND</td>
<td>PARAMOUNT PROJ. ROOM, 1735 E. 23rd St.</td>
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<td>DALLAS</td>
<td>PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway</td>
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<td>DENVER</td>
<td>PARAMOUNT PROJ. ROOM, 2100 Stout Street</td>
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<td>DES MOINES</td>
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<td>DETROIT</td>
<td>PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.</td>
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<td>INDIANAPOLIS</td>
<td>PARAMOUNT PROJ. ROOM, 716 W. Michigan Ave.</td>
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<td>JACKSONVILLE</td>
<td>FLORIDA THEATRES SCREENING ROOM, Florida Theo. Bldg.</td>
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<td>KANSAS CITY</td>
<td>PARAMOUNT PROJ. ROOM, 1800 Wyandotte St.</td>
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<td>LOS ANGELES</td>
<td>PARAMOUNT PROJ. ROOM, 1613 W. 20th St.</td>
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<td>MEMPHIS</td>
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<td>MILWAUKEE</td>
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<td>MINNEAPOLIS</td>
<td>PARAMOUNT PROJ. ROOM, 1201 Currie Avenue</td>
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<td>NEW HAVEN</td>
<td>PARAMOUNT PROJ. ROOM, 82 State Street</td>
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<td>NEW YORK CITY</td>
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<td>OKLAHOMA CITY</td>
<td>PARAMOUNT PROJ. ROOM, 701 West Grand Ave.</td>
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<td>OMAHA</td>
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<td>PHILADELPHIA</td>
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<td>PITTSBURGH</td>
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<td>PORTLAND</td>
<td>PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue</td>
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<td>ST. LOUIS</td>
<td>PARAMOUNT PROJ. ROOM, 2949-2953 Olive St.</td>
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<td>SALT LAKE CITY</td>
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<td>SAN FRANCISCO</td>
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<td>SEATTLE</td>
<td>MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.</td>
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<td>WASHINGTON</td>
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* New York City will show "The Blazing Forest" on Sept. 30th instead of the 29th at 2:30 P.M.

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**HURRICANE SMITH**

*Starring*

YVONNE DE CARLO • JOHN IRELAND

JAMES CRAIG • FORREST TUCKER

LYLE BETTGER • RICHARD ARLEN

*Color by TECHNICOLOR*

Directed by JERRY HOPPER • Screenplay by FRANK GRUBER

Based on a story by GORDON RAY YOUNG • Produced by NAT HOLT

**THE TURNING POINT**

*Starring*

WILLIAM HOLDEN

EDMOND O'BRIEN

ALEXIS SMITH

Produced by IRVING ASHER • Directed by WILLIAM DIETERLE

Screenplay by WARREN DUFF • Based on a story by HORACE McCOY

**THE SAVAGE**

*Starring*

CHARLTON HESTON

SUSAN MORROW • PETER HANSON

JOAN TAYLOR

*Color by TECHNICOLOR*

Produced by MEL EPSTEIN • Directed by GEORGE MARSHALL

Screenplay by SYDNEY BOEHM • Based on a novel by L. L. FOREMAN

**THE BLAZING FOREST**

*Starring*

JOHN PAYNE

WILLIAM DEMAREST • AGNES MOOREHEAD

RICHARD ARLEN • SUSAN MORROW

*Color by TECHNICOLOR*

Directed by EDWARD LUDWIG • Written for the Screen by

LEWIS R. FOSTER and WINSTON MILLER • Produced by

WILLIAM CHANDLER
One of the finest productions I have ever seen, "O. Henry's Full House" is a beautiful picture; warm, sympathetic, funny and grand. I have always enjoyed reading O. Henry, but I found his works even more fascinating in the film. It was a new kind of a picture, suitting everyone's taste—young and old alike. Excellent in all departments: writing, acting, directing and photography, the picture is delightful to watch and a most excellent way to introduce people to the works of this wonderful author. Each story is more interesting than the other and sure to please the public. I consider "O. Henry's Full House" a masterpiece of a movie that does justice to five O. Henry classics. The audience at the performance I witnessed applauded each story individually and gave a rousing response at the picture's end. It was a thoroughly enjoyable evening at a motion picture theatre. Pictures like this will make everyone want to go to the movies. Not only I thought it was wonderful, the whole audience was very pleased. Each sequence touched the heart and I have every intention of seeing them again. "O. Henry's Full House" is honest, human, down-to-earth. Wholesome and entertaining, it is a wonderful screen surprise with superb performances. A four-star picture! To be seen by all.

COMMENTS FROM AUDIENCE REACTION CARDS
ROXY THEATRE PREVIEW... FRIDAY, AUGUST 29th

FRED ALLEN • ANNE BAXTER • JEANNE CRAIN
FARLEY GRANGER • CHARLES LAUGHTON
OSCAR LEVANT • MARILYN MONROE • JEAN PETERS
GREGORY RATOFF • DALE ROBERTSON
DAVID WAYNE • RICHARD WIDMARK

O. Henry's Full House
Produced by ANDRE HAKIM
Directed by HENRY HATHAWAY • HOWARD HAWKS • HENRY KING • HENRY KOSTER • JEAN KOSTER
Screen Plays by RICHARD BREEN • WALTER BULLOCK • IVAN GOFF • BEN ROBERTS • LAMAR TROTTI

THERE'S NO BUSINESS LIKE 20TH CENTURY-FOX BUSINESS!
Tradewise...
By SHERWIN KANE

The Justice Department recites as the aim of its suit to forestall the sale of films to television and other non-theatrical users the breaking up of an alleged conspiracy in the 16mm. field.

Should it succeed in convincing a court that the conspiracy alleged exists, the Department contends that it will ask for a decree which will not be ruinous to the motion picture industry but which will provide for reasonable clearance between exhibition of the same films in theatres and on television.

If such a decree is not to be ruinous to the motion picture industry, it is a fact that the courts which administer it must leave theclairvoyant ability to determine when a motion picture's theatrical value has been exhausted. Otherwise, there is no way of determining whether the price asked for its exhibition on television is fair and reasonable. If its theatrical value has not been exhausted, or nearly so—and industry experience demonstrates how impossible it is to say when, if ever, that occurs—then the elapsed time after its initial theatrical showing is no practical use in measuring the commercial value of the picture.

For that reason, the owner of a copyrighted motion picture, should he ever be required to offer it for sale to television, would be wholly justified in setting whatever price for it his best business judgment dictated.

That, of course, is pretty much the situation with respect to the sale of films to television which exists now and has existed for some time.

Television knows, as of this moment, where and from whom it can buy films—good films, not too old, and lots of them. What television does not know is where it can get the money to pay for them.

Accordingly, should the government win its suit, there is a real possibility that all will be achieved is a court certification of the status quo ante—film producers offering their copyrighted properties to television, with television unable to afford them.

Thus, at considerable drain on the public treasury—which is of great concern to taxpayers always and has particular point at election.

(Continued on page 2)

Walcott Bout
Set to Go
Coast-to-Coast

Los Angeles, Sept. 7.—Plans for the first trans-continental theatre telecast were disclosed here with the announcement that Sherrill Cornish's Orpheum Theatre will put seats on sale tomorrow for the Jersey Joe Walcott-Rocky Marciano heavyweight title bout to be telecast from Philadelphia's Municipal Stadium on September 23.

Sufficient theatres are now committed to take the Walcott-Marciano fight telecast to exceed the minimum required by the International Boxing Club, Theatre Network Television disclosed here. The

(Continued on page 5)

Rodgers to Address
TOA on Arbitration

Theatre Owners of America has reserved the entire afternoon of Sept. 16 for discussion at its annual convention in Washington of the developments which have brought about the exhibitor-distributor draft of a plan of industry arbitration. Speakers at that particular session will be Mitchell Wolfson, TOA president; S.H. Fabian,

(Continued on page 4)

B'way Theatres Cooperate
In Full-Page Ad Splurge

All New York newspapers yesterday carried a full-page promotional ad calling attention to current strong film attractions at 12 theatres in the Broadway area and blazoning the message that there are "More Great Movies on Broadway Than Ever Before!"

The ads, which reached an estimated 100,000,000 New York Sunday newspaper readers, resulted from the first cooperative effort of its kind by the Broadway first-runs. Prepared by the Dupont & Coe agency, the copy was designed not only to call attention to the strong product currently showing and the accompanying strong upbeat in box office business, but also to challenge the new wave of television programs for public attention.

Illustrated with a panoramic, nighttime photo of the Broadway-Seneca Ave. triangle from the vantage point of Times Square, the ad asked the public to "Check the Hits You've Yet to See" and listed the attractions.

(Continued on page 4)

Texas Attendance
At All-time Peak

Dallas, Sept. 7.—More people went to theatres in Texas for a period of seven weeks, ending Aug. 18, than in any other comparable period in the history of the industry in the state, according to a survey conducted by the Texas Council of Motion Picture Organizations.

The survey revealed that the average weekly attendance of 3,580,000 was 20% over the weekly average

(Continued on page 4)

Talks on U.K.
Fiscal Pact
To Open Today

Washington, Sept. 7.—Sir Frank Lee, permanent secretary of the British Board of Trade, and Sidney Golt, head of the film division of the Board, arrived here by plane from London yesterday and will open talks with industry representatives tomorrow afternoon on the new British monetary agreement for American film distributors.

Joining them in the negotiations will be Victor George Baker of the Exchange Control department of the Bank of England.

The negotiations will take place at the Motion Picture Association of America headquarters here. Participating for the industry will be Eric Johnston, MPAA president; Ellis Arnall, president of the Society of Independent Motion Picture Producers; James A. Mulvey, president of Samuel Goldwyn Prod., also for SIMPP; Joyce O'Hara, MPAA vice-president.

(Continued on page 5)

News Flashes

WASHINGTON, Sept. 7.—It was decided here at a weekend meeting of industry TV groups that theatre television lawyers and engineers will send a strong letter early this week to the A. T. and T. reiterating the industry's request for theatre TV transmission grants.

Copies of the letter will also be sent to the FCC.

BIRMINGHAM, Sept. 7.—Theatre receipts are up 15 per cent over April, it was learned by the University of Alabama in an economic study. The university's report, based on sales tax returns, also disclosed that theatre receipts in May were 6.4 per cent higher than in May, 1951.
Personal Mention

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, Atlanta, has returned there from the Coast.

EUGENE BOYD, former assistant director of motion pictures, now head of the Boyden Enterprises in Detroit, has returned to Detroit.

DICK PITTS, Theatre Owners of America administrative assistant, left here yesterday for Washington, on preparations for the TOA convention there next week.

MICHAEL COHEN, RKO Radio's Latin American representative, is in New York for two weeks of home office conferences.

EDGAR HIRSCHBERG, former Theatre Owners of America clerical aide, has joined the office staff of the Council of Motion Picture Organizations.

Wilder Promoted; To Assist Siegel

Leo Wilder has been promoted from head of the Warner Brothers home office still department to the post of assistant to Eve Siegel, fan and national magazine contact, it was announced at the weekend by Mort Blumentock, WB advertising-publicity vice-president. Nat Gartman, assistant to Wilder, has been promoted to head the still department.

Tradewise... (Continued from page 1)

time—we find the Justice Department prosecuting an action which, even if it is won, promises no benefit to the public or to television, even while it threatens the motion picture industry through possible miscarriage of justice in the application or interpretation of the eventual decree.

This, too, is the industry's story with consequences.

This purposeless waste of public money by the Justice Department on a legal adventure almost certain to end in practical insignificance if, as the Justice Department contends, it does not ruin the motion picture industry, constitutes a story that should be of interest to the public.

Thousands of screens and tons of newspaper are available for its telling.

Canada Subjects Industry to New Combine Regulations

OTTAWA, Sept. 7.—In an all-out drive to tighten up efforts in cracking down on possible combines in industry or trade, the Canadian government has appointed a new three-man commission, with stiffer regulations coming into effect Nov. 1. The motion picture industry is subject to the regulations.

Under the new setup, the present Combine Commissioner, T. D. Maclellan, will remain Director of Investigations. And, the new commission will give alleged offenders an opportunity to defend themselves in hearings before it. The commission is made to the Minister of Justice who will have the final say whether prosecution will be undertaken. In addition, under the new laws, ceilings on maximum fares have been lifted and the courts will be allowed to grant injunctions to keep combines from continuing in operation.

E. V. Richards Heads Louisiana Fete

NEW ORLEANS, Sept. 7.—E. V. Richards, Jr., New Orleans theatre executive and chairman of the Louisiana Motion Picture Association, has been appointed chairman of the Chase Sesqui-Centennial Commission by Governor Robert F. Kennon.

Richards has called a meeting of civic and state business and civic leaders for Tuesday to begin immediate planning for the event, which will be held here early next year.

Richards developed one of the largest circuits in the South, which included the New Orleans-theatre, and functioned with Paramount and which, following the divestiture of the latter's exhibition force, was taken over by United Paramount Theatres, and is now the Paramount Gulf circuit. Richards retains an interest in theatre business and is treasurer in an advisory capacity to his sons and the Richards Estate, in the operation of the Tudor and Globe here; the De Luxe, Shidell, Louisiana, and Ramada & G. Ray St. Louis, Miss., and the Pix, Jackson, Miss., and the Avalon, Pass Christian, Miss., which are leased to the Shidell Theatre Corp.

Richards said his plans for the 150th anniversary of the Louisiana Purchase would embrace the governments of the United States and France and the participation of all states which were a part of the original Louisiana Territory.

Gaskin Drive-in Opened

ATLANTA, Sept. 7.—"Pug" Gaskin has opened his new 250-car drive-in on the Northside of Atlanta.

Northwest Is Eager To Hit Gov't Suit

Exhibitors of Northern California, Oregon and the State of Washington have appointed a three-man commission to undertake legal action against the Department of Justice's 16mm, anti-trust suit, but are willing to await the development of a "pattern" which will show how the law is being atrocity. By negotiation, Henderson M. Richley, Loew's exhibitor relations director, reported that the exhibitors have held a series of informal conferences with Western Theatre Owners members on a multitude of industry subjects.

Theatremen of the Northwest, Richley said, are of the opinion that the time has passed for appealing to the Department of Justice to see its error in pursuing the action.

Richley found the exhibitors here spoke with to be highly optimistic about the outcome of the fight for the business. He said that in cities where television has not yet been introduced, showmen are fully prepared for the competition and are confident that they can beat it.

The prediction came from Richley that California, Washington and Oregon will be high on the list of outstanding contributing areas in the Council of Motion Picture Organizations' drive, showed that the three states are girded for the fight for repeal of the 20 per cent admissions tax, he said.

Md. Censor Charges Are Hit by Breen

HOLLYWOOD, Sept. 7.—The charges in the annual report of the Maryland State Censor Board that there has been relaxation in the motion picture industry's voluntary code of self-regulation was described as "preposterous" by Joseph 1. Breen, vice-president of the Motion Picture Association of America and administrator of the Production Code.

Declared Breen: "The unwarranted charges sound like nothing more than an effort to defend political censorship, in the face of recent decisions of the Supreme Court of the United States which said that motion pictures are entitled to the freedom of speech and press guarantees of the Constitution. "

"Not only has there been no relaxation of the standards of good taste and decency. If anything, the standards have been tightened."" Breen added that there has been an increase in the number of scenes involving sex and violence.

The views of the Maryland censors certainly are not shared by responsible and public-spirited groups all over the land, Breen said. The congressmen are clearly not the people who would have been expected to take the lead in the fight against the Maryland code.

Nancy Olson Is On Tour for 'McLain'

CHICAGO, Sept. 7.—Nancy Olson will arrive here from New York tomorrow to be at a press luncheon to be held at the Ambassador Hotel and the Chicago Defender Tuesday and Wednesday.

Mrs. Olson was representing the film "The Man from McLean," which is scheduled to open in Chicago on September 13. The film is a Warner Brothers production, and is based upon the novel by John Dickson Carr.

Nancy Olson plays a role in the film, and is expected to make a personal appearance in Chicago in advance of the opening of the picture at the Warner Theatre there on Thursday.

Weekend Party for 'Thief' Screening

Harry Poplin's picture without dialogue, "The Thief," will be screened at critic's and exhibitor's parties this weekend course of a weekend party at Tyler Hill, Pa., at which United Artists will be present, starting next Friday evening.

The screening of the program, in addition to the screening, includes the recreational facilities of Barry Lambert's Ballyhoo Club, the Ballyhoo Club restaurant, and the Wayne County Fair, which will be in progress. The trip to and from the party will be made by automobile.

MOVIE NEWSLETTER

Martin Quigley, Editor-in-Chief and Publisher; Sherwood Kane, Editor; Terry Romandy, 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 7-3499. Martin Quigley, President; Marion Quigley, Vice-President; Thomas J. Sullivan, Vice-President and Treasurer, Manager; G. H. Faust, Production Manager; E. Scott Young, Assistant to Manager; Roy H. Stuckey, Advertising Manager; H. G. Ewing, Production Manager; chapel, Brooklyn, N. Y. Copyright 1952, by Quigley Publishing Company, Inc.
Presenting THE MOST LUXURIOUS TRANSCONTINENTAL AIR SERVICE EVER OFFERED

TWA's New SUPER CONSTELLATIONS

The Ambassadors


Now TWA inaugurates transcontinental "Ambassador" service . . . offering all of the luxurious features that have distinguished TWA "Ambassador" flights to Europe, and more!

You're in important, exciting company from the moment you set foot on the rich red carpet that leads to your flight. Your plane is a giant new Super Constellation, expressly built by Lockheed for TWA, and one of the most powerful airliners in the skies today. Your accommodations are the finest: restful lean-back club chairs or luxurious full-length sleeping berths. And you can enjoy delicious between-meal refreshments and friendly conversation with your fellow passengers in the gaily decorated lounge.

On your next cross-country trip plan to go on the "Ambassador" . . . truly the most luxurious transcontinental flight ever offered. For reservations, see your travel agent or call Trans World Airlines, LEXington 2-7100.

ACROSS THE U.S. AND OVERSEAS . . . FLY TWA
TRANS WORLD AIRLINES
U.S.A. · EUROPE · AFRICA · ASIA
tend to revitalize itself with the election of a new president.

Since Harvey resigned, however, several prominent members have declined the presidency. The organization recently was obliged to cancel its annual convention.

Unless a president can be found soon, WTO will not be represented at future meetings of the Council of Motion Picture Organizations board or the Industry Arbitration Conference. However, it is expected that a sufficient number of members could be gotten together for the purpose of acting on an industry plan of arbitration, should one be submitted.

One of the WTO constituent organizations, Independent Theatre Owners of Washington, Northern Idaho and Utah (ITO), recently applied to COMPO for membership in the industry, notwithstanding the fact that WTO is a charter member of the IWPA. The ITO are ITO of Northern California and Nevada, ITO of Oregon, ITO of Montana and ITO of Utah and South Dakota, respectively. The ITO's refusal to accept membership as separate entities if WTO goes out of being, or they may seek affiliation with the largest national exhibitor organization.

Until about a year ago WTO was known as the Pacific Coast Conference of Independent Theatre Owners.

'Snows' Given Big Magazine Break

The Sept. 23 issue of Look magazine, on newsstands tomorrow, will give the world the inside pages display color art from the picture and running text on the poster. A complete history of the famous film is based on a world premiere at the Rivoli here on Sept. 17. The company claims the picture is the first in a long series of Look specials, with a film by Look and compares well with attention given to the film by a score of other magazines.

A special five-page radio and television newsletter devoted exclusively to "The Snows of Kilimanjaro," starring Marlon Brando and Abraham Sofaer, is being distributed to over 1,200 news and show business commentators, "disk jockeys," and movie critics. "The Snows of Kilimanjaro" was reported by 20th Century-Fox.

St. Louis 7th to Top Compo Dues Quota

The St. Louis exchange area is the seventh indicated by "Kilimanjaro" of Motion Picture Organizations as having exceeded its quota in the recent COMPO dues collection drive.

"Executive Producer-Distributor requires Executive Secretary with thorough knowledge of wide distribution and some production."

BOX 540
MOTION PICTURE DAILY

WTO Future

(Continued from page 1)

Rodgers on Arbitration

(Continued from page 1)

B'way. Ad

(Continued from page 1)

Texas Attendance

(Continued from page 1)

in 1946, and that the increase during the seven-week period varied from 5 to 11 per cent. It also revealed that attendance was up 16.5 per cent over that same period in the major theatres whose managers and executives attended the COMPO Texas conference on June 9th.

The survey further revealed that this increased patronage was spread among an average of 637 conventional theatres built since 1946. Despite the increased attendance, the survey found current profits to be less than in 1946, due partly to higher advertising costs. It was also pointed out that the "comisatory" 20 per cent Federal entertainment tax amounted to 7.2 times the profit carried during the seven-week period.

Favorable comment on the findings came from such leading Texas showmen as Ed Rowley, president of Rowley United Theatres, Inc.; Robert J. Bardo, manager of Interstate Circuit, Inc., and Col. H. A. Cole, co-chairman of the theatre committee.

Rowley praised the COMPO conference in June for stimulating merchandising, while O'Donnell credited theBetter with industry cooperation on community problems on the part of theatre managers as a major factor. Ed Rowley and the executives of Texas can continue this stimulated program of selling the superb product that is coming out of Hollywood, Rowley said over.

H. J. Griffith, president of Theatre Enterprises, Inc., stated that the results achieved by Theatre Enterprises managers since the COMPO conference would seem to justify conducting similar sessions every six months.
20% Tax Hit at Meet Of Iowa Exhibitors

Des Moines, Sept. 7,—Injustices of the 20 per cent Federal assessment tax were stressed at a meeting here at the weekend of 200 exhibitors and their guests, 150 Iowa newspaper publishers and editors.

Calling for immediate repeal of the tax law, Murphy said movies are the "people's birthright," and that it should be regarded as such should not be subject to hamstringing penalties. He said the tax was a direct threat to the national economy resulting as it has in the closing down of so many theatres.

Murphy told his audience that there was no further Communist menace in the industry, that the "Reds" had been ferreted out. He added that Holly- wood is colored, short on the specter of any further infiltration. He sees no threat in TV, saying that the two can live and work together just as true with radio, and feels Hollywood will be making films for TV as a sideline and still producing bigger and better films. Urging greater exploitation of potential film audiences, Murphy noted that only 30 per cent of the population of the U.S. is film-going. He thinks this figure can be doubled with proper publicity.

In a letter to some exhibitors at the lunch meeting included: Myron Blonk of Central States; Gov. William Beardsley; and Colonel, William McCraw of Variety International.

Ohio State-University students, who were visitors at the weekend, were given a tour of the facilities at the new campus.

Halted by France

(Continued from page 1)

viduously offered, but wanted to pay the rest of the $6,000,000 over a period of 13 months instead of 5 months at the capital account rate, it was reported.

Having reduced American film import licenses from 121 to 90 per year, the French wish to further cut, and are considering an obligation to accept 90 pictures until after a new remittance agreement is signed.

Eric A. Johnston, Motion Picture Association of America president, will be in no hurry to negotiate with the French under the current agreement, given him by the Motion Picture Export Association board, it was said. Johnston is expected to fly to straighten out U.S. film difficulties before undertaking the trip to Paris.

France was demonstrating its "Anti-American" attitude when it caused the breakdown of negotiations in Paris, one film export official here observed last week. Also, the mine, the rupture was a result of France's poor fiscal position.

SAG, Makers of TV Ad Films Meet Today

Hollywood, Sept. 5—Screen Actors Guild representatives will meet today for the weekend for New York for meetings starting Monday with national advertising agents as a result of a weekend of negotiations for drive-in theatres in the valley.

The guild is seeking to prevent the continued use of drive-in theatres, which have included in their contracts the requirement of the theatre owner to pay for the extra hours that are necessary to employ to major shows. The guild is seeking to restrict the employment of actors to major shows to major stars of the industry, who are not only held to a minimum of 150 hours per week, but who are paid a minimum of $1,000 per week.

U. K. Talks

(Continued from page 1)

F. W. Alibert, MPAA manager for Britain, and John McCarthy, MPAA international vice-president.

The British officials exercised their right under the existing two-year agreement which will expire at the start of its first year on Oct. 1, and subsequently made modifications in the contract. Short subject reports, said the U.S. official, made the balance of overseas payments is less favorable than when the agreement was first signed.

The pact permits the American film companies to withdraw $17,000,000 annually from Britain, plus a minimum guarantee for releasing films for the British Plan fund in Britain, and 33 1/3 per cent of the American investments in the three-year period, including the second year of the agreement.

The British emissaries have been in Washington and London discussing the proposals for modification of the agreement which the British will have to make in the session here, which was expected to extend several months. The negotiations on Operation A-Bomb will feature a narration by Bob Considine, a British film actor, and a report that preceded them here.

The negotiations are expected to result in an agreement, but the talks will not begin until after a new agreement is reached.

The further negotiations will be conducted by the British officials, who will sign the agreement for the American side, with, as a possible inducement, a higher percentage of such production utilized in Britain.

Noah's Liberty Reopens

New Orleans, Sept. 7—The Liberty has been a favorite RKO attraction in the heart of the business section, now owned by drive-in theatre owners Larry and Billy Wolfer, reopened, all remodeled, on Friday.

The Electro-Chemical Products Corp., East Orange, N. J., has developed a film cleaning machine for use with its "Ecoz" No. 1550 anti-static film cleaner. The unit will accommodate both eight and 16 mm. film, and there is another model for 35 mm. film. Called "Speedol," the device has a laboratory-type glass fluid-reservoir and valve designed to permit an accurate flow of cleaning fluid to the wiping pads without evaporation or annoying fumes. Film can be cranked through the spring-loaded jaws of the unit at any desired speed. It is enabling the operator to inspect the film either before or after it has been cleaned.

A universal high intensity is slide projector which accommodates 2-by-2, 3-by-4, and 4-by-5 inch slides has been announced by the Strong Electric Corp., Toledo, especially designed for drive-in theatres. The projector (see photo below) is 70 inches in length. Adjustable legs permit establishment of the optical center at a height of from 36 to 55 inches. The optical system includes three lenses and a 3/4 inch focus polished glass reflector of 24-inch working distance and 10-inch diameter. For a brochure, write to the company at 44 City Park Avenue, Toledo, Ohio.
Marilyn Monroe

DATE THE INDUSTRY'S Miss America EVERYBODY LOVES IN "MONKEY BUSINESS" "DON'T BOTHER TO KNOCK" "WE'RE NOT MARRIED" "O. Henry's FULL HOUSE"

There's No Business Like 20th Century-Fox Business!
Tradewise...

By SHERWIN KANE

THE Justice Department recites as the aim of its suit to force the sale of films to television and other non-theatrical users the breaking up of an alleged conspiracy in the film field.

Should it succeed in convincing a court that the conspiracy alleged exists, the Department contends that it will ask for a decree which will not be ruinous to the motion picture industry but which will provide for reasonable clearance between exhibition of the same films in theatres and on television.

If such a decree is not to be ruinous to the motion picture industry, it is a fact that the courts which administer it have the clairvoyant ability to determine what a motion picture's theatrical value has been exhausted. Otherwise, there is no way of determining whether the price asked for its exhibition on television is fair and reasonable. If its theatrical value has not been exhausted, or nearly so—and industry experience demonstrates how impossible it is to say when, if ever, that occurs—then the elapsed time after its initial theatrical showing is of no practical use in measuring the commercial value of the picture.

For that reason, the owner of a copyrighted motion picture should be ever be required to offer it for sale to television, would be wholly justified in setting whatever price for it his best business judgment dictates.

That, of course, is pretty much the situation with respect to the sale of films to television which exists now and has existed for some time. Television knows, as of this moment, where and from whom it can buy films—good films, not too old, and lots of them. What television does not know is where it can get the money to pay for them.

Accordingly, should the government win its suit, there is a real possibility that all it will achieve is a court certification of the status quo ante—film producers offering their copyrighted properties to television, with television unable to afford them.

Thus, at considerable drain on the public treasury—which is of great concern to taxpayers anyway—and has particular point at election.

Walcott Bout
Set to Go
Coast-to-Coast

LOS ANGELES, Sept. 7—Plans for the first trans-continental theatre telecast were discussed here with the announcement that Sherrill Corwin's Orpheum Theatre will put on a show before the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, to be telecast from Philadelphia's Municipal Stadium on September 25.

Sufficient theatres are now committed to take the Walcott-Marciano fight telecast, even under the minimum required by the International Boxing Club, Theatre Network television disclosed here. The

Rodgers to Address
TOA on Arbitration

Theatre Owners of America has reserved the entire afternoon of Sept. 16 for discussion at its annual convention in Washington of the developments which have brought about the exhibitor-distributor draft of a plan of industry arbitration. Speakers at that particular session will be Mitchell Wolfson, TOA president; S. H. Fabian, (Continued on page 5)

B'way Theatres Cooperate
In Full-Page Ad Splugre

All New York newspapers yesterday carried a full-page promotional ad calling attention to current strong film attractions at 12 theatres in the Broadway area and blasting the message that there are "More Great Movies on Broadway Than Ever Before!"

The ads, which reached an estimated 10,000,000 New York Sunday newspaper readers, resulted from the first cooperative effort of its kind by the Broadway first-runs. Prepared by the Donahue & Co agency, the copy was designed not only to call attention to the strong product currently showing and the accompanying strong theatre promotions in box office business, but also to challenge the new season's television programs for public attention. Illustrated with a panoramic, nighttime photo of the Broadway-Seventh Ave, triangle from the vantage point of Times Square, the ad asked the public to "Check the Hits You've Yet to See" and listed the attractions.

Texas Attendance
At All-time Peak

DALLAS, Sept. 7—More people went to theatres in Texas for a period of seven weeks, ending Aug 18, than in any other comparable period in the history of the industry in the state, according to a survey conducted by the Texas Council of Motion Picture Organizations.

The survey revealed that the average weekly attendance of 3,500,000 was 220,000 over the weekly average...
Newspaper Article - Motion Picture Daily - September 8, 1952

**Personal Mention**

ARRTHUR C. BROMBERG, President of Monogram Southern Exchange, Atlanta, has returned from a business trip to the Coast.

M I K E S I M O N S, home office assistant to H. M. RICHEY at M-G-M, will attend the Virginia Allied annual convention in Clarksburg, W. Va., Tuesday and Wednesday, and will also address a meeting of the managers of Gibraltar Enterprises in New York on Sept. 16.

EDWARD L. HYMAN, United Paramount Theater vice-president, is visiting upstate New York theaters with Civil Aeronautics Board officials, Bernhardt Levy and Al Sigman. They will return here Wednesday.

DICK PITTS, Theatre Owners of America executive assistant, left here yesterday for Washington, on preparations for the TGA convention there next week.

MICHAEL HAY/RECO Radio’s Latin American supervisor, is in New York for two weeks of home office conferences.

EDGAR HIRSCHBERG, former Theatre Owners of America clerical aide, has joined the office staff of the Council of Motion Picture Organizations.

**Wildier Promoted; To Assist Siegel Eise**

Leo Wildier has been promoted from the Warner Brothers home office staff of assistant to the post of assistant to the president of the company’s advertising department. He is the current executive assistant to the president, Nat Gartstein, assistant to Wildier, has been promoted to the chief staff job.

**Tradewise...**

(Continued from page 1)

— The Motion Picture Industry is New Combine Regulations

OTTAWA, Sept. 7.—In an all-out drive to tighten up efforts in cracking down on possible combines in industry or trade, the Canadian government is establishing a new three-man commission, with stiffer regulations coming into effect Nov. 1. The motion picture industry is subject to the regulations.

Under the new setup, the present Commission, T. D. Mac-Irvine, chairman, T. D. Mac-Donald, will be Director of Investigations and Research. The new commission will give allegations offenders an opportunity to make their case in private hearings before a report is made to the Minister of Justice who will have the final say whether prose
cussions should be undertaken. In addition, under the new laws, ceilings on maximum fines have been lifted and the courts will be allowed to grant in
junctions restraining a combine from continuing in operation.

E. V. Richards Heads
Louisiana Fete

NEW ORLEANS, Sept. 7.—E. V. Richards, Jr., New Orleans theatre executive and chairman of the Louisiana Motion Picture League, has been appointed chairman of the Louisiana Purchase Sesquicen
tennial Commission by Gov. Robert F. Ken
don.

Richard has called a meeting of city and state businessmen and civic leaders for Tuesday to begin planning for the event, which will be held here early next year.

Richards developed one of the largest circuits in the South, which in later years he operated in partnership with Paramount and which, following the transfer of each of his exhibition operations, was taken over by United Paramount Theatres, and is now the Paramount Gulf circuit. Rich
dons is a former partner in theatre business in

**Northwest Is Eager To Hit Gov’t Suit**

Exhibitors of Northern California, through their trade group, are eager to get into the fight against the Department of Justice’s immi
grant-trust suit, but are willing to await the development of “pattern” which

will show how to best attack the litiga

tion, Henderson M. Richey, Loew’s Thea
tre, Seattle, told his fellow exhibitors here at the weekend following two weeks of informal conferences with Western Theatre Owners associations on

the subject of industry users.

Theatremen of the Northwest
Richey said, are of the opinion that the time has passed for appealing to the Justice Department to see its error in

pursuing the action.

Richey found the exhibitors he spoke with to be highly optimistic about the future of the theatre business. He said that in cities where television has not yet been introduced, and particularly in rural areas, the competition and are confident they can

hold their own.

**E. V. Richards Heads Louisiana Fete**

The production came from Richey that the California, Washington and Oregon will be high on the list of out

standing contributing areas in the area, due to the combination of the California, Oregon and Washington.

The three states are girded for the fight for repeal of the 20 per cent admissi

**Md. Censor Charges Are Hit by Breen**

HOLLYWOOD, Sept. 7.—The charge in the current suit of the Maryland State Censor Board that there has been a relaxation in the motion picture industry’s voluntary code of censorship has been described as “completely without foundation” by Joseph I. Breen, vice-president of the Motion Picture Association of Amer

ica, and the Motion Picture Production Code Administration.

Declared Breen: “The unwarranted charges sound like nothing more than an effort to further political control in

the face of recent decisions of the Supreme Court of the United States which said that motion pictures are entitled to the freedom of speech and press guarantees of the Constitution.

"Not only has there been no relaxation of the standards of good taste and decency represented by the Code but there will be none. Hollywood, as it has done in the past, will continue to provide clean and wholesome enter

tainment.

The views of the Maryland censors certainly are not shared by responsible parents and the informed groups all over the country.”

**Gaskin Drive-in Opened**

ATLANTA, Sept. 7.—“Pug” Gaskin has opened a 250-car drive-in theatre at Monticello, Fla.

**Newsreel Parade**

G E N E R A L B R I E F S

SOUTH AMERICA shows the South is the major highlight of current newsreels, which also feature such items as the jump of the octogenarian Bernard Macfadden, 84, from a parachute at Fort Bragg, American beauties follow the Impressionists, Hawaii wins open golf tournament.


**PARAMOUNT NEWS, No. 6—**Philadelphi

**Nancy Olson Is On Tour for ‘McLain’**

CHICAGO, Sept. 7.—Nancy Olson will arrive here from New York tomorrow to be hostess at a press luncheon Thursday at the Ambassador East Hotel for representatives of Chicago and Milwaukee newspapers. The luncheon is in opposition to John Wayne in “Big Jim McLain,” a Wayne-Fellows production for War

ner Brothers, currently playing at the Chicago Drive-In, and also includes a series of broadcasts and press inter

views in connection with the picture. Nancy Olson is in Milwaukee, Wis. on Monday afternoon.

Tuesday for personal appearances in advance of the opening of the picture at the Warner Theatre there on Thurs

day.

**Weekend Party for ‘Thief’ Screening**

Harry Popkin’s picture without doubt did not go over and the newsmen who were representatives in the course of a weekend party at Taylor’s Theatres, Peoria and Peoria. Artists will be host, starting next Friday evening.

The weekend program, in addition to the screening, includes the recre

ational program of Edward Kasha, host of the nearby Wayno Country Club and a visit to the Wayno Country Fair, which will be held on Tuesday and from which will be made by automobile.
Presenting THE MOST LUXURIOUS TRANSCONTINENTAL AIR SERVICE EVER OFFERED

TWA's New SUPER CONSTELLATIONS

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Now TWA inaugurates transcontinental "Ambassador" service ... offering all of the luxurious features that have distinguished TWA "Ambassador" flights to Europe, and more!

You're in important, exciting company from the moment you set foot on the rich red carpet that leads to your flight. Your plane is a giant new Super Constellation, expressly built by Lockheed for TWA, and one of the most powerful airliners in the skies today. Your accommodations are the finest: restful lean-back club chairs or luxurious full-length sleeping berths. And you can enjoy delicious between-meal refreshments and friendly conversation with your fellow passengers in the gaily decorated lounge.

On your next cross-country trip plan to go on the "Ambassador"; ... truly the most luxurious transcontinental flight ever offered. For reservations, see your travel agent or call Trans World Airlines, LExington 2-7100.
Motion Picture Daily

Monday, September 8, 1952

WTO Future

(Continued from page 1)

executive committee chairman; Her- 
man M. Levy, general counsel; and 
William F. Rodgers, Locm’s vice-
president who has headed the distri-
bution and sales negotiating committee.

If the distributors this week approve 
the arbitration draft, the Sept. 16 
TOA business meeting, over which 
Mr. Wolfson will preside, will vote on 
acceptance of the document.

The following morning will be 
devoted by the convention to discussion 
of such matters as how to force the sale of itsm pictures to 
TV and other outlets competing with regu-
lar theatres. According to an agency 
source, the TOA convention is expected 
at the end of the week to determine policies. At the moment 
there is a great uncertainty about our industry for the 
right to market its product in the future.

One of the WTO constituent 
organizations, Independent Theatre Owners, 
has already decided that it will not participate 
in the convention.

A la Monterey area that was known 
as the Pacific Coast Conference of 
Independent Theatre Owners.

‘Snows’ Given Big 

Magazine Break

The Sept. 23 issue of Look magazine, 
on newsstands tomorrow, will give 
cover attention and seven inside 
pages to publicity on 20th Century-
Fox’s “The Snows of Kilimanjaro.” 
Ava Gardner and Susan Hayward 
get the cover position. Many of the 
inside pages display color art from 
the picture and running text on 
the production. The film will have its 
world premiere at the Rivoli here on 
Sept. 17. The company claims the 
publicity is the largest ever accorded 
a film by Look and compares well 
with the coverage recently given 
the film by a score of other 
magazines.

Ten fashion models who will appear 
at the American Fashion Critics 
Awards at the Waldorf-Astoria here 
on Sept. 16, will act as guest host-
es at the premiere.

A special five-page radio and 
television newsletter devoted exclusively 
to “The Snows of Kilimanjaro” is 
distributed to over 1,200 news 
and showbusiness commentators, “disk 
jockeys,” and “chatter show” “M.C.’s,” 
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St. Louis 7th to Top 

CompO Dues Quota

The St. Louis exchange area is the 
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exceeded its quota in the recent 
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“Executive Producer-Distributor 
requires Executive Secretary with thor-
ough knowledge of world-wide distri-
bution and some production.”

B’Way Ad

(Continued from page 1)

boxel, at the 12 participating show 
houses. They are: “The Miracle of 
Our Lady of Fatima,” at the Astor, 
“Bitter Quiet,” at the Astor, 
“Nigger” at the Capitol; “The Big Sky,” 
Criticism; “The Devil Makes Three,” 
Globe, “High Noon,” Mayfair; “The 
Circus,” Apollo, “Loopy, Roxy,” “Sudden 
Fear,” Loew’s State, and “Affair in 
Trinidad,” Victoria.

Accompanying text reads: “Broad-
way theatre public’s continuing interest in theatre 
productions by the Motion Picture Producers, 
Distributers and Allied 
WTO industry greets the new 
season with its best foot forward. 
All first-run theatres in town are 
playing productions that they are offering by no other entertainment 
medium—and presented for your pleasure in the luxurious theatres, with every 
comfort and convenience.

Whatever you’re looking for in the way of enjoyment is here,—Holly-
musical, plays, musicals, musicals 
exiting dramas, riotous comedies, magni-
nificent spectacles. There have never 
been so many outstanding pictures of 
all kinds the same time before—and more are on the way.

“Plan to see as many of these fine 
films as you can. You’ll enjoy every 
one of them.”

Trade circles hope the Broadway 
theatres’ cooperative move will set a pattern for similar ad 
expenditures around the country. Distributors 
participating were: Warner, Columbia, 
Reko, RKO Radio, M.G.M, 
United Artists and 20th Century-Fox.

Texas Attendance

(Continued from page 1)

in 1946, and that the increase during 
the seven-week period varied from 5 to 
11 per cent. It also revealed that 
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attendance figures. Despite the increased attendance, 
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less than those of previous years, due to greater operating 
costs. It was stated that the “confiscatory” 20 per cent Federal 
Admission tax amounted to 7.2 times 
the increase earned during the seven 
week period.

Favorable comment on the findings 
came from each leading Texas show-
mens as Ed Rowley, president of Row-
ley United Theatres, Inc., Robert J. 
O’Donnell, vice-president and general 
counsel, Circle Theatres, Inc., 
and Col. H. A. Cole, co-chairman of the 
COMP0 tax committee.

The 1952 COMP0 
conference in June for stimulating 
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affiliated program of selling the superb 
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results achieved by Theatre Enterprises’ 
association with the national 
affiliated program would seem to justify 
conducting similar sessions every six months.

Rodgers on Arbitration

(Continued from page 1)

Convention chairman, announced 
jointly at the weekend that registrations for 
the annual convention have exceeded 
500, or 200 more than registered 
last year at the pre-convention 
time last year. Wolfson said the 
convention this year would be “definitely open.” Wolfson has been 
his address late last year accepting the 
presidency, the theme was “aggressive 
unit.” It “will be open” until Sept. 21, 
and we are seeing the results of the 
response to the convention. At no time 
in our history has there been a greater 
need to organize our industry to keep pace with 
the technical facilities and to 
develop a greater public appeal and goodwill for industry 
progress.”

The opening convention session 
will include an address of greeting 
by F. Joseph Donohue, chairman 
of the District of Columbia Board of 
Commissioners, and a speech by Wolfson. 
A convention session will be held by 
the National Motion Picture Producers 
and Allied 
co-chairman, Joe 
Rogers, vice-president, will speak on the Will Rogers Memorial Christmas 
Salute at the luncheon.

The Sept. 17 morning session 
Robert O’Brien of United Paramount 
Theatres, Fabian and television attor-
ney Marcus Cohn will discuss theatre 
problems. In the afternoon, Harold J. Fitz-
gerald will preside at a session 
on dance, Jack Braunagel at a dance 
session, and Alfred Stacy at an ad-
dress on the future of the industry which 
will be given by Pat McGee, co-chairman 
of the Council of Motion Picture Or-
ganizations. A session on the 
co-ordination of the book, the film 
and the theatre will be given by 
members of the COMP0 governing 
triumvirate, will follow with a 
discussion of the industry agency’s 
achievements.

Kirby, Lightman to 

Preside

The fifth and sixth business 
sessions on Sept. 18 will be presided 
over by Sam Kirby and A. Lightman, Sr., 
respectively. The fifth will be a closed 
session for TOA members and the sixth 
will be open to all attending the 
convention.

Sponsors of various cocktail 
parties, show business trips and other entertainment 
events during the convention 
include the Coca-Cola Co., Pepsi-Cola 
Co., and other business firms.

Lesser Forms New 

So. American Unit

HOLLYWOOD, Sept. 7.—Formation 
of a new subsidiary of the 
American subsidiary, distribution 
for the So. American subsidiary 
organization was announced here by 
Lesser, president of Foreign 
Films, Inc., to be the first picture 
produced.

The picture will be filmed in 
Brazil this winter, under the direction 
of Harry Horner, with American stars in 
the top male roles. The title 
role will be performed by 
American actress. Lesser is currently 
discussing with two South American 

producers a deal whereby one 
will take on actual production 
reins under a similar arrangement as that 
set up by Lesser in 
England for the production of his “Black 
Chiffon,” which British producer Syd-
ney Box will make.

Jake Rachman, Critic

OMAHA, Sept. 7.—Jake Rachman, 
66-year-old theatre critic and drama 
critic since 1938, and before 
the Bee-Neon here many years in a similar capacity, died 
9-11. Survivors include 
his cousin, R. D. Goldberg, of 
R. D. Goldberg Theatres.

MOTION PICTURE DAILY

BOX 540

1270 Sixth Avenue, New York 20, N. Y.
20% Tax Hit at Meet Of Iowa Exhibitors

Des Moines, Sept. 7.—Injustices of the 20 per cent Federal amusement tax were stressed by actor George Murphy at a meeting here at the weekend attended by 200 exhibitors and guests, 150 Iowa newspaper publishers and editors.

Calling for immediate repeal of the tax law, Murphy said movies are the “poor man’s entertainment” and as such should not be subject to hamstrung-penalities. He said the tax was a direct threat to the national economy resulting as it has in the closing down of so many theaters.

Murphy told his audience there was no further Communist menace in the industry, that the Red Scare had fizzled out.

He added that Hollywood is continually alert to prevent any further infiltration. He sees no threat in TV, saying that the two can live and work together just as true with radio, and feels Hollywood will be making movies to fill the sleeve and still produce bigger and better films.

Urging greater exploitation of potential film audiences, Murphy noted only 260,000 of the population are film goers. He thinks this figure can be doubled with proper advertising.

Other speakers at the luncheon meeting included: Myron Blank of Central States; Guy, William Beardsley, Jr., and Colomac McClain of Variety International. Charles Niles of Anamad presided.

RKO Pathe Acquires A-Bomb Color Film

The first color films of the recent Atomic Warfare Maneuvers by the U. S. Marine Corps at Yucca Flat, Nevada, have been acquired by RKO Pathe from the Marine Corps, to be shown to the public in the closing months of the year, it was announced.

The films, which have been shot on a special two-reel subject, will be shown at the Renee Rundolph Theater. The production, which will be done by Pathe, will show the American film industry to agree to a reduction of almost 30 per cent in the basic tax rate, or what it is called in the agreement, $10,000,000, for the second year of the agreement.

The further unconfirmed report is that the British officials also will ask for a similar amendment to the agreement by the American industry. It has been described in Britain as “the American film industry to agree to a reduction of almost 30 per cent in the basic tax rate, or what it is called in the agreement, $10,000,000, for the second year of the agreement.”

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DATE THE INDUSTRY'S
Miss America
EVERYBODY LOVES IN
"MONKEY BUSINESS"
"DON'T BOTHER TO KNOCK"
"WE'RE NOT MARRIED"
"O. Henry's FULL HOUSE"

There's No Business Like 20th Century-Fox Business!
Sherman Sets Distribution Franchise Unit

CHICAGO, Sept. 8—Meeting at the Blackstone Hotel here, Harry Sherman, veteran producer, and a group of independent distributors from all parts of the U. S. and Canada, prepared a distribution franchise deal for forthcoming feature productions. Sherman plans to film at his own studios in California. Present plans call for releasing one or two pictures each month, with four of the first 12 to be in color.

Sherman, who has made 131 pictures for release through other companies during his producing career (among them the Hopalong Cassidy series), long has had the idea of setting up his own distribution company. One feature of his projected organization would be that the distribution franchise holders would own a part.

$1-Million Suit Is Won By Defendants

CLEVELAND, Sept. 8.—Judge Emerich Freed of the U. S. District Court here today handed down a verdict in favor of the Regent Theatre Co., operated by Paul Gusdanovic, and a number of major distributors and other defendants in the $1,016,200 anti-trust suit brought by G. & P. Amusement Co.

Trial of the case consumed 16 weeks last fall. The plaintiffs, headed by Gusdanovic, were awarded $1,016,200 from the defendants.

House Leader McCormack Favors Tax Elimination

Boston, Sept. 8.—Rep. John W. McCormack, (D-Mass.), majority leader of the House of Representatives here, today approved plans for the 20 per cent Federal admission tax, but he stated that, "I am aware of the burdensome nature of any kind of taxes levied upon motion picture theatres. In my opinion, when the time comes for the elimination of the miscellaneous taxes, then the 20 per cent Federal admission tax should be one of the first to be repealed in order to assist the motion picture industry in every way we possibly can."

"As a minority leader of the House Ways and Means Committee many years ago I was in favor of the repeal of the 10 per cent Federal admission tax."
Personal Mention

RICHARD F. WALSH, LATSE president, is on route back to New York by ship, due here at the end of the week, and is looking forward to the British Trade Unions Congress at Margate, England, last week as an A. F. of L. delegate.

JAMES R. Grainger, Republic vice-president in charge of sales and distribution, left here last Wednesday evening for San Francisco. Following a stopover in Chicago, he will return here on Monday.

LAURA WEBER, daughter of Louis Weber, Shoar's Theatres executive, with her film role, returned here from the CBS-TV show, "Mania," next Friday night, following a vacation.

HARRY FELLERMAN, Universal special films division sales head, left here last night for Minneapolis on a visit to Midwest and Western branch offices.

HERBERT R. Maves, executive editor of Good Housekeeping magazine, will return here from London tonight.

ALAN J. LERNER, M-G-M screen writer, arrived here from the Coast yesterday.

K-MTA Will Honor Biechele October 1

KANSAS CITY, Sept. 8—R. R. (Dick) Biechele, 41 years an exhibitor, a leader in industry organizations, will be honored at the luncheon program of the 51st Missouri Theatre Association. He operated the Osage Theatre in Kansas City, Kan., until its destruction in the flood of 1931. He had an interest since its establishment in the Consolidated Agencies, Inc., handling theatre and other organizations. Biechele served several years as president, secretary and director of the association and has for years represented this area on boards of national organizations and committees. He served two terms as president of the old MPTOA. His special field of service to the industry has been in legislative matters.

Zanuck Coming for Première of 'Snows'

Darryl F. Zanuck, 20th Century-Fox studio chief, will arrive here from Europe on Tuesday by plane to attend the world premiere of "The Snows of Kilimanjaro," at the Rivoli Theatre in New York. The Technicolor adaptation of Ernest Hemingway's story marks Zanuck's second personal production of 1952.

Zanuck currently is putting the final touches on two pictures scheduled to begin shooting in the Country within the next two months. They are "Man on a Tightrope" and "Abe Seaborn, Miami."
The best moonlight is the light of the noonday sun...

Obvious, of course, to an industry trained in modern cinematographic technics. Equally obvious is the need for infinite care in the choice of film and filters—in keying film and situation... in co-ordinating method and result desired in processing.

To help solve problems such as these, representatives of the Eastman Technical Service for Motion Picture Film are trained to advise—are ready and able to roll up their sleeves and lend a hand wherever necessary.

In maintaining 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.
16mm. Suit

(Continued from page 1)

Century-Fox, Warner, RKO Radio, Columbia, Universal, Republic, Screen Gems, a Continental subsidiary of World Films, a Universal subsidiary; Films Inc., Pictorial Films, Movies En Route and Movies U.S.A.

Bank Loans Come High in Britain

London, Sept. 8.—Analysis of the first financial report of the J. Arthur Rank Organization shows that £7,971,961 ($12,609,655) in new interest had to be met by Odeon in the fiscal year ended June 28. That would suffice to meet nearly eight years' dividend on the preferred shares.

L.I. and Brooklyn Papers Hit Us Suit

The Brooklyn Daily Eagle and the Long Island Daily Press have joined in the editorial attacks by newspapers on the Department of Justice's anti-trust suit to force the sale of 16mm, pictures, magazines and television stations. The complaint alleges that the conduct of the defendants is more than unfair, and that it would have an adverse effect on competition in the field of television and exhibition of films.

Sherman Sets

(Continued from page 1)

of the company in addition to having distribution rights in their respective territories.

Attending the meeting with Sherman were Max Roth and Charles Linden, both of Chicago; N. P. Jacobs, president of the New West Coast area; John Franzoni, Dallas, representing the South and Southwest; Don Swartz, Milwaukee and Milwaukee; Jack Zide, Detroit; Bernard Mills, New York and Washington; Schma Mitchell, Cincinnati (in sight of the Lee Goldberg Estate); Harry Allen, Toronto, and Sam Seidelnan, formerly of United Artists and Exhibitors, who is negotiating to handle foreign distribution for the company.

Thirty Will Sponsor "Italian Films Week"

All sections of the American film industry as well as many phases of the cultural, business and governmental fields of this country are represented among a list of 30 prominent persons who have signed a petition calling for a "30th Italian Films Week," made public here by Winthrop W. Aldrich, honorary chairman of the Film Club of New York.

During the week, seven new Italian films will be presented, one each evening, at the Little Carnegie Theo-

Rogers Hospital

(Continued from page 1)

which Joseph R. Vogel is chairman. It is hoped that at least 5,000 theatres will join in participating in the project and that collections around $250,000 per year may result.

Of course, the hospital committee had arranged in advance a series of offers to come out of its coffers. About 100 theatres in various parts of the country were engaged in this project. Each theatre, in this case, took box-office cards and blank collection boxes were attached. These were placed on candy-stands of the company who handled the project. Over 700 three-month experimental period the theatre collections averaged $2.50 to $3.50 per week. There were no patron complaints. The committee will start the week early next week saving the plan on a national scale.

National Screen Service has volunteered to handle distribution of the collection can without charge. More than 1,000 theatres already are enrolled.

Judy Garland Will Make Film for WB


"A Star Is Born" is scheduled for production at Warners next spring. It will be the first picture she has made for the company since she was under contract until two years ago.

Elected to T.U.C., O'Brien Asks Rates

London, Sept. 8.—Tom O'Brien, who was elected president of the Trades Union Congress last week, returned to London and immediately asked the Cine-
magotgraph Exhibitors Association of Great Britain to call a meeting to discuss rates for his union's 86,000 theatre employees here, which would cost exhibitors $132,600 ($538,600) annually. President O'Brien's union, also the work week reduced from 48 hours to 44 and double pay for Sun-

British Ask Change

(Continued from page 1)

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sions, and that a recess may be called at their finish, with a later re-
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See 25-50% Cut

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Present for the British today were Sir Francis, the secretary of the British Board of Trade; Sidney Golt, head of the films division of the board; Victor George Baker, of the exchange, and among the British delegation: Lord Christelow, member of the British Treasury delegation in Washington; and Geoffrey Parker, British Empire, and general counsel.

Leaders Attend

MPAA president Eric Johnston and Society of Independent Motion Picture Producers president Ellis Ar-
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Goldenson

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Walcott Bout
(Continued from page 1)

get the bout “live” as it begins at about 10:00 P.M. (EDT).

In the meantime, Nathan Halpern, president of TNT, disclosed that the
theatres in San Francisco, Chicago and Kansas City have joined the
Coast-to-Coast telecast which will emanate from Philadelphia’s Munici-
pal Stadium. Herbert S. Or-
phantheatre in Los Angeles has already booked the event.

It is not clear, however, as it was
learned, a simultaneous film recording of the fight will be made by TNT at Municipal Stadium which will be re-
cruited by telecast to a studio in New York, which, in turn,
will be used as the origination point for the Western telecast. This telecast
TNT pointed out, will allow Western theatres to have the event on the large-
screens within the hour of the event itself. It was also pointed out that if
the fight goes many rounds the Western
telecast will begin before the bout
is ended.

With no radio or home television of the fight, TNT added, the Western
theatres will have an exclusive on the event for the four cities in those areas.
Other quarters pointed out, however,
that the radio and TV “blackout” does not extend to photographic and radio
news broadcasts which could flash the
results of the fight before it reaches Western theatres screens. With this unprece-dented access, there is no question of an
effect on the box-office of Western
theatres taking the bout will be
watched closely there.

As to what system will be used to
make the film recording, which later will be telecast, Halpern said engi-
neneers and technicians of the
company are presently studying the choices. He expressed
assurance, however, that from past
experience, the system chosen for this
film conducted by TNT, the quality of the film and its reception will be
excellent.

The planned first national distribution of a film, in this case a fight film,
through the use of theatre TV came about when the Points News, TV News,
and Telegraph Co. informed TNT of its inability to service the event West
of Omaha at fight time. The potential
value of theatre TV, however, was
highlighted when the Buddin, by
Broidy, Balaban and Ornstein, and
the widow, Richard Aldrich, the-
atrical producer, in Upton, Mass.

Gertrude Lawrence
Services Here Today

Services for Gertrude Lawrence, stage and screen actress, who died
here Saturday of cancer at the age of
52, will be held today in the Fifth Avenue Presbyterian Church.

The service, at 10 a.m., will be
followed by the burial services
and a private memorial service for
the widower, Richard Aldrich, the-
atrical producer, in Upton, Mass.

Errol Flynn Gets
Help Taking Burma

London, Sept. 8.—After seven years of
island, which he is expected to join.

Arbitration, COMPO
Lauded By Harvey

San Francisco, Sept. 8.—Rotun
Harvey in his Exhibitor’s Digest
column this month, takes a very opti-
mistic view of the industry and points
to the first draft of the arbitration
plan as “very good news.”

“Arbitration is necessary to settle
the multimillion dollar problem which
daily blights our industry,” he says.

“Through low cost, intelligently ad-
ministered arbitration many disputes
will now be settled as the number of
lawsuits is much lessened. In the final
analysis only the arbitrators who have
the backing of all the bills assessed against the
industry and therefore arbitration should mean a
lot to all of us, both financially
and in a quick means to settle

The success of the plan will be
nothing less than unprecedented
results in all phases of the indus-
try. The new program is just
starting to get under way and I want
you to get in line with the others
and use every advantage of your
voice in support of this group in this
campaign. This is a grass
toots fight and we must get the

Newspaper Group
 Addiction

San Francisco, Sept. 8. —
H. V. (Rotun) Harvey, West
Coast exhibitor leader, writ-
ing in the current organiza-
tion-building movement of
Walton Theatre Owners, suggests the
formation of a film buying and
booking agencies by exhibitor
associations, operated at cost
as a service for small exhibi-
tors in outlying locations.

By Harvey’s plan, exhibitors
will be subject to the same
conditions, with salesmen making
fewer calls, New York ap-
proving deals and dates, mails handled
by the booking agencies, and
theatres operating on the
idea of the large theatres, where
their account usually is too small
for an established film buying
and booking organization to handle.

Hall of Exhibitors
Apathetic: Kaufman

Half of the exhibitors in the country
are apathetic in supporting the pictures they show, producer Joseph
Kaufman said yesterday, while on a visit from the Coast. He
urged the exhibitors to “wake up
and help” all at the same time
increase their grosses.

Kaufman said he made his observ-
ings on the basis of what has happened during the past week of his
own picture, “Sudden Fear,” starring
Jean Crawford, and currently being released by RKO Radio. The film
is new in its fifth week at Loew’s State
here.

“We’ve noticed,” he said, “that
everywhere this picture received
exhibitor support, the grosses were
extremely high. Where it didn’t, the

The picture is
half of the exhibitors are
attending the show here
and there on the
whole field to the
theatre.

Net Depinet Will Aid
Travellers Society

Ned Depinet, president of RKO
pictures, has accepted the chairmans-
ship of the motion picture division
of the 1952 fund raising drive of the
Travellers Aid Society of New York.

Depinet will encourage industry
support for the work of Travellers Aid, which furnished
assistance to over 121,000 people lost,
stranded, and desperate in New York.

“Calligari” Screening

There will be a special screening
of the German film “The Last
Laugh” and “The Cabinet of Dr.
Caligari” this afternoon at the
Johnny Victor Theatre here, followed
by a reception at 7 p.m. at the
Bar at The Barony.

battened and Wingate, as well as Errol,
had something to do with the Burma
victory. Warners report it is doing
top business and a general release
through the ABC circuit is in nego-

Chicago Arrangements
For Theatre TV of Bout Nearly Completed

Chicago, Sept. 6.—Plans for the
large-screen TV showing of the Wal-
coff-Marciano fight in this area are
nearly completed, with Balaban and Katz having the
event scheduled into the Tivoli, Un-
力争 and Warner’s. The Tivoli
will feature approximately 11,500 seats, and the
Paramount, Hammond, Ind., a
2,000-seat theatre, and $5,500
ming to show it at the 1200-seat Crown here in
Chicago. Admission at the three B. & K.

Plants Fight Telecast,
Then Film Booking

The 50th Street Guild The-
atre, which has already sold
tout for the Sept. 23 telecast of
the Walcoff-Marciano bout, plans to book the fight film
for the following day, Nor-
man Elson, president of the
theatre, disclosed here today.

Elson said negotiations with
RKO Pictures for the fight
film were currently under
way.

The 450-seat Guild Theatre is
charging $4.50 for the

Monogram-AA Board
Will Meet Today

Hollywood, Sept. 8.—Out-of-town
members of the Monogram and Allied
Artists board of directors have arrived
here to attend a meeting tomorrow at
the RKO Radio Studios of C. B.
Bromberg, franchise owner; Atlanta
William Hurbut, franchise owner; De-
Bona, New York; Howard Ike, vice-
franchise owner, Boston, and Norton V.
Ritchie, vice-president and general
manager of the Motion Picture
Corporation, president, New York.

Others who will attend the session,
to follow are: A. W. Broidy, president;
G. Ralph Branton, vice-president;
W. Ray Johnston, chairman; George B.
Burrows, treasurer, and Howard Stubbins, West
Coast franchise owner.

Services Held for
S. A. Myers of B-L

London, Sept. 8.—Funeral services
were held here today for Sidney A.
Myers, assistant managing director of
Balaban and Katz, who died
suddenly on Saturday, following a
brief illness. Myers entered the industry
here in 1918 and was president
headquarters of its sales in 1929. He
was named assistant managing director in
1946.

Burial was in Jewish Cemetery,
Willesden, London.

Chicago houses will be $3.00 including
club seats which have not been set, as yet,
for the Paramount, and Essenes is
charging $4.50 including tax for center
seats at the Crown with the remainder
going for $3.00, including tax. Pre-
vious top prices for TV events here
were $3.00 at the Crown and $2.40
at the Balaban and Katz houses.
Presenting THE MOST LUXURIOUS TRANSCONTINENTAL AIR SERVICE EVER OFFERED

TWA's New SUPER CONSTELLATIONS

The Ambassadors


Now TWA inaugurates transcontinental "Ambassador" service . . . offering all of the luxurious features that have distinguished TWA "Ambassador" flights to Europe, and more! You're in important, exciting company from the moment you set foot on the rich red carpet that leads to your flight. Your plane is a giant new Super Constellation, expressly built by Lockheed for TWA, and one of the most powerful airliners in the skies today. Your accommodations are the finest: restful lean-back club chairs or luxurious full-length sleeping berths. And you can enjoy delicious between-meal refreshments and friendly conversation with your fellow passengers in the gaily decorated lounge.

On your next cross-country trip plan to go on the "Ambassador" . . . truly the most luxurious transcontinental flight ever offered.

For reservations, see your travel agent or call Trans World Airlines, LExington 2-7100.
16mm. Dealer
In Suit Vs.
‘Restraints’

Asks ‘Opening’ of Field; $3,135,000 in Damages

PHILADELPHIA, Sept. 8. — An anti-trust suit for $3,135,000 in triple damages was filed against eight distribution companies and others in U. S. District Court here today to compel them to sell 16mm. feature films to the plaintiff, Kunz Motion Picture Service, without the imposition of restrictions on the exhibition of the 16mm. films.

The action, said to have been touched off by the fact that last July the Department of Justice’s anti-trust suit to force the sale of 16mm. films to television and other non-theatrical users includes among the defendants Loew’s and Paramount, which were not named in the government action. The government said it had no evidence against the two.

Other defendants named are 20th (Continued on page 4)

Presidents Meet on
Arbitration Thurs.

Thursday has been set for the meeting of the Motion Picture Association of America president, sales managers and attorneys to vote on acceptance of the completed draft of a projected industry system of arbitration. The meeting will be held at the Hotel Astor here.

In accordance with a pre-arranged plan, the draft is to be accepted first by the distributors before it is acted (Continued on page 5)

Lodge Tribute to
Leonard Goldenson

Leonard H. Goldenson, president of United Paramount Theatres, will be honored by New York’s Cinema Lodge of B’nai B’rith on behalf of the entertainment industry at the Hotel Astor in New York on Wednesday evening, Sept. 24. Martin Levine, president of the Lodge announced.

Goldenson will be presented with (Continued on page 4)

Sherman Sets
Distribution
Franchise Unit

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Sherman, who has made 153 pictures for release through other companies during his producing career (among them the Hopalong Cassidy series), long had the idea of setting up his own distribution company. One feature of his projected organization would be that the distribution franchise holders would own a part (Continued on page 4)

$1-Million Suit Is
Won By Defendants

CLEVELAND, Sept. 8.—Judge Emerich Freed of the U. S. District Court here today handed down a verdict in favor of the Regent Theatre Co., operated by Paul Gusdanovic, and a number of major distributors and other defendants in the $1,016,400 anti-trust suit brought by G. & P. Amusement Co.

Trial of the case consumed 10 weeks last fall. The plaintiffs, headed (Continued on page 4)

DISTRIBUTE FIGHT
FILM BY VIDEO

Western Theatres to Get Walcott Bout
Via Film Recording

By MURRAY HOROWITZ

The first use of theatre television as a medium to effect national, simultaneous distribution of a film will occur with the history-making Transcontinental telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout on Sept. 23, it was learned here yesterday.

Television-equipped theatres West of Omaha will be serviced by Theatre Network Television’s film service, which will be telecast separately to Western theatres about one hour after the fight begins. The point of origin for the film telecast will be from the NBC-TV studio in New York.

The East-West split up was necessitated by the lack of long line facilities West of Omaha before 11:15 P.M. (EDT). Theatres East of Omaha will (Continued on page 5)

Arthur Doyle Heads
‘Us’ Tokyo Office

Arthur Doyle has been named to the post of managing director of Japan by Alfred E. Dall, executive vice-president and director of world sales for Universal-International.

Doyle started with 20th-Century-Fox as a salesmen in Pittsburgh in 1935. In 1936, he was made manager for Japan and in 1939 China and the Philippines were added to his territory. Following the war he rejoined 20th-Century-Fox as managing director for India and China.

Jessel Toastmaster
At Blumberg Tribute

George Jessel has accepted the invitation of the Motion Picture Pioneers to serve as toastmaster of the organization’s “Jubilee Dinner” paying tribute to N. J. Blumberg, chairman of the board of Universal Pictures, Jack Cohn, president of the Pioneers, announced here yesterday. The dinner will be held in the Hotel Astor on Tuesday evening, Nov. 25.

The dinner will mark the selection of Blumberg as “Motion Picture Pioneer of 1952.”

House Leader McCormack
Favors Tax Elimination

Boston, Sept. 8.—Rep. John W. McCormack, (D.-Mass.), majority leader of the House of Representatives in Washington, in an interview in Boston last night regarding the 20 per cent Federal admission tax, stated that, “I am aware of the burdensome nature of any kind of taxes levied upon motion picture theatres. In my opinion when the time comes for the elimination of the miscellaneous taxes, then the 20 per cent Federal admission tax should be one of the first to be repealed in order to assist the motion picture industry in every way we possibly can.”

“As a member of the House Ways and Means Committee many years ago I was in favor of the repeal of the 10 per cent Federal admission tax.”

National Collection
For Rogers Hospital

A plan that was described as promising to go far toward solving the financial problems of the Will Rogers Memorial Hospital was revealed here yesterday by the hospital’s special “collection with box committee” of (Continued on page 4)
Personal Mention

Richard F. Walsh, IATSE president, is en route back to New York by ship, due here at the end of the week, after attending the Trades Union Congress at Margate, England, last week as an A. F. of L. delegate.

James R. Grainger, Republican vice-president in charge of sales and distribution, left Los Angeles over the weekend for San Francisco. Following a stopover in Chicago, he will return here on Monday.

Laura Weber, daughter of Louis Weber, Skouras Theatres' executive, arrived here Wednesday evening from the CBS-TV show, "Mama," next Friday night, following a vacation.

Harry Fellaerman, Universal special films division sales head, left here last night for Minneapolis on a visit to Midwest and Western branch offices.

Herbert R. Hayes, executive editor of Good Housekeeping magazine, will return here from the Coast yesterday.

K-MTA Will Honor Biechele October 1

Kansas City, Sept. 8.—R. B. (Dick) Biechele, 41 years an exhibitor, a leader in industry organizations, will be honored at the luncheon Oct. 1 of the featured role in the CBS-TVs' "Monday Night Theatre," here next week. He is chairman of the board of the Kansas-Missouri Theatre Owners Association and for years represented this area on boards of national organizations and committees. He served two years as president of the old MPTOA. His special field of service to the industry has been in legislative matters.

Zanuck Coming for Premiere of 'Snows'

Darryl F. Zanuck, 20th Century-Fox studio chief, will arrive here from Europe on Tuesday by plane to attend the world premiere of "The Snows of Kilimanjaro" at the Roxy Theatre Wednesday evening. The Technicolor, adaptation of Ernest Hemingway's story marks Zanuck's only personal production since 1928.

Zanuck is putting the final touches on two pictures scheduled to begin shooting on the Continental lot by next week, as "Man on a Tightrope" and "The Able Seaman Brown."

Ohio Congressman To Discuss Repeal

Cleveland, Sept. 8.—Ohio Republican Congressman Francis P. Boltz, R-Brook, Chairman, Robert Cossler and Michael Feighan will meet with the northern Ohio state tax committee at a luncheon in the Hollenden Hotel on Monday, Sept. 15, to discuss support of the repeal of the 20 cent admission tax. Committee members to attend the luncheon include Chairman Leon J. Horwitz, Myer S. Fine, Milton A. Mooney, Frank Murphy, Harry Gundersberg and Martin Wite, ITO executive secretary.

Cinematra Premiere Now Set for Sept. 30

"This Is Cinematra," first production in the new film process that employs a giant screen, three projection units and a special camera to create the illusion of a third dimension, will have its world premiere at the Broadway Theatre here on Tuesday evening, Sept. 30, and produced by Cinematra Productions Corp.

Merian C. Cooper and Robert L. Hennessey are the producers of the inaugural two-hour panorama of entertainment. Louis B. M. holiday, the symphony orchestra, Lowell Thomas narrates the prologue and bridges the various sequences. He is chairman of the board of the corporation. The process is the invention of Fred Waller.

Just for You Makes L. Arrowhead Debut

Lake Arrowhead, Cal., Sept. 8.—This high-mile play place slipped back into somnolent Indian summer today after a week of torrential rains. The Artie Shaw Municipalities surrounding the press premiere of Paramount's "Just for You" at Earl Strebe's Village Theatre.

Kennedy to Retire

London, Sept. 8.—J. P. Kennedy, producer-director of the London stage here for the past 30 years, will retire Sept. 18 and return to America. He is succeeded by J. A. Bhuker.

Bell Is Reopen

New Orleans, Sept. 8.—Co-owners Eugene Colinge and Jules Sevin are ready to reopen the Beach Ballroom at last for a few weeks. They were closed Bell, a neighborhood theatre, over the weekend.

"Monkey Business' Opens to $95,000; Holdovers Govern

"Monkey Business" at the Roxy Theatre opened to a thriving estimated $95,000 for its first day, a seven-day period marked by hold-overs in all other key first-run situations in New York.

Sturdy business continued to be chalked up by "Ivanhoe," "The Quiet Man" and "The Crimson Pirate." Grosses at other situations varied from good to fair, with business at most Broadway houses lower than the summer's peak reached over the Labor Day weekend.

For its sixth week "Ivanhoe" is expected to pass the $500,000 mark and "The Quiet Man" is expected to pass the $400,000 mark.

For its seventh week "The Crimson Pirate" is expected to pass the $200,000 mark.

For its second week "Devil Makes Three."

The Big Sky" at the Criterion is expected to pass the $100,000 mark for its third week, while the fourth week of "Les Miserables" at the Rivoli is due to hit $7,000, a figure which is a bit below expectations.

Among off-Broadway houses, "Ivy Hunter" at the Trans-Lux 52nd Street is holding up excellently with $16,000 for its second week and "The White Suit" is doing well, too, with $6,500 seen for the 23rd week. Another long-running show "Devil" at the Astor is expected to chalk up $5,000 for its 22nd inning.

"O'Henry's Full House" will be the next thing to open at the Fine Arts Theatre, opening at a date to be set in early October. The current Fine Arts occupant, "The Stranger in Between," is expected to gross a good $26,000 for its third week. "The Amazing Monsieur Fabre" opened at the Park Avenue yesterday to the effect "Brandy for the Parson," which will close its fourth week with a nice $3,600.

Hall Books 'Because', 'Happy for Fall

Radio City Music Hall yesterday disclosed the making of M-G-M's "Because" and "Happy for Fall." These are part of the final series of "The Crimson Pirate," starring Burt Lancaster and "Robert, the Handsome Pirate" by Ernest Thayer and will open for its final run at the Roxy on Sept. 30.

Equipment Sales Up 25% In Cleveland

Cleveland, Sept. 8.—Theatre equipment business here is up from 20 to 25 per cent as a result of a most favorable week in improvement in theatre equipment, Frank Masek, National Theatre Supply branch manager, reports. The exhibitors are cautious and are making improvements slowly, Masek states, but there is enough activity to warrant the order of expenditures in a limited amount.

Knorr Will Produce Roxy Stage Shows

Arthur Knorr has been appointed producer in charge of stage productions of the Roxy Theatre beginning Sept. 27 when National Theatres takes over the house from 20th Century-Fox under arrangement and recognition of the two companies. Roxy stage shows under 20th-Fox ownership are produced by the theatre's production staff.

Prior to joining the Roxy in 1936, Knorr was producer and art director for the Roxy Theatre stage shows here and for the past four years has been producer of the Milton Berle TV show. David T. Katz, Roxy executive secretary and an accomplished Knorr's appointment, plans to develop new stage show ideas for the Roxy under the Knorr production aegis.

Heavy Program of Tri-State TOA Meet

Memphis, Sept. 8.—The Mississippi, Tennessee and Alabama Owners (TOA Affiliate), will meet in annual convention in Memphis on Oct. 27-29. Dates for the Tri-State TOA convention were announced today by Leon Roundtree, secretary-treasurer of Holly Springs, Miss. Sessions will be held at the Theatre Royal.

M. A. Lightman, Jr., president of Tri-State, said arbitration, anti-trust suits, local advertising and selling, how to cut overhead, drive-ins and concessions would be discussed.
Night in day...

The best moonlight is the light of the noonday sun...

Obvious, of course, to an industry trained in modern cinematographic technics. Equally obvious is the need for infinite care in the choice of film and filters—in keying film and situation...in co-ordinating method and result desired in processing.

To help solve problems such as these, representatives of the Eastman Technical Service for Motion Picture Film are trained to advise—are ready and able to roll up their sleeves and lend a hand wherever necessary.

In maintaining 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.
16mm. Suit
(Continued from page 1)

Century-Fox, Warner, RKO Radio, Columbia, Universal, Republic, Screen Gems, a Columbia subsidiary, United World Films, a Universal subsidiary; Films Inc., Pictorial Films, Movies En Route and Movies U.S.A.
The plaintiff is Carl J. Kunz, operates a 16mm. distribution business principally in this state and Maryland, and also in Ohio and New Jersey. The complaint lists its customers as schools, institutions, ships, etc., but does not mention any prospective television classification, or the procedures or techniques of that form of exploitation.

The action, however, asks that the defendants be directed to cease and desist from the exhibition of such feature films under their control "as the court deems necessary."

It also asks that the defendants be enjoined from conspiring to restrict the production, distribution or exhibition of 16mm. films, including attending to theaters any protection against competition from exhibition of 16mm. feature films other than the "reasonable clearance" between 35mm. films in theaters and 16mm. exhibitions elsewhere when such 16mm. exhibitions "are shown to the general public in an area that makes them substantially competitive with the theatre."

Presumably, if such relief were granted, the 16mm. distributor would be free to license films to television. The complaint charges that this is a result of combination and conspiracy among the defendants and exhibitors, and that defendants have refused to license 16mm. feature films "in any place or manner that would compete with the exhibition of 35mm. films."

It lists alleged restrictions imposed on the exhibition of 16mm. films, including "arbitrary and excessive clearance, license conditioning and price-fixing." The complaint alleges that this is the "mount case and that the decisions therein be made a part of the present action.

Defendants are given 20 days after service to reply. Malkan & Isacon of New York and Fred C. Flechter, Jr., of this city are attorneys for the plaintiff. The attorneys say it is the first suit for damages brought by a 16mm. dealer under the antitrust laws.

$1 Million Suit
(Continued from page 1)

by Emanuel Stutz, operator of the Moreland Theatre, a Cleveland suburban house, claimed the latter had been deprived of product over a period of years, as a result of a conspiracy among the defendants.

Milton Mooney, one of the defendants, operates the Mooney Theatre group representing 125 independent theaters. The

Bank Loans Come High in Britain

London, Sept. 8.—Analysis of the recent financial report of the J. Arthur Rank Organization shows that $744,981 ($2,109,695) in loan interest has been paid to investors in the fiscal year ended June 28.

That would suffice to meet nearly eight years dividend on the preferred shares.

L. I. and Brooklyn Papers Hit US Suit

The Brooklyn Daily Eagle and the Long Island Daily Press have joined in the editorial attacks by newspapers on the Department of Justice's anti-trust suit to force the sale of 16mm. pictures to television and other outlets that compete with regular theaters.

The Brooklyn paper went the government's action "huffing and puffing," and the Journal stated, "We have been the frequent object of false and unreasoning and unjustified criticism, and we are not inclined to indulge in the unreasoning and unjustified criticism, and we are not inclined to indulge in the

Sherman Sets
(Continued from page 1)

of the company in addition to having distribution rights in their respective territories.

Attending the meeting with Sherman were Max Roth and Charles Lindau, both of Chicago; N. P. Jacobs, secretary to the Board of Immigration; John Silver, President; and Suitz, publisher of the Eagle and Lion, who is negotiating to handle foreign distribution for the company.

plaintiff claimed Mooney exercised his buying power to persuade distributors to favor him.

This is believed to be the first time a booking agency was charged with being the moving power in a civil suit. Company and attorney say that had the plaintiff been successful, the suit might have encouraged other agencies serving independent exhibitors.

Mooney and Guadagnoli were represented by the Cleveland law firm of Uhlner, Berne, Gordon & Glickman and by Jerome Curtis. Distributor defendants were represented by Jones, Day, Cockley & Revis of Cleveland.

Thirty Will Sponsor 'Italian Films Week'

All sections of the American film industry are making perhaps the most of the cultural, business and government

Elected to T.U.C.,
O'Brien Asks Raises

London, Sept. 8.—Tom O'Brien, who was elected president of the Trades Union Congress at Margate last week, returned to London and immediately asked the Cine-

British Ask Change
(Continued from page 1)

power," with the industry.

Today's three-hour introductory session at the Motion Picture Association of America will be followed by another on television and Sunday, and it is expected that there will probably be daily meetings for the rest of the week. MPAA officials have already said that the talks will last a week or even two. They have also pointed out that a final agreement may not come out of these sessions, and that a recess may be called at their finish, with a later resumption here or in London.

See 25-50% Cut

Although neither side would disclose tentative figures offered today by the British, it has been reported in the industry that the British will set a figure cutting the current allowed remittance of $17,000,000 a year by anywhere from 25 to 50 per cent.

Present for the British today were Sir Frank, permanent secretary of the British Film Board; Thomas W. Sidney, head of the film division of the board; Victor George Baker, of the exchange control board of the Bank of England, Allan Christelow, member of the British Treasury delegation in Washington; and Geoffrey Parker, British Embassy commercial counselor.

Leaders Attend

MPAA president Eric Johnston and Society of Independent Motion Picture Producers president Ellis Arnall led the industry team, along with James M. Nance, vice-president; John O'Hara, MPAA vice-president; and Ray M. McCarthy, MPAA international vice-president and Fayette Allport, MPAA British manager.

Goldenson
(Continued from page 1)

the Cinema Lodge "Honor Scroll," and a plaque presented to him as a leader in the fight against intolerance and bigotry through the Anti-Defamation League and as a working citizen in the community.

Judge Samuel Leibowitz, New York jurist, will be the principal speaker of the evening which will see entertainment industry leaders of all faiths join in the tribute to Goldenson.
Walcott Bout

(Continued from page 1)

get the bout "live" as it begins at about 11:00 o'clock.

In the meantime, Nathan Halpern, president of TNT, disclosed that theatres in San Francisco, Seattle, Denver and Kansas City have joined in the Coast-to-Coast telecast which will emanate from Philadelphia's Municipal Stadium and will be received by telecast in the Loew's Philadelphia Theatre in Los Angeles and has already booked the event.

Under the present plans, it is learned, a similar film recording of the fight will be made by TNT at Municipal Stadium which will be received by telecast in a theatre in New York, which, in turn, will be used as the origination point for the Western telecast. This method, TNT pointed out, will allow Western theatres to have the event on the large screens within the hour of the event itself. It was also pointed out that if the fight goes many rounds the Western telecast will begin before the bout is over.

With no radio or home television of the fight, TNT added, the Western theatres will have an exclusive on the event for the area, once again, by virtue of the strength of the results of the fight before it reaches Western theatres screens. With this unprecedented situation, there will be little effect of the box-office of Western theatres taking the bout will be watched closely in trade quarters.

The decision by the system with both film to make the film recording, which later will be telecast, Halpern said, engineers and technicians were currently studying the choices. He expressed assurance, however, that from past experience, from closed circuit tests with film conducted by TNT, the quality of the film and its reception will be excellent.

The planned national distribution of a film, in this case a fight film, through the use of theatre TV came about when the American Telephone and Telegraph Company considered its inability to service the event West of Omaha at fight time. The potential use of theatre TV for telecasting a film distribution was highlighted by Spyros P. Skouras, president of 20th Century-Fox, in commenting recently on the unviolating of his company's Elrodphor theatre TV system.

Robert Mochrie, distribution vice-president of RKO Pictures, has purchased the film rights to the bout, said "no comment," when asked if he thought a question arose as to the propriety of televising the bout from a film. Other quarters pointed out, however, that TNT is not engaging in film distribution. If the bout, the event remains a telecast on the same night for Western theatres.

Chicago Arrangements for Theatre TV of Bout Nearly Completed

CHICAGO, Sept. 6.—Plans for the large-screen TV showing of the Walcott-Marchiano fight which will be held in the Chicago area are virtually complete, with Balaban and Katz having the event scheduled to the Tivoli, Up- town, and Marion theatres, totaling approximately 11,500 seats, and the Paramount, Hammond, Ind., a 2000-seater, and Essaness planning to show it at the 1200-seat Crown in Chicago.

Admission at the three B. & K.

Plans Fight Telecast, Then Film Booking

The 50th Street Guild Theatre, which has already sold out for the Sept. 23 telecast of the Walcott-Marchiano bout, is planning to book the fight film for the following day, Norman Elson, president of the circuit, disclosed here yesterday.

Elson said negotiations with RKO Pictures for the fight film booking have already been reached. The 450-seat Guild Theatre is charging $14.50 for the fight telecast.

Monogram-AA Board Will Meet Today

Hollywood, Sept. 8.—Out-of-town members of the Monogram-A.A. Board of directors have arrived here to attend a meeting tomorrow at the studio. They include Artich. C. Bromberg, franchise owner, Atlanta; William Hurllbut, franchise owner, Detroit; Edward Morey, vice-president, New York; Michael H. Rabin, vice-president and franchise owner, Boston, and Norton V. Ritchey, vice-president, New York.

Others who will attend the session, to follow a stockholders meeting, are: Steve Brody, president; G. Ralph Brauton, vice-president; W. Ray Johnston, chairman; George D. Burmeister, vice-president, treasurer, and Howard Stubbins, West Coast franchise owner.

Gertrude Lawrence Services Here Today

Services for Gertrude Lawrence, stage and screen actress, who died here Sept. 2, at the age of 52, will be held today in the Fifth Avenue Presbyterian Church, on Twenty-third Street, where she was the widow, Richard Aldrich, theatrical producer, in Upton, Mass.

Miss Lawrence had her stage debut as a稳女 at the age of 10 and played her first role on the scene in 1929 in "The Battle of Paris." Pictures since include: "Arms and the Man," "Men Are Not Gods" and "The Glass Menagerie." A daughter from a previous marriage, Pamela Gordon, also survives.

Arbitration, COMPO

Lauded By Harvey

SAN FRANCISCO, Sept. 8.—Rotos Harvey, president of the COMPO, in column this month, takes a very optimistic view of the industry and points to the first draft of the arbitration plan.

"Arbitration is necessary to settle the multiphase problems which dominate the picture industry," he wrote.

"Through low cost, intelligently administered arbitration many disputes will be settled. It is a system by which the number of lawsuits should be materially reduced. In the final analysis it is the exhibitors who have to pay all the bills. The harassed picture industry and therefore arbitration should mean a lot to all of us, both financially and as a quick means to settle arguments."

"The successful COMPO dues drive is another fine bit of news," he concluded. "We have increased the area independents 'come through well over 90 per cent.' I am told the circuits are also 'joining' which means success with a capital 'S.' COMPO, properly financed, can do a great job for the industry by public relations; for instance, giving them a platform of information and providing a voice for a united industry."

A new program is just starting to get under way and I want to again add my voice to the others and urge you to take a personal part in this drive, as the roots of the 'Roto's fight and we must get the entire tax removed if we are to survive."

Presidents Meet

(Continued from page 1)

upon by the membership of the executive committee which participated in the Industry Arbitration Conference. Thear of America is in a position to be the first exhibitor to 'forge the Slen into the draft since it will hold its annual meeting next week in Washington. Harvey is scheduled to attend a meeting at a meeting here of distribution attorneys who, at the same time, set up the agenda for the meeting Thursday.

It was reported that the subject of thisarbitration will be discussed by the film and TVA convention at the final banquet of the TVA convention. The nature of his discussion will depend on the action taken Thursday by the presidents of the companies, it was indicated. Also scheduled to discuss arbitration at TOA conventions William F. Rodger, Loew's vice-president, who is also chairman of the distributors' arbitration negotiating committee.

Errol Flynn Gets Help Taking Burma

London, Sept. 8.—After seven years of cold storage, "Objective Burma" has been put back into the Warner Theatre.

When the picture first opened in 1945, indictment Britons claimed that their Fourteenth Army and not Errol Flynn was "braving the primitive jungle, The late Max Miller, then Warner's London manager, bowed before the storm and took the picture off after a few days run.

Now the film has been given a new prologue explaining that Mount-
Now TWA inaugurates transcontinental "Ambassador" service ... offering all of the luxurious features that have distinguished TWA "Ambassador" flights to Europe, and more! You're in important, exciting company from the moment you set foot on the rich red carpet that leads to your flight. Your plane is a giant new Super Constellation, expressly built by Lockheed for TWA, and one of the most powerful airliners in the skies today. Your accommodations are the finest: restful lean-back club chairs or luxurious full-length sleeping berths. And you can enjoy delicious between-meal refreshments and friendly conversation with your fellow passengers in the gaily decorated lounge.

On your next cross-country trip plan to go on the "Ambassador" ... truly the most luxurious transcontinental flight ever offered. For reservations, see your travel agent or call Trans World Airlines, LExington 2-7100.
Drive-in Boom Is Underway in The Northwest

MINNEAPOLIS, Sept. 9.—The greatest construction boom of drive-in theatres in the history of the Northwest is now underway and is sweeping the Minneapolis exchange area, according to reports from Film sources.

Leading the parade of optimistic predictions are Irving Marks, whose Monogram branch manager said that the boom may continue for as long as five years. In spite of the comparatively short season in the area, Marks added, hundreds of drive-ins will be built due to the public demand for this type of showplace.

Meanwhile, the list of new drive-ins openings in this area, or those under construction continues to grow.

The Snyder Theatre Co. of Williston, N. D., is opening a new drive-in theatre in that city on Friday. The Ironwood Amusement Co., Ironwood, Mich., opened a drive-in in that city a few days ago.

(Continued on page 

Pacts Give Rackmil $122,500 Yearly

Milton R. Rackmil, whose employment contract as president of Universal Pictures, provides for a salary of $80,000 per year, has taken a 50 per cent salary cut as Deca Records president to give him $42,500 instead of $85,000 per year as chief executive of the latter company. Deca has disclosed in a report to the Securities & Exchange Commission.

Deca, shortly before Rackmil was elected Universal president, became (Continued on page 

Youngstein on Last Lap of Drive Tour

CHICAGO, Sept. 9—Max E. Youngstein, vice-president of United Artists, who is drive captain in the company’s “Bill Heineken Sales Drive,” has arrived here from New York to launch a 10-day, 10,000-mile tour that will take him to nine key exchanges in preparation for the last lap of the drive which U. A. says already has resulted in all-time weekly highs for

(Continued on page 

Fabian Houses Join TNT Line-up for Title Bout

Three television-equipped Fabian Fox in Brooklyn, N. Y., will carry heavy weight title bout on Sept. 25, thus bringing the number of theatres which have already disclosed plans to join the trans-continental telecast question.

Nathan Halpern, president of Theatre Network Television, also disclosed yesterday that in addition to Fabian’s Fox, the Grand in Albany, N. Y., and National in Richmond, the Paramount and the Telenews, in San Francisco, will also carry the bout.

Negotiations with Century Circuit, Loew’s, Warner Brothers, RKO Theatres and others for the fight telecast are continuing, in the meantime.

It was also learned that Comerford’s Capital Theatre, Binghamton, N. Y., a Loew’s theatre, has signed up to carry the event, which will be telecast from Philadelphia’s Municipal Stadium. The only contingency for the Capitol Theatre is added, is the availability of long lines and local loops. Pricing policy for the Capitol still is to be determined.

(Continued on page 

Dietz Will Keynote The AMPA Courses

Howard Dietz, M-G-M advertising-publicity vice-president, will deliver the keynote lecture in the courses to be started Sept. 25 by the Associated Motion Picture Advertisers, Harry McWilliam, AMPA president, disclosed yesterday, Sept. 25, AMPA set up the courses for the benefit of industry employees here who are desirous of improving their knowledge of practical techniques or learning new ones.

The 12-week initial course, which will be conducted Thursday evenings, will open in the screening room of the RKO Pictures home office on Sept. 25. Tuition will be $75 per course and classes will last two hours per evening.

Truman in Tribute To Para. Newsreel

Newsreels were called an “indispensable public service” by which the American public keeps informed about the problems of the day,” in a letter of congratulations by President Truman, sent to the Paramount home office here yesterday on the 25th anniversary of Paramount News.

The event was marked by an informal home office luncheon honoring A. J. Richard, editor of Paramount News. Barney Balaban, president of Paramount Pictures Corp., paid tribute to the veteran newsreel editor whose motion picture experience goes back to 1927.

In addition to President Truman’s congratulations, other letters of tribute were received from General Sonny Smith, director of public information: Robert A. Love, Secretary of Defense; Charles Sawyer, Secretary of Commerce; J. Edgar Hoover, head of the FBI; John W. Snyder, Sec-

(Continued on page 

FCC Says Para. in Control of DuMont

WASHINGTON, Sept. 9.—The Federal Communications Commission’s broadcast bureau told the FCC today that Paramount Pictures has negative control of Allen B. Du Mont Laboratories, Inc., and at the same time both Du Mont and Paramount denied the existence of control.

The two companies and the broadcast bureau made these statements in proposed findings filed today with the Commission and dealing with the question of Paramount’s control of Du Mont. It is one of the issues in the United Paramount Theatres—

(Continued on page 

Balks at Ontario Film Censorship

TORONTO, Sept. 9.—After buying film features and short subjects in the United States for its television programs at Montreal and Toronto, the Canadian Broadcasting Corp., denied the right of the Ontario Board of Censors to pass upon the pictures.

“We are a Dominion government organization and we are not bound by provincial censorship,” it was

(Continued on page 

Mono. Buys Detroit Franchise Exchange

HOLLYWOOD, Sept. 9.—Monogram-Alberts head Steve Broidy announced the purchase of the Monogram franchise-operated exchange in Detroit from William B. Hurlbut, J. L. Saxe, and George W. Weeks. Negotiations for purchase were conducted by vice-president Harold Mirisch, and studio attorney Barnett Shapiro. Monogram operation will become effective on Sunday.
Indian Film Delegation to Arrive Mon. for US Tour

At the joint invitation of the Johnston, president of the Motion Picture Association of America, and Franco, in New York for a four-week, eight-city tour of the country, including a visit to Hollywood.

Maintain Secrecy at British Pact Talks

WASHINGTON, Sept. 9.—British and industry negotiators meeting here for talks on a new treaty were given a new and a permanent monetary agreement at a British pact talks. The agreement by the British Board of Trade, which has previously indicated their interest in the fact that the British and Indian Board are to hold another meeting, has been given a new and a permanent monetary agreement at a British pact talks.

Five Completed for Franco-London

Five new features have been completed abroad for Franco-London Films, it was revealed here by the American executive, Arthur Davis. The films include productions in France, one in Italy, and one is a French-British co-production.

Mullin Circuit to Open Five Theatres


Newsreel Parade

WASHINGTON, Sept. 9.—“Ike” and Stevenson talk to farmers. Mr. Distinguished Service Medalist is shown in the Natural History Museum, in London, by Mrs. American Beauty Contest and Women's Tennis Association. Other topics were covered by the American court game, the air show in England and Scotland, and the handicapped. Complete content follows:

MOVIE NEWS, No. 24—“Ike” and Stevenson talk to farmers. Misses and Mrs. American Beauty Contest and Women's Tennis Association. Other topics were covered by the American court game, the air show in England and Scotland, and the handicapped.

TELENEWS DIGEST, No. 15—Steamship to be in San Francisco. Misses Barbara and Mrs. American Beauty Contest and Women's Tennis Association. Other topics were covered by the American court game, the air show in England and Scotland, and the handicapped.

Says Prices Will Rise If U.S. Wins Suit

COLUMBUS, O., Sept. 9.—“Free movies” via home television if the government claims that it is successful in the British case actually would not be true, said Norman Nadel, theatre editor of the Citizen.

Herb Golden Joins Bankers Trust Co.

Herb Golden will terminate 14 years as a film reporter for Variety this week to join the 1st Street branch of Bankers Trust Co., here, where he will serve in a new entertainment industries division headed by Harry Watkins, vice-president. The new division will specialize in finance of films, television, radio and related fields.

MOTION PICTURE DAILY, Monday, October 1, 1951

Publisher: Sherwin Kane, Editor; Terry Kamara, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 South Michigan Avenue, Chicago, Ill. Phone: 621-5000. Subscriptions: $25 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, $6 in the Americas and $12 foreign; single copies, 10c.
Royal Performance May Get ‘Andersen’

London, Sept. 9.—Betting here favors Samuel Goldwyn’s “Hans Christian Andersen” as the likely recipient of the Royal Film Performance at M-G-M’s Empire Theatre, Oct. 25. Many feel it has a slight edge over Britain’s entry, “Flickwick Papers,” from George Minter’s Renown Pictures.

Film viewings by the selection panel will start Thursday.

Services Held for Charles W. Bunn, 61

Funeral services were held Monday for Charles W. Bunn, 61, veteran motion picture and theatre equipment executive, who died suddenly last Saturday at his home at Highland Park, N.Y.

Bunn entered the industry in 1915 as a member of the sales staff of World Film Corp. Later he was affiliated with First National’s special field force, headed Warner Brothers’ road shows, and was also general sales manager of Electrical Research Products, distributing and servicing sound equipment subsidiary of Western Electric.

Record $37,000 for ‘ Somebody in Chi.

CHICAGO, Sept. 9.—Paramount’s “Somebody Loves Me” is said to have smashed all box-office records in the first three days of its world premiere engagement, which began last Friday at the Chicago Theatre here with a $37,000 gross.

Playing to standing room only audiences, the Technicolor musical, starring Betty Hutton and Ralph Meeker, reportedly nearly doubled the opening day’s business of the previous record holder, Hal Wallis’ “Sailor Beware,” grossing $13,000.

$1,225,000 Goal for Coast Charity Group

HOLLYWOOD, Sept. 9.—The Permanent Charities Committee has announced a goal for the 1953 campaign of $1,225,000. Campaign chairman Dore Schary said, “While slightly in excess of the amount actually subscribed in last year’s campaign, $1,225,000 is entirely a realistic goal which we believe we can reach.”

Rosen Visits Coast

HOLLYWOOD, Sept. 9.—Samuel Rosen, executive of Fabian Theatres, New York, is here to view pictures in production, and visited the Warner lot for conference with studio executives and meeting Warner stars on the sets.

Services for Zellner

HOLLYWOOD, Sept. 9.—Services will be held tomorrow at St. James Mortuary, North Hollywood, for Arthur J. Zellner, 49, veteran scenarist and director, who died yesterday morning following a long illness. The widow and two daughters survive.

Review

“The Golden Hawk” (Columbini)

SAM KATZMAN’S PRODUCTION of Frank Yerby’s best-selling novel, “The Golden Hawk,” is a lively pirate saga replete with sterling heroics, formidably telling verse and lively, colorful, filling its array of merchandisable assets are color by Technicolor and a cast carrying such marquee names as Sterling Hayden, Rhonda Fleming and John Hodiak.

Hayden, in the role of a French privateer, is a fine figure of a sea captain who captures a bevy of beautiful ladies who themselves turn out to be masters of ships. All of these become smitten with Hayden except Miss Fleming who is wary. Nevertheless, however, his love in her is very much in love with her. Another of his prisoners, played by Helena Carter, loses her heart to Hayden, but he finds out before long that she is the fiancée of Sutton, sinister Spanish governor of Cartagena. This triangle of love is complicated when a British ship comes into Cartagena and, after being caught and exposed by Miss Fleming, finally is saved by her. The climax is marked by the bombardment of the city and its capture.

Also in the cast are Paul Cavanagh, Michael Ansara, Raymond Hatton, Alex Montoya and David Bond. Sidney Salkow directed with emphasis on quick pace. Robert E. Kent wrote the screenplay.

Running time, 81 minutes. General audience classification. Release date, not set.

MGM Executives at Miss Zucker Lunch

More than 85 friends and associates at the MGM house office turned out yesterday at Trader Horn’s for a luncheon given to Gladys Zucker, secretary to Miss Zukor, by Jim Meehan, department, who on Sept. 14 will become Mrs. Abe Paley. Among those who attended were J. Robert Kibun, Ben Fielding, Melniker, Irving Greenfield, Archie Weltman, Stanley Thompson, Earle Beatty, Morris Sher, George Shur, Jay Eisenberg, Sid Bronberg, Dolph Schudder, Mark Avrano, Tom Robinson, Bill Orlenstein, Gilbert Wallenstein. The bride-to-be was presented with silver.

Close Rivoli to Prepare for ‘Snows’

The Rivoli Theatre here will be closed to the public on Sunday to prepare for that evening’s invitational premiere of Ernest Hemingway’s “The Snows of Kilimanjaro.” It was announced yesterday by Montagomon, the Rivoli’s executive director.

Rehearsal of the lobby, and rearrangement of the theatre, TV and newsreel coverage of the opening of the 20th Century-Fox production make the closing necessary.

Chaplin to Observe 40th Anniversary

Charles Chaplin’s “Limelight,” his first film in five years, will be shown at his “40th Anniversary Film,” it was announced by Francis M. Winkins, national director of advertising-publicity for United Artists, which will release the picture before the end of the year.

“Limelight” marks four decades since Chaplin appeared in his first motion picture, “Making a Living,” a Keystone Comedy.

Set Dates for ‘Beloved’

“Cry, the Beloved Country” will make its long-anticipated, popular-price engagements in Chicago, Seattle, New Orleans and Washington, during the next 10 days, it was announced by William J. Heineman, sales vice-president of United Artists, which is distributing the Lopert film.

News Writers to Quebec on ‘Junket’

Two more flights have been set by Warner Brothers according to the company’s schedule of taking key city newspaper, syndicate and national news writers to Quebec City to cover the location shooting of “Confessions,” Alfred Hitchcock production.

In Quebec today is a group of national and fan magazine writers, including Larry Elliott, Coronet; Ed Miller, Seventeen; Tony Gray, Premiere, and Bess Little, Goodman Publications. Eve Siegel, Warner home office magazine contact, accompanied them. Flying up tomorrow are the syndicate writers L. L. Stevenson, Bell; Mel Heimer, King Features; Ed Stein, INX; Phyllis Roselle, INS; Harold Blumenfeld, Acme and Kay Sullivan, of Parade. Warner’s Felix Greenfield will accompany them.

Carreras Sets Six Anglo-U.S. Features

LONDON, Sept. 9.—James Carreras, head of Exclusive Films, has come to Hollywood to conclude six American-Canadian cooperative features here in the next 12 months. Four will be made only with Sol Lesser; two with Robert Lipton.

First on the schedule is “The Flanagan Boy,” starring Barbara Payton, with Reginald Le Borde directing.

Another from Rogers For Warner Bros.

HOLLYWOOD, Sept. 9.—As the result of negotiations completed between Jack L. Warner, executive producer, and Mitchell Hamblin, representative of the Wil Rogers family, Wil Rogers, Jr., who had planned to make only one motion picture, has been signed to star for Warner Brothers in “The Boy from Oklahoma.”

George Joins Cuthane

George L. George, director of the Academy Award-winning Signal Corps featurette, “Toward Independence,” was appointed producer-director for Shapira-Culhane Productions, Inc., it was announced by Culhane.

National Pre-Selling

DONAHUE & CO., advertising agents to the film industry, who serve major producing companies and Broadway theatres, are handling the splurge of full-page ads which hit all of the Metropolis newspapers here today for 17 days. The purpose is to discover who instigated this fine institutional gesture at the beginning of a “Greater Movie Season,” and found that the Motion Picture Association of America gave credit to Ed Chur- chill’s staff, who prepared the ad copy. The campaign is one of the industry’s support for it. It was about the best piece of pre-selling of the year, and we know that the motion picture industry in New York, as well as across the country, will benefit from it. This was distinctly a New York presentation, but the idea can be followed elsewhere, for it is a good example for any city or town with a representative number of supporting theatres.

“the Snows of Kilimanjaro” is the feature article in the new Look, dated Sept. 23, and it covers seven inside pictures in both color and black-and-white, in addition to portrait stories of Ava Gardner and Susan Hayward on the front cover. Exhibitors will do well to acquire enough copies of this issue to prepare and display a special lobby frame on the picture, made from the material furnished, and including the color splash and editorial comment. The magazine says, “Some of the words are Hemingway’s as the film takes two hours to see, and because the action is better than the words, it is a good buy.” Also, in the next Sunday issue of Variety Review a color photograph of Miss Hayward will be run in conjunction with an interview writer.

“Sounsidered,” the dictating machine that is used in United Artists’ “Sudden Fear,” is purchasing large ads in 130 newspapers across the country, tying in with openings of the film. The company is also making available to the theatre the use of a machine for dictating patron’s names, with the discs, which are placed in an X35 r.p.m. phonograph, will be given to patrons free. Further promotion is provided through the release of cards for recording to secretaries, schools and potential customers, who are asked to forward in the theatre in exchange for guest tickets, with “Soundsidered” paying the admission for all discs turned in. Special kits have been sent to dealers and agents as a tip with local playdates.

WALTER BROOKS
Commonwealth Fall Meet Opens in K.C.

KANSAS CITY, Sept. 9—The two-day fall meeting of Commonwealth Theatres began here this morning at the Muehlbach Hotel with R. M. Shelton, general manager, presiding for the preliminary proceedings. H. E. Jameson, president, gave the keynote talk, stressing showmanship.

Eleanor C. Rhoden, president of Fox-Midwest, was the guest speaker at the luncheon reviewing the history of Commonwealth. The meeting then began discussions of present importance.

The division managers and their staffs presented new product, each group talking on productions of a variety of the company. Winners of various contests were announced, and presentations were made at the banquet in the evening. The "King of the Sun" award in the traditional contest of summer months, for covered theatre managers, went to Ray Watkins, Superior, Neb.

The runner-up was Harold McCracken, Belleville, Kan. The "King of the Moon" award, for drive-in theatre managers, went to Dick Womack, Harrison, who won it last year also. Runner-up in the drive-in competition was Dale Stewart, Springfield, Mo.

Guest speaker at the banquet was Sterling Silliman, the toastmaster. Bob Walter, service pins were presented by Jameson, one for 20 years and one for 15 years with the circuit. Silliman will speak at the meeting at the morning session, and division meetings will be held.

Drive-in Boom

(Continued from page 1)

days ago. Drive-in theatres are under construction at Navarre, Minn., on Lake Michigan by the Navarre Amusement Corp. of Minneapolis; at Miller, S. D., by Ernest Schweigert and at Ashland, Wis., by Frank and Lyle Carrish of Wayzata, Minn., is scheduling construction of a new drive-in at Hibbing, Minn.

Truman Tribute

(Continued from page 1)

J. F. Woodward
Lake-Wood Circuit
4652 N. Lake Drive
Milwaukee, Wisconsin.

Sincerely,
Joan Woodward
Asst. director,
THE PRED WARING SHOW.

Another example of how many subscriptions keep coming to Motion Picture Daily...

Dear Mr. Quigley:

My father, J. F. Woodward, formerly with the Delft Theatre Circuit of Milwaukee, has recently formed the Lake-Wood Circuit servicing Wisconsin and Michigan. Previously he served as district manager of Eagle-Lion in St. Louis and branch manager of 20th Century-Fox in Milwaukee.

Enclosed is my check to cover a year's subscription to MOTION PICTURE DAILY which he and I consider the finest of the trade publications. His opinion is based on over twenty years in the business which started with the old Pathe company in Chicago. My somewhat different viewpoint is slanted from three years of New York TV. We both agree that it pays to read MPD.

Please send his copies to:
J. F. Woodward
Lake-Wood Circuit
4652 N. Lake Drive
Milwaukee, Wisconsin.

Rule Today on Censorship

(Continued from page 1)

here. Smith had expressed himself to arrest and fine for showing in one of his theatres a newsreel that had not been submitted to the Ohio censor board.

The exhibitor did this to co-operate with the MPAA in the industry campaign to have the state law declared unconstitutional in light of the "Flinky" and "Miracle" decisions of the U. S. Supreme Court.

A certain amount of caution in pursuing "test" cases in other states is likely to be exercised by the industry, it is understood, in view of the Supreme Court's expressed disinclination to see so-called "test" actions against censorship coming to the fore with increasing frequency. Hence, industry strategy in fighting the state censorship statutes may be altered somewhat to enable future actions to be accepted as uncontrived, it was said. Ideas for such strategy are as yet undeveloped.

But, industry observers point out, the high court ruled against censorship in the "Flinky" and "Miracle" cases and if the states refuse to be guided by the Supreme Court decisions, the industry may have to impose upon the justices the unqualified need for "test" cases. The decision by Judge Wiley may serve to arm the industry with a good argument in this connection should it not hold the state's censorship laws to be unconstitutional, as the industry contends.

Close Pimlico Theatre

BALTIMORE, Sept. 9, Lauritz Gar- man has closed his 1,100-seat Pimlico Theatre here. It is located near the Pimlico racetrack. Garman is disposing of all equipment and the building will be given over for commercial development.

Report Business Up In Minneapolis

Minneapolis, Sept. 9.—Good pictures are selling box-office records in the Minneapolis exchange area, according to Myron Adcock, Warner branch manager.

Adcock cited the many Minneapolis Loop hold-overs of first-run pictures as proof of the box-office upward trend here. Cities where box-office guesses are reported exceptionally good are Duluth, Minn., and Bismarck, N. D.

Rackmil Pacts

(Continued from page 1)

the principal holder of Universal stock.

Rackmil's contracts with Universal and Decca are both for a period of seven years from last July 15. The Decca pact stipulates that he shall give at least one-third of his business time to performing his duties for that company, and the Universal contract also requires that he shall devote "not more than one-third of his business time" to Decca.

The Decca contract takes cognizance of the fact that Rackmil has undertaken to serve as attorney and director of Universal Pictures, in which Decca had made a substantial investment.

Rackmil's Decca salary is to be paid in the form of $817.31 per week, while his Universal salary comes to $1,383.30 per week. Each company has granted him a four-week vacation per year.

The Decca agreement, stating that Rackmil "may serve as an officer or consultant to Universal and its subsidiaries or affiliates under his agreement with Universal dated July 15, 1952," allows that he shall, without first obtaining the consent of the board of directors of Decca, assume any new obligations in any such capacity except such directorships in Universal, its subsidiaries and affiliates as shall be appropriate to his continuing relation with that company.

Join TNT Line-up

(Continued from page 1)

announced their intentions of joining the network. Those are: the Guild Theatres in New York; Wee, James, Ashby Park; Orpheum, Los Angeles; Up-town, Tivoli and Marboro, Chicago; Paramount, Hammond, Ind.; Pal, State, Detroit, and Radio City, Minneapolis. It is believed that John Woldberg's Broadway Theatre, Detroit, has also contracted for the event.

Youngstein

(Continued from page 1)

billings. With a minimum of one meeting a day set, Youngstein began his final swing around the country with a session at the local exchange. He will be in Denver tomorrow, Salt Lake City Thursday, Seattle on Friday, Los Angeles over the weekend, San Francisco on Monday, San Fran- cesco again next Tuesday, Dallas on Wednesday and Los Angeles on Thursday, Sept. 18.
Para. Control

(Continued from page 1)

American Broadcasting Co. merger closed recently without the FCC. Proposed findings on the other issues in the hearing are due in ten days.

Has 'Negative' Control

In its findings the broadcast board determined that unaffiliated Du Mont have affirmative control, but that Paramount, "through the power of veto or block action," is the majority decision of the company, has negative control of Du Mont.

The Bureau said that the facts brought out at the hearing "clearly date the delegation of powers and duties between Paramount and Dr. Du Mont and his associates on the various levels of stockholders, board, executive and management action." This division, the bureau went on to say, effectively prevents the other group from gaining ascendency over the other in arriving at the basic decisions of the company.

The Paramount findings maintained that the company controls and exercises any power of control over DuMont "unless it takes unusual affirmative action such as declaring a dividend, the right, purchasing more Class A stock, etc." The brief pointed out that Paramount could do those things with the same results as if it had 50 or 100 shares of stock. Paramount would have no power to control DuMont the brief went on, unless it took stock.

There is no evidence, the findings concluded, that Paramount "ever desired or attempted to obtain such a position as one from which it could dominate the company and direct the policies of DuMont." Paramount now holds all the outstanding shares of Class B stock in DuMont as well as 28 per cent of the outstanding A stock. There are five Class A directors on the DuMont board and three Class B Paramount directors.

The question of Paramount's control of DuMont has been up before the Commission twice and in each case the FCC found that Paramount did control DuMont in the light of that Commission's ruling that no company or group may own more than five television stations. Most recent FCC statement on the subject was a negative decision issued in July, which has never been finalized by the Commission.

Now the only way to a final Commission decision on this and other merger issues will be the hearing examiner's decision, which should come in about three or six weeks after attorneys have filed proposed findings on the remaining merger issues.

Television - Radio

with Pinky Herman

G'IL FATES, first ever to have been CBSigned to a three-year contract, actor-producer-writer, whose own career would make an entertaining story, will become executive director for Goodson-Tompkins Productions. Joining him are Allen, Tom Hall, Harmon, Bill Henry and Russ Hodges have been named to NBCover via TV, 11 NCAA football games starting Sept. 20, with General Motors picking up the tab. . . . Sam Jaffe Agency is plenty interested in Hamilton Benz, the scripter whose recent original story, "Tennessee Ten," was picked for the "Deko Theatre" thrill. . . . After carving himself an altitudinous niche in his first season on TV, Red Skelton, who will start his second year Sunday, Sept. 28, returns likewise to radio, his NBCclownings to be heard Tuesdays, 8:30-9:00 P.M., beginning next Tuesday. Red comes by his talents naturally, his father having been a circus ringmaster for many . . . Fred Allen will hit the air for awhile yet recuperating from an illness but one of his favorite characters, will be heard in a daily 5-minute series titled, "Titus Moody Speaks." Program will be presented by Bob Monroe over WOR-Mutual and will bow in Sept. (7:55-8:00 P.M.)

Veep Bill Dozier of CBS has three additional half hour dramatic packages all ready for TV should certain time slots become available . . . We like the breezy style and he sportscasting Jack Lesouche delivers every morning on Dave Garr- gill's daily "Today's Sport." Jack Hurley is seeking a vocalist for the "Jackie Gleason Show" which will be telecast CBSaturdays starting Sept. 20 . . . Tin Pan Alley's octogenarian songwriter Al Bryan, who appeared last Friday on the "We, the People" program is ever ready with a new little song-ad-lad and another song of coffee at Paddock or Broadway, Irving Berlin asked Al, "How are things?" "Oh," answered Bryan, "About the same." "What do you mean, about the same?" asked the Triple AAAscop- mor. "Well," drolled Bryan, "You can still get MY songs published and I still could NOT get YOUR songs published."

Bill Houston, former ABC executive, took a successul engagement at the Hotel Roosevelt in N'Yors, set for a TV build up by his new managing director Paul Kapp.

Paula Stone writes from the Coast that she is preparing two new musicals for Broadway. . . . "Mr. & Mrs. North," will debut on TV, Friday, Oct. 3, and will be CBSseen 10:00-10:30 P.M. Series will be sponsored by Colgate-Palmolive-Peet Co., which will continue the radio series. Films, starring Barbara Britton and Richard Denning, as Pam and Jerry, are now being shot in the Goldwyn studios in Hollywood. . . . That constant WABDcalc between the sales and production departments should be called a draw and all concerned would benefit thereby. . . . Radio stations should avail themselves of the opportunity of presenting a timely and interesting series of public service programs, "Errand of Mercy," project- edly conducted by William Lee, the executive secretary, with Rod O'Connor, announcer. . . . Rex Marshall, who is announce of Antolite's "CBSuspend show" for the fourth year, will also announce the "Herman Hickson Show" when it NBCcomes . . . Dennis (Voice of Old Gold Giggies) Janes will cut up with Herb Shriner when the new "Two For The Money" simulcast takes place Tuesday, Sept. 30, at 10:00 P.M., via NBC. Sponsor's of the Goodson-Todman package is P, Lorillard Co.

LOTSADOTS . . . Film scouts should take a gander at the new news plots that record exec Dave Miller has brought in from Philco. Name's Dick Lee and he sings and looks like a million dollars. . . . George Harris, national sales manager for Dunhill cigarettes, is in a bit of a dither these days. Seems that Mack Sennett has been getting bids to re-issue his Keystone Kops series for TV and George was one of Ford Sterling's Kops. . . . United Artists TV package, which opened two months ago in 22 cities, is now TViewied in 35 cities. . . . Don Sanford, former scripter of "Martin Kane, Private Eye," has been signed to write the "Man Against Crime," stories.

Atkin Managing House

ALBANY, N.Y., Sept. 9.—Gerry Atkin, Warner Theatres advertising and publicity director in the Eastern New York district, is promoting also managing the Ritz, Albany zone manager Charles Skalkowitz announced. It is

Set Du Mont Annual Meeting for Oct. 20

A special meeting of common stockholders of Paramount Pictures will be held in the company's offices at Chinon, N. J., to elect eight directors, the president, vice-president, secretary and assistant treasurer of the corporation.

The corporation's nominees for Class A stockholders' votes consist of five of its present board members, Allen E. B. Du Mont, Bruce T. Du Mont, Thomas T. Goldsmith, Jr., Stanley F. Patten and Percy M. Stewart, with Allen E. B. Du Mont, president, and Patten for vice-president.

The company's proxy statement notes that the identity of the directors and officers to be elected by Paramount are unknown to it. Listed compensation paid to officers last year are: Allen Du Mont, $50,000; Leonard Cramer, former vice-president, $32,961; Goldsmith, director of research, $25,000.

The special meeting of stockholders is being held in lieu of the annual meeting which was not held last May.

Balks at Ontario

(Continued from page 1)

ruled by Stuart W. Griffiths, CBC supervising executive producer here.

Ernest L. Bushnell, director-general of programs for both TV and radio, added: "We bought some pictures in the States and they've been censored by some board down there but not by the Ontario Board."

Bushnell asserted that the CBC would do its own censoring.

O. J. Silverthorne, chairman of the Ontario censors, objected to the attitude of the Federal agency, declaring: "This board was set up to make sure our children and young people would get proper entertainment."

Ignored Distributors

It also developed that the Canadian Broadcasting Radio Exchange and the Canadian film distributors in Canada in buying at least three features in the U.S. for its television programs. These are "James Dean In One Red Stallion" and "Sky Dragon," the Canadian rights for which are held by film exchanges here.

The CBC has not bought a feature from any Canadian distributor, it is claimed.

Business Will Grow

Despite TV: Berger

MINNEAPOLIS, April 9.—The motion picture theatre business will enjoy its greatest period of prosperity as soon as the new era had been inaugurated. Benjamin Berger, president of North Central Allied, predicted at a district meeting in Fargo, N. D., that business would have exceeded meeting of exhibitors at Fargo that TV is going to hurt motion picture business until people get used to its novelty. But remember, Berger added, everyone has a kitchen and still restaurants do a big business.
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<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
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<tr>
<td>Aug. 3</td>
<td>(Aug. Releases) CAPTAIN PIRATE (Color) Louis Hayward 0:50 min. (Rev. 7/25/52)</td>
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<td>YOU FOR ME Peter Lawford Jane Greer 0:34 min. (Rev. 7/25/52)</td>
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<td>(Aug. Releases) THE BIG SKY GIRL Douglas Dunne Jody Martin 0:16 min. (Aug. 21)</td>
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<td>Aug. 10</td>
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<td>LAST TRAIN FROM BOMBAY Jai Holt 0:45 min. (Rev. 7/25/52)</td>
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<td>(Aug. Releases) DONT BOTHER TO KNOCK Richard Widmark Marilyn Monroe 0:26 min. (Aug. 21)</td>
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<td>Aug. 17</td>
<td>(J. Arthur Rank) THE OLD DEEP YELLOW Jean Simmons Trevor Howard 0:48 min. (Rev. 7/25/52)</td>
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<td>WHERE'S CHARLEY? (Color) Ray Milland Allyn McCarroll 0:57 min. (Aug. 22)</td>
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<td>Aug. 24</td>
<td>THE KID FROM BROKEN GUN Charles Starrett Smiley Burnette 0:56 min. (Rev. 7/25/52)</td>
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<td>(Aug. Releases) IT'S IN THE BAG Jack Benny Fred Allen 0:23 min. (Sept. 4)</td>
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<td>Aug. 31</td>
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<td>(Sept. Releases) UNMARRIED WOMEN 0:29 min. (Aug. 17)</td>
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<td>Sept. 7</td>
<td>(Sept. Releases) RAINBOW 'ROUND THE SHOULDER (Color) Frankie Lane Billy Daniels 0:53 min. (Rev. 8/2/52)</td>
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<td>BIG JIM McLAIN John Wayne Arlene Ganon 0:08 min. (Aug. 23)</td>
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<td>Sept. 14</td>
<td>AFFAIR IN TRINIDAD Rita Hayworth Glenn Ford 0:54 min. (Rev. 8/2/52)</td>
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<td>JENNIFER LEE Trudyité Don Powell 0:57 min. (Aug. 23)</td>
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<td>Sept. 21</td>
<td>WAGON TEAM Gene Autry 0:41 min. (Rev. 8/2/52)</td>
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<td>(Sept. Releases) LURE OF THE WILDERNESS José Peters John Huntley 0:59 min. (Aug. 30)</td>
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<td>Sept. 28</td>
<td>THE MINE WITH THE IRON DOOR Richard Arlen C. J. Williams 0:50 min. (Rev. 8/2/52)</td>
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<td>(Sept. Releases) THE LADY VANISHES Michael Redgrave Marjorie Lawrence 0:59 min. (Aug. 30)</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.)
Drive-in Boom Is Underway in The Northwest

See Hundreds Built in The Next Five Years

MINNEAPOLIS, Sept. 9.—The greatest construction boom of drive-in theatres in the history of the Northwest is now underway and is swelling the Minneapolis exchange area, according to reports from Film Row sources.

Leading the parade of optimistic predictions are Irving Marke's, The Monogram branch manager said that the boom may continue for as long as six years. In spite of the comparatively short season in the area, Marks continued, hundreds of drive-ins will be built due to the public demand for this type of showplace.

Meanwhile, the list of new drive-ins opening in this area, or those under construction continues to grow.

The Snyder Theatre Co. of Williston, N. D., is opening a new drive-in theatre in that city on Friday. The Ironwood Amusement Co., Foolwood, Mich., opened a drive-in in that city a few days before.

Pacts Give Rackmil $122,500 Yearly

Milerton R. Rackmil, whose employment contract as president of Universal Pictures, provides for a salary of $80,000 per year, has taken a $50 per cent salary cut as Deca Records president to give him $42,500 instead of $85,000 per year as chief executive of the latter company, Deca has disclosed in a report to the Securities & Exchange Commission.

Deca, shortly before Rackmil was elected Universal president, became

Youngstein on Last Lap of Drive Tour

CHICAGO, Sept. 9.—Max E. Youngstein, vice-president of United Artists, who is drive captain in the company's "Bill Heineman Sales Drive," has arrived here from New York to launch a 10-day, 10,000-mile tour that will take him to nine key exchanges in preparation for the last lap of the drive which U. A. says already has resulted in all-time weekly highs for

Fabian Houses Join TNT Line-up for Title Bout

Three television-equipped Fabian Theatres, including the 4,000-seat Fox in Brooklyn, N. Y., will carry the telecast of the Walkott-Marciano heavyweight title bout on Sept. 25, thus bringing the number of theatres which have already disclosed plans to join the trans-continental telecast to 15.

Nathan Halpert, president of Theatre Network Television, also disclosed yesterday that in addition to Fabian's Fox, the Grand in Albany, N. Y., and National in Richmond, the Paramount and the Telenews, in San Francisco, will also carry the bout.

Negotiations with Century Circuit, Loew's, Warner Brothers, RKO Theatres and others for the fight telecast are continuing, in the meantime.

It was also learned that Comerford's Capital Theatres, in Binghamton, N. Y., in 1,000-seater, also plans to carry the event, which will be telecast from Philadelphia's Municipal Stadium. The only contingency for the Capitol Theatre, it was added, is the availability of long lines and local loops. Pricing policy for the Capitol still is to be determined.

Other theatres which have already

Dietz Will Keynote The AMPA Courses

Howard Dietz, M-G-M advertising-publicity vice-president, will deliver the keynote lecture in the courses of the Association of Motion Picture Advertisers, Harry McWilliams, AMPA president, disclosed yesterday, AMPA set up the courses for the benefit of industry employers here who desire to improve their knowledge of promotional techniques or learning new ones.

The 12-week initial course, which will be conducted Thursday evening, will open in the screening room of the RKO Pictures home office here yesterday on the 25th anniversary of Paramount News.

The event was marked by an informal home office luncheon honoring A. J. Richard, editor of Paramount News. Barney Balaban, president of Paramount Pictures Corp., paid tribute to the veteran newsmen editor whose motion picture experience goes back to 1907.

In addition to President Truman's congratulations, other letters of tribute were received from General Sory Smith, director of public information; Robert A. Lovett, Secretary of Defense; Charles Sawyer, Secretary of Commerce; J. Edgar Hoover, head of the FBI; John W. Snyder, Sec-

FCC Says Para. in Control of DuMont

WASHINGTON, Sept. 9.—The Federal Communications Commission's broadcast bureau told the FCC today that Paramount Pictures has negative control of Allen B. Du Mont Laboratories, Inc., and at the same time both Du Mont and Paramount denied the existence of control.

The two companies and the broadcast bureau made these statements in proposed findings filed today with the Commission and dealing with the question of Paramount's control of Du Mont. This is one of the issues in the United Paramount Theatres—

Balks at Ontario Film Censorship

TORONTO, Sept. 9.—After buying film features and short subjects for the United States for its television programs at Montreal and Toronto, the Canadian Broadcasting Corp., denied the right of the Ontario Board of Censors to pass upon the pictures.

"We are a Dominion government organization and we are not bound by provincial censorship," it was

To Rule Today On Censorship In Ohio Case

Toledo, Sept. 9.—Judge Frank W. Wiley said today that he will render his decision in Municipal Court tomorrow morning in the industry newswire censorship case.

It is expected that the industry's campaign to eliminate motion picture censorship in the other states that have censor boards will pick up speed if the attack on the Ohio newswire censorship law results in a decision by Judge Wiley that is favorable to the industry.

If, however, Judge Wiley rules unfavorably from an industry standpoint, the defendant, local exhibitor Martin G. Smith, and the Motion Picture Association of America and the Independent Theatre Owners of Ohio are expected to appeal, with the ultimate aim of getting the case before the U.S. Supreme Court. The MPAA and the Ohio ITO co-operate with Smith's attorney in preparing the "test" case.

Youngstein"
Indian Film Delegation to Arrive Mon. for US Tour

At the joint invitation of the Johnston, president of the Motion top-ranking Indian motion picture Monday for a four-week, eight-city to Hollywood.

Call up was extended as part of a motion picture to celebrate India’s date of American motion picture industry representatives at the Hollywood Festival held in New Delhi last March. Seven of the Indian film world to arrive in New York on Monday, with producers, directors and a cinematographer among the others.

The highlights of their initial four days in New York, starting Sept. 16, include an official welcome by the mayor; a luncheon reception at the U.S. Secretariat; and a reception hosted by Johnston, at the Waldorf-Astoria, with luminaries of the Broadway stage.

The visitors will also attend a performance of "The King and I," and on Sept. 18, a screening of 20th Century-Fox and the Rivoli theatre at the world premiere of "The Snows of Kilimanjaro."

WASHINGTON, Sept. 9.—New York will be rolled by "It’s a Trip to Poughkeepsie, a visit to West Point, and a visit and tea with Mrs. Eleanor Roosevelt at Hyde Park."

In Washington, Sept. 19-22, the group will meet with President Truman. They will be guests of honor at a reception given by the State Department at Blair House, and another reception given by the mayor. Johnston will again host a dinner at a screening in MFAA’s Academy theatre of India’s first feature picture in color.

JULY - August Stock Trading Was Light

WASHINGTON, Sept. 9.—Stock trading by industry officers and directors was very light from mid-July to mid-August according to data published today by the Securities and Exchange commission covering that period. At Monogram W. Ray Johnson reported his holdings at 4,217 shares of common, after 1,900 shares had been returned on offer of rescission. Harry M. Nadel, director of M.G.M. Warner Brothers common, leaving his personal holdings at 245,300 shares in 16,000 shares. At United Pictures and Warners, W. W. Saroyan shall bought 25 shares of common, bringing his holdings up to 125. Rossellini, director of M.G.M. Boston Theatres common, leaving them with 129,934 shares at the close of the period.

Mullin Circuit to Reopen Five Theatres

BOSTON, Sept. 9.—Martin J. Mullin, owner of the Independent Film Distributing Co., disclosed today that five of the circuit’s six closed houses will be in full operation by Sept. 20. Two of the houses have already opened. They are the Olympia in Lynn, Mass., and the Merrimack Square and the Strand in Somerville to open about Nov. 1. The Strand in Chelsea will remain closed but may re-open later this year, said Mullin.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sybilin Keats, Editor; Terry Ramsey, Managing Editor; Publishers: 760 West 57th Street, New York 19, N. Y. Distributed free to members of the M.P.I.A. by Express by Harry Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Feese, Advertising Manager; Raymond Lee, Vice-President and Treasurer; John M. Frontier, General Manager; Raymond Lee, Vice-President; John J. Klee, Book Sales Manager. Yearly subscription, $5.00. Second-class mail subscription, $4.00. Office, 26 North Clark Street, FR 2-3843, Washington, D. C. Office, 26 North Clark Street, FR 2-3843, Washington, D. C. Universal Advertising Representative, 51-301; Bruce Trice, Editorial Representative, 11 North Clark Street, FR 2-3843, Chicago, Ill. Sybilin Keats, Publisher. M.P.I.A., motion picture Herald, International Motion Picture Almanac, For, 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, $6 in the Americas and $12 foreign; single copies, 10c.
**National Pre-Selling**

DONAHUE & Cot, advertising agents to the film industry, who serve major producing companies and Broadway way theatres, were responsible for the splurge of full-page ads which hit all of the Metropolitan newspapers here Saturday. The idea was to find out who instigated this fine institutional gesture at the beginning of a new year and to discover that the Motion Picture Association of America gave credit to Ed Churchill's staff, who prepared the ad copy. The campaign is to be carried one more year as a service to the industry. It was about the best piece of pre-selling of the year, and we know that the motion pictures picture was vividly displayed in New York, as well as across the country, will benefit from it. This was distinctly a New Year presentation, but it is certain that exhibitors elsewhere, for it is a good example for any city or town with a representative number of showing theatres.

DuFine-Kaufman, Inc. advertising public relations experts in New York, are similarly charged with the same job, and different in their "Goodstix" transport plastic posters, in miniature size and full color. M-G-M was among the first to advertise its new photo-news卖出 device for motion pictures, and now, with the formation of a new company, Goodwin Products Corp., in New York, it is to be expected that other film companies will follow. You have already created a comic book which tells the story of the picture in popular jargon, and this week, you will want to peep it up.

The "Snows of Kilimanjaro" is the feature article in the new Look, dated Sept. 23. It covers seven inside pages in both color and black-and-white, in addition to star portraits of Ava Gardner and Susan Hayward on the front cover. Exhibitors will do well to acquire enough copies of this issue to prepare and display a special campaign for the film, as it may be mentioned in the pages, and including the color splash and editorial discussion of the same in all ads. The term "Kilimanjaro" in the film itself means two hours to see, and because the action is better than the words, it is a good one. Also, in the next Sunday issue of Pictorial Review a color photograph of Miss Hayward will be run in conjunction with an interview with her.

"Soundscriver," the dictating machine that is used in United Artists' "Sudden Fear," is purchasing large ads in 120 newspapers across the country, tying in with openings of the film. The company is also making available to theatres the use of a machine for the production of phonograph records, and the discs, which play any 33 1/3 r.p.m. phonograph, will be given to patrons from theatre. This service is provided through the mailing of discs for recording to secretaries, schools and potential customers, who are asked to bring to the theatre in exchange for tickets, with "Soundscriver" paying the admission. If all discs turn in success, kits have been sent to dealers and agents as a tieup with local playdates.

WALTER BROOKS

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**Services Held for Charles W. Bunn, 61**

Funeral services were held Monday for Charles W. Bunn, 61, veteran motion picture and theatre equipment executive, who died suddenly last Saturday in his home at Highland Falls, N.Y.

Bunn entered the industry in 1915 as a member of the staff of World Film Corp. Later he was affiliated with First National's special film force, headed Warner Brothers road show department and, with the introduction of sound, became sales head of Vitaphone Corp. At the time of his retirement, he was general sales manager of Electrical Research Products, distributing and servicing sound equipment subsidiary of Western Electric.

**Record $37,000 for 'Somebody' in Chi.**

CHICAGO, Sept. 9.—Paramount's "Somebody Loves Me" is said to have smashed all box-office records in the first three days of its world premiere engagement, which began last Friday at the Chicago Theatre here with a $37,000 gross.

Playing to standing room only audiences, the Technicolor musical, starring Betty Hutton and Ralph Meeker, reportedly doubled the opening day's business of the previous record holder, Hal Wallis' "Sailor Beware," grossing $13,500.

**$1,225,000 Goal for Coast Charity Group**

HOLLYWOOD, Sept. 9.—The Permanent Challenge Committee has announced a goal of $1,225,000 for the 1953 campaign. Campaign chairman Don Schary said, "While slightly in excess of the anticipated public subscription in last year's campaign, $1,225,000 is entirely a realistic goal which we believe we can reach."

**Rosen Visits Coast**

HOLLYWOOD, Sept. 9.—Samuel Rosen, executive of Fabian Theatres, New York, is here to view pictures in production, in addition to the usual film festival, which will provide the display before the end of the year. "Limelight" marks four decades since Chaplin appeared in his first motion picture, "Making a Living," a Keystone Comedy.

**Services for Zellner**

HOLLYWOOD, Sept. 9.—Services will be held tomorrow at Steens Mortuary, North Hollywood, for Arthur J. Zellner, 59, veteran screenwriter, who died yesterday following a long illness. The widow and two daughters survive.

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**Review**

**"The Golden Hawk"**

(Columbia)

SAM KATZMAN'S PRODUCTION of Frank Yerby's best-selling novel, "The Golden Hawk," is a lively pirate saga replete with vengeance, heroes and villains. princess, the lovely lady of the sea, nightmares and treachery.

Katzman's adaptation of Yerby's novel is among the most successful of Yerby's best-selling series, which has included "Monte Carlo," "Czar," "The Last Run," "The Golden Hawk," "The Golden Hawk." Katzman's film version of Yerby's novel has been successfully adapted by William J. Heir, a former executive, metro-Goldwyn-Mayer, and John Steinbeck, the author of "The Grapes of Wrath." "The Golden Hawk," as conceived by Katzman, is a well-made, well-acted, well-written film about a shipwrecked sailor who returns to the sea to save the ship from destruction.

Barbara Stanwyck, who plays the title role in this film, has been nominated for an Academy Award for her performance in "The Snake Pit." Stanwyck's portrayal of a shipwrecked sailor who returns to the sea to save the ship from destruction is among the most successful of her career.

**MGM Executives at Miss Zunker Lunch**

More than 85 friends and associates at the MGM home office turned out yesterday at Trader Horn's for a luncheon given to Gladys Zunker, secretary to J. Robert Rubin, head of the department, who on Sept. 14 will become Mrs. Abe Paley. Among those who attended were J. Robert Rubin, Ben Fielding, Melvin, Irving Greenfield, Artie Wittenberg, Stanley Thompson, Earl Beatty, Muriel, George, St. John, Ray Eisenberg, Sid Bronberg, Dolph Schadel, Mark Arriano, Icon Robinson, Bill Ornstein, Gilbert Wallerstein. The bride-to-be was presented with silver. 

**Close Rivoli to Prepare for 'Snows'**

The Rivoli Theatre here will be closed to the public for only five days, Sept. 17, to prepare for that event's invitational premiere of Ernest Hemingway's "Snows of Kilimanjaro." It was announced by Montague Salmon, the Rivoli's executive director. Refurbishing of the lobby and rear wall of the building, television and newspaper coverage of the opening of the 20th Century-Fox production will be the closing necessary.

**Chaplin to Observe His 40th Anniversary**

Charles Chaplin's "Limelight," his first film in five years, will be described as his "40th Anniversary Film," it was announced by Francis M. Winikus, national director of advertising, as "Limelight" will mark the milestone in Chaplin's career, which will release the picture before the end of the year.

"Limelight" marks four decades since Chaplin appeared in his first motion picture, "Making a Living," a Keystone Comedy.

**Set Dates for 'Beloved'**

"Cry, the Beloved Country" will move into a series of first-run, popular-price engagements in Chicago, Seattle, New Orleans and Washington, during the next 10 days, after it was announced by William J. Heir, the advertising vice-president of United Artists, which is distributing the Lopert film.
Report Business Up in Minneapolis

MINNEAPOLIS, Sept. 9—Good pictures are stacking box-office records in the Minneapolis exchange area, according to Mr. Myron Adcock, Warner branch manager.

Adcock cited the many Minneapolis Loop holdovers of first-run pictures as proof of the box-office upward trend here. Cities where box-office grosses are reported exceptionally good are Duluth, Minn., and Bismarck, N. D.

Rackmil Pacts (Continued from page 1)

the principal holder of Universal stock.

Rackmil’s contracts with Universal and Decca are both for a period of seven years from last July 15. The Decca pact stipulates that he shall give at least one-third of his business time to performing his duties for that company, and the Universal contract also requires that he shall devote “not more than one-third of his business time” to Decca.

The Decca contract takes cognizance of the fact that Rackmil has undertaken to serve as president and director of Universal Pictures, in which Decca had made a substantial investment.

Rackmil’s Decca salary is to be paid in the form of $817.50 per week, while his Universal salary comes to $3,382.50 per week. Each company has granted him a one-month vacation per year.

The Decca agreement, stating that Rackmil “may serve as an officer or consultant to Universal and its subsidiaries or affiliates under his agreement with Universal dated July 15, 1952,” allows him to hold any directorship, trusteeship or executorship which he now has, but he shall not, without first obtaining the consent of the board of directors of Decca, assume any new obligations in any such capacity except such directorships in Universal, its subsidiaries and affiliates as shall be appropriate to his continuing relation with that company.”

Join TNT Line-up (Continued from page 1)

announced their intentions of joining the network include: the Guild Theatre, New York; St. Janes, Asbury Park; Orpheum, Los Angeles; Uptown, Tivoli and Marbro, Chicago; Paramount, Hammond, Ind.; Palmer State, Detroit, and Radio City, Minneapolis. It is believed that John Wollberg’s Broadway Theatre, Denver, has also contracted for the event.

Youngstein (Continued from page 1)

billings. With a minimum of one meeting a day set, Youngstein began his final swing around the country with a session at the local exchange. He will be in Denver tomorrow, Salt Lake City Thursday, Seattle on Friday, Los Angeles over the weekend, San Francisco on Monday, Los Angeles again next Tuesday, Dallas on Wednesday, and New Orleans on Thursday, Sept. 18.

Rule Today on Censorship

(Continued from page 1)

here, Smith had exposed himself to arrest and fine for showing in one of his theatres a new reeler that had not been submitted to the Ohio censor board. The exhibitor did this to co-operate with the MPAA in the industry campaign to have the state law declared unconstitutional in light of the “Pinky” and “Miracle” decisions of the U. S. Supreme Court.

A certain amount of caution in pursing “test” cases in other states is likely to be exercised by the industry, it is understood, in view of the Supreme Court’s expressed disinterest in seeing so-called “test” actions against censorship coming to the fore with increasing frequency. Hence, industry strategy in fighting the state censorship statutes may be altered somewhat to enable future actions to be accepted as uncontrived, it was said. Ideas for such strategy are as yet underdeveloped.

But, industry observers point out, the high court ruled against censorship in the “Pinky” and “Miracle” cases and if the states refuse to be guided by the Supreme Court decisions, the industry may have to impress upon the justices the unqualified need for “test” cases. The decision by Judge Wiley may serve to arm the industry with a good argument in this connection should it not hold the state’s censorship laws to be unconstitutional, as the industry contends.

Close Pimlico Theatre

BALTIMORE, Sept. 9, Larr caption, Ruan man has closed his 1,100-seat Pimlico Theatre here. It is located near the Pimlico racetrack. Garman is disposing of all equipment and the building will be given over for commercial development.

Another typical example of how so many subscriptions keep coming to Motion Picture Daily . . .

Dear Mr. Quigley:

My father, J. F. Woodward, formerly with the Deft Theatre Circuit of Milwaukee, has recently formed the Lake-Wood Circuit servicing Wisconsin and Michigan. Previously he served as district manager of Eagle-Lion in St. Louis and branch manager of 20th Century-Fox in Milwaukee.

Enclosed is my check to cover a year’s subscription to MOTION PICTURE DAILY which he and I consider the finest of the trade publications. His opinion is based on over twenty years in the business which started with the old Pathe company in Chicago. My somewhat different viewpoint is slanted from three years of New York TV. We both agree that it pays to read MPD.

Please send his copies to:

J. F. Woodward.
Lake-Wood Circuit
4652 N. Lake Drive
Milwaukee, Wisconsin.

Sincerely,

Joan Woodward
Asst. Director,
THE FRED WARING SHOW.
Motion FATES, first to ever have been CBSigned to a three-way contract, actor-writer-producer, whose own career would make an entertaining story, will become executive director for Goodson-Todman Productions starting next Monday. Mel Allen, Tommy Harmon, Bill Henry and Russ Hodges have been named to NBCover in TV. MLJ, Inc., general entertainment divisions with General Motors picking up the tab. Sam Jaffe Agency is工艺ly interested in Hamilton Benz, the scripter whose recent original story, “Gillia,” was a “De Luxe Video Theatre” thrill. After cutting himself an altitudinal niche in his first season on TV, Red Skelton, who will return for another likeable, Lou çevv, is also due to appear on the radio, his NBCOwings to be heard Tonight, 8:30-9:00 P.M., beginning next Tuesday. Red comes by his talents naturally, his father having been a circus clown for years. Fred Allen will be off the air for awhile yet recuperating from an illness but one of his favorite characters, will be heard in a daily 5-minute series titled, “Titus Moody Speaks.” Program will be presented by Bob Monroee over WOR-Mutual and will bow in Sept. 30 (7:55-8:00 P.M.)

Balks at Ontario (Continued from page 1)

ruling by Stuart W. Griffiths, CBC supervisor of programs here.

Ignored Distributors

It also developed that the Canadian Broadcasting Corp. had ignored the film distributors in Canada in buying at least three features in the U.S. for its television programs. There are "Jamaica Inn," "Red Stallion" and "Sky Dragon," the Canadian rights for which are held by film exchanges here.

The CBC has not bought a feature from any Canadian distributor, it is claimed.

Business Will Grow Despite TV: Berger

MILWAUKEE, April 9—The motion picture industry’s greatest period of prosperity as soon as the novelty of television wears off, Benjamin Berger, president of North Central Artists, said at a district meeting in Fargo, N. D.

Berger told the well-attended meeting that TV is going to hurt motion picture business until people get used to the novelty. But remember, Berger added, every home has a kitchen, and still restaurants do a big business.
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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.)
Tentative Deal On a New U.K.- Pact Reached

Terms Not Revealed; Needs Formal Approval

WASHINGTON, Sept. 10.—A tentative agreement on new monetary terms was reached here today by British and industry negotiators.

Announcement was made by the Motion Picture Association of America at the close of three days of negotiations conducted by representatives of the British government, the Society of Independent Motion Picture Producers and MPAA.

Both British and industry spokesmen agreed not to make public any details of the agreement. MPAA declared in its statement that details probably would not be disclosed until after the British government and two industry organizations had considered the terms of the agreement.

That they involve a modification of the present agreement, however, was admitted.

The British have insisted during the negotiations that they did not

(CLARKEBURG, W. Va., Sept. 10.—The annual convention of West Virginia Allied opened here today with a general discussion of business conditions and the booking problems arising out of print shortages and curtailed film transportation. Allied president Wilbur Snapper participated and tomorrow general counsel Abram Myers is due to discuss the tax issue. Leon Bamberger of RKO Radio will also speak.

When "Somebody Loves Me" opens at the Roxy Theatre here after the current attraction, "Monkey Business," it will be the first time that a Paramount picture has played that showcase in 20 years.

Distribution Heads Will Attend the TOA Convention

Among the more than 500 from exhibition and distribution who have indicated they will attend the Theatre Owners of America convention in Washington next week are several top sales executives, including Alfred W. Schwalberg, Paramount; Charles Reagan, Loew's; Al Lichtman, William Gehring and Arthur Silverstone, 20th Century-Fox; Abe Montague, Columbia; James R. Grainger, Republic, and George Dembow, National Screen.

As previously announced by TOA, William F. Rodgers, Loew's vice-president and chairman of the distributors' arbitration negotiating committee, will address the convention on arbitration.

Others definitely scheduled to attend are Ned E. De pensé, RKO Radio.

(Continued on page 5)

U. S.-France Rift Aids Italian Films

The cessation of American film exports to France, a direct result of the collapse of negotiations for a new Franco-American film agreement, has caused concern in distribution circles here over what was described as the likelihood that France will depend increasingly on Italian film imports to fill the American product gap.

If U. S. films are kept out of France for an extended time, American distributors could find upon resumption of shipments that competition there

(Continued on page 4)

TNT Signs Up Two More N. Y. Theatres

Century Circuit's Marine Theatre, Brooklyn, N. Y., and the Queens Village, L. I., have booked the telecast of the Jersey Joe Walcott-Marciano heavyweight title bout, thus becoming the fourth theatre in New York which will carry the trans-continental telecast originating from Philadelphia on Sept. 23.

Century officials, while disclosing

(Continued on page 4)

Ohio Censorship Suit Won by Industry

Arbitration Meet Off Until Monday

The meeting to act on the industry arbitration system draft which MPAA member companies' presidents, sales managers and attorneys had scheduled for today at the Hotel Astor here, yesterday was postponed to Monday at the same location. After voting on the draft Monday morning, the meeting probably will devote the afternoon to a discussion of the Anglo-American film agreement reached yesterday in Washington.

The postponement was caused by MPAA president Eric Johnston's having to remain in the Capital for UK pact clean-up talks.

Reels Censorship Ruled Unconstitutional In Toledo; State to Appeal

By GENE FISKE

TOLEDO, Sept. 10.—Newsreel censorship as practiced 17 years under the Ohio law violates both the Federal and State constitutions, Municipal Judge Frank W. Wiley ruled here today. "News reels are entitled to the same protection from 'prior restraint' as newspapers and other publications have historically been entitled to receive," Judge Wiley stated.

Prior restraint in the case of Ohio regulations, the Judge said, consists first of the requirement to submit films for censorship prior to their showing and, secondly, of the requirement covering inspection fees.

The judge said the Ohio law violated both the constitution of Ohio and the First and Fourteenth Amendments of the United States Constitution.

(Continued on page 5)

DecisionMomentous Advance: Johnston

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Said Johnston:

"The Ohio court's decision carries out the clear dictates of the U. S. Supreme Court and is another momentous step toward the liberation of American motion pictures from the yoke of censorship.

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Studio Unit to Raise Eisenhower Funds

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Cites Growth of Industry Amid Competition Increase

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In his address marking the end of the fall meeting of Commonwealth Theatres, Janney also called upon managers to exercise their talents in the exploitation and advertising of films on the local level. He urged the managers to devise advertising in the form of manager promotions, helping their public to know what the pictures offered are about and to appreciate what is worth seeing in them.

The division, city and house managers in their presentation of leading new pictures gave explicit ideas on copy for local advertising promotion at the theatres. Dick Oear, purchasing agent, led a forum on concession contracts. He and Fred Milne, who has charge of concessions, stressed promotion.

New England Trust Suit Is Settled

BOSTON, Sept. 10. — Settled here today, with prejudice, was the multi-million-dollar anti-trust suit filed by Jean Campopiano of the Lawrence Capitol Co. of Lawrence, Mass., against Warner-Brothers, Paramount, Loew's, RKO Radio, Universal, Columbia, United Artists, and the Warner-Brothers Circuit Management Company.

It was dismissed pursuant to an agreement with the defendants.

Name H. Mirisch to Monogram Board

HOLLYWOOD, Sept. 10.—Monogram vice-president Harold Mirisch has been nominated to succeed William Hurlbut on the company's board of directors, president Steve Dalby announced here today, with all nine other members of the directorate continuing, subject to vote by the stockholders at a November meeting. Hurlbut recently sold his Detroit franchise.

A Simple Statement of Fact

There is only ONE Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition cameramen in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

Ohio Candidates Favor Tax Relief

COLUMBUS, O., Sept. 10.—Senator John W. Bricker of Ohio and Michael Y. Di Salle, his Democratic opponent in the November elections, are in favor of tax relief for theatres, according to replies from them received by the Hollywood Independent Theatres Association of Ohio. Bricker has queried all Ohio Senatorial and Congressional candidates on their stand about repeal of the 20 per cent Federal admission tax.

"You are just as right as you can be to say that I do not think anything in my power to help this cause along," Di Salle said that "as a general rule I am opposed to Federal taxation—whatever possible and as soon as possible." Di Salle, former Mayor of Toledo, pointed out that Toledo is the only major Ohio city which does not also have a municipal admission tax.

Tax favorable replies were received from additional Congressional candidates and incumbents. The score now stands: 19 for repeal and three for support of present tax. Continuing support of tax relief are Walter F. Ruber, Akron; Carlton C. Reiser, Celina; George C. Penkau, Elyria; C. Clifford Cleverger, Fifth District; Gordon H. Scherer, Cincinnati; and James G. Polk, Sixth District. Polk said he favored elimination of tax on admissions of 50 cents and less.

Harrison Echos to Assist NPA's Golden

WASHINGTON, Sept. 10.—Harrison Echos has been named assistant to Nathan D. Golden, film chief for the National Production Authority and the Department of Commerce.

Echos will assist Golden in NPA matters, replacing James Frank. Echos was formerly with General Aniline and Film and was most recently in the consumer durable goods division of the NPA.

To Fete Beresin

CLEVELAND, Sept. 10.—Henry Greenberger, local Variety Club chief Barker, has arranged a luncheon and the national field to converge in the club's new Hollenden Hotel quarters in honor of Jack Beresin, international character baron and World's most International property man. Beresin will be in Cleveland to attend the opening of the Bainbridge Race track.

928 Performers in Servicemen's Shows

Hollywood, Sept. 10. — The Hollywood Coordinating Committee, recently honored by the American Forces, disclosed that 928 Hollywood performers entertained gratis in 163 events during the first eight months of this year.
Filmed in the Mediterranean

Burt Lancaster in the Crimson Pirate

Technicolor

Is a red-hot smash!

Business is way up on top with the all-time top ones in my Paramount pre-release!

Now booking nationally!

and presented by Warner Bros.

With Nick Cravat, Eva Bartok, Torin Thatcher, Roland Kibbee, Harold Hecht

Directed by Robert Siodmak

A Norma Production Distributed by Warner Bros.

Written by

Produced by
The editorial observes, "that a deep, dark formal conformity should be necessary to persuade these individual members of the industry that it would be inviting criminal to sell their product indiscriminately to TV competitors at a small fraction of the product's original cost.

In this event, we believe that the decision of whether to reissue, sell to TV or keep the film in the can is one which should be left up to the producer by whom the picture was produced in the first place." The editorial continues, in part:

"If the government can compel the movie makers to turn over their 16-millimeter films to television, why can't it also force them to sell their soundtracks to the same mediocre, in that the movie companies refuse to make any more 16-millimeter duplicates? And if the government can exercise that compulsion, why can't it also order television networks sometime in the future to show some of the films from the Goldwyn, M-G-M, or World Series or a championship fight or a political convention, only in theatres paid admissions?

The film industry is one of the country's largest simply because its product has won popular favor all over the world. Thousands of people will pay to have their leisure time not just the stars and executives with six-figure incomes, but the man who runs the neighborhood movie house and hires a half-dozen people to work for him. The Justice Department can threaten all those livelihoods if it so desires. We do not present here throwing open Hollywood's doors and inviting a competitor to help himself.

"All this leads us back to a decision which we have said before, and which we intend to keep on saying when the occasion warrants until something is done: the antitrust laws should be interpreted in the light of public benefit and not of economic theory: and Government should cease-exercising and necessary rewrite those laws, in the interest of the just regulation and orderly growth of American industry, in the interest of punishment and restriction."

Clear Belgium Pact For Senate Action

WASHINGTON, Sept. 10.—The way has been cleared for the Senate to act on an agreement with Belgium under which it has been secured to rent from the State Department the film of the on-the-rise, 1948, for the avoidance of double taxation. The Senate action on the 1948 agreement has been held up pending the conclusion of the supplementary convention.

Belgium Lightens Some Import Rules

OTTAWA, Sept. 10.—Certain products may now be imported into Belgium from countries in the dollar area under a quota system by virtue of a ruling of the joint Belgo-Luxembourg Administration, with certain types of films being included under the quota system according to a report from Brussels to the Foreign Trade Service of the Canadian government.

The import into Belgium of the items affected has been restricted since Sept., 1951 but it is understood that the quota system covering film imports will amount to 33 1/3 per cent of the average monthly imports during the first six months of 1951.

TNT Signs (Continued from page 1)

from Italian films had mounted to a disadvantage degree, it was pointed out.

In recent years the popularity of Italian films in Europe has been second only to that of Hollywood product. U. S. film export officials have reminded.

It has been estimated that only a very small number of dubbed American films are in France awaiting release, and that the recent agreement that went into force of France's previous import stipulation. No single major American producer was estimated to be affected by the set for there at this time, while one or more companies were said to have only one product running in French theaters.

Some may have none at all. Under the circumstances, it was expected that French theaters would feel comfortable about the "French" with a few months. If at that time a new Franco-American pact is not in sight, French exhibitors might demand that the industry to an increased flow of Italian films, observers here believe.

Under the French-American negotiations broke down last week, with the rejection by the Motion Picture Export Association of an unfavorable French renounce offer, Er A. Johnstone, Motion Picture Association of America president, was given blanket authority over the negotiations.

It was indicated he would go to Paris for this purpose, but not necessarily in the immediate future. Actually, the French government was not that it would visit Rio de Janeiro and then Rome to see to straighten out American distribution difficulties in Brazil and Italy, before the end of the year.

Max Wolff Named

Max Wolff, president of Wolff-Feldman Television and Theatrical Producers and a former director of the city department of Commerce by the Commission, Walter T. Shirley.

wish to give out any information on facts and figures, since they felt that publishing them would be giving away power. MPAA and SIMPP representatives have the word that we will get back this week.

One British businessman does say today, however, that he felt "negociators on both sides are happy with the results," and that the talks were going well. Another MPAA spokesman declined all comment, declaring that they "would let the British speak for them."

The Senate Foreign relations committee of the British Board of Trade, who led the talks for the British, is expected to present the agreement to its government, MPAA president Erich Johnston, SIMPP president Ellis Johnston, and J. W. Molineau, chief of the British Trade Committee, are expected to present the proposals to their organizations at meetings in New York next week.

"Woke Up Surprised" The fact that the agreement was reached after only three days of meeting came as a surprise to many observers, who were expecting the talks to be drawn out over a week or even two.

There was no indication, however, and whether the outcome of the negotiations meant that the tentative terms reached were good or bad for the industry. Reports coming from the British state department indicated that the British would probably ask for a substantial cut in the $17,000,000 in annual remittances from the United States to the industry by the current monetary agreement, exclusive of Eady Plan and other remittances accounting for another $8,000,000.

It was felt that the British would ask to cut the figure by anywhere from $5,000,000 and that they would ask, in addition, that the industry increase the amount of its motion picture production in Great Britain to $2,000,000, that they might have held the cut to a maximum of $5,000,000 or less, it is believed.

It was reported that the British had secured their right under the existing two-year agreement to open negotiations at the end of a year, due to the fact that the country had demanded more for at least now than it was when the monetary agreement was signed. If the new terms are approved, they will become effective Oct. 1, for one year.

TNT Signs (Continued from page 1)

the contract with Theatre Network Television, said the pricing policy for the contract will be handled by Fabian's, Brooky, and the 50th Street Guildy Theatre are other local houses which have already disclosed plans to carry the show.

With the Century Circuit joining the network, the number of announced theatres in the TNT lineup now stands at 19.

WB Renews Grayson

Hollywood, Sept. 10.—Kathryn Grayson's association with Warner Bros. has been confirmed. A series of more pictures in a result of a contract negotiated with her by Jack L. Warner, executive producer. Miss Grayson has been signed for at least four more pictures of which "The Grace Moore Story" will be first; after that she will star in "Saratoga," "Arrival" and "Madaboutalot."
Motion Picture Daily

Thursday, September 11, 1952

Ohio Censor Suit

(Continued from page 1)

20th Sets Plan to Promote Art Films

A special eight-page manual detailing advertising and exploitation plans for 20th Century-Fox's seven Art Films' color in Technicolor short subjects are now being circulated to theatres all through the U. S. A.

A complete theatre campaign, pretested in Allentown, Pa., highlights the exploitation section, which also features tie-ups with the scheduled club, civic leaders and others. The manual also carries illustrations of the ads available from National Screen Service.

Holbrook Bissell Dies in Albany

ALBANY, N. Y., Sept. 10.—Holbrook Bissell, associated with the industry for more than a quarter of a century as salesman, branch manager and screen advertising executive, died in St. Peter's Hospital here after a short illness. Bissell was born in this city with Columbia and Warner Brothers, having been manager for the former in the 1945-46. Bissell also sold film in Buffalo, Philadelphia and Cleveland.

UPT 25-Cent Dividend

A 25-cent quarterly dividend on the outstanding common stock of United Paramount Theatres, Inc., was announced here yesterday by Leonard H. Goldenson, UPT president. The dividend is payable Oct. 17 to stockholders of record on Sept. 20.

Preview for Oil Film

There will be a special press preview of “Crossroads, U.S.A.” new film produced at the Columbia Coast studio the motion picture Institute tomorrow at Toots Shor’s Restaurant here, followed by a reception. Regis ‘Tommy’ Regis, Elisabeth Risdon and Darryl Hickman are featured in the film.

MGM Buys ‘King Arthur’

Hollywood, Sept. 10.—M-G-M has purchased “King Arthur and the Round Table” for production. The film will be made in England, with color in Technicolor. Pandro S. Berman will produce.

Reade Sending 15 To AMPA’s School

A large contingent of Walter Reade Theatres executives, headed by Nick Schermerhorn, circuit general manager, and Paul Peterson, drive-in supervisor, will attend the Associated Theatre Owners’ forthcoming course in showmanship and promotion, Walter Reade, Jr., president of the circuit, recently informed Harry K. McWilliams, AMPA president.

The school group will number as many as 15, and the circuit will bear the tuition cost of all. Reade said. City managers and theatre managers will be among the students. Black personnel will come to New York weekly from New Jersey and up-state New York cities where the circuit’s houses are located. Changes in the employees’ working hours will be made to enable them to attend the weekly evening classes which will commence Sept. 25 in the home office screening room of RKO Radio.

TOA’s Convention

(Continued from page 1)

dio president: Joseph R. Vogel, Oscar Doob and John Murphy, Loew’s Theatres executives; Walter Griffith, Charlotte; H. F. Kincey, New York; Warren Philips, Oklahoma City; J. J. O'Leary, Scranton; Leon Bamberger, RKO Radio; Lou Gamble, Milwaukee; R. B. Willy, Morton, Wash.; John Edmond: M. A. Lightman, Memphis; H. M. Richey, Loew’s; Pete Dana, Universal; Eddie Arons, 20th-Fox; Samuel Pininski, Boston; Louis and Meyer Schine, Gloversville; Robert L. Lippert and Arthur Greenblatt, Warner Brothers; M. S. Fabian, New York, and T. P. Comerford, Scranton.

List D. C. Exhibitors

Washington exhibitors who have registered include George Crouch, L. W. Crouch, Sidney Lust, Fred Kogod, Harry Bachman, Lloyd Wine- land, Frank Boucher, Victor Orsinger, Jerry Wagner, Morton Gerber, and others.

Eisenhower

(Continued from page 1)

Mendel Silberberg of the Hollywood Republican Committee to form the Entertainment Industry Joint Commitee for Eisenhower.

The release described the committee as the “official agency for the collective efforts of traditional Republican presidential and vice-presidential candidates” and gave the committee’s address, phone number, and individual selection of the Republicans’ top executives in studios, talent groups, unions and other groups often have to work together in political campaigns, this is the first time they plan to try to simplify the process.
Check List
of recent or forthcoming releases featured in advertising in
MOTION PICTURE DAILY*
(alphabetically by title)

Title
AFFAIR IN TRINIDAD (3 Pages) ........................................ Columbia
BECAUSE YOU'RE MINE ..................................................... MGM
BIG JIM McLAIN (3 Pages) ............................................... Warner
BONZO GOES TO COLLEGE ................................................ Universal
CARIBBEAN ...................................................................... Paramount
CARRIE (2 Pages) ............................................................ Paramount
DON'T BOTHER TO KNOCK (4 Pages) ....................... 20th-Fox
DREAMBOAT ................................................................. 20th-Fox
FEARLESS FAGAN (2 Pages) ........................................... MGM
FOOTBALL THRILLS ............................................................ MGM
HIGH NOON (2 Pages) ....................................................... United Artists
IVANHOE (11 Pages) ............................................................. MGM
LURE OF THE WILDERNESS (2 Pages) ............. 20th-Fox
ONE MINUTE TO ZERO (2 Pages) ............................. RKO
PARK ROW (2 Pages) .......................................................... United Artists
SHE'S WORKING HER WAY THROUGH COLLEGE .... Warner
SOMEBODY LOVES ME ..................................................... Paramount
SON OF PALEFACE ............................................................. Paramount
SUDDEN FEAR (2 Pages) ..................................................... RKO
THE QUIET MAN (13 Pages) ............................................. Republic
THE MERRY WIDOW ............................................................. MGM
THE MIRACLE OF OUR LADY FATIMA (3 Pages) ... Warner
THE SNOWS OF KILIMANJARO (3 Pages) ........... 20th-Fox
THE STORY OF WILL ROGERS (4 Pages) ...................... Warner
THE WORLD IN HIS ARMS (7 Pages) ......................... Universal
UNTAMED FRONTIER ........................................................ Universal
WAY OF A GAUCHO ............................................................. 20th-Fox
WHERE'S CHARLIE! (5 Pages) ....................................... Warner
WOMAN OF THE NORTH COUNTRY (2 Pages) ........ Republic

* Pictures featured in M. P. Daily advertised during past 6 weeks.

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".

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.

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. Its cost is dimes that bring dollars. It is the vital spark for the power that produces greatest results!
Tentative Deal On a New U. K. Pact Reached

Terms Not Revealed; Needs Formal Approval

WASHINGTON, Sept. 10.—A tentative agreement on new monetary terms was reached here today by British and industry negotiators. Announcement was made by the Motion Picture Association of America at the close of three days of negotiations conducted by representatives of the British government and the Society of Independent Motion Picture Producers and MPAA.

Both British and industry spokesmen agreed not to make public any details of the agreement until the ministry and the two industry organizations had considered the terms of the agreement. That they involve a modification of the present agreement, however, was admitted.

The British have insisted during the negotiations that they did not (Continued on page 3)

Distribution Heads Will Attend the TOA Convention

Among the more than 500 from exhibition and distribution who have indicated they will attend the Theatre Owners of America convention in Washington next week are several top sales executives, including Alfred W. Schwarzberg, Paramount; Charles Reagan, Loew’s; Al Lichtman, William Gehring and Arthur Silverstone, 20th Century-Fox; Abe Montague, Columbia; James R. Grainger, Republic, and George Dembou, National Screen.

As previously announced by TOA, William F. Rodgers, Loew’s vice-president and chairman of the distributors’ arbitration negotiating committee, will address the convention on arbitration.

Others definitely scheduled to attend are Neil E. Deighton, RKO Radio (Continued on page 5)

U. S. - France Rift Aids Italian Films

The cessation of American film exports to France, a direct result of the collapse of negotiations for a new Franco-American film agreement, has caused concern in distribution circles here over what was described as the likelihood that France will depend increasingly on Italian film imports to fill the American product gap. If U. S. films are kept out of France for an extended time, American distributors could find upon resumption of shipments that competition there (Continued on page 4)

TNT Signs Up Two More N. Y. Theatres

Century Circuit’s Marine Theatre, Brooklyn, N. Y., and the Queens, Queen Village, L. I., have booked the telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, thus becoming the fourth theatre in New York which will carry the trans-continental telecast originating from Philadelphia on Sept. 23.

Century officials, while discussing (Continued on page 4)

Collier’s Editorial Calls U. S. 16mm. Suit ‘ Foolish’

The government’s suit to compel the sale of 16mm. films to television and other non-theatrical users is described as “foolish,” “cockeyed sophistry” and establishing, if successful, a “disquieting” precedent, in a full-page editorial in the Sept. 20th issue of Collier’s magazine. Wilson stand today.

The editorial is headed: “Really Happy Marriages Don’t Start This Way,” and is illustrated with a cartoon in color depicting the shot-gun wedding of a blissful TV lass to a disconsolate “Hollywood Investment,” with the Justice Department holding the gun while a night-shirted Uncle Sam performs the ceremony.

The editorial terms the regulation of distribution and exhibition of 16mm. prints of feature films, “common business sense.” “And it doesn’t seem (Continued on page 4)

JDA Industry Heads Meet Here Sept. 26

Chairmen and other key persons in the various divisions of the industry’s drive in support of the 1952 Joint Defense Appeal will attend a luncheon-meeting here on Friday, Sept. 26, at the Hotel Astor, it was announced jointly by Leon Goldberg, of Universal.

Reels Censorship Ruled Unconstitutional In Toledo; State to Appeal

By GENE FISKE

TOLEDO, Sept. 10.—Newsreel censorship as practiced 17 years under the Ohio law violates both the Federal and State constitutions, Municipal Judge Frank W. Wiley ruled here today. “News reels are entitled to the same protection from prior restraint” as newspapers and other publications have historically been entitled to receive,” Judge Wiley stated.

Prior restraint in the case of Ohio regulations, the judge said, consists first of the requirement to submit films for censorship prior to the showing and, secondly, of the requirement covering inspection fees.

The judge said the Ohio law violated both the constitution of Ohio, and the First and 14th Amendments of the United States Constitution, (Continued on page 5)

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**NORTH CAROLINA'S THEATRES**

The motion picture industry in the state increased 5 per cent last year, according to figures just released by the North Carolina State Motion Picture Association.

Growth was greatest in the five new counties for which records were available: Harlan, 73 per cent; Randolph, 100 per cent; Wilkes, 64 per cent; Rowan, 60 per cent; and Union, 45 per cent.

The largest increase in admissions in the state was recorded in Union County, which admitted 11,000 people more than in the previous year.

**NEW ENGLAND THEATRE OWNERS’ ASSOCIATION**

A convention of theatre owners will be held in New York next month, under the sponsorship of the New England Theatre Owners’ Association. The convention will be held in New York City on October 1st and 2nd, with a mid-day luncheon to be held on the 2nd.

**OHIO CANDIDATES FAVOR TAX RELIEF**

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**HARRISON ECHOES TO ASSIST NPA’S GOLDEN**

**WASHINGTON, Sept. 10.—**Harrison Echoes has been named assistant secretary of the National Association of Theatre Owners (NPA).

**TO PELE BERESIN**

**CLEVELAND, Sept. 10.—**Henry Greenberger, local Variety Club chief here, has granted the luncheon for members to be held tomorrow in the club's new Holleland Hotel quarters to American Federation of Radio Workers international president, chief barker, and Murray Weiss, international property man. Beresin will be in Cleveland to attend the opening of the Rainbowne Radio Club.
Burt Lancaster
In the
Crimson Pirate

Is a Red-Hot Smash!

Filmed in the Mediterranean

Business is Way Up
On Top with the
All-Time Top Ones
In N.Y. Paramount
Pre-Release!

Now Booking Nationally!

and presented by WARNER BROS.

WITH NICK CRAVAT • EVA BARTOK
TORIN THATCHER • ROLAND KIBBEE • HAROLD HECHT

DIRECTED BY ROBERT SIODMAK
A NORMA PRODUCTION DISTRIBUTED BY WARNER BROS.
IMPPA Costs Cut By AFM Contract

Hollywood, Sept. 10.—Producer members of the Independent Motion Picture Producers Association are sparing a considerable portion of the proceeds from the sale of old pictures to television under the terms of the new contract offered by the American Federation of Musicians following protracted negotiations with IMPPA’s I. E. Chadwick.

AFM required formerly that old films be serviced with original musicians receiving full salaries with a new sound track actually affixed to the film. The new agreement provides each musician be paid one half of his salary for one scoring session only with no actual work being performed. The standard stipulation that the producer pay into the AFM fund five per cent of the gross revenue obtained from the sale of the film to television remains unchanged.

TV Tops 86 Papers At SMPTE Meet

Television will again head the list of 86 papers to be presented by the Society of Motion Picture and Television Engineers at its 72nd semi-annual convention at the Statler Hotel in Washington, Oct. 6-10, it was disclosed by Peter Mole, SMPTE president.

During the 16 sessions, papers will be read on television, color photography, the technical advances in production, sound recording and other subjects.

A minimum of 14 awards for special contributions to the motion picture and television industries will be presented.

JDA Heads

(Continued from page 1)
sal Pictures, and Edward L. Fabian, of Fabian Theatres, industry JDA chairman.


Also, equipment supply, Benjamin Feld; Cajuk Stuppy; concessions, Benjamin Sherman, ARC Vending Corp.; purchasing agents, Martin Levine, Brandt Theatres; labor, Herman M. Hirschel, J. A. Jackson, Jacobi, Local No. I, and Thomas Marthin, Local No. 4, all of the IATSE.

IA’s Vote Division of TV Jurisdiction

(Continued from page 1)

New U. K. Pact

(Continued from page 1)

Collier’s Editorial Calls

(Continued from page 1)

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Grand Loses Bid For Extended Runs

CHICAGO, Sept. 10.—The Winston Theatre case, in which RKO Theatres was asking that the Grand Theatre here be exempted from provisions of the Jackson Park Act, (limiting theatres two weeks on first run pictures, unless specific exemption was made on a particular picture by RKO) was heard earlier today by K.C. Lippert, who will rule on their petition for exemption being denied by Federal Judge Michael J. Iggo.

The 20th Century-Fox and Warner Brothers petitions for extended runs on "Snows of Kilimanjaro" and "McBride of Our Lady of Fatima" respectively, will be heard by Judge Iggo tomorrow.

On another legal front, the hearing attorney Thomas C. McDonell's plea for additional fees covering the period from the time of the original petition to the date of the hearing on the defendant's appeal in the Milwaukee Towne case has been put over to Oct. 15.

20th Sets Plan to Promote Art Films

A special eight-page manual detailing advertising and exploitation plans for 20th Century-Fox's seven Art Films' color in Technicolor short subject series which are now being presented to theatres throughout the country.

A complete theatre campaign, produced in Amsterdam, highlights the exploitation section, which also features tie-ups with schools, clubs, civic leaders and others. The manual also carries illustrations of the ads and accessories available from National Screen Service.

Holbrook Bissell Dies in Albany

ALBANY, N. Y., Sept. 10.—Holbrook Bissell, an engineer in the newsreel industry for more than a quarter of a century as salesman, branch manager and screen advertising executive, died in St. Peter's Hospital here after a short illness. He served in this city with Columbia and Warner Brothers, having been with the latter as the former in 1945-46. Bissell also sold film in Buffalo, Philadelphia and Cleveland.

UPT 25-Cent Dividend

A 25-cent quarterly dividend on the outstanding common stock of United Paramount Theatres, Inc., was an- nounced here yesterday by J. H. Gotten, UPT president. The dividend is payable Oct. 17 to stockholders of record on Sept. 26.

Preview for Oil Film

Theatre

There will be a special press pre- view of "Crossroads, U.S.A.", a new film produced at the Columbia Record studios for the American Petroleum Institute tomorrow at Toots Shor's Restaurant here, followed by a reception. Regis Toomey, Elizabet Ritson and Darryl Hickman are featured in the film.

MGM Buys 'King Arthur'

Hollywood, Sept. 10.—M-G-M has purchased "King Arthur and the Round Table" rights for production. The film will be made in England, with color in Technicolor. Pandro S. Ber- man will produce.

Ohio Censor Suit

(Continued from page 1)

guaranteeing freedom of speech and press.

"To subject a news reel to our re- peal censorship is of itself a greater restraint upon the freedom of evil literature than the mere fact that the statute was designed to pro- tect," the jurist stated.

Dr. Cyril B. Sissing, director of the Ohio State University Education Division, filed censorship, said in Columbus that it was the state's plan to appeal directly to the Supreme Court after consultation with the Attorney General.

"Judge Wiley accepted the arguments of defense counsel attacking "vague- ness of the criteria on which the admin- istrative officials are to act (in their job of censoring)," particularly as applied to newsreels. The Ohio law, he pointed out, provides for "only such films as are in the judgment and discretion of the De- partment of Education of a moral, educational or amusing and harmless character.

Finds Judgment Relative

"What may appear harmless to one person may appear harmful to an- other, depending upon the individual's background, social or economic environment," Judge Wiley stated. The criteria, therefore, come down to what the particular reviewing board may have in mind in examining a particular picture. The Ohio censorship statutes do not say, as the criminal statutes do, that only lost and obscene publications are objectionable.

... From a 1952 viewpoint, it appears that self-censorship in the industry has removed much of the possibility for evil that may have existed in earlier years; likewise, the necessity for the use of general terms in obscenity statutes to cover un- expected developments is minim- ized by the actual development pattern of the industry. "The same judge, Wiley warned, that the constit- uation requires absolute freedom to exhibit every motion picture of every kind at all times and all places, but nothing was presented to this court to show making an exception to the principle of freedom of speech and press.'

"... Newsreels are an established method of communication of news. No controlling distinction can be made between newspapers and newsreels. Whatever the intention of the legisla- ture was 40 years ago in enacting the first censorship law, amended in 1935, the Judge said, the character of the present statute is such that "it strikes at the very foundation of the freedom of the press by subjecting it to a lici- bence and censorship." It is apparent from the language of the law itself, Judge Wiley continued, that the 3 minute newsreel "is not a newsreel" is not merely a license fee to cover the cost of making the inspec- tion, but is a tax imposed upon motion pictures.

"It is our opinion that these charges constitute a tax and as such are a form of 'prior re- straint' which violates the con- stitutional guarantee of freedom of speech and press, he added.

"There is no attempt by Ohio to tax other media of dissemination of information, but the newspapers, such as newspapers, magazines, radio and television. "As a striking example of this discrimination, there was recently shown on the screens in several Ohio theatres the picture of the Robinson- Maxim prize fight by direct television, but it was not subject to attack as censorship or collection of tax. If the same prize fight had been recorded on film and shown the next day in the same theatres, then the division of censorship would have insisted on li- censing and collection of fees.

Charge Is Discriminatory

The charge of $3 per film is dis- criminatory because it "singles out one type of communication and not all others, and therefore vio- lates the due process and equal pro- tection clause of the Federal and State constitutions.

The ruling came in a test case in- itiated by the State Department of Cen- sorship against Martin G. Smith, oper- ator of Toledo's Westwood Theatre.

The Motion Picture Association of America and the Independent Theatre Owners of Ohio, said it would be the first step in their drive to have the courts declare the Ohio law unconsti- tutional.

Donald Million, of the law firm of Marshall, Mellhorn, Block and Belt, attorneys for Smith, said "We cannot fight a war without carrying the flag"

He added that it would be difficult for the state censor board to enforce the new censorship statute at a time when cities of Ohio because other municipal courts would dismiss similar cases al- most automatically because of the prece- dents of the Wiley decision.

"La Ronde' Appeal Off to November

ALBANY, N. Y., Sept. 10.—The appeal of "La Ronde", of California from a 3-to-2 decision of the Appellate Division last May, upholding the Board of Regents in refusing to license "La Ronde" on the grounds that the "French-made film is "immoral and would tend to corrupt morals" will not be heard at the October term of the Court of Appeals.

Notice of appeals has been filed, but the printed record and briefs have not yet been received by the 'state's highest court. This means, the case is expected to be heard next reassembles Nov. 17th.

Commercial Pictures has announced the case would be carried to the U. S. Supreme Court, in case of an adverse decision.

Decision Momentous

(Continued from page 1)

newsreels is unconstitutional marks a victory for those who believe in freedom and democracy. It is a resounding defeat for those who would limit freedom of speech and a free press in our country.

"I want especially to commend the courageous action of Martin Smith of Toledo. We are bringing about this court test which has turned out so successfully.

Reopen in Louisville

LOUISVILLE, KY., Sept. 10.—Jack and Vernon Powell have reopened the sub- sequent run neighborhood Air-Way Theatre here, acquired recently from Switow Amusement Co.

Reade Sending 15
To AMPA's School

A large contingent of Walter Reade Theatres executives and staff members headed by Nick Schermcrhorn, circuit general manager, and Paul Peterson, FM management, will attend the Associated Motion Picture Advertisers forthcoming course in showmanship promotion and advertising at the AMPA School in New York.

Albert Floersheimer, Jr., advertising director of Reade Theatres, and AMPA's treasurer, has been named the circuit's representative, who will deal with advertising on the local level. The course will run for 12 weeks.

TOA's Convention

(Continued from page 1)
do president; Joseph R. Vogel, Oscar Doob and John Murphy, Loew's Theatres executives; Walter Bissell, Harry Steck, H. S. King, Charlotte; Morris Lownstein, Oak- lahoma City; J. J. O'Leary, Scranton; Leon Bamberger, RKO Radio; Lou Maw, Milwaukee; Milton Green, Atlanta; Morton Thallhimer, Rich- mond; M. A. Lightman, Memphis; H. M. Riehcy, Locn's; Pete Dana, Universal; Eddie Aarons, 20th-Fox; Samuel Pinnins, Boston; Louis and Meyer Schine, Gloversville; Robert L. Bissell, Buffalo; Robert Fiske, Lipin Pictures; S. H. Fabian, New York, and T. P. Comerford, Scranton.

List D. C. Exhibitors

Washington exhibitors who have registered include: Alex Weitz, Orville Crouch, Sidney Lust, Fred Kogod, Harry Bachman, Lloyd Wine- land, Frank Boucher, Victor Orsinger, Geo. Wagner, Morton Gerber, and others.

Eisenhower

(Continued from page 1)

Mendel Silberberg of the Hollywood Republican Committee to form the Entertainers Democratic National Committee for Eisenhower-Nixon.

The release described the committee as the "unique organization of funds for the Republican presidential and vice-presidential candidates" and gave the committee's organization, officers and an individual studio committee chairman. Although top executives in studios, talent groups, and other groups often have taken a leading role in politics, this is the first time any politically funded-raising machinery has been setup in the studios.
Check List
of recent or forthcoming releases featured in advertising in
MOTION PICTURE DAILY*
(alphabetically by title)

<table>
<thead>
<tr>
<th>Title</th>
<th>Distributor</th>
</tr>
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<tbody>
<tr>
<td>AFFAIR IN TRINIDAD (3 Pages)</td>
<td>Columbia</td>
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<tr>
<td>BECAUSE YOU'RE MINE</td>
<td>MGM</td>
</tr>
<tr>
<td>BIG JIM McLAIN (3 Pages)</td>
<td>Warner</td>
</tr>
<tr>
<td>BONZO GOES TO COLLEGE</td>
<td>Universal</td>
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<tr>
<td>CARIBBEAN</td>
<td>Paramount</td>
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<td>CARRIE (2 Pages)</td>
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<tr>
<td>DON'T BOTHER TO KNOCK (4 Pages)</td>
<td>20th-Fox</td>
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<tr>
<td>DREAMBOAT</td>
<td>20th-Fox</td>
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<td>FEARLESS FAGAN (2 Pages)</td>
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<tr>
<td>FOOTBALL THRILLS</td>
<td>MGM</td>
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<tr>
<td>HIGH NOON (2 Pages)</td>
<td>United Artists</td>
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<tr>
<td>IVANHOE (11 Pages)</td>
<td>MGM</td>
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<tr>
<td>LURE OF THE WILDERNESS (2 Pages)</td>
<td>20th-Fox</td>
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<tr>
<td>ONE MINUTE TO ZERO (2 Pages)</td>
<td>RKO</td>
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<tr>
<td>PARK ROW (2 Pages)</td>
<td>United Artists</td>
</tr>
<tr>
<td>SHE'S WORKING HER WAY THROUGH COLLEGE</td>
<td>Warner</td>
</tr>
<tr>
<td>SOMEBODY LOVES ME</td>
<td>Paramount</td>
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<tr>
<td>SON OF PALEFACE</td>
<td>Paramount</td>
</tr>
<tr>
<td>SUDDEN FEAR (2 Pages)</td>
<td>RKO</td>
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<tr>
<td>THE QUIET MAN (13 Pages)</td>
<td>Republic</td>
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<tr>
<td>THE MERRY WIDOW</td>
<td>MGM</td>
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<tr>
<td>THE MIRACLE OF OUR LADY FATIMA (3 Pages)</td>
<td>Warner</td>
</tr>
<tr>
<td>THE SNOWS OF KILIMANJARO (3 Pages)</td>
<td>20th-Fox</td>
</tr>
<tr>
<td>THE STORY OF WILL ROGERS (4 Pages)</td>
<td>Warner</td>
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<tr>
<td>THE WORLD IN HIS ARMS (7 Pages)</td>
<td>Universal</td>
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<tr>
<td>UNTAMED FRONTIER</td>
<td>Universal</td>
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<tr>
<td>WAY OF A GAUCHO</td>
<td>20th-Fox</td>
</tr>
<tr>
<td>WHERE'S CHARLEY? (5 Pages)</td>
<td>Warner</td>
</tr>
<tr>
<td>WOMAN OF THE NORTH COUNTRY (2 Pages)</td>
<td>Republic</td>
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</table>

*Pictures featured in M. P. Daily advertised during past 6 weeks.

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".

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.

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. Its cost is dimes that bring dollars. It is the vital spark for the power that produces greatest results!
TNT Walcott Net Set for 36 Theatres

See More Houses Before The Sept. 23 Fight Date

Thirty-six large-screen television-equipped theatres across the country already have signed contracts with Theatre Network Television for the telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, a TNT source said yesterday.

With 12 more days to go before the fight, 36 more theatres of which will carry the Sept. 23 event from Philadelphia's Municipal Stadium is virtually certain to grow, topping the previous record set last June in the Robinson-Maxim bout, it was said. The June bout attracted 35 theatres.

While the identities of the 36 theatres

Max Matz Is Named W. Va. Allied Head

CLARKSBURG, W. Va., Sept. 11.—West Virginia Allied, meeting here yesterday, elected Max Matz, Bluefield, to succeed Fred Helwig, Charleston, as president. Helwig was named chairman of the board.

Others elected include: Don Shultz, Fairmont, first vice-president; H. A. Gilbert, Princeton, second vice-president; Woodrow Thomas, Oak Hill, secretary-treasurer; Rube Shor, Cincinnati, director for national Allied.

FCC Denies DuMont Bid on Para. Case

WASHINGTON, Sept. 11.—The Federal Communications Commission today denied an Allen B. Du Mont Laboratories petition asking that the FCC three-year cut-off rule on anti-trust evidence be rescinded.

At the same time the FCC also denied a Du Mont request for sewerage from the United Paramount Theatres—American Broadcasting Co., merger hearing.

In replying to the petition filed

‘Ivanhoe’ Grossed $1,006,000 in Six Weeks, Setting Hall Record

A record six-week gross has been racked up by “Ivanhoe” at Radio City Music Hall, with the picture grossing $1,006,000 for the month-and-a-half period.

The previous top six-week grosser in the near 20-year history of the Hall was “Showboat,” which hit $916,000 in a similar period late last summer. Other films which did outstanding business at the Hall for the same period include “Sunset Boulevard” and “The Great Caruso.”

“Ivanhoe,” on the first day of its seventh week at the Hall yesterday, again got off to an auspicious start, with a fine $18,000 estimated for the day.

Pre-Release Policy Set for ‘Ivanhoe’

M-G-M sales policy for, “Ivanhoe” will be based on competitive bidding for pre-release first-runs of the picture in each exchange center, the company revealed yesterday. Thereafter, the picture will be open to offers by suitable theatres in each city of approximately 100,000 population, following which it will be available on the same collective basis in cities under approximately 100,000 population.

The company states it expects there will be about 500 such pre-release engagements of the picture. In a “reasonable time” after the conclusion of the picture in general release.

Total attendance in the initial test

Walsh to Lead ‘IA’ Group to AFL Meet

Richard F. Walsh, IATSE international president, will head an “IA” delegation of four at the annual American Federation of Labor convention next week at the Convention Hall, New Orleans.

The Screen Actors Guild also will be represented.

The delegation of the “IA” and other “IA” members will present as delegates from various state labor federations and city central labor union groups.

Walsh will return to New York

Submission of Newsreels To Ohio Censors Studied

Any decision by newsreel distributors to discontinue submitting newsreels to the Ohio censor board in light of Toledo Municipal Judge Frank W. Wiley’s ruling on Wednesday that such censorship is unconstitutional will have to await a meeting of the companies’ attorneys, it was indicated here yesterday.

The attorneys, although apprised yesterday of the favorable decision, were without copies of the 15-page ruling which acquitted Toledo exhibitor Martin G. Smith of censorship violation charges. When they are supplied with copies they will study them, discuss the decision with distribution executives and then meet to decide whether the board will be ignored in connection with the supplying of Ohio theatres other than those in Toledo with newsreels. Meanwhile, reels destined for Toledo houses no longer will be submitted to the board, it was expected.

The big question in the minds of the attorneys is whether an appeal can be taken by Ohio in a criminal

MMPTA Collecting For Rogers Drive

The entire membership of the Metropolitan Motion Picture Theatres Association of New York has enrolled in the Will Rogers Memorial Hospital coin-canc collection plan, according to John Phillips, executive secretary.

Collection cans are now on candy stands of 225 neighborhood theatres of the MMPTA and in the large Broadway houses.

U. S. Approval Of U. K. Pact Is Due Monday

See British Okay Tues.; Eady Plan Changes Set

The new Anglo-American film agreement has been favorably received by the U. S. companies, both major and independent, and formal ratification of what is generally regarded as a fair and equitable pact is seen by the Motion Picture Association of America and Society of Independent Motion Picture boards on Monday.

British government ratification is expected to be forthcoming following the arrival in London by plane of Sir Frank Lee, permanent secretary of the British Board of Trade, who held the talks in Washington this week for the British. The agreement is scheduled to become effective Oct. 1.

While terms of the modified agreement

20th-Fox Sets Sales Drive for Sept. 28

Twentieth Century-Fox will launch its annual branch managers’ testimonial sales drive on Sept. 28, through Dec. 27, Al Lichtman, distribution director, disclosed here yesterday.

The testimonial saluting exchange heads of the company’s 38 branch offices throughout the U. S. and Canada will embrace a program of the company’s top releases for the year, it was said. The company’s division sales managers will act as captains during the 13-week period.

Product to be released beginning

Michigan Exhibitors To Meet on Repeal

DETROIT, Sept. 11.—Independent exhibitors of Michigan’s Upper Peninsula will get a chance on Sept. 22 to pledge their support to the Council of Motion Picture Organizations’ drive to repeal the Federal admission tax.

The meeting, to be held at the Matter Inn in Ishpeming, Mich., is expected to be attended by more than 100. It will be under the direction
Personal Mention

LEON J. BAMBERGER, RKO Radio sales promotion chief, will return here today from the West Virginia Allied convention in Charleston.

CLAYTON PANTAGES, ex-student salesman at the 20th Century-Fox exchange in 1938 to 1942, has been named salesman at the company’s Atlanta exchange.

CHARLES S. CHAPLIN, Canadian general manager of United Artists, was named chairman of the film and television committee of the 1952 Community Chest campaign.

TOM W. BARDEN, M-G-M press representative for the Middle Atlantic states, has been honored with a life membership in the Winchester, Va., Junior Chamber of Commerce.

LOUIS A. ARU, drive-in operator in Louisville, and his wife have made reservations for the joint TESMA-TEDA meet in Chicago.

MORGAN HUDGINS, M-G-M studio publicist, will be present here Friday on the S.S. Nieuw Amsterdam from England.

BILL LYON, M-G-M studio publicist, will arrive here from England Sept. 20 and will leave on the following day for the Coast.

LEE KOKEN, RKO Theatres vending head, will leave here today for Iowa.

MARION GERG of G-L Enterprises, Inc., will leave here for Seattle today.

HENRY EHRICH, producer, is in New York from Mexico City.

'Reds' Head DPWA, Senate Group Asserts

WASHINGTON, Sept. 11—The investigatory unit of the Senate sub-committee on Internal Security headed by Sen. Pat McCarran (D., Nev.), chairman of the Senate Judiciary Committee and its sub-committee on internal security, said today that 'the Communist cause in many ways.'

The sub-committee charged that the union is “under the control of agents of the Kremlin, dedicated to the destruction of the freedom which members of the organization now enjoy and that its hearing record be sent to the Attorney General to determine whether perjury had been committed by union officers who had signed the Taff-Hartley non-Communist oath.

MASS. TOWN STARTS TAXING TV SETS AS THEY DO IN U. K.

Boston, Sept. 11.—The first municipality in Massachusetts, and believed to be the first in the country, to levy a tax on television sets—the British do throughout England—was revealed here when it was learned that the assessors of the town of Stow, a residential home for students who own television sets. The assessors have been checking all homes showing outside aerials.

The assessment is charged against the personal property tax. All television sets regardless of their purchase price are to be assessed by the assessors. The tax is $4.50 a year.

Henry F. Long, Commissioner of Taxation and Corporations for Massachusetts, declared that the tax is legal as the statute governing the personal property tax does not include or fail to mention that television sets be exempt.

A difference of opinion developed over the television set tax when Edmund Burke of the city’s board of assessors stated that the city’s residents television sets are not included for the household furnishing exemption and therefore do not come under the personal property tax law.

MGM’s Ornestein Has 1st Book Published

William Ornestein, M-G-M trade press contact, and author of more than 50 published short stories, has had his first book published this week with the appearance of “Ma and Me,” which consists of a collection of 20 of his stories. Published as a novel in short story form, “Ma and Me” is published by Story Book Press of Dallas. Containing 251 pages, it is priced at $1.50.

Stories Cited

Ornestein’s stories for the past several years have been cited by Martha Foley in her anthologies, “Best American Short Stories” pays tribute to the writer. In her 1952 anthology, out Sept. 25, she includes 11 of Ornestein’s stories, one of which appears for the first time this year, and some of which are included in “Ma and Me.”

In addition to his writing, Ornestein, a former trade press reporter, also has lectured at New York University, Columbia, American University in Washington, the University of Georgia and Guild and later this month will appear at the Kingsbridge Veterans Hospital Writing Project.

Extended Chi. Runs For ‘Fatima,’ ‘Snows’

CHICAGO, Sept. 11.—Federal Judge Michael L. Lorge has granted extended first-runs of eight weeks each to Warner Brothers’ “Miracle of Our Lady of Fatima” and 20th Century-Fox’s “Snows of Kilimanjaro” to distributors to offer them to ‘affiliated’ theatres here for runs up to eight weeks long without the fear of commission these theatres cannot run a picture over two weeks unless it is released to outlying theatres at the end of the second week, which would put the first run house in the position of playing day-and-date with subsequent engagements.

Meanwhile, another top picture, “Ivanhoe,” has been awarded to the Oriental for the first Chicago showing, which is to follow “Golden Arrow,” which opened here today.

See Progress In SAG Talks

A report of progress on talks between representatives of the Screen Actors Guild and the Film Producers Association governing a new pact for TV producers in the East was rendered yesterday by an EPA spokesman.

He said that successful meetings already have been held on two of the seven points of the projected agreement—on television programming and industrial film terms. He added that all terms agreed upon at the first two meetings will be submitted to the FAA membership for approval.

The tentative agreement on television programming, he added, follows the general pattern set by the SAG in negotiations with West Coast producers.

The third phase of the projected contract between S. Philip Neri Charities, dealing with TV commercial spots, will be the subject of a meeting here today between SAG and EPA representatives.

Griffis in Hollywood

Hollywood, Sept. 11.—Stanton Griffis, chairman of the executive committee of Paramount Pictures, has arrived here for his first visit to the studio in six years. A member of the Paramount Corps, Griffis recently resigned as Ambassador to Spain. Previously, he had been Ambassador to Poland, Egypt and Argentina.

Services for Joseph Allen

Boston, Sept. 11.—A requiem mass for Joseph Allen, 80, who performed for the first time in picture version of ‘Seven Keys to Bald Pate,’ and a number of other films and was a well-known stage performer, will be held Saturday at the Church of St. Philip Neri, Walpole, Mass. Interment will be private. Allen died Tuesday.

Reopen in New Haven

Harrison, Sept. 11.—Robert Spockid and Leonard Sampson have reopened the Lincoln Theatre, New Haven, on a foreign film policy. The two also operate the West Haven, and the Art Cinema, Bridgeport.
THE CHAMPIONS!

They were GREAT in M-G-M's "SHOW BOAT"

They were TERRIFIC in M-G-M's "LOVELY TO LOOK AT"

(Marge and Gower Champion are the fastest-growing musical stars in the industry! M-G-M of course!)

And NOW They're SENSATIONAL in M-G-M's "EVERYTHING I HAVE IS YOURS"

Be at the Trade Shows Sept. 23rd when M-G-M presents its BIG, NEW, TECHNICOLOR MUSICAL with New, Young stars. It's the answer to America's demand to see this talented young pair in a vehicle of their own! Don't miss the CHAMPION musical!
Yes, Sir! RKO Has 7

**Big Money Pictures! One Right After Another. Made Even**

First Dates Say Great Boxoffice!

"Big, Big, Big" Is Right!

Top Grosses Everywhere!

One Of The Year's Biggest!

---

_Money Pictures! One Right After Another. Made Even_

**Howard Hughes Presents**

*One Minute To Zero*

Robert Mitchum • Ann Blyth

*One Minute To Zero*

Robert Mitchum • Ann Blyth

*One Minute To Zero*

Robert Mitchum • Ann Blyth

*One Minute To Zero*

Robert Mitchum • Ann Blyth

*One Minute To Zero*

Robert Mitchum • Ann Blyth

*One Minute To Zero*

Robert Mitchum • Ann Blyth
Bigger by the Showmanship Company's High-Powered Promotion!

City After City Says "Terrific!"

The Money Wonder Of Show Business!

Great Star – Great Drama!

Next On The Money List!

The Showmanship Company

Walt Disney's
Story of
Robin Hood
Color by Technicolor
An All-Live-Action Picture
Richard Todd
Joan Rice
Produced by Perce Pearce
Directed by Kenneth Annakin
Screenplay by Lawrence E. Watkin

Walt Disney's
Story of
Robin Hood
Color by Technicolor
An All-Live-Action Picture
Richard Todd
Joan Rice
Produced by Perce Pearce
Directed by Kenneth Annakin
Screenplay by Lawrence E. Watkin

King Kong
Fay Wray, Robert Armstrong, Bruce Cabot

Jennifer Jones
In a performance as memorable as those she gave in "The Song of Bernadette" and "Duel In The Sun"...

The Wild Heart
Color by Technicolor
A Selznick Picture

Jennifer Jones

The Lusty Men
Susan Hayward, Robert Mitchum, Arthur Kennedy, Arthur Hunnicutt

Wald-krasna Productions

Powell and Pressburger Production

Michael Powell and Emeric Pressburger

RKO Radio Pictures
**Review**

**“Hurricane Smith”**
(Paramount)

A TALE OF SOUTH SEA ISLANDS, skull-bashing and adventure in a mid-19th-century world by Gordon Ray Young has been transformed into a thrill-laden playlet by Frank Gruber. While what is brought to the screen in “Hurricane Smith” has a familiar grain there can be little question about the picture's willingness to keep the audiences' attention. The main ingredient color by Technicolor by Nat Holt and directed by Jerry Hopper, it offers for the marquees the names of Yvonne DeCarlo, John Ireland, Richard Arlen, James Craig, Forrest Tucker and Lyle Bettger.

The story, which is about a boy, Ireland, in the South Sea islands, is a fugitive from justice who, with his companions Tucker and Richard Arlen, has been hiding away on a South Sea island. “Blackbirding”—kidnapping of natives for sale as slaves to plantation owners—is the method of his escape. A ship approaches, when a ship approaches his fugitiuous island, Ireland and his friends seize the vessel and leave the “blackbirders” on the island.

Ireland has a fortune stocked away on an island, and as he and his companions are laying claim to a fortune, a girl arrives who gets a chance to equip their ship. Craig approaches them with an offer to rent the ship for a scientific expedition. After the ship sails, it soon becomes obvious that Craig's expedition is a matter more than the scientific. He is in fact the same as the villain who, with Miss DeCarlo on board as the daughter of a doctor who came aboard Craig, and her falling in love with Ireland, romance soon blossoms.

It is inevitable, a fight breaks out among the opposing forces, there is shooting and mutiny and all other kinds of action, including Ireland's rescuing the girl practically from the mouth of a shark. Eventually the evil forces are beaten and Ireland and his friends lay claim to the treasure.

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

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**Grant More Time To Loew's, UATC**

Loew's and United Artists Theatre Circuit have been granted another brief extension of the deadlines for the termination of their joint interests in a few remaining theatres, a Justice official disclosed here yesterday.

The companies now have until Sept. 18 to file their joint action to dissolve their joint interests if a dissolution plan was not submitted by yesterday. No such plan was submitted, reported the Justice official.

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**FCC Denies**
(Continued from page 1)

several weeks ago by Du Mont, the commission said that its three-year rule did not, as Du Mont claimed, “denude an unencumbered mind” in the hearing concerned with Paramount. It pointed out that the record in the case was already closed and added that the future of a new contract would be determined by severing Du Mont from the hearing at this time when the hearing examiner would soon be writing his decision anyway.

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**Newsreels**
(Continued from page 1)

action, which is what the Smith case was. Smith volunteered to expose himself to such action and deliberately filed an unencumbered mind in the theatre in cooperation with the Motion Picture Association of America and the Independent Theatre Owners of Ohio, which had joined in challenging the Ohio law.

One attorney pointed out yesterday that the court exceptions' creditable actions cannot be appealed in New York State. This may be the case in Ohio, he said.

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**Walcott Bout**
(Continued from page 1)

tres already signed by TNT were not disclosed at this time, the list includes 19 theaters listed previously, making it easy to see how there is a good chance this fall, in the case of the top 100 theaters, to be included in the International Boxing Club in this year's contract.

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**Michigan Exhibitors**
(Continued from page 1)

of John Schuyler, operator of the Delt circus in Marquette.

Allen Johnson, national representative of Allied Theatres of Michigan; Ernest T. Conlon, executive secretary; Lew Wigner of Wicker and Wettam Theatres, Detroit, and Schuyler will deliver speeches.
World Prefers U.S. Pictures, Raibourn Says

CHICAGO, Sept. 14.—The worldwide preference for American motion pictures was underscored in an address by Paul Raibourn, vice-president of Paramount Pictures Corp., before the Communications Section of the Centennial of Engineering Symposium, meeting here at the Eighth Street Theatre at the weekend.

The American pictures, maintained their hold on foreign audiences, declared Raibourn, and is due to the freedom of the industry. (Continued on page 6)

At the A. F. of L. convention opening here this week the California State A. F. of L. has been selected to recommend convention action on two film industry issues, the government’s 16mm. suit and the repeal of the 20 percent Federal admission tax.

OTAWA, Sept. 14.—Mainly because of the small number of TV sets sold, the coming of television to Canada’s two largest cities, Montreal and Toronto, is not expected to adversely affect motion picture theatre attendance, at least for a long time! (Continued on page 3)

TOA CONVENTION GETS UNDER WAY

WASHINGTON, Sept. 14.—The Thiers boards of America released over the week-end 11 committee reports which will be made during the week to members attending the 1953 convention here. Here is a digest of the reports.

The legal advisory council, Herman Levy, Federal Tax Fund chairman, says the report, and urges the board of directors at its meetings to decide whether TOA should move to intervene as a party defendant in the suit.

The report points out that in the Department of Justice and the U.S. Statutory Court approve the arbitration system it may be in operation before the 1953 convention, and TOA should recommend machinery for the system’s functioning at this convention.

The council will also take up the continued fight against censorship at the local and national levels, especially in the East, at this convention.

(Continued on page 6)

Eady Plan Alone Is Altered Under Pact

As opinions of the new Anglo-American film agreement continued favorable in distribution circles here at the weekend, indications were that approval of it certain be forthcoming today at separate meetings of the Motion Picture Association of America and the Society of Independent Motion Picture Producers. Morton Levy, Daily Variety reported on Friday that the two trade organizations would vote approval.

The only significant modification in the existing US-UK pact is the proposed freezing of the American industry’s share of the British Easy Tax Fund during the ensuing years.

The terms of the original Easy Tax (Continued on page 6)

Sentiment Favors Role Of Defendant in 16mm. Suit; Skouras, Chairman

By SHERWIN KANE

WASHINGTON, Sept. 14.—What Mitchell Wolfson, retiring president of Theatre Owners of America, describes as the organization’s most important and best-attended convention in years, began to get into action at the Shoreham Hotel here today with meetings of the TOA executive committee and nominating committee sessions.

The meeting of the legal advisory committee, scheduled for today, was postponed by chairman Herman Levy, TOA general counsel, until tomorrow morning.

A canvass of legal advisory committee members today turned up only mild objections and considerable strong sentiment in favor of the proposed... (Continued on page 6)

1st Drive-in Fight Deal Set by TNT

The S-3 Drive-in Theatre, Rutherford, N. J., has booked the Wallace-Marciano heavyweight title bout telecast on Sept. 23, thus becoming the first open air theatre in the country planning to carry a televised fight. RCA long-view projection theatre television equipment is currently being installed, it was learned.

The total number of theatres now lining up for the transcontinental telecast is 36, according to Theatre Network Television.

LOOK says...

one of the great comedies of all time!
Personal Mention

MAYE YOUNGSTEIN, United Artists vice-president, is scheduled to leave here tomorrow for New Orleans.

Ernest Emerson, Loew's advertising-publicity executive, and Artie Decker, Motion Picture Association of America community relations director, will instruct classes at the Associated Motion Picture Advertisers' School, which will open here on Sept. 25.

Edward L. Hayman, vice-president of United Paramount Theatres, accompanied by his assistants, Bernard Levy and M. Alpern, is visiting the theatre in Peoria.

The trio will return here Wednesday.

William F. Rodgers, M-G-M vice-president and sales consultant, left Piccadilly tonight for the TOA convention in Washington. Henderson M. Richey, exhibitor relations director, left last night.

M. L. Simmons, M-G-M home office assistant to H. M. Richey, returned here at the weekend from the Virgin Islands at home in Clarksburg.

Kenneth Thompson and Jack Doherty, Screen Actors Guild officials, arrived here at the weekend from the coast.

Isador M. Rappaport, Baltimore exhibitor, returned with Mrs. Rappaport from a European tour.

Harold Mirisch, Monogram-Alled Artists vice-president, is due here from Hollywood today.

Ann Belser, publicity director of North Coast Theatres, is vacationing in New York from San Francisco.

Ginger Rogers has left for New York and will return to Hollywood shortly after her arrival here.

NY Reporters Fly to WB Location Today

Warner Brothers, continuing its schedule of transporting key-city press, syndicate and national magazine representatives to Quebec City, Canada, to cover location shooting of Alfred Hitchcock's production of "I Confess," will fly representatives of New York daily here today.

Abel Weller, Times; Phil Strassberg, Daily Mirror, and Arch Winston, Plain Dealer, comprise the contingent, which will be accompanied by Leonard Spinrad of Warner's home office publicity department.

ASCAP Reelects Harbach

Otto A. Harbach was reelected president of ASCAP for the third time at the regular meeting of the board of directors, which runs through this April, 1953, is a charter member of the Society.

Record Ad Campaign Is Set for 'Kilimanjaro'

One of the largest advertising campaigns ever set by 20th Century-Fox for a single motion picture has been programmed for Hearst magazines and newspaper supplements from Coast-to-Coast, for Darryl F. Zanuck's "The Smiles of a Kilimanjaro." The record drive, designed to saturate a readership total of upwards of 130 million, is timed to coincide with the fall pre-release engagements of the production. Four color spreads will hit monthly issues of the largest Hearst publications.

Included on the magazine roster are: Cosmopolitan, Good Housekeeping, Harper's Bazaar, Town and Country. The American Weekly, Pictorial Review and The Comic Weekly are the supplements to feature full-page ad pages and ads.

Complementing the ad total will be special publicity layouts, feature stor- ies as pictorial spreads on the many aspects of the film's international backgrounds and personality profiles of stars Gregory Peck, Susan Hayward and Ava Gardner.

In addition, 7,500 newspapers will be served with a variety of mats and 1,000 radio and TV stations will receive a program based on the film, its fashions and other material.

UA Negotiating for New Shorts Series

Negotiations are pending on a deal under which United Artists would release the "Zane Grey Sports Trail" outdoor scenic-and-sports series, of which Rosser Grey and Ted Siegel have completed 26 two-reelers. Grey has left here for Pagosa Springs, Colo., to film another of the subjects.

SMPTC Award to Eastman's MacAdam

Dr. David L. MacAdam, Eastman Kodak research scientist, has been selected as winner of the 1952 "Journal" award of the Society of Motion Picture and Television Engineers, it was announced at the weekend.

Dr. MacAdam will receive the award at the Society's annual convention in Washington on Oct. 8.

Colquitt to Cinemat

Walter T. Colquitt, formerly of Story Films, has been appointed vice-president and treasurer of Cinemat International Corp., it was announced by Varian Fry, Cinemat's president.

WTF Threatened

The threat engendered by the Presidential campaign is reflected in scattered reports of theft, destruction and racketeering by the Korean Federation of Labor and sundry other topics. Full synopses follow:

MOVIES IN THE NEWS


NEWS OF THE DAY, No. 265 - Jet plane exhibitor, M. Steven Ferrone, invades the West. First football tournament of the year.


A Simple Statement of Fact

There is only ONE Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition pamacmers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

Friedlof Stars' Appearances

Personal appearances by qualified stars aids invaluably in selling a picture in today's market, Bert Friedlof, production publicist, released the following through 20th Century-Fox, quoted here at the weekend.

"In accordance with that belief," Friedlof disclosed that he will tour 20 cities with Joseph Cotten when "The Steel Trap" is released in November, Joseph Cotten and Theresa Wright star in the film.

Friedlof, who is under a three-year contract to 20th-Fox, also announced that he will produce a new film, "The Star," featuring Bette Davis, has been completed and will probably be released in the first part of the year.

The independent producer explained that the stars best qualified to tour cities in aiding the sale of a film are those who have something to offer to the audience and who have a commanding stage presence.

Friedlof, who departed for the Coast following a day's conference on Friday with 20th-Fox executives, also commented on the so-called "large-personal service" controversy in the industry. "I think it's the subject matter that counts," Friedlof said, "more than the amount of money spent on the picture that attracts audiences.

Friedlof said that as an independent he has had no trouble financing his current pictures through the banks.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsey, Consulting Editor. Published daily, except Saturdays, Sundays, and holidays by Quigley Publishing Company, 1428 Chest Avenue, Rockefeller Center, New York 20, N. Y. Telephone: BROADWAY 4-4343. Subscription rate $12 per annum.
Ask Walsh to Rule On Projectionist ‘Encounter’ Boycott

The question whether the IATSE could legally direct projectionists in theatres across the country to refuse to show a film made abroad by Americans accused of having made an anti-American film, titled “IA,” international president Richard F. Walsh answered, it was learned here at the weekend, that Walsh is expected to confer shortly on the question with the union’s attorneys.

Arose Last Month

The problem arose late last month when the Hollywood American Federation of Television and Radio Artists, known as AFTRA, called a meeting at which it was asserted that “some makers of foreign films have not been as reverent in their treatment of religion,” Sydney R. Traub, chairman of the board of the recent U. S. Supreme Court ruling which outlawed sacrifice as a basis for censorship of films, noted. However, that the board condemns the film as an “obscene indignity to religious personages and beliefs.” referring to the recent U. S. Supreme Court decision in “The Miracle” case “placed films in the same category as newspapers and magazines with regard to the constitutional protection of freedom of the press.”

Rice urged the governor to “advise the board that whatever it may feel its duties to be, that they may not in any way exercise a political restraint over motion picture films.”

A 100 Attend Warner Club Golf Toruney

Over 300, including many industry leaders, attended the Warner Club golf tourney held Monday at the Westchester Country Club in Rye, N. Y.

@ The tourney was a fundraiser by toastmaster Sam Schneider. Warner executive, went to Leonard Pahano, first low gross; R. G. Grahm, first low net, and D. Richards, longest drive, and Bill Heineman, nearest to pin.

Women's activities were Major Albert, Warner, Spivak Skouras, Ed Depinet, George Skouras, Ben Kalman, Harry Kalmine, Charles Moskowitz, M. R. Jaffe, Sid Pickman, Robert Star and Bob Mochrie.

12-Hour Show for Regular Admission

Cincinnati, Sept. 14.—A new high in entertainment quantity has been established in this area by the Acme Drive-In Theatre, located here and near by Hamilton, where a “Moivionet” is given on Saturdays, starting at dusk, starting one hour before dusk. The program consists of four full features and one chapter of each of 12 serials, with nothing repeated in the 12-hour show, for which the regular admission scale prevails.

Production in UK Is At High Point: Lean

Film production in England currently is at a high point, with filming there by American companies having assisted in keeping 100 per cent employment at the Burbank studio. A British producer, reported here at the weekend, Lean was in New York last week to confer with his wife, actress Ann Todd, to arrange for editing and American distribution of his latest picture, “The Sound Barrier.” in which Miss Todd stars. The Britishers discussed their film at a luncheon for the trade press given by Lopert Films Distributing Corp., through which “The Sound Barrier” is expected to be released in this country. Lean said, was a drama dealing with supersonic aircraft developments.

Canadian Circuit in Regional Meetings

Toronto, Sept. 14.—Officials of 20th Century Theatres, headed by N. A. Taylor, have started a round of regional meetings.

A conference was held Ottawa which was attended by Taylor, vice-president Ronald Anatolich and M. L. Corey, general manager of the 20th Century circuit from the Toronto head-office. The conference program was drawn up by the new district manager, Elgin, the meeting at the Chateau Laurier, Ottawa, is part of a series which includes Sudbury, London and Montreal, with a final session at Toronto on Sept. 30. The circuit is affiliated with Famous Players Corp.

Frank William, WB Booker in Chicago

Chicago, Sept. 14.—Frank E. Williams, 67, head Booker for Warner Brothers theatres here since 1930 and 14 years with the Combined Booking Circuit for many years prior to 1930, died here Thursday. He is survived by a sister and three brothers.

Zimbalist, Nebenzal Form New Company

Hollywood, Sept. 14.—Formation of Motion Picture Artists, Inc., a new production company headed by Alfred Zimbalist and Harold Nebenzal, president and vice-president of the new company, was disclosed here at the weekend.

The company will specialize in exploitation films, one of which is “Miss Robinson Crusoe.”

Again Press A. T. & T. on Theatre TV Cost Data

Says US Producers Abide by the Code

WASHINGTON, Sept. 14.—Theatre television attorneys told the American Telephone & Telegraph Company Monday night that they wanted only an A and T estimate of what transmission charges for theatre telecasts would be, and are not asking the company for firm figures.

In an attempt to get an answer on transmission costs, attorneys who will present the industry’s theatre television case to the Federal Communications Commission sent a letter to the company that A and T might be assuming “that we are asking for firm figures. We are not asking for firm figures. We are not asking for firm figures. We are not asking for firm figures.”

All they wanted, the industry attorneys went on, was A and T’s “best estimate” of what the charges would be and “a similar estimate as to when the matter would be institut¬ed.” A and T has previously dodged answering the request for such information on two occasions, the most recent being in May.

The industry attorneys told the company that “the existing service set up is that of a T.V. company,” they went on, “and we pointed out that the industry’s technical experts had been able to obtain facts concerning the necessary charges from suppliers and that they saw no reason why A and T couldn’t do the same.”

But the attorneys’ questions in their two previous requests was “when and for how much?” They wrote to A and T, “If you have to,” the attorneys added, “we have no legal alternative other than to approve “The Miracle.”

AUL PROTESTS STATE CENSORSHIP To Maryland’s Governor

The American Civil Liberties Union has just presented to the governor of Maryland over the continued efforts by the Board of Censors of that state to exercise censorship over motion pictures. In a letter to Gov. Theodore R. McKeldin, Jr., the chairman of the ACLU’s National Censorship Committee, the chairman, Elmer Rice, noted that the recent U. S. Supreme Court decision in “The Miracle” case “placed films in the same category as newspapers and magazines with regard to the constitutional protection of freedom of the press.”

Rice urged the governor to “advise the board that whatever it may feel its duties to be, that they may not in any way exercise a political restraint over motion picture films.”

To Kick-Off Film, TV Tie-Up Today

The mutual promotion agreement between New York theatres and WNBC-WNBT will be kicked off today by Sketch Henderson in his promotion shows, which include a listing of popular films at neighborhood and Broadway theatres. The program will highlight some institutional promotion too.

The radio programs will be on the air to 1:15 P. M. and 11:15 to 12:00 midnight, with TV programs be seen from 6:30 to 7:00 P. M.

The Organization of the Motion Picture Theatres of the City of New York signed the agreement for some 300 New York theatres.

TV Spots in New SAG-FPA Talks

Another series of meetings between representatives of the Screen Actors Guild and the Film Producers Association on a new pact to govern TV production in the East took place here this week.

Negotiations will be on the issue of TV spot commercials, it was learned, following the previous agreement on terms to govern TV programming and industrial films.

Tradewise...

(Continued from page 1)

those of the owners of major league teams. And they sure know their statistics on their favorite film studio stars.

Brown’s fourth and final point is that if you go where “men gather,” you’ll hear them talking about sports, not movies.

Carol Brown, a reportedly more men discuss sports than movies, and we wonder why Brown doesn’t suggest that his readers go where women—and children—and gather, and find out whether they talk more about sports than movies.

They’re newspaper readers, too, Mr. Brown.

Monday, September 15, 1952
18 wonderful songs — 23 dazzling scenes and so many beautiful gals we just can't count 'em! Watch World Premiere Engagement now at the Chicago Theatre, Chicago — then set your play-date for early October when the peak of its pre-selling is reached!

**Big Scale** Paramount Musica

"ROSE ROOM"
"SOMEBODY LOVES ME"
"A DOLLAR AND THIRTY CENTS"

"WAY DOWN YONDER IN NEW ORLEANS"
"TODDLING THE TOTALO"
"JEALOUS"

"JUNE"
"SMILES"
"I CAN'T TELL WHY I LOVE YOU"

"ON SAN FRANCISCO BAY"

"I'M SORRY I MADE YOU CRY"

**PERLBERG-SEATON PRODUCTION**

Starring

**Betty HUTTON** · **Ralph MEEKER**

**COLOR BY** Technicolor

**ADVERTISED TO 35 MILLION IN 61 KEY AREAS**
This Week Magazine, Sunday, October 5th — Parade Magazine, Sunday, October 12th 
Full fan schedule too. Plus Paramount's famous saturation promotion on the radio — on TV — and in newspapers everywhere
That's Betty's Greatest Show!

Somebody Loves Me

WITH ROBERT KEITH · ADELE JERGENS · AND THE CHEZ PAREE ADORABLES

DUCED BY WILLIAM PERLBERG AND GEORGE SEATON · WRITTEN AND DIRECTED BY IRVING BRECHER

SUGGESTED BY THE CAREERS OF BLOSSOM SEELEY AND BENNY FIELDS
A 350-\ THEATRE SOCK!

NANCY OLSON \ JAMES ARNESS \ WRITTEN BY \ JAMES EDWARD GRANT \ RICHARD ENGLISH \ ERIC
JOHN WAYNE
IS NOW DELIVERING THAT BIG WAYNE BOX-OFFICE WALLOP EVERYWHERE IN BIG JIM MCLAIN

FILMED IN HAWAII AND PRESENTED BY Warner Bros.
Check List
of recent or forthcoming 
releases featured in advertising in
MOTION PICTURE DAILY*
(alphabetically by title)

<table>
<thead>
<tr>
<th>Title</th>
<th>Distributor</th>
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<tbody>
<tr>
<td>AFFAIR IN TRINIDAD (3 Pages)</td>
<td>Columbia</td>
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<tr>
<td>BECAUSE YOU'RE MINE (2 Pages)</td>
<td>MGM</td>
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<tr>
<td>BIG JIM McLAIN (3 Pages)</td>
<td>Warner</td>
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<tr>
<td>BONZO GOES TO COLLEGE</td>
<td>Universal</td>
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<td>CARIBBEAN</td>
<td>Paramount</td>
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<tr>
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<tr>
<td>DREAMBOAT</td>
<td>20th-Fox</td>
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<tr>
<td>EVERYTHING I HAVE IS YOURS</td>
<td>MGM</td>
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<tr>
<td>FEARLESS FAGAN (2 Pages)</td>
<td>MGM</td>
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<td>FOOTBALL THRILLS</td>
<td>MGM</td>
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<tr>
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<td>IVANHOE (13 Pages)</td>
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<tr>
<td>O. HENRY'S FULL HOUSE</td>
<td>20th-Fox</td>
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<td>ONE MINUTE TO ZERO (2 Pages)</td>
<td>Warner</td>
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<tr>
<td>SHE'S WORKING HER WAY THROUGH COLLEGE</td>
<td>RKO</td>
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<td>SOMEBODY LOVES ME</td>
<td>Paramount</td>
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<td>SON OF PALEFACE</td>
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<td>SUDDEN FEAR (2 Pages)</td>
<td>RKO</td>
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<td>THE CRIMSON PIRATE</td>
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<td>THE MERRY WIDOW (2 Pages)</td>
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<td>THE MIRACLE OF OUR LADY FATIMA (3 Pages)</td>
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<td>THE SNOWS OF KILIMANJARO (3 Pages)</td>
<td>20th-Fox</td>
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<td>THE STORY OF WILL ROGERS (4 Pages)</td>
<td>Warner</td>
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<tr>
<td>WAY OF A GAUCHO</td>
<td>20th-Fox</td>
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<tr>
<td>WHERE'S CHARLEY? (16 Pages)</td>
<td>Warner</td>
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<tr>
<td>WOMAN OF THE NORTH COUNTRY (2 Pages)</td>
<td>Republic</td>
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* 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".

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.

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. Its cost is dimes that bring dollars. It is the vital spark for the power that produces greatest results!
NATIONAL CARBON PRESENTS:
• Amazing New Light-Efficiency
• Lower Current Consumption
• Improved Arc-Stability
• Better Light Distribution

Not just claims but VISIBLE improvements distinguish the NEW 9 mm "Suprex" projector carbon in any 9-8 mm copper-coated high-intensity trim.

AND THAT'S NOT ALL! With an optimum current range of 65-75 amperes, the new 9 mm "Suprex" carbon and the 8 mm "Orotip" C negative carbon can be substituted directly for the 8 mm-7 mm carbon trim up to 70 amperes*. Merely install appropriate holders and guides in your present equipment and get:

- More light at slightly increased current
- Equal light at same current
- Lower carbon consumption and cost
- Better light distribution at all currents

* Above 70 amperes, see your theatre supply dealer for his equipment recommendations.

BUY WISE—DEMAND TO SEE THE DIFFERENCE!

The terms "Suprex" and "Orotip" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
20 East 42nd Street, New York 17, N. Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
In Canada: National Carbon Limited, Montreal, Toronto, Winnipeg
Assignment—Paris!
**Tradewise...**

By SHERWIN KANE

Robert U. Brown, editor of *Editor & Publisher*, devoted his “Shop Talk at Thirty” column in the Sept. 6 issue to answering Paul Bruun’s wondering in the Miami Beach Sun why newspapers give so much space to sports events and so little to movies, in which so many more people are interested.

“Controversy and conflict are the basic ingredients of all news. Neither exists in abundance in any field, with rare exceptions, and both are predominant in any sporting contest,” Bruun tells the Miami Beach columnist.

Any follower of the sports pages will dispute that. The baseball fan is not treated daily to “controversy and conflict” nor is he disappointed about that. He follows a team in which he is interested; he wants to know if it won or lost, what its standing is from time to time and, in the case of more avid fans, who did the pitching, the hitting and who made the unusual, if any, fielding plays or base running.

A movie fan is as much the same. He follows particular stars, particular types of films and, frequently, particular stories. He wants news about all of them and, not being served by his newspaper in that respect, he buys millions of motion picture fan magazines.

That also answers another of Brown’s contentions—that there is nothing to write about a local movie once it has been reviewed.

He also contends that evidence that the public is more interested in sports than in films is to be found in the inability of most people to name the producer, director or company that made the picture they saw last night, whereas, he says, the same people will know statistics concerning their favorite baseball team and the name of its manager.

We doubt very much whether Brown himself can name the managers of the 16 major league teams. And we will bet Brown that more people are familiar with the major film companies’ names than with

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**World Prefers U. S. Pictures, Raibourn Says**

Chicago, Sept. 14.—The worldwide preference for American motion pictures was underscored in an address by Paul Raibourn, vice-president of Paramount Pictures Corp., before the Communications Section of the Centennial of Engineering Symposium, meeting here at the Eighth Street Theatre at the weekend.

The reason American pictures maintain their hold on foreign audiences, declared Raibourn, is due to the freedom of the individual in Cal. Unionists Will Act on Tax, 16mm.

The California State Federation of Labor Convention in New York has been selected to recommend convention action on the government’s 16mm. anti-trust suit and repeal of the 20 per cent Federal admission tax. The convention will open today at the Commodore Hotel with Screen Actors Guild and IATSE delegations in attendance.

**TV No Problem to Canadian Exhibitors**

Ottawa, Sept. 14.—Although television has now come officially to Canada’s two largest cities, Montreal and Toronto, and other TV outlets are planned in several other centres, including Ottawa, motion picture theatre attendance in those cities is not expected to be affected adversely, at least for a long period.

One of the principal reasons is that sales of TV receiving sets in those areas have not been spectacular.

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**TOA CONVENTION GETS UNDER WAY**

**TOA Committees Report; Urge Stand On 16mm. Suit Role**

Washington, Sept. 14.—The Theatre Owners of America released its canvass party committee's legal opinions that will be made during the week to members attending the 1952 convention here.

Here is a digest of the reports.

The legal advisory council, Herman Levy, chairman: Top agenda item on the council’s canvassation meeting which will be presented to the membership is the 16mm. anti-trust suit; says the report, and urges the board of directors at its meetings to decide whether TOA should move to intervene as a party defendant in the suit.

The report points out that if the Department of Justice and the U.S. Statutory Court approve the arbitration system it may be in operation before the IRS convention, and TOA should recommend machinery for the system’s functioning at this convention.

The council will also take up the continued fight against censorship at the local and national levels, especially the continued fight against censorship at the local and national levels, especially

**Eady Plan Alone Is Altered Under Pact**

As opinions of the new Anglo-American film agreement continued favorable in distribution circles here at the weekend, indications were that approval of it certainly would be forthcoming today at separate meetings of the Motion Picture Association of America and the Society of Independent Motion Picture Producers boards, Motion Picture Daily reported on Friday that the two trade organizations would vote approval.

The only significant modification in the existing US-UK pact is the proposed freezing of the American industry’s share of the British Eady Tax Fund during the ensuing year. The terms of the original Eady Tax

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**1st Drive-in Fight Deal Set by TNT**

The S-3 Drive-in Theatre, Rutherford, N. J., has booked the Wallace-McCarno heavy-weight title bout telecast on Sept. 23, thus becoming the first open air theatre in the country planning to carry a televised fight. RCA long-throws projection theatre television equipment is currently being installed, it was learned.

The total number of theatres now lined up for the transcontinental telecast is 36, according to Theatre Network Television.
Record Ad Campaign Is Set for ‘Kilimanjaro’

One of the largest advertising campaigns ever set by 20th-Century-Fox for a single motion picture has been programmed for Hearst magazines and newspaper supplements from Coast-to-Coast for Darryl F. Zanuck’s “The Snows of Kilimanjaro.”

The record drive, designed to saturate a readership total of upwards of 130-million, is timed to coincide with the fall pre-release engagements of the production. Four color spreads will hit monthly issues of the magazines and weekly supplements.

Included on the magazine roster are Cosmopolitan, Good Housekeeping, Judge, The Country Gentleman and Town and Country. The American Weekly, Pictorial Review and The Comic Weekly are the supplements to feature full page ads and spreads.

Complementing the ad total will be special publicity layouts, feature stories and picture spreads dealing with aspects of the film’s international backgrounds and personality profiles of stars Gregory Peck, Susan Hayward and Ava Gardner.

In addition, 7,500 newspapers will be serviced with a variety of mats and strips, and 1,000 radio and TV stations will receive a program script for the film, its fashions and other material.

A Simple Statement of Fact

There is only ONE Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition packers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

Newsreel Parade

The heat engendered by the Presidential campaign again is reflected in newsreel reports of speeches by Senator Joseph J. McCarthy and General Eisenhower. Round-up and current editions are the crash of a jet plane in England, West Europe Federal elections, the atomic fission bomb and sundry other topics. Full synopses follow:


Friedlob Stresses Stars’ Appearances

Personal appearances by qualified stars aids immeasurably in selling a picture in today’s market, Bert Friedlob, producer-releaser recently producing through 20th-Century-Fox, declared at the weekend.

In consonance with that belief, Friedlob disclosed that he will tour 20 cities with Joseph Cotten when “The Steel Trap” is released in November. Joseph Cotten and Theresa Wright star in the film.

Friedlob, who under a three-year contract to 20th-Fox, also announced that he will produce his first new film, “The Star,” featuring Bette Davis, has been completed and will probably be released after the first of the year.

The independent producer explained that the stars best qualified to tour cities in aiding the sale of a film are those who have something to say of interest to audiences and who have a commanding stage presence.

Friedlob, who departs for the Coast following a day’s conference on Friday with 20th-Fox executives, also commented on the so-called “large-versus-small picture” controversy in that industry, “I think it’s the subject matter that counts,” Friedlob said, rather than the amount of money spent on the picture that attracts audiences.

Friedlob said that as an independent he has had no trouble financing his current pictures through the banks.

Motion Picture Daily October 15, 1952

Subcription rate $12 per annum
Ask Walsh to Rule
On Projectionist 'Encounter' Boycott

The question whether the IATSE could legally direct or urge projectionists in the theatre industry to refuse to show a film made abroad by Americans accused of having Communist affiliations may be considered by "IA" international president Richard F. Walsh as attorney, it was learned here at the weekend. Walsh is expected to confer shortly on the question with the union's attorneys.

Arose Last Month

The problem arose last month when the Hollywood American Federation of Labor and Congress of Industrial Organizations identified "Encounter," scheduled for United Artists distribution, as representing the work of four Americans whom the council says are or were Communists or refugees from sub-politicals issued by the House Committee on Un-American Activities.

Starring Paul Muni, the film was produced in Italy by John Weber and Bernard Vorhaus, with Joseph Losey as director and Glen Barzanos as script writer. Roy M. Brewer, IATSE Coast representative, in a letter to House Committee chairman John T. Wood, charged the producers, director and writer with being either Communists, former Communists or refugees from Communist countries. Wood urged the Committee to initiate legislation at once to ban the importation and showing of films made by Americans so identified.

Brewer Threat

If UA should release the picture and exhibitors book it, Brewer said, "we shall then initiate measures to call upon our fellow unionists in the projection rooms of American theatres not to show it." UA officials here at the time asked attorney, Arthur B. Krim, visiting in Europe, to look into the problem. No report of action by Krim has yet been made.

The company claimed the distribution deal will last a year ago.

The Taft-Hartley Law, in the "unofficial" opinion of an attorney who declined to be identified, would not prohibit the IATSE from asking, possibly directing, its projectionists to refuse to screen a film of "Communist character." However, he added, the law would have to be studied to determine the application to "Encounter."

Tradewise...

(Continued from page 1)

again Press A. T. & T. on Theatre TV Cost Data

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Says US Producers

Abide by the Code

Baltimore, Sept. 14.—Noting that "American film producers, bound by a production code, have done much to help avoid an "Encounter" storm," while some producers of foreign films have not been so reverent in their treatment of religion," Sydney R. Traub, chairman of the Film Censors, reported that the board has approved "The Miracle" for showing without the standard "M" mark, but warned that "we have no legal alternative other than to approve "The Miracle."

ACLU Protests State Censorship

To Maryland's Governor

The American Civil Liberties Union has asked a protest with the governor of Maryland. Over the continued efforts by the Board of Censors of that state to exercise censorship over motion pictures, the ACLU's Theodore R. McKeldin, Jr., the chairman of the ACLU's National Council, wrote to Governor Millard E. Elmer Rice, noted that the recent U. S. Supreme Court decision in "The Miracle" case placed films in the same category as newspapers and magazines with regard to the constitutional protection of freedom of the press.

Rice urged the governor "to advise the board that whatever it may feel its duties to be, that they may not in any way exercise a prior restraint over motion picture films."

300 Attend Warner Club Golf Tourney

Over 300, including many industry leaders, attended the Warner Club annual golf event held at the Westminster Country Club in Rye, N. Y.

Fries, hand-tied by tournament master of ceremonies, SB. Warner executive, went to Leonard Palumbo, first low gross: G. Grafton, first low net, member: Robert D. Richards, longest drive, and Bill Heineke, nearest to pin.

Among the executives were Major Albert Warner, Spyros Skouras, Ned Depinet, George Skouras, Ben Kalmanson, Harry Kalmanoff, Charles Daves, J. Edward Bridges, George Schragel, Jerry Pickman, Herman Starr and Bob Mochrie.

TV Spots Subject Of SAG-FPA Talks

Another series of meetings between representatives of the Screen Actors Guild and the Producers- Distributors Association on a new pact to govern TV production in the East will take place here Monday afternoon.

Negotiations will be on the issue of TV spot commercials, it was learned, following virtual agreement on terms to govern TV programming and industrial films.

12-Hour Show for Regular Admission

Cincinnati, Sept. 14.—A new high in film admission quantity has been established in this area by the Acme Drive-in, located between downtown and Hamilton, where a "Moviethon" is given on Saturdays, starting at 11:15 and continuing until dawn. The program consists of four full features and one chapter each of 12 serials, with the 12-hour show, for which the regular admission scale prevails.

Production In UK Is
At High Point: Lean

"Film production in England currently is at a highly significant point in history there by American companies having assisted in keeping 100 per cent employment of the skilled Britisher, a British producer, reported here at the weekend. Lean was in New York from London and South Africa with his wife, active as editor for editing and American distribution of his latest picture, "The Sound Barrier," which Miss Todt stars.

The Britsishers discussed their film at a luncheon for the trade press given by Lopert Films Distributing Corp., through which "The Sound Barrier" is expected to be released here. The picture, Lean said, is a drama dealing with supersonic aircraft developments.

Canadian Circuit in Regional Meetings

Toronto, Sept. 14.—Officials of 20th Century Theatres, headed by N. A. Taylor, have started a round of regional meetings of managers. The first call was on the Montreal branch office at Ottawa which was attended by Taylor, vice-president Raoul Auerbach and M. L. Foster. They were met by Miss Helen Zimbalist of the Toronto head-office. The conference program was drawn up by Emile Warren, manager of the Ottawa Elgin. The conference program was drawn up by Emile Warren, manager of the Ottawa Elgin. The conference was called by Clarence Laurier, Ottawa, is part of a series which includes Sudbury, London and Hamilton, with a final session at Toronto Sept. 30. The circuit is affiliated with Famous Players Corp.

Frank William, WB Booker in Chicago

Chicago, Sept. 14.—Frank E. William, 67, head Booker for Warner Brothers' theatres here since 1930 and with the company for many years prior to 1930, died here Thursday. He is survived by a sister and three brothers.

Zimblist, Nebenhal New Company

Hollywood, Sept. 14.—Formation of Motion Picture Artists, Inc., a production company headed by Alfred Zimblist and Harold Nebenhal, president and vice-president of the new company, was disclosed here at the weekend. The company will specialize in exploitation films, one of which is "Miss Robinson Crusoe."
18 wonderful songs — 23 dazzling scenes and so many beautiful gals we just can't count 'em! Watch World Premiere Engagement now at the Chicago Theatre, Chicago — then set your play-date for early October when the peak of its pre-selling is reached!

ADVERTISED TO 35 MILLION IN 61 KEY AREAS:
This Week Magazine, Sunday, October 5th — Parade Magazine, Sunday, October 12th. Full fan schedule too. Plus Paramount's famous saturation promotion on the radio — on TV — and in newspapers everywhere!

A PERLBERG-SEATON PRODUCTION Starring

Betty HUTTON • Ralph MEEKER

COLOR BY Technicolor
That's Betty's Greatest Show!

Somebody Loves Me

with ROBERT KEITH · ADELE JERGENS · and the CHEZ PAREE ADORABLES

PRODUCED BY WILLIAM PERLBERG AND GEORGE SEATON · WRITTEN AND DIRECTED BY IRVING BRECHER

SUGGESTED BY THE CAREERS OF BLOSSOM SEELEY AND BENNY FIELDS
Role in Suit

(Continued from page 1)

more by TOA to have itself named a defendant in the action. All indications point to the committee's going on record as favoring that course. Motion feel that TOA can make its best contribution to the fight against the suit in the role of a defendant. And it seems clear that even the best motion would be anonymous in the suit. The motion carried 26-1.

Concessions Increase

Concessions committee, Harold J. Fitzgerald, chairman: Generally theatre concessions in 1952 will show a dollar increase. The plan pointed a concessions committee to supply year-round service to the exhibitor and to professional associations, including part of the motion picture field, a market for their merchandise.

Chairman of the Department and accessories committee, R. H. McCullough, chairman: There is no shortage of equipment and equipment dealers report business is very poor. Proper maintenance of equipment has suffered because of poor business. In many situations exhibitors have abandoned their maintenance work and equipment replacement in absentia because their resources are exhausted.

Now Has Sufficient Funds

Specialty theatre department, Alfred Starr, chairman: The great proportion of small independent exhibitors subscribed almost 100 per cent to the national tax repeal campaign committee and it now has sufficient funds to do a business-like job.

State and local legislation committee, Morris Lowenstein, chairman: States and municipalities must be watched if the Federal admissions tax is not to be extended. Changes in local and state laws have been made to conform with the new laws. Proper maintenance of equipment has suffered because of poor business. In many situations exhibitors have abandoned their maintenance work and equipment replacement in absentia because their resources are exhausted.

Organization and membership committee, E. D. Martin, chairman: TOA membership increased during the past year and 1952 is expected. Tension increased as well. A concentrated drive should be held for new members by all TOA units, said Mr. E. D. Martin, member of the committee. S. H. Fabian is chairman of the committee.

Meeting tonight will be the nominating committee under the chairmanship of Morris Lowenstein. Sentiment is unanimous for the nomination of Alfred A. Treglown as president, and for the reelection of Charles Skouras as chairman of the board. Mr. Skouras, Mr. Treglown and Mr. Skouras probably will be unable to attend the convention but his National Theatres will be well represented by most of its regional heads.

The nominating committee also will consider a plan for the election for the first time of three vice-presidents with the aim of maintaining a panel of ready-around executives for succession to the TOA presidency. At present, the panel consists of J. H. O'Leary, treasurer, and Max Connell, associated with Mr. O'Leary. Tensions are tantamount to nomination at the election as there is no opposition ticket in view.

Board Meets Today

The board of directors will meet tomorrow to consider a convention plan under way officially on Tuesday, continuing through Thursday. Registrations, including wives of delegates and official guests, is expected to exceed 500.

The trade show being held in conjunction with the convention was officially opened today and will continue through Thursday also.

Gardner Will Welcome TOA Delegates to "Snows" Preview

WASHINGTON, Sept. 14.—A special welcome to delegates to the Theatre Owners of America convention will be extended by Reel World Productions, as Ava Gardner, star of Darryl F. Zanuck’s “The Snows of Kilimanjaro,” was on hand for the reception line in accepted State Department hospitality to greet exhibitors and their wives attending a preview of the picture at the RKO Preview Theatre.

Miss Gardner will fly to Washington tomorrow afternoon from New York, accompanied by Al Lichtman, director of sales, and Ed McCray, leading within as Exhibitor and one of the top sales managers for 20th Century-Fox. Miss Gardner, who was still at press reception in her Shoreham Hotel suite in the afternoon.

Crusade For Freedom Will Land TOA Members For Support

WASHINGTON, Sept. 14.—Members attending the 1952 convention of the Theatre Owners of America will have an opportunity to hear tomorrow what will be a hearing on a charge of the legislation is a victory for the American Republic, said Mr. Wilson, in his letter. Wilson declared that the motion picture pictures in the smaller cities and towns have been the center of community activity and the Crusade urgently needs the cooperation of exhibitors. Wilson will read the letter to the convention.

Eady Plan

(Continued from page 1)

Plan arrangement gave the Americans a gross of $4,800,000 and a maximum of $6,000,000, all of which would be remittable.

Yorke Has Baseball Film

Emerson Yorke, independent producer, has been contracted by the Detroit wood and Denver, where his crews filmed the American Legion Junior World Championship to which the Emerson Yorke Studio holds motion picture and TV rights.
The Prize Baby SALUTES...

THEATRE OWNERS OF AMERICA!

CONVENTION IN WASHINGTON

September 15-18 1952
A 350- THEATRE SOCK!

CO-STARRING
NANCY OLSON · JAMES ARNESS

WRITTEN BY
JAMES EDWARD GRANT · RICHARD ENGLISH
JOHN WAYNE IS NOW DELIVERING THAT BIG WAYNE BOX-OFFICE WALLOP EVERYWHERE IN BIG JIM McLAIN

FILMED IN HAWAII AND PRESENTED BY Warner Bros.
Check List

of recent or forthcoming
releases featured in advertising in

**MOTION PICTURE DAILY***

(alphabetically by title)

<table>
<thead>
<tr>
<th>Title</th>
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<td>AFFAIR IN TRINIDAD (3 Pages)</td>
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<td>BECAUSE YOU'RE MINE (2 Pages)</td>
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<td>BIG JIM McLAIN (3 Pages)</td>
<td>Warner</td>
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<tr>
<td>BONZO GOES TO COLLEGE</td>
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<td>CARIBBEAN</td>
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<td>CARRIE (2 Pages)</td>
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<td>DREAMBOAT</td>
<td>20th-Fox</td>
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<tr>
<td>EVERYTHING I HAVE IS YOURS</td>
<td>MGM</td>
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<tr>
<td>FEARLESS FAGAN (2 Pages)</td>
<td>MGM</td>
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<td>FOOTBALL THRILLS</td>
<td>MGM</td>
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<tr>
<td>HANS CHRISTIAN ANDERSEN (3 Pages)</td>
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<td>O. HENRY'S FULL HOUSE</td>
<td>20th-Fox</td>
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<td>Warner</td>
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<td>SHE'S WORKING HER WAY THROUGH COLLEGE</td>
<td>RKO</td>
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<td>SOMEBODY LOVES ME</td>
<td>Paramount</td>
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<td>SON OF PALEFACE</td>
<td>Paramount</td>
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<td>SUDDEN FEAR (2 Pages)</td>
<td>RKO</td>
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<tr>
<td>THE CRIMSON PIRATE</td>
<td>Warner</td>
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<tr>
<td>THE QUIET MAN (13 Pages)</td>
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<tr>
<td>THE MERRY WIDOW (2 Pages)</td>
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<tr>
<td>THE MIRACLE OF OUR LADY FATIMA (3 Pages)</td>
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<tr>
<td>THE SNOWS OF KILIMANJARO (3 Pages)</td>
<td>20th-Fox</td>
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<tr>
<td>THE STORY OF WILL ROGERS (4 Pages)</td>
<td>Warner</td>
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<tr>
<td>THE WORLD IN HIS ARMS (7 Pages)</td>
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<td>UNTAMED FRONTIER</td>
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<tr>
<td>WAY OF A GAUCHO</td>
<td>20th-Fox</td>
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<tr>
<td>WHERE'S CHARLEY? (16 Pages)</td>
<td>Warner</td>
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<tr>
<td>WOMAN OF THE NORTH COUNTRY (2 Pages)</td>
<td>Republic</td>
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**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”.

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.

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. Its cost is dimes that bring dollars. It is the vital spark for the power that produces greatest results!

* Pictures featured in M. P. Daily advertising during past 6 weeks.
Not just claims but VISIBLE improvements distinguish the NEW 9 mm "Suprex" projector carbon in any 9-8 mm copper-coated high-intensity trim.

AND THAT'S NOT ALL! With an optimum current range of 65-75 amperes, the new 9 mm "Suprex" carbon and the 8 mm "Orotip" C negative carbon can be substituted directly for the 8 mm-7 mm carbon trim up to 70 amperes*. Merely install appropriate holders and guides in your present equipment and get:

- More light at slightly increased current
- Equal light at same current
- Lower carbon consumption and cost
- Better light distribution at all currents

*Above 70 amperes, see your theatre supply dealer for his equipment recommendations.

BUY WISE—DEMAND TO SEE THE DIFFERENCE!

The terms "Suprex" and "Orotip" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
In Canada: National Carbon Limited, Montreal, Toronto, Winnipeg
Assignment—Paris!

DANA ANDREWS
MARTA TOREN
GEORGE SANDERS
AUDREY TOTTER

A COLUMBIA PICTURE

From Paul Gallico's best-selling novel—filmed
where it happened—in Paris!

FLASH! WATCH COLUMBIA'S EXCITING "ASSIGNMENT—PARIS"
OPENING BOSTON, PHILADELPHIA, DETROIT, WASHINGTON,
BUFFALO, SAN FRANCISCO, SACRAMENTO, ABERDEEN
NEW ORLEANS, LOS ANGELES, CHICAGO, PORTLAND, ETC.

Screen Play by WILLIAM BOWERS • Story by PAULINE GALLICO and PAUL GALLICO
Produced by SAMUEL MARX and JERRY BRESLER • Directed by ROBERT PARRISH
Companies Ask More Meetings On Arbitration

Okay Draft in Principle; Send Committee to Wash.

A meeting here yesterday of presidents, sales executives and attorneys of the Motion Picture Association of America member companies and United Artists approved in principle the draft of a proposed industry arbitration system. Final approval, according to a statement issued by the MPAA, will await further discussions with exhibitor representatives.

The meeting named a four-man committee to confer in Washington tomorrow with Abram F. Myers and Herman M. Levy, attorneys for Allied States Association and Theatre Owners of America, respectively, with a view to clarifying the text.

(Continued on page 11)

TOA to Act Today
On Arbitration

Elect Alfred Starr
TOA President

WASHINGTON, Sept. 15.—As predicted, Alfred Starr of Nashville, was elected president of the Theatre Owners of America, and Charles Skouras was reelected chairman of the board at the annual board of directors meeting here today.

Other officers elected were Walter Reid, Jr., executive vice-president and chairman of the executive committee; E. D. Martin, Georgia; Patrick McGee, Colorado; John.

(Continued on page 14)

Gael Sullivan Resigns as TOA Executive Director

WASHINGTON, Sept. 15.—Gael Sullivan tendered his resignation as executive director of the Theatre Owners of America to the initial meeting yesterday of the TOA executive committee in advance of the opening of the annual convention here.

(Continued on page 11)

TNT to Use Para., GPL Video Systems

Paramount's “inter-film” theatre television system will be utilized by Theatre Network Television for its West Coast telecast of the Jersey Joe Walcott-Rocky Marciano bout, slated for Tuesday at Philadelphia's Municipal Stadium.

In addition to the Paramount system, TNT will also use General Precision Laboratories “video film” system in an attempt to negate any possibility of a mechanical breakdown of either system.

(Continued on page 12)
Personal Mention

SOL A. SCHWARTZ, president of RKO Pictures, New York, and Mrs. Schwartz, returned from Europe yesterday aboard the S. S. Queen Elizabeth.

HAROLD L. GROVES, president of Hargroves National System Service, who has been hospitalized at Doctor’s Hospital here for over a month, is expected to return to work soon. Operations director H. Bickmore, has been in charge of the home office in Groves’ absence.

AARON KENT, president of Gulf Sales, was discovered enough from his recent heart attack to leave the hospital, but he is not expected back at his desk for two months.

OSCAR A. MORGAN, general sales manager of short subjects and Paramount Western, will return to New York today from Pittsburgh, Cleveland, Buffalo and Toronto.

SPENCER TRACY and LAWRENCE WENGERT, M-G-M producer and studio executive, are due to arrive here Friday from Europe on the S. S. United States.

IRVING SOCHIN, Universal short subject sales manager, was in Philadelphia yesterday and will be Pittsburgh today, returning home tomorrow.

JAMES LASSER of the Monogram Allied Artists accounting department in Hollywood, and Mrs. Lasser, announce the birth of a son, MICHAEL.

D. C. COLLINS, vice-president of the Western States, left here yesterday for Hollywood.

H. WALLIS, Paramount producer, will arrive in New York from Hollywood tomorrow.

‘Fatima’ Grosses Big In Pitts. and Cleve.

The opening week of Warner Brothers’ “The Miracle of Our Lady of Fatima” at the Warner Theatre in Pittsburgh, Pennsylvania, and in Cleveland is expected to gross $30,000 in each house. The film grossed $12,000 in each house in the three-week run in Cleveland. Opening day figures were said to be the highest since “A Streetcar Named Desire.” In the Cleveland house the film drew $4,400 on Sunday.

Depinet Chairman Of ‘Jubilee Dinner’

The chairman of the jubilee dinner of the Motion Picture Pioneers will be Neil E. Depinet, president of RKO Pictures, New York, president of the Pioneers, disclosed here yesterday. The dinner will be held Nov. 25 at the Hotel Astor.

N. J. Blumberg, chairman of the board of directors of Universal Pictures, who has been selected the “Motion Picture Pioneer of 1952,” will be honored at the dinner.

Weekend Business Steadily 1st Runs Here to Fine Pace

Weekend business along Broadway buoyed this week’s grosses, which hit a nice steady pace in most first-run theatres for the seven-day period. Virtually all situations felt a week-day drop in business due to the opening of the city’s schools.

Outstanding attractions such as D’Alvarez, “Monkey Business,” and “The Quiet Man” continued to do extremely well at the box-office.

At Radio City Music Hall, a big $150,000 gross was recorded in the Hall, the picture has already exceeded $1,000,000 gross for the seventh week of the record-breaking “Ivanhoe.” The picture has already exceeded $1,000,000 for its second week. The Radio City film attraction is “Someday Loves Me,” which will bow in Sept. 24.

At the Paramount, featuring “The Crimson Pirate” on screen and Louis Armstrong on stage, a fine $56,000 is forecast for the bill’s third week. The film is doing excellently at the Mayfair, with $24,000 seen for its eighth stanza.

For the sixth week, a healthy $27,000 is indicated for “Sudden Fear” at Loew’s State. A fairly nice $10,000 is expected for the fourth week of “The Miracle of Our Lady of Fatima” at the Astor.

“One Way to Zero” will open Friday at the Criterion, replacing “The Big Sky,” which is expected to earn $16,000 for its fourth and final week.

The seventh stanza of “Affair in Trinidad” is due to hit a nice $16,000 at the Victoria.

You for Me Premiers

The premiere of “You for Me” at the Globe Theatre is on Tuesday. The current Globe attraction, “Devil Makes Three,” is expected to rack up a moderate $1,150. An all right $7,000 is expected for the fifth week of “Les Miserables” at the Rivoli.

Among off-Broadway theatres, “The Amazing Monsieur Faure” opened to an amazing $9,500 in its first seven days. “Ivy Hunter” at the Trans-Lux 52nd Street is doing extremely well, with $4,000 indicated for its fourth week. Also doing fine are the two long-standing hold-over, “Man in the White Suit” at the Sutton and “Encore” at the Normandie. For its 28th week, the Sutton attraction is due to draw $6,500, while the 24th week of “Encore” is estimated to hit $5,200.

A Simple Statement of Fact

There is only ONE Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition pacemakers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

Compo Gets Off-side TV Sign Removed

Acting on complaints from the Council of Motion Picture Organizations, one of the country’s leading television manufacturers has ordered removal from its sales agencies of a sign displaying the legend, “See the Best Movies on TV.”

Disclosure of the motor company’s action was made yesterday by Robert W. Coyne, Compo special counsel, whose protest caused the sign to be removed. Evidence of the sign had been called to Coyne’s attention by New York exhibitors.

Gresler Plans Big ‘Call’ Promotion

An extensive radio, television, trade paper and newspaper advertising campaign on his newly acquired British production, “Emergency Call,” is being mounted by producer Ahner J. Gresler.

The executive producer of “At War with the Army,” the Martin and Lewis comedy, which is proving so well in Hollywood, is planning to arrange for a releasing deal for the British Buttercup company’s picture which he is bottling, “Tyler,” at studios in London, with Anthony Steel and Earl Cameron heading the cast, under the direction of Lewis Gilbert. Gresler has made additional plans to produce a series of trailers for a national tie-in with TV stations.

Both Steel and Cooney will be taken to Hollywood by Gresler next year to appear in a production. Gresler is currently negotiating for a story property which recently appeared in the Saturday Evening Post for the two British players.

“I can’t go along with those who think that a cut-up in the advertising budget is a good business move, regardless of whether business is up or down,” Gresler stated. “Extensive and punchy advertising is as vital as necessary in our field as it is in the merchandising field and we should take a page out of the book of the local department stores’ methods of selling,” he stated.

NEW YORK THEATRES

WORLD WIDE

MOTION PICTURE DAILY

Subscription rate $12 per annum

AIR MAIL

MOTION PICTURE DAILY

NEWS

WHILE IT IS NEWS

WORLD WIDE

NEW YORK THEATRES

ADI CITY MUSIC HALL

Rockefeller Center

“IVANHOE”

Ballet by

TAYLOR • TAYLOR • FONTAINE

Color by TECHNICOLOR • An M-G-M Picture

plus SPECTACULAR STAGE PRESENTATION

JOHN WAYNE

as Big Jim

MIN" in person

THE BULLS BROS. • BIG RED • BIG LIL • IAN CARROLL

DURAMOUNT
ANNOUNCING
THE SALES PLAN
OF M-G-M's
Ivanhoe
LAST MAY at the “Seeing Is Believing” meeting at our M-G-M Studios, IVANHOE was screened for the first time to more than 100 representative exhibitors in the country and members of the press. Their enthusiasm for its possibilities as one of the outstanding box-office attractions of all time was so great that before determining a sales policy, we decided to set up pre-release test engagements in the following cities: New York, San Francisco, Cleveland, Houston, Atlanta and Evansville.

IVANHOE is now playing or has completed its engagement in the above mentioned cities to business that confirms the opinion of those who saw it at our Studios.

From time to time through the medium of the trade press, we have kept the trade at large informed of the business IVANHOE was doing. The total attendance on IVANHOE exceeds the total attendance on QUO VADIS in five of the above situations. The sixth, the engagement at the Radio City Music Hall, New York City (where QUO VADIS was not shown) has played to a greater gross than any other picture in the history of the theatre for the first five weeks of its run there and with one exception had a greater attendance than any other picture.

Following our “Seeing Is Believing” meeting in California, the picture was trade shown in almost 100 theatres and again the enthusiasm upon the part of those who saw it was overwhelming. It is now apparent that if the first-run pre-release
Rebecca stands accused of witchcraft. Ivanhoe’s subsequent challenge results in the fabulous duel on horseback with battle-axe and deadly mace.
exhibitions of IVANHOE are handled generally as in the case of QUO VADIS, the results at the box-office will equal or even exceed the results on QUO VADIS.

It is our intention to have a pre-release first-run exhibition of IVANHOE in each of the exchange centers across the country, then in each of the cities in the country of over approximately 100,000 population and after that in cities of under approximately 100,000. We expect that there will be approximately 500 of such pre-release first-run exhibitions. Within a reasonable time after these showings are completed, IVANHOE will be made available for general release.

Arrangements are now being made for the pre-release first-run showings of IVANHOE in each of the Exchange Centers.

After this announcement appears, our attention will be directed to pre-release first-run exhibitions in the other cities of the country beginning, of course, with the larger ones.

Any exhibitor who has a suitable theatre and is interested in the pre-release first-run exhibition of IVANHOE in his city should promptly and in writing advise our appropriate exchange office of his interest and we shall be pleased to afford him an opportunity of submitting an offer on the picture.
We are confident that we shall receive the same wholehearted cooperation in the marketing of this great production as we did on QUO VADIS and that our customers will find our plan on IVANHOE as much to their advantage as was the case with QUO VADIS.

Loew's Inc.
SUCCESS STORY: ADVERTISING

On this and following pages are just a few of the big spectacular ads (shown in reduced size) that drew record crowds to "Ivanhoe," the Picture of the Century, in its first five pre-release engagements outside New York. These ads sell a BIG attraction with all its grandeur, importance and large-scale pictorial values. They spell MONEY'S WORTH!
For the first time, die story-favorite of millions comes to the screen—peopled with the knights and ladies, the kings and jesters, the warriors and masons of the Glory Age! Again they ride and fight and love and dare and conquer! Actually filmed on historic locales in England with thousands in the cast!

SPECIAL PRE-RELEASE ENGAGEMENT STARTS THURSDAY AT RADIO CITY MUSIC HALL!
M-G-M'S PICTURIZATION OF SIR WALTER SCOTT'S GREAT STORY
IN COLOR BY TECHNICOLOR!

STARRING

ROBERT TAYLOR
ELIZABETH TAYLOR
JOAN FONTAINE
GEORGE SANDERS
EMLYN WILLIAMS

Screen play by NOEL LANGLEY. Adaptation by Aine Meakin. Directed by RICHARD THORPE. Produced by PANDRO S. BERMAN

A QuoHossal promotion campaign paves the way to your box-office. The nation's leading manufacturers have tied in their products with "Ivanhoe." Their national advertising gives this title a readership in astronomical figures. The Lux Soap campaign alone hits the 150,000,000 readership mark. Similar national campaigns come from Lustre-Creme Shampoo, Sunbeam Bread, Woodbury Soap, Kendall Fabrics and countless others. Local dealers are supplied with a wealth of merchandising aids that assure every exhibitor, regardless of his situation, of neighborhood promotion that links together theatre, merchant and public. Full details in the regular and supplementary press-books.
Television -- Radio
with Pinky Herman

The world Series is over Easterners will again enjoy the zany antics of Jack Kirkwood, the funnyman who four years ago not only NBC owed around five mornings a week but also wrote the scripts. Since then he has been a Coast feature but comes mid-October, the "Jack Kirkwood Show" will be transferred from Sunday every afternoon from Monday through Friday on a co-op sponsorship. Jimmy Durante's "All-Star Revue," NBC this Saturday, will feature Margaret Truman and Phil Harris. Abby Greeshler, just home from a business trip to England, heads for the Coast next week to start showing the "Peck's Bad Boy" situation comedy starring 12-year-old Jimmy Boyd who scored last season on several Frank Sinatra programs. Ed Helwisk will script the series with Hal Walker directing the Greeshler package. Larry Berns, producer of the "Peggy Lee" and "Meet Miss Brooks" programs, in New York for a vacation.

When the City of Yorkers (N.Y.) observes "Sid Caesar Day," sometime in November and Mayor Kris Kristensen hands the "Your Show of Shows" star the keys to the burg, your reporter will be disappointed if he, too, isn't invited on a trolley transfer. When we attended high school there, we not only ate most of our meals at the St. Clair Restaurant (owned by Sid's Dad) but while relaxing in a bit of pinocchio with his two older brothers, Abe and Dave, we had to baby-sit the phone lines. Luden's Coughdrops and Candy will sponsor the new "20 Questions" series over the entire DuMont network, the show moving into the 10:00 to 10:30 P.M. Friday spot in November. Complementing his offer of a lot of lettuce to have Joan Crawford appear as his first Guest, on his new CBS-TV series. Just for the records, one of the unhappy heroes of Max Liebman's "Your Show of Shows" is a lad named Howard Morris who is straight, man and foil in most of the Caesar-Coca sketches.

Burp Tillstrom's "Kukla Fran & Ollie" TV series will NBCelebrate its fifth year Monday, Oct. 13. John Daly's "It's News To Me," CBS series, timed Fridays, will shift to the 6:30-7:00 P.M. slot on Oct. 18, penciled on by the Andrews Jergets Co. and Simmons Co. respectively. TV execs should cast an orb in the direction of red-haired and green-eyed Delta McCarthy, the singer-pancrise-dancer, just returned from Mexico where she was featured in three Spanish flickers. The Thomas L. Milano Co. TV film research organization in business but a short time, is already parading two larger quarters at 1465 Broadway (nice guy, Tony). Johnny Graft, VEEP at Snader Telecables, just back from a trip to Washington where he set up a terrif deal for the "Dick Tracy" series. Ork Pilot Tommy Tucker, whose original Okeh platter in 1941 of "I Don't Want To Set The World On Fire," did just that to the musical world, has just cut another version for M-G-M Records which means a revival smash for Cherio Music. ... With the Sunday Oct. 5 program (9:30-10:00 P.M.), John J. Anthony will start his 23rd year on the air, the new series MBponsored by Sterling Drug Co.

Bill Papp, former sports writer for the Chicago Sun, has joined George F. Foley, Inc. and will be coordinator and scripter respectively of two new Foley packages, namely "Herman Hickman Show," which NBTees off Oct. 3 and "Coast Guard Cadets on Parade," which debuts over Mutual Sept. 27. John Ross will write the Hickman series. Al Stein, former Deep charge of advertising and promotion for Masters Mart, has been named radio and TV head of F. Arthur Case Adv. Agency. Chantelouise Rosemarie, who opens Oct. 17 at the Cotillion Room, Hotel Pierre, will also guesturr next month on the "All-Star Revue" and Colgate Comedy Hour. Virginia Wickers has returned from a trip with two of her clients, Dorothy Dandridge and Harry Belafonte, enote in the forthcoming MGM drama "See How They Run."
WALD KRASNA PRODUCTIONS presents

SUSAN HAYWARD · ROBERT MITCHUM
ARTHUR KENNEDY · ARTHUR HUNNICUTT

in

THE LUSTY MEN

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with FRANK PAYLEN · Produced by JERRY WALD · Directed by NICHOLAS RAY · Written for the screen by HORACE MCCOY and DAVID DORTORT
TOA Will Act Today On Arbitration

TOA Board Bids Exhibitors Take Censorship Action

WASHINGTON, Sept. 15.—Today's meeting of the Theatre Owners of America convention board recommended that exhibitors adopt a joint plan of action to oppose censorship laws in their areas, after reviewing recent U. S. Supreme Court decisions regarding the placing of the burden on exhibitors of testing such laws. States and municipalities should study the Supreme Court rulings and take the necessary steps to form with their censorship statutes conformed with those decisions, the TOA board feels.

The board also devoted extended attention to immediate long range plans for expanding TOA membership in new areas.

In addition, plans were made for extending aid to organizing movements in other unincorporated areas. A plan was approved for the continuation of TOA as a member of the Council of Motion Picture Organizations and, therefore, left in question of its affiliates becoming CMO members entirely up to the individual units.

"We feel that COMPO's aims are worthy and will continue to support it," Wolfson said. "Arrangements were made by our members to contribute to approved COMPO activities, without contributing to all of them."

been represented largely in matters of action rather than in a strong well-coordinated all-industry program designed to establish and maintain a correct character for the motion picture industry and the people who make them," was the conclusion drawn by the TOA's "P.R." group.

The "P.R." report cited the "incomparable service rendered this industry by the Motion Picture Industry Committee on the battle against Hollywood Reds." It described the "Reds" as "on the run," and reported "present indications are the industry will be given a clean bill of health, and Hollywood today is in a position to turn a blueprint for action to other Communist-scarred industries."

The board also recommended: "It is clear that intermittent programming provides no real test of theatre teleplay and the potentialities of the material of this new medium will become apparent only when it can offer some regularity of programming through television. Excitement can continue under regular billing. This coming year should bring efforts to develop a series of programs for the public with entertainment and for the benefit of the exhibitor with some regularity of usage so that his fixed costs can be prorated over a broader base."

Arbitration Meets (Continued from page 1)

and altering a number of points in the draft, one having to do with arbitration award damages.

The new distributors' committee consists of William F. Rodgers, chairman of the distributors' arbitration negotiating committee; Austin C. Miller, Adolph A. Adolph, Universal, and Robert W. Perkins, Warner Brothers. The latter three are their companies' general counsels. Bob Berling is vice-president of Loew's M-G-M.

The conference will confer with the TOA exhibitors committees to "complete a draft which will be submitted later to exhibitor organizations," according to the MPAA statement.

ROGERS WILL TALK

Meanwhile, TOA's annual convention, new meeting in Washington, is scheduled to take up the subject of arbitration at an afternoon session today. Part of the session, according to an agenda which was prepared several days in advance, will be given over to an address by Rodgers entitled "The Litigation Approach." Other conference speakers who will attend this afternoon will discuss arbitration are TOA officials Mitchell Wolfson, S. I. Fabian, Levy and Walter Reede, Jr.

The draft is the product of several recent months' work by committees, sub-committees, attorneys' committees and other offshoot units of the Industry Conference on Arbitration. The conference, made up of delegates from exhibition and distribution, has convened twice so far and may converge at least once again before an arbitration system is adopted, if a draft can be agreed upon.

Eric A. Johnston, MPAA president, presided at yesterday's distribution meeting, which was held at the Hotel Astor. Among those attending were: Keough, William Michiel, Jack Cohn, Irving Kayden, Sullivan, A. H. Montague, Al Schwartz, Lewis Phillips, Al Daff, John J. O'Connor, Schimmel, Ted Black, Richard Yates, Morton R. Lowenstein, C. M. Peterson, Monroe Goodman, Robert Clark, Ned E. Depue, Robert Lach, Joyce O'Hara.

Thursday to consider and act upon such revisions, if any. Allied States' Abe Byam, also will sit in at the Wednesday meeting with the distribution representatives.

Little doubt was left of TOA's desire to see an industry arbitration plan adopted and put into effect at the earliest. Possibilities of fighting a press interview at the close of TOA's afternoon board meeting today.

Alfred Starr, newly elected TOA president, said that while some individuals in the industry were well aware of the need for arbitration, he was convinced that most of the industry will be committed to it in proportion to the degree of good faith they bring to it.

"A distributor or exhibitor should regard the arbitration plan as a means of settling disputes in the shortest possible time," Starr said. "However, if they both are ruled by the spirit rather than the letter of the plan, the industry and they will benefit by it."

Mitchell Wolfson, retiring president, said he hopes to see arbitration plans drawn up which will be adequate to the needs of the industry and to the future, possibly this year.

HOPEFUL SPIRIT

Levy, chairman of the TOA legal advisory committee and a member of the studio group, said that TOA will approach the suggestions to be made by distribution on Wednesday for possible revisions of the arbitration plan "in the same constructive and hopeful spirit that it has brought to consideration of the draft so far."

"Levy pointed out that every effort to act on the draft will be made before the convention closes Thursday, inasmuch as the convention is scheduled to meet again until mid-February in Los Angeles. Action before then will be considered final, he said.

The problem of combinations such as Republic being made parties to an arbitration plan which will itself be made a part of the decree if approved by the Department of Justice and the Federal Trade Court in New York has been clarified, it was learned.

Such companies will voluntarily subscribe to the arbitration plan and will be bound by it, but will not be made parties to nor will they be bound by any other part of the Paramount decree.

TOA '53 Convention Set for Chicago

Washington, Sept. 15.—Theatre Owners of America's 1953 convention will be held Oct. 15-17 at the Conrad Hilton Hotel, Chicago. Under plans recently worked out, the TESMA-TEDA trade show will be held in conjunction with the Allied States convention this year, will be TOA's next year.
The Department of Justice has charged 12 members of the motion picture industry with conspiring to keep their products off television screens.

Collier’s magazine has come to the defense of the picture industry with a full-page editorial that exposes the full implications of this action.

Collier’s magazine points out that, if this anti-trust suit is successful, it would be, in effect, a command to the picture companies to commit suicide.

Collier’s explains that if the Department can make its case stick in regard to 16-millimeter films—and the companies refuse to make more of them—the way is open to order film companies to release their 35-millimeters for TV.

And Collier’s adds that the possible effects of such a decree may not be good for TV, itself.

You will want to read every word of this editorial—it’s in the Collier’s that’s out now. And you will probably want to distribute reprints of it, too. To order reprints, write:

Collier’s

The Crowell-Collier Publishing Company
640 Fifth Avenue, New York 19, N. Y.
LIKE A SUDDEN SHRIEK IN THE NIGHT... comes this nerve-searing story of a woman beyond help at the mercy of a man beyond control!

THE FILMMAKERS present
IDA LUPINO
ROBERT RYAN

IN

BEWARE, MY LOVELY

WITH TAYLOR HOLMES · BARBARA WHITING
Directed by HARRY HORNER · Produced by COLLIER YOUNG
Screenplay by MEL DINELLI
Companies Ask More Meetings On Arbitration

Okay Draft in Principle; Send Committee to Wash.

A meeting here yesterday of presidents, sales executives and attorneys of the Motion Picture Association of America member companies and United Artists approved "in principle" the draft of a proposed industry arbitration system. Final approval, according to a statement issued by the MPAA, will await further discussions with exhibitor representatives.

The meeting named a four-man committee to confer in Washington tomorrow with Abram F. Myers and Herman M. Levy, attorneys for Allied States Association and Theatre Owners of America, respectively, with a view to clarifying (Continued on page 14)

Canadian Summer Grosses Increase

OTTAWA, Sept. 15.—Attendance figures for motion picture theatres throughout Canada will show higher box-office returns for the summer months of 1952 than for 1951.

While many more Canadians are now on a 40-hour week than last year, allowing more time for amusement, it is also learned that weekend attendance this summer was poor.


Washington, Sept. 15.—Rep. Elizabeth Kee of the Fifth Congressional District of West Virginia has advised J.C. Shanklin, president of West Virginia Theatre Owners Association, that she is "very definitely in favor of repeal of the (Federal admission) tax."

U. S. Industry Approves UK Pact Changes

The Motion Picture Export Association and the Society of Independent Motion Picture Producers yesterday formally approved the agreement negotiated last week with representatives of the British government modifying the present Anglo-American film pact.

Announcement of MPEA board approval was made by Eric A. Johnston, Motion Picture Association of America and MPEA president, James A. Mulyve, chairman of the SMPA distribution committee, made the announcement in behalf of the Society.

The modifications deal with the arrangements under which U.S. film companies are allowed to convert into dollars part of their earnings in the United Kingdom.

In 1951, it was agreed that the U.S. companies should be allowed to transfer, in addition to the amounts (Continued on page 11)

Gael Sullivan Resigns as TOA Executive Director

WASHINGTON, Sept. 15.—Gael Sullivan tendered his resignation as executive director of the Theatre Owners of America to the initial meeting yesterday of the TOA executive committee in advance of the opening of the annual convention here.

No successor to Sullivan has been named and indications are the post will be handled by Dick Potts, executive assistant, and Howard L. Bryant, service coordinator. The latter two handled Sullivan's functions while he was on a three months leave of absence last summer from his TOA post to serve as manager of Senator Estes Kefauver's campaign for the Demo-

C. of C. President To Address T. O. A.

WASHINGTON, Sept. 15.—Lawrence F. Lee, president of the U.S. Chamber of Commerce, is scheduled to address the Theatre Owners of America convention delegates at the convention luncheon which will be held Thursday in the Shoreham Hotel.

The luncheon will be the convention's so-called "research" repast, at which C. E. (Doc) Cook, R. H. McCullough and Nathan D. Golden also will speak. (Continued on page 11)

TOA TO ACT TODAY ON ARBITRATION

Elect Alfred Starr TOA President

WASHINGTON, Sept. 15.—As predicted, Alfred Starr of Nashville, was elected president of the Theatre Owners of America, and Charles Skouras was reelected chairman of the board at the annual board of directors meeting here today.

Other officers elected were Walter Reade, Jr., executive vice-president and chairman of the executive committee; E. D. Martin, Georgia; Pat McCrory, Colorado; John (Continued on page 14)

Herman Levy to Outline Proposed Plan; Action Is Conditional

By SHERWIN KANE

WASHINGTON, Sept. 15.—Theatre owners of America will proceed at its convention here tomorrow to take conditional action on the proposed industry arbitration plan despite an oft-called for Wednesday to discuss distribution's questions and possible revisions in the plan resulting from the meeting of company presidents, sales executives and lawyers in New York today.

Herman Levy, TOA general counsel, will outline the proposed arbitration plan to a closed session of the convention here tomorrow afternoon, following which the membership may approve the draft immediately, subject to acceptance of any revisions which might develop at the Wednesday meeting.

TNT to Use Para., GPL Video Systems

Paramount's "inter-film" theatre television system will be utilized by Theatre Network Television for its West Coast telecast of the Jersey Joe Walcott-Rocky Marciano bout, slated for Tuesday at Philadelphia's Municipal Stadium.

In addition to the Paramount system, TNT will also use General Precision Laboratories "video film" system in an attempt to negate any possibility of a mechanical breakdown of either system.

Arrangements have been made for Paramount equipment in the Paramount Building here to receive the (Continued on page 14)
**Personal Mention**

**SOL A. SCHWARTZ**, president of RKO Theatres, and **Mus. Schwartz**, returned here from Europe yesterday aboard the S. S. Queen Elizabeth.  

**HAROLD L. GROVES**, president of Hargroves National Service System, who has been hospitalized at Doctor’s Hospital here for over a month, is expected to return to work soon. Operations director H. Rickman has been in charge of the home office in Groves’ absence.  

**AARON BERNSON**, president of Gulf States Allied, has recovered enough from his illness to return to the hospital, but he is not expected back at his desk for two months.  

**OSCAR A. MORGAN**, general sales manager of short subjects and Paramount News, will return to New York today from St. Louis, Cleveland, Buffalo and Toronto.  

**SPENCER TRACY** and **LAWRENCE WELK**WERTH, M-G-M producer and studio executive, are due to arrive here today from Europe on the S. S. United States.  

**IRVING SOCHIN**, Universal short subject sales manager, was in Philadelphia yesterday and will be in Pittsburgh today, returning here tomorrow.  

**JAMES LAWLER** of the Monogram-Allied Artists accounting department in Hollywood, and Mrs. Lawler announce the birth of a son, **MICHAEL.**  

**D. C. COLLINS**, vice-president of the Westrex Corp, left here yesterday for Hollywood.  

**HAL WALLIS**, Paramount producer, will arrive in New York from Hollywood tomorrow.  

**‘Fatima’ Grosses Big In Pitts. and Cleve.**  

The opening week of Warner Brothers’ “The Miracle of Our Lady of Fatima” at the Warner Theatre in Pittsburgh and the Allen Theatre in Cleveland had business as high as $20,000 in each house. The film grossed $10,000 over the weekend in both houses. Opening days figures were said to be the highest since “A Streetcar Named Desire.” In the Cleveland house the film drew 4,400 on Sunday.

**Depinet Chairman Of Jubilee Dinner**  

The chairman of the jubilee dinner of the Motion Picture Pioneers will be **N. J. Blumberg**, chairman of the board of directors of Universal Pictures, who has been selected the “Motion Picture Pioneer of 1952,” will be honored at the dinner.

**Weekend Business Steadies 1st-runs Here to Fine Pace**  

Weekend business along Broadway buoyed this week’s grosses, which hit a nice steady pace in most first-run houses. Virtually all situations felt a week-day drop in business due to the opening of the city’s schools.  

Outstanding attractions such as “Ivanhoe,” “Monkey Business,” and “The Quiet Man” continued to do extremely well at the box-office.  

At Radio City Music Hall, a big $130,000 is seen for the seventh week of the record-breaking “Ivanhoe.” The picture has already exceeded the $1,000,000 gross mark at the Hall, doing so by the end of the sixth week. “Ivanhoe,” which also features a stage show, “Monkey Business” is due to hit a healthy $75,000 for its second week. The next Roxy film attraction is “Somebody Loves Me,” which will bow in Sept. 24.  

At the Paramount, featuring “The Crimson Pirate” on screen and “Lone Man” on stage, a $50,000 is forecast for the bill’s third week. “High Noon” is doing excellently at the 8th Avenue with $24,000 seen for its eighth stanza.  

For the sixth week, a healthy $27,000 is indicated for “Sudden Fear” at Loew’s State. A fairly nice $19,000 is estimated for the fourth week of “The Miracle of Our Lady of Fatima” at the Astor.  

“One Minute to Zero” will open Friday at the Criterion, replacing “The Big Sky,” which is expected to do a fair $16,000 for its fourth and final week. The seventh stanza of “Affair in Trinidad” is due to hit $12,000 at the Victoria.  

**You for Me Premiere**  

The premiere of “You for Me” at the Globe will be on Tuesday. The current Globe attraction, “Devil Makes Work,” is expected to set up a new house mark and gross $11,500. An all right $7,000 is seen for the fifth week of “Les Misérables” at the Rivoli.  

Among off-Broadway theatres, “The Amazing Monsieur Fabre” opened to a robust $9,300 in its first seven days. “Ivy Hunter” at the Trans-Lux 52nd Street is doing extremely well, with $8,200 indicated for its fourth week. Also doing fine are the two long-standing hold-overs, “Man in the White Suit” at the Sutton and “Encore” at the Normandie. For its 25th week, the Sutton attraction is seen to drop $6,500, while the 24th week of “Encore” is estimated to hit $5,200.

**A Simple Statement of Fact**  

There is only ONE Airmail Edition in the motion picture trade paper field.  

It is rushed by Air Mail not to a few people at the Hollywood studios—but to ALL the exhibition pacemakers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executive of the industry.  

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.
ANNOUNCING
THE SALES PLAN
OF M-G-M's
IVANHOE
LAST MAY at the “Seeing Is Believing” meeting at our M-G-M Studios, IVANHOE was screened for the first time to more than 100 representative exhibitors in the country and members of the press. Their enthusiasm for its possibilities as one of the outstanding box-office attractions of all time was so great that before determining a sales policy, we decided to set up pre-release test engagements in the following cities: New York, San Francisco, Cleveland, Houston, Atlanta and Evansville.

IVANHOE is now playing or has completed its engagement in the above mentioned cities to business that confirms the opinion of those who saw it at our Studios.

From time to time through the medium of the trade press, we have kept the trade at large informed of the business IVANHOE was doing. The total attendance on IVANHOE exceeds the total attendance on QUO VADIS in five of the above situations. The sixth, the engagement at the Radio City Music Hall, New York City (where QUO VADIS was not shown) has played to a greater gross than any other picture in the history of the theatre for the first five weeks of its run there and with one exception had a greater attendance than any other picture.

Following our “Seeing Is Believing” meeting in California, the picture was trade shown in almost 100 theatres and again the enthusiasm upon the part of those who saw it was overwhelming. It is now apparent that if the first-run pre-release
Heroism of the Black Knight who fights for love on the field of honor. Spectacular action as man meets man in mortal combat while thousands in the colossal arena watch with bated breath.

Rebecca stands accused of witchcraft. Ivanhoe's subsequent challenge results in the fabulous duel on horseback with battle-axe and deadly mace.
exhibitions of IVANHOE are handled generally as in the case of QUO VADIS, the results at the box-office will equal or even exceed the results on QUO VADIS.

It is our intention to have a pre-release first-run exhibition of IVANHOE in each of the exchange centers across the country, then in each of the cities in the country of over approximately 100,000 population and after that in cities of under approximately 100,000. We expect that there will be approximately 500 of such pre-release first-run exhibitions. Within a reasonable time after these showings are completed, IVANHOE will be made available for general release.

Arrangements are now being made for the pre-release first-run showings of IVANHOE in each of the Exchange Centers.

After this announcement appears, our attention will be directed to pre-release first-run exhibitions in the other cities of the country beginning, of course, with the larger ones.

Any exhibitor who has a suitable theatre and is interested in the pre-release first-run exhibition of IVANHOE in his city should promptly and in writing advise our appropriate exchange office of his interest and we shall be pleased to afford him an opportunity of submitting an offer on the picture.
We are confident that we shall receive the same wholehearted cooperation in the marketing of this great production as we did on QUO VADIS and that our customers will find our plan on IVANHOE as much to their advantage as was the case with QUO VADIS.

Loew’s Inc.
SUCCESS STORY: ADVERTISING

On this and following pages are just a few of the big spectacular ads (shown in reduced size) that drew record crowds to “Ivanhoe,” the Picture of the Century, in its first five pre-release engagements outside New York. These ads sell a BIG attraction with all its grandeur, importance and large-scale pictorial values. They spell MONEY’S WORTH!
The story of Sir Walter Scott's famed novel comes to life on the giant motion picture screen! M-G-M presents Sir Walter Scott's story of romantic adventure...enriched by Technicolor...and with thousands in the cast including such great stars as ROBERT TAYLOR - ELIZABETH TAYLOR - JOAN FONTAINE - GEORGE SANDERS - EMLYN WILLIAMS.

EXPOSITION!

A Quosolass promotion campaign paves the way to your box-office. The nation's leading manufacturers have tied in their products with "Ivanhoe." Their national advertising gives this title a readership in astronomical figures. The Lux Soap campaign alone hits the 150,000,000 readership mark. Similar national campaigns come from Lustre-Creme Shampoo, Sunbeam Bread, Woodbury Soap, Kendall Fabrics and countless others. Local dealers are supplied with a wealth of merchandising aids that assure every exhibitor, regardless of his situation, of neighborhood promotion that links together theatre, merchant and public. Full details in the regular and supplementary press-books.
TNT to Use
(Continued from page 1)

best from Philadelphia and record it on 8mm film which will be ready for re-television to the West one minute after it is received. A specially-assigned executive will take place from NBC-TV studios here as soon as long lines West of Omaha are cleared, expected at about 11:30 M. ET. Re-television at Eastern theatres will be simultaneous.

Meanwhile, it was learned that the late owner of Cleveland’s Orpheum, Onahash, Pittsburgh, and Rivo-oli, Toledo, plans to carry the fight televise. Presumably, they are among the larger houses which have signed the Bud Billings’ New York contracts for the trans-continental telecast.

Jules, Fabian’s Grand reported yesterday that orders were being received for seats from Syracuse and Utica following newspaper ads Sunday. The price at the 1,500-seater is $3.50, including the admission tax. A trailer advertising the planned telecast is being shown at all Fabian theatres in the area and is set to be lined up for the three to five continental telecast.

Harriss in Pittsburgh will Carry Walcott Fight

Pittsburgh, Sept. 14—The J. P. Harriss Theatre here has added its name to the list of theatres which will televise the Marciano-Walcott fight Sept. 23. The 2,000 seat house will have a $3.30 top.

FP-C May Yet Get
A Teletcast Permit

Toronto, Sept. 15—Famous Players Canadian Corp. may yet get its Federal television broadcasting license, it is believed, following a statement by Prime Minister Louis St. Laurent on the date of the start of TV by the government-owned Canadian Broadcasting Corp. J. J. Fitzgibbon has applied for a license for Famous Players some two years ago but the CBB has not been given the right to television until the time it has the money to get economic, it is feared, news to Canada. The question of the size of the Canadian TV station is now being considered.

Racine Sues Over Rights to TV Films

A suit involving television distribution rights to 25 films was filed here in Federal Court against the National Television Corp. against Masterpieces Productions, Herman Greenfield and Jules B. Weil.

The papers, seeking injunctive relief and damages, charge that the National Television Corp. has assigned the rights to the 25 films from Motion Pictures for Television, Inc. and United Artists Corporation. At that time, the suit charged, the defendants were infringing on Racine rights by licensing the films in question to television companies.

Crosby Heads Vote Unit

Los Angeles, Sept. 15—Bing Crosby has been named to head Croson Vote Inc., an organization formed by the Los Angeles Chamber of Commerce to get out the vote in November.

Television--Radio
with Pinky Herman

Once the World Series is over, Easterners will again enjoy the antics of Jack Kirkwood, the man who four years ago not only NBCed over around five weeks but also wrote the scripts. Since then he’s been a Coast feature but comes mid-October, the “Jack Kirkwood Show” will be Coast-to-Coast via mutual every afternoon from Monday through Friday on a co-op sponsorship.

Jimmy Durante’s unique “All-Star Revue” NBCast from Saturday, Feb. 27, will feature Margaret Truman and Phil Harris, Jr., and Ruby Dee, just home from a business trip to England, heads for the Coast next week to start shooting a new television series, “Peck’s Bad Boy,” situation comedy starring 12-year-old Jimmy Boyd who scored last season on several Frank Sinatra programs. Ed Hellick will script the series which will also star Gershler package. Larry Burns, producer of the “Peggy Lee” and “Miss Brooks” programs, in New York for a vacation.

When the City of Yankees (N.Y.) observes “Sid Caesar Day,” sometime in November and Mark Kris Kristenson hands the “Your Show of Shows” star to the keys of the bug, your reporter will be disappointed if he, too, isn’t handed at least a trolley transfer. When we attended high school there, we not only ate most of our meals at the St. Clair Restaurant but our Daily Desires was our Daily Delight. But while relaxing in a pin of pinnochio with his two older brothers, Abe and Dave, we had to baby-sit and listen while he did his saxophone and harmonica. The people didn’t like it, we liked it.

Sid Caesar

The television and radio coverage of the encore will be the biggest in the history of the company with first-run confrets on the scenes to describe the arrival of celebrities.

Latest video network to add its cameras to the reportorial ranks is NBC which will program the pre-screening theatre activities as a 45-minute “live” show between 8:00 and 8:45. M. Martin Starr will be on the set for the show, to be highlighted by interviews with stars and glimpses of the throng expected to jam the network area for blocks around the theatre.

CBS Will Film Promotion of ‘Snows of Kilimanjaro’

Unprecedented coverage will be given the New York Rivoli world premiere of Zanuck’s “Snows of Kilimanjaro” tomorrow night in a TV feature currently being produced by a specially-assigned CBS unit.

Concentrating on the effort and concentration that goes into planning a M. Martin Starr feature, CBS staffers have been stationed in and around the 20th Century-Fox home office and the Rivoli Theatre planning department. Artists and writers from the two companies are at work on the campaign, posting billboards, setting up the line, and working on the hundred and one details that go to plan a premiere.

The news feature, which will pick up final footage of the celebrities and crowds tomorrow night at the opening will be edited overnight for showing on the 6:00 P. M. CBS news show Thursday.

Biggest in History

The television and radio coverage of the premiere will be the biggest in the history of the company with first-run confrets on the scenes to describe the arrival of celebrities.

Latest video network to add its cameras to the reportorial ranks is NBC which will program the pre-screening theatre activities as a 45-minute “live” show between 8:00 and 8:45. M. Martin Starr will be on the set for the show, to be highlighted by interviews with stars and glimpses of the throng expected to jam the network area for blocks around the theatre.

Pre-selling the special lobby show, ABC-TV will place ads in the New York and the Daily News tomorrow, calling attention to the event. Publicity emanating from the network for the next few days will concentrate on “The Snows of Kilimanjaro.”

Complementing the newspaper advertising is a public relations campaign, 20th Century-Fox started last Friday to herald the production on 75 spots on and adjacent to the network for the next few days. The TV announcement cycle will continue through Saturday.

The concentration in New York will augment the previously announced coverage consisting of M. Martin Starr for national radio promotion. M. Martin Starr handling WINS for local commentary, as well as the CBS-TV feature.

Offer Skiatron Stock
For Public Sale

One hundred and eight thousand shares of additional common stock of Western Television and Broadcasting Corp. $2.50 per share will be offered publicly this week by Cohen, Betz & Co., investment bankers.

The stock is offered by Skiatron for its planned subscription-vision test in New York City.

CBS Names Cummings

Irvine Cummings, motion picture production manager, has been named to produce CBS Radio’s “Lux Radio Theatre,” which has started its 13th season.
WALD-KRASNA PRODUCTIONS presents

SUSAN HAYWARD • ROBERT MITCHUM
ARTHUR KENNEDY • ARTHUR HUNNICUTT

in

"THE LUSTY MEN"

TRADE SHOWINGS

ALBANY
Fox Screening Room
1082 Broadway
Thurs. 9/25 2:00 P.M.

ATLANTA
RKO Screening Room
195 Lackie St., N.W.
Thurs. 9/25 2:30 P.M.

BOSTON
RKO Screening Room
122-28 Arlington St.
Thurs. 9/25 10:30 A.M.

BUFFALO
Fox Screening Room
498 Pearl Street
Thurs. 9/25 2:00 P.M.

CHARLOTTE
Fox Screening Room
505 S. Church Street
Thurs. 9/25 2:00 P.M.

CHICAGO
RKO Screening Room
1300 S. Wabash Ave.
Thurs. 9/25 2:00 P.M.

CINCINNATI
Palace Screen, Rm.
12 East 6th Street
Thurs. 9/25 8:00 P.M.

CLEVELAND
Fox Screening Room
2383 Payne Avenue
Thurs. 9/25 2:30 P.M.

DALLAS
Republic Screen Rm.
412 S. Harwood St.
Thurs. 9/25 2:30 P.M.

DENVER
Paramount Ser. Rm.
2100 Stout Street
Thurs. 9/25 2:00 P.M.

DES MOINES
Fox Screening Room
1300 High Street
Thurs. 9/25 1:30 P.M.

DETROIT
Bloomfield Ser. Rm.
2310 Cass Avenue
Thurs. 9/25 2:30 P.M.

INDIANAPOLIS
Universal Ser. Rm.
514 N. Illinois St.
Thurs. 9/25 1:00 P.M.

KANSAS CITY
Paramount Ser. Rm.
1800 Wyandotte St.
Thurs. 9/25 2:30 P.M.

LOS ANGELES
RKO Screening Room
1980 S. Vermont Ave.
Thurs. 9/25 2:00 P.M.

MEMPHIS
Fox Screening Room
151 Vance Avenue
Thurs. 9/25 12:15 Noon

MILWAUKEE
Warner Screening Rm.
212 W. Wisconsin Ave.
Thurs. 9/25 10:30 A.M.

MINNEAPOLIS
Fox Screening Room
1015 Carrie Ave.
Thurs. 9/25 1:30 P.M.

NEW HAVEN
Fox Screening Room
160 Whiting Street
Thurs. 9/25 2:00 P.M.

NEW ORLEANS
Fox Screening Room
200 Liberty Street
Thurs. 9/25 10:30 A.M.

NEW YORK
RKO Screening Room
650 Ninth Avenue
Thurs. 9/25 2:30 P.M.

OKLAHOMA
Fox Screening Room
18 North Lee Street
Thurs. 9/25 2:00 P.M.

OMAHA
Fox Screening Room
1302 Davenport St.
Thurs. 9/25 1:30 P.M.

PHILADELPHIA
RKO Screening Room
250 N. 13th Street
Thurs. 9/25 2:30 P.M.

PITTSBURGH
RKO Screening Room
1809-13 Blvd. of Allies
Thurs. 9/25 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave.
Thurs. 9/25 2:00 P.M.

ST. LOUIS
RKO Screening Room
3141 Olive Street
Thurs. 9/25 2:00 P.M.

SALT LAKE CITY
Fox Screening Room
216 E. 1st St. South
Thurs. 9/25 1:30 P.M.

SAN FRANCISCO
Fox Screening Room
248 Hyde Street
Thurs. 9/25 2:00 P.M.

SEATTLE
Jewel Box Ser. Rm.
2318 Second Avenue
Thurs. 9/25 1:00 P.M.

SIOUX FALLS
Hollywood Theatre
212 N. Phillips Ave.
Thurs. 9/25 10:30 A.M.

WASHINGTON
Film Center Ser. Rm.
932 New Jersey Ave.
Thurs. 9/25 2:00 P.M.

RKO RADIOL DISTRIBUTED

with FRANK FAYLEN • Produced by JERRY WALD • Directed by NICHOLAS RAY • Written for the screen by HORACE McCOY and DAVID DORTORT
TOA Will Act Today On Arbitration

TOA Board Bids Exhibitors Take Censorship Action

Washington, Sept. 15.—Today's meeting of the Theatre Owners of America board recommended that exhibitors and exhibitor organizations take affirmative action in opposing censorship laws in their areas, after reviewing recent U.S. Supreme Court decisions. It stated it regards as unfair the placing of the burden on exhibitors of testing such laws.

States and municipalities should study the Supreme Court rulings and take the necessary steps themselves to see that their censorship statutes conform with those decisions, the TOA board feels.

The board also devoted extended attention to immediate long-range plans for expanding TOA membership in new areas.

Washington Association of San Francisco, previously unaffiliated, was admitted as a member and Roy Gause was elected as TOA board representative for the former.

Herman Hunt, independent exhibitor of Cincinnati, was elected to the board and will endeavor to organize a TOA unit in the Southern Ohio area. If successful, it will be the TOA's first entry into that state.

Additionally, plans were made for extending aid to organizing movements in other unnamed Midwestern areas.

Acting as a council appointed by the TOA as a member of the Council of Motion Picture Organizations and, therefore, left the affiliating of its members COMPO members entirely up to the individual units.

Meanwhile, TOA's annual convention, meeting in Washington, is scheduled to take up the subject of arbitration at an afternoon session today.

Meanwhile, the board, according to an agenda which was prepared several days in advance, will be given over to a discussion by Rodgers entitled, "Censorship and Arbitration."

Other convention speakers who will appear will include the arbitratorsMitchell Wolfson, S. H. Fabian, Levy and Walter Reade, Jr.

The draft is the product of several recent months' work by committees, sub-committees, attorneys, committees and other offshoot units of the Industry Conference on Arbitration. The conference, made up of delegates from both exhibition and distribution, has convened twice so far and may convene at least once again before an arbitration agreement is drafted. If a draft can be agreed upon.

Eric A. Johnson, MPAA president, is present at yesterday's distribution meeting, which was held at the Hotel Astor. Among those attending were: Keough, William Michel, Jack Col-

Washington, Sept. 15.—Theatre Owners of America's convention will be held Oct. 30-31 at the Conrad Hilton Hotel, Chicago. Under plans recently worked out, the TOA trade show, being held in conjunction with the Allied States convention this year, will be TOA's next year.

TOA's 53 Convention Set for Chicago

(Continued from page 1)

Thursday to consider and act upon such revisions, if any. Allied States' Abram Myers will also sit in at the Wednesday meeting with the distribution representatives.

Little doubt was left of TOA's desire to see an industry arbitration plan adopted and put into effect in the earliest possible moment following a press interview at the close of TOA's afternoon board meeting today.

Alfred Starr, newly elected TOA president, said that if the board is not on board, individuals might not sit as well off were there to be no arbitration plan, he is convinced that most of the industry will be benefited by it in proportion to the degree of good faith which they bring to it.

"If a distributor or exhibitor should regard the arbitration plan as a step up to which they can do anything, arbitration will fail," Starr said. "However, if they aim to do the spirit rather than the letter of the plan, the industry and they will benefit by it."

Mitchell Wolfson, retiring president, said he hopes to see arbitration established in the industry within the near future, possibly this year.

'Hopeful Spirit'

Levy, chairman of the TOA legal advisory committee and a member of the arbitration drafting group, said that TOA will approach the suggestions to be made by distribution on Wednesday for possible revisions of the arbitration plan "in the same constructive and hopeful spirit that it has brought to consideration of the draft to date."

Levy pointed out that every effort to act on the draft will be made before the convention closes Thursday, inasmuch as the board is scheduled to meet again until mid-February in Los Angeles. Action long before then will be considered, he said.

The problem of companies such as Republic being made parties to an arbitration plan which will itself be made a part of the agreement if approved by the Department of Justice and the Federal Statutory Court in New York has been clarified, it was learned. Such companies will voluntarily subscribe to the arbitration plan and be bound by it, but will not be made parties to nor will they be considered as a part of the Paramount decree.

Elect Starr
(Continued from page 1)

Rowley, Texas; Roy Cooper, Cal., and Myron Blank, Iowa, vice-presidents; St. Fabian and Tom Reade, Jr., who was elected executive vice-president and chairman of the executive committee.

No Proposals to TOA Meet on 16mm. Suit

WASHINGTON, Sept. 15.—Theatre Owners of America legal advisory committee, headed by Herman Levy, will report to the convention without recommendations Wednesday on the government's anti-trust suit to force the sale of 16mm. films to television and their non-theatrical use. However, Levy will make recommendations subsequently, with little doubt that they will call for TOA approval of steps being taken by it to intervene as a defendant in the suit. At present the government charges it only has been co-operating.

TOA Committees Cite 'P.R.' Progress and TV Promotions

Washington, Sept. 15.—The Theatre Owners of America's public relations committee, under the chairmanship of Elmer C. Rhoden, and the theatre TV committee, headed by Robert J. O'Brien, issued lengthy reports at the weekend here as the organization's annual convention got underway.

While great progress has been made by the industry in the past year in public relations, this progress has
THE Department of Justice has charged 12 members of the motion picture industry with conspiring to keep their products off television screens.

Collier's magazine has come to the defense of the picture industry with a full-page editorial that exposes the full implications of this action.

Collier's magazine points out that, if this anti-trust suit is successful, it would be, in effect, a command to the picture companies to commit suicide.

Collier's explains that if the Department can make its case stick in regard to 16-millimeter films—and the companies refuse to make more of them—the way is open to order film companies to release their 35-millimeters for TV.

And Collier's adds that the possible effects of such a decree may not be good for TV, itself.

You will want to read every word of this editorial—it's in the Collier's that's out now. And you will probably want to distribute reprints of it, too. To order reprints, write:

Collier's
The Crowell-Collier Publishing Company
640 Fifth Avenue, New York 19, N. Y.
LIKE A SUDDEN SHRIEK IN THE NIGHT... comes this nerve-searing story of a woman beyond help at the mercy of a man beyond control!

THE FILMMAKERS present
IDA LUPINO
ROBERT RYAN

IN
BEWARE, MY LOVELY

WITH TAYLOR HOLMES • BARBARA WHITING
Directed by HARRY HORNER • Produced by COLIER YOUNG
Screenplay by MEL DINELLI
MAY ASK SENATE 16mm. SUIT PROBE

Rhoden Poses Issue in TOA Meeting Keynote; Optimistic About Future

By SHERWIN KANE

WASHINGTON, Sept. 16.—Posing the question whether the Theatre Owners of America convention in session here should call for a Senate investigation to determine the origin and purposes of the government’s antitrust suit to force the sale of 10mm. films to television and other non-theatrical users, Elmer Rhoden, head of National Theatres Midwest circuit, alerted TOA members to their obligation to decide how best they can contribute to fighting the action.

Rhoden, convention keynoter, also reminded the TOA members that they are to decide whether to “vote yes” (Continued on page 11)

Business Optimism Voiced by Wolfson

WASHINGTON, Sept. 16.—Sounding a hearty note of optimism for the future of theatre business and the state of the industry generally, Mitchell Wolfson, retiring president of the Theatre Owners of America, urged exhibitors to “work on our common problems united in mind and spirit” in his opening address to the annual convention here today.

Wolfson said the crisis of today in the industry will in retrospect look like the uncertainty brought on by the advent of radio in the 1920’s if each branch of the industry does its best job now.

Already, he pointed out, Congressional support for repeal of the Federal admission tax is being given the

(Continued on page 11)
Personal Mention

Motion Picture Daily, Thursday, September 19, 1952

Walbott Bout Tickets in NY

Ticket sales at three New York theatres taking the telecast of the Jersey Joe Walcott-Rocky Marciano bout are proceeding at a fairly good pace. At the Loew’s 50th Street Guild, sold out a week ago at $480 per seat; inclusion of admission tax, reported a “fairly brisk pace” of ticket sales for the 7 p.m. telecast following the appearance of ads in New York dailies. The manager of the house said that one-quarter of the seats were sold. Tickets went on sale Friday. Response of the public to the bout telecast was described as “good” by the Century Circuit, with Marine, Brooklyn, and Queens, Queens Village, L. I., are carrying the title match. The two theatres are charged $72 for general admission, and $3.00 for loges, with both prices including the tax. The circuit expects ticket sales for Sunday’s Broadway telecast will be the same. Tickets are $3.00 for general admission, and $2.00 for loges. Sales begin appearing this week in local newspapers.

Meanwhile, it was learned that the S. S. Southland in Theatre at Rotterdam, N. J., plans to charge $10 per car for the fight telecast, with tickets going on sale tonight and payment by the 15th. There, the plan is, pays the admission for “as many people as are in the car,” according to a spokesman for the Southland in Theatre, representing the Mutual Broadcasting System.

From the Allen B. Du Mont network, American Broadcasting-Committee of the House of Representatives, will hold additional witnesses here tomorrow and will then go to New York for hearings Thursday and Friday of next week.

Needs Publicizing

Harris said he had not even heard of the code until a few weeks ago, and thought it could stand considerable publicizing. He agreed with Brown, he said, in the wisdom of the television industry’s setting up such a voluntary code in the "initial days of television."

An informed letter to the committee that since the code was adopted last March the Television Code Review Board had received a little over 100 complaints. Harris said that the stage has now, in no case, had it been necessary to go beyond the original complaint and take any action. Under the terms of the code, he explained in a statement, the only disciplinary course the Review Board has to take is an order for from using the board’s seal of good practice.

Want to Test Shows

Hardly informed the committee that since the code was adopted last March the Television Code Review Board had received a little over 100 complaints. Harris said that the stage has now, in no case, had it been necessary to go beyond the original complaint and take any action. Under the terms of the code, he explained in a statement, the only disciplinary course the Review Board has to take is an order for from using the board’s seal of good practice.

Ivanhoe Week Set To Begin Sept. 22

M-G-M has set the week of Sept. 22 as "Ivanhoe Week," at which time the production will be playing off or will have played in every U. S. community.

In line with this, all M-G-M and National Screen branch will display promotion material on the picture in their theatres, as well as all of those branches that have the picture will be current, or will open soon, all advertising accessories will go on sale at one of the theatre and the play-dates.

Ivanhoe’ Canadian Bow

M-G-M’s "Ivanhoe" will have its Canadian premiere at Loew’s in Toronto, Aug. 30th. The film has been announced the day after the following conferences between Ted Gould, general sales manager for M-G-M, and Harry J. Bruner, the home office executives. Currently showing in Toronto at Loew’s key theatre is "The Merry Widow," which will be continued in "Ivanhoe" in a third week before "Ivanhoe" opens.

Pinanski at Detroit Meet

Detroit, Sept. 16—Samuel Pinanski, who serves with Trueman Renfroh as one of the co-chairmen who are directing the Council of Motion Picture Organization— Film Commission, will attend the Allied Theatres of Michigan convention Oct. 20-22. Pinanski has accepted Allied’s invitation and is attempting to arrange his schedule to be able to appear for an address Oct. 21 at the Tuller Hotel.
OUT OF ONE MASTERPIECE ANOTHER HAS BEEN CREATED!

20th Century-Fox proudly presents
THE MOST IMPORTANT MOTION PICTURE EVENT OF 1952!
He searched for his lost soul... in the bitter sweet of Parisian nights... through a war in Spain... and hippopotami-teeming waters of throbbing Africa. And now he stood before the great mountain of Kilimanjaro, at the edge of "Ngaje Ngai," House of God, and he dared not enter—for his life as his loves had been a sin!

GREGORY PECK

SUSAN HAYWARD

TWENTIETH CENTURY-FOX presents ERNEST

THE SNOWS OF KILIM

(Pronounced KILL-A-MON-JAR)

with HILDEGARDE NEFF and LEO G. CARROLL • TORIN THATCHER • AVA NORRING • HELENE STAN...
Ernest Hemingway's greatest love story filmed against the most adventurous backgrounds in the world today!
He searched for his lost soul...in the bitter sweet of Parisian nights...through a war in Spain...and by the spraying-teeming waters of thrumming Africa. And now he stood before the great mountains of Kilimanjaro, on the edge of "Hijos de el Hijo," House of God, and he drove not enter—for his life as his knees and legs a bit...
Because of the extraordinary quality of this picture, "The Snows of Kilimanjaro" will be available for special pre-release engagements in selected theatres in a limited number of large cities for October showing. These pre-release engagements will generate exploitation possibilities and word-of-mouth publicity seldom before attained by any motion picture.
May Ask Senate 16mm. Suit Probe

(Continued from page 1)
are to remain as content as a co-conspirator
or join in the fight (as defend-
ents) to clear our name of this charges.

I urged, too, that the fight be carried
public to the labor and that union
and other groups be enlisted.

"What is mine, and this conspiracy
suit," Rhoden asked. "Who inspired
it? Have we come to the place in
American life where self-preservation
is unlawful?" He laid down the record
that one government official, since
charged with bribery and other mis-
conduct in office, accepted a fee of
$50 for his influence in obtaining films
for a phone vision test. Have similar
tactics been employed in the present
case?

Have Right to Know

"We believe there is a right to know and I urge this convention
call on our law-makers to
give the answers.

"Dr. Rhoden also called attention to
"some producers who are selling their
older pictures to television in conflict
with our previous requests" and asked:
"Why, without an answer?"

"We owe our allegiance," he said, "to
those who have shown the courage and
good judgment in turn down few quick
dollars, even at the expense of being
charged with conspiracy for
protecting the interests of their
primary clients.

"Also," he continued, "we must
recognize and appreciate the
decision by many of our out-
standing stars to reserve their
talents to the screen.

These personalities deserve our loyal
support, and by support I mean
to do our utmost in merchandis-
ing the pictures in which they
appear. They are working for us
and us alone. Let us work for
them."

The keynote Rhoden sounded in his
speech might be the answer to the
future of the industry. With it, he
said, there should be good and
future productions and that
content is the key to the new campaign
being waged by the Council of Motion Picture Organi-
zations, for reduction of the ad-
sion tax and urged TOA members
to "get behind COMPO, extend its pre-
sence, enlarge its scope and au-
 thority, and let it become the voice
of the industry, fortified by the whole-
hearted support of all phases of this
business, so that it may stand well
pared to cope with any problem which
now exists or may arise to confront
the industry.

Reasons for Confidence

Rhoden reviewed the current rea-
sons for confidence in the future of
the industry, including the
takeover in theatre attendance, better
product coming from Hollywood studios, which
he hailed enthusiastically and called
up to the companies as being
recognizing, and extending our
thanks and appreciation to the produ-
cer of the day, 700 and 100.

Rhoden said, "We find not only better
pictures than we were given last
year, but more of them. To be specific,
in the stated four months period in 1951
there were 29 pictures of outstanding
quality, whereas in the same period of
this year there will be 43. That is
an increase of almost 50 per cent.

He called upon exhibitors to
unite to do a better selling job
for the better pictures being
delivered, to "strive harder
to get better box-office returns. We
must create new selling ap-
proaches, build our grosses so
that film returns to the studios
will enable them to make even
greater pictures.

"We have no right to demand more
and better pictures," Rhoden reminded,
"unless we as theatre owners are will-
ing to reward them with better audi-
nences."

The industry's public relations
have been improved, he declared, with
considerable credit for that also going
to the efforts of the new Allied Motion
Picture Industry Council "and its ex-
icutive secretary, Art Arthur," for
persuading the fight to rid Holly-
dwood of Communist influences and
sympathizers. The result, Rhoden said,
"has been better newspaper treatment
by the industry, harmony with
vestors and other civic or-
nizations.

"I would like to see this convention
adopt a resolution commending
the splendid work of the MPIC in the
Hollywood 'Red battle.'

All of the resolutions sug-
gested by Rhoden will be acted
upon by committees or the con-
vention before its adjournment.

In reviewing reasons for industry
optimism, Rhoden also cited the pro-
gress being made on the industry arbi-
tration plan and its promise of
improved industry relations within.
He cited the progress being made in re-
search, in the fields of tri-dimensional
thi, sound reproduction, sense of
depth to the picture and of
large screen theatre television in color,
and Kodak, Eido, iophore and other
systems promise.

He also cited as a reason for optim-
ism the waxing addiction to television
by those who have, or who have been,
for any extended periods. A further rea-
on for welcoming the future, he said,
is the increase in the birth-rate in

PARTIES, SUPPERS, LUNCHEONS
CROWD TOA'S SOCIAL PROGRAM

Mack Posts Prizes
For Early Birds

Washington, Sept. 16.—Irvin
Mack of Filmark, Chicago, a
visiting exhibitor, has announced
of America convention here,
which is cooperating in endeavor-
ing to solve a convention prob-
lem of late arrivals for the morn-
ing sessions. He has posted
handsome clocks as prizes
each day of the three-day
convention, to be awarded to
lucky ticket-holders among
those arriving in the first 20
minutes of the opening of
meeting room.

First winner this morning
was Mrs. Dorothy Lang, a
Clarksburg, W. Va., exhibitor.

Washington, Sept. 16.—The social
side of the Theatre Owners of Amer-
ica convention here is being well
taken care of. Cocktail parties, buff-
et suppers and luncheons crowd the
program.

Last night a huge delegation saw
a preview of 20th Century-Fox's The
Sorcerer and "on Saturday, the 10th a
Uptown Theatre here, with Ava Gardner
on hand to greet the exhibitor visitors
and other members of the press.

The 10th was host at a showboat
party that took the делегаты up the Potomac
to Mt. Vernon, with dinner and re-
freshments aboard, and the weather
was ideal.

Women visitors will be at the
North Hotel Thursday and will be
conducted on a tour of the
renovated mansion by the President
and Mrs. Truman. Numerous other
special events for the ladies have
been
scheduled.

Tomorrow night, the Pepsi-Cola
Company whips will be at the Sea-
food dinner, and Thursday
night the convention will close
with the big social event of the TOA week.

The president's banquet, at which
the motion picture companies will be
host, Eric Johnston, Motion Picture
Association president-market is
Zyphd Edward St. Clair, new
TOA president, will make his inaug-
ural address. Entertainment will
include the Air Force Band and others.

Rodgers Sees
(Continued from page 1)

told TOA members that "very little
remains to be done at tonight's sched-
duled session here of distribution
representatives and TOA

Theatre owners are now
over night to the
be

Rodgers told the luncheon gath-
ering of approximately 250 exhibitors
that the presidents of all distribution
companies and the heads of all of
wood of the participating organizations
are recommending acceptance of the
arbitration draft to their boards of direc-
tors.

Recalling that other attempts to
establish codes for the improvement
of trade relations in which he had
participated, Rodgers stated:
"This will not fall through as the
others did. Rodgers hopes to
be here."

valued friend to remind his
listeners, nevertheless that much still
remains to be done before an industry
arbitration plan can become a reality.

Rodgers tells a story of THE New
York Federal Statute Court, the
approval of the Department of Justice
and the approval of the boards of
directors of all of the participating
organizations including those of
the individual distribution companies.

These ratifying actions cannot be
taken, Rodgers said, until after the
Court and Justice Department have
given their plan their approvals.

However, this is not to be
conditional only. Rodgers also took
pains to remind his TOA listeners
that credit for any final achievement
should be shared equally by all of the
participating organizations.

While paying tribute to TOA's contributions, particularly that of its
general counsel, Herman Levy, its president,
Mitchell Wolfson, and its former
president, B. H. Fabian, Rodgers accorded equal
credit to the progress made thus far by
the other participating organizations —
Among these is the Independent Theatre Owners
Association of New York, Metropolitan
Motion Picture, Theatre, va, and Western Theatre Owners.

"The combined efforts all," Rodgers
said, "are responsible for bringing
about this understanding between us
which should result in less of our
time being spent in fighting and
more time in reaching our results.

The arbitration of disputes he
said, will be only a part of the
benefits to be derived from the plan. A
more substantial benefit, he said,
will be the bringing together "of all
of us whose common objective is the
betterment of the industry."

Berger Urges Tax Repeal

MINNEAPOLIS, Sept. 16.—Benjamin
Berger, president of North Central
Allied urged repeal of the 20 per cent
income tax on earnings of the
members of the Southern Minnesota Exhibitors
Association held here today at the
Nichollet Hotel. Stanley D. Kane,
executive secretary, North Central Allied, also spoke at the meeting,
urging the exhibitors to work for
repeal of the tax.
TOA Session
(Continued from page 1)

will be continued at the third business session of the convention, starting tomorrow morning. Which also will be closed to the press.

Levy stated following today’s meeting that the suggestion was for changes in language of the arbitration draft had developed and that, conceivably, more could develop. The suggestions for changes will be taken into the meeting with distribution and all representatives will be held here tomorrow for the purpose of clarifying and, perhaps, altering other drafts later.

At the TOA New York convention last year, efforts to close a number of the sessions, particularly the trade practice committee sessions, to the press were thwarted by the membership when put to a vote. This year, however, there was no such opportunity to express itself on the question.

The convention, scheduled to open officially at 9:30 this morning, actually met at 9:00. About half the 25 seats in the convention hall were filled, but more came in later. The meeting room was decorated with flags for arbitration—large colorful valences being hung at eye-catching angles proclaiming “Arbitration is the Industry Arbitration”; or asking “Arbitrate or Strangle”; or asking: “R. U. the ‘U’ in Unity?”

A Julian Brylawski, convenor of the committee, was in charge of order. On the dues were: Levy, Fabian, Wolfson, Elmer Rhoden, K. J. Donnell and Myron Harwood.

An address of welcome was made by F. Joseph Donahue, president of the District of Columbia Commissioners, in which theatre owners of the district were complimented for their response to many appeals for civic and charitable causes and patriotic efforts. He expressed satisfaction for his leadership in many such activities which, Donahue said, have done so much to improve community relations and good relations in the district.

Press Won’t Be There

Levy told the convention he believed arbitration and the Iomun, suit would be the most important single step placed before the convention. When they are, the industry press will not be allowed to report it.

Discussing the ASCAP tax on non-film music, Levy told the convention it was a legally justified impost and that there were no satisfactory ways of avoiding it, other than to dispense with ASCAP music entirely.

Brylawski, substituting for Pat McGee, who is a co-chairman of the Council of Motion Pictures Organizations campaign for repeal of the Federal admission tax, who was not present, let the ASCAP members and told them he hopes to see COMPO given the complete support of all exhibitor organizations. Listeners recalled that in other years COMPO had something less than the complete support of TOA.

Smiles and Spending at TOA Meet Show Theatre Business Is Better

Washington, Sept. 16.—If observers need any assurance that theatre business is better now than it was a year ago, they need only contrast the atmosphere at the Theatre Owners of America convention in sessions held thus far with that which prevailed last year at the New York convention.

Smiles and jocularity are abundant now where they were rare then; spending by visitors is more noticeable because there’s more money about film tents, and the less tension, worry and problemness than a year ago. The exhibitors are relaxed and enjoying themselves.

Business Optimism
(Continued from page 1)

industry with the campaign not yet completely under way, publications across the country are siding with the industry against the government’s Iomun, anti-trust suit; industry arbitration machinery is in process of being developed; progress is being made in theatre television and in the utilization of both television for exploiting pictures and selling theatre tickets.

Finally, Wolson said, “more and more patrons are returning to the movies and indications are that business will continue to improve.”

Wolson’s talks to his round the country as president of the TOA in the past 12 months he found “many exhibitors guilty of a self-induced sleeping sickness—sitting at windows, who kept their theatres in good shape and worked hard to sell their product.” He said he referred to exhibitors and invited them to re-examine and improve their exhibition organizations and doing nothing to aid in solving important problems of equal importance to all.

“Show me an exhibitor who says all his problems are local ones and I’ll show you a badly deluded person. Let’s work on our common problems united in mind and spirit.” Wolson concluded.

Westwood to make Morris Features

Hollywood, Sept. 16.—Producer Vincent Fennelly has announced formation of Westwood Productions to make Wayne Morris vehicles released by Monogram. Their first will be the first under the new trademark.

Award to ‘Fatima’ Star

Hollywood, Sept. 16.—Susan Whitney, Warner Brothers’ 12-year-old star of “The Miracle of Our Lady of Fatima,” was awarded a special youth achievement trophy and scroll by the Los Angeles Downtown Business Men’s Association.
Mexico, Too, Has Controls Troubles

Mexico City, Sept. 16.—The trade is expected to talk in government circles that the new administration of President-elect Adolfo Ruiz Cortines, which takes office on Dec. 1, will establish a ministry to supervise the motion picture industry along with official information and tourism. The trade objects to being included in such a ministry, especially as it will be too much government control.

‘Kilimanjaro’ Opens (Continued from page 1)

story, stars Gregory Peck, Ava Gardner and Susan Hayward.

From Hollywood, Europe and India stars have been arriving during the past week to help celebrate the debut of the production, which will be shown at the 25th anniversary gala of Darryl F. Zanuck as a motion picture producer.

Zanuck will join 20th Century-Fox premiere special plans of the evening, while Miss Gardner tops the roster of screen personalities who will be present, among them Bette Davis, Anne Baxter, Ava Noring, Gloria De Haven, Marlene Dietrich, Gary Merrill, Lisa Ferraday and Elisha Cook, Jr., who is expected by New York Mayor Vincent Impellitteri, noted figures included: Sailing Baruch, Jr., Joseph Bernard, Yolande Betheau, Sonja Henie, John Carradine, Count and Countess Cassini, Bennett Cerf, Ilsa Chassy, Harry Conway, Joseph Crehan, Vicki Cummings, John Daly, Martha Deane, Laraine Day and Leo Doumacher, James A. Farley, Pegenel Fitzgerald, Nina Foch, Arlene Frances, Betty Furness, Eva Gabor, Dave Garway, Billy Gaxton, Bernard F. Gimbel, Ben Grauer, Nancy Guild, John Gross, John Henry Johnston, Mr. and Mrs. Bert Lahr, Bill Leonard, Robert Q. Lewis, Mr. and Mrs. John Lewis, John Lupton, R. Lutey, Jeffrey Lyna, Tex McCray, Eloise McElhone, Irene Manning, Garry Moore, Elliott Naugle, Maxine Newton, Robert Peter, George Price, Gregory Ratoff, Irene Rich, Billy Rose, Lanny Ross, Mr. and Mrs. Robert Sherwood, Commissioner Walker, Herb Shriner, Michael Todd, Mel Torme, Gene Tunney, Cornelius Vanderbilt, Jr., Fred Waugh, Paul Winchell and Jane Wyatt.

The premiere will have extended radio and TV coverage with three works of art seen simultaneously. In the advance of the opening, CBS-TV put a special camera crew to work filming events for the climaxation of the premiere. They will be on hand filming final footage this evening the celebrities and crowds at the 30,000 capacity Los Angeles Convention Center. A newswire report will be broadcast on CBS tomorrow night.

Zanuck Is Here for 'Snows' Premiere

Darryl Zanuck, vice-president of 20th Century-Fox, who returned from Europe yesterday to attend the world premiere of “The Snows of Kilimanjaro” at the Rivoli Theatre tonight, remarked before leaving Europe he purchased the rights to the novel, the 67-year-old thespian, which was performed March 26-27 at the Grand Opera House.

India’s Code Based On U.S. Industry’s

Ninety per cent of the production codes in India is based on the U.S. industry’s Production Code, and the other 10 per cent is based on the codes of industries in other countries, Chairman Balram Singh, President of the Indian Motion Picture Producers Association, reported at a press interview here today.

Shah, an Indian producer-director and a member of the official film censor board of that country, heads a delegation of 14 top-rank members of the Indian industry which arrived here Monday for a four-week, eight-city tour of the U.S., including a visit to Hollywood. The group came here at the joint invitation of the U.S. State Department and Eric A. Johnson, president of the Motion Picture Association of America.

For the first time in the history of the Indian film industry, Shah reported that all pictures will be made in English and color by Technicolor are being made there. One such picture has been completed, “Apache Days.” But he said, Producer Gabriel Pascal next year will make a film in India, a country which has 3,000 theatres and 100 million people in it. Accompanying the visitors on their tour will be Harry Stone of the M.P.A.A. and 13 other members of the Indian delegation include film actresses Nargis, Suryakumari, Arundhati Mukherji and Bina Rai; actor Raj Kapoor, N.N. Singh and David Abraham; producer-director Chaudhail Shah, who is also president of the Indian Motion Picture Producers Association; producer-director-exhibitor B. N. Sirca; producer-director K. Subramaniam; Nitin Bose, producer-director; Key Mohan, director and exhibitor; M. R. Achaker, art director; D. P. Divesha, cinematographer.

The visitors will be in Washington, Sept. 19-22; Nashville, Sept. 23-24; Chicago, Sept. 24-27; Denver, Sept. 28-30; Seattle, Oct. 1-2, and Hollywood, Oct. 3-12. Main social event of the visit to the film capital will be a gala dinner attended by some 30 Indian stars and other Hollywood notables.

The group will return to India by way of Hawaii and Japan.

Services Tomorrow

For Adam Adams, 66

Services will be held tomorrow at his home at Orange, N.J., for Adam A. Adams, 66 years old, who died on Monday at St. Michael’s Hospital in North Bergen from a heart attack. Service will be held at 3 P.M. Saturday.

Adams, a veteran in exhibition in North New Jersey, was the owner and operator of the Star Theatre in Newark, The Park Lane at Palisades Park, and the Astor at North Bergen. Surviving are his widow, Marie, three sons—Joseph, Jerry and Edward—and a daughter, Mrs. Dorothy Pantages.

“The Egyptian,” by Mika Waltari, has been made into a movie by Darryl F. Zanuck’s Twentieth Century-Fox. Paramount will release the picture in November.

Quigley Awards (Continued from page 1)

be so recognized. Additionally, the Quigley Overseas Grand Award was given to producers John S. Argora Theatre, Brussels, Belgium.

In addition to Wolfson, E. E. White, representative of the British Theatres Corporation, London, and Harry Mandel, director of advertising-publicity and assistant to the vice-president of RKO Theatres, have been invited to the Quigley dinner and awards ceremony. A large number of the nation’s top showmen and visiting industry executives witnessed the presentation of the award to British. John Meyer Schine, M. A. Lightman, S.E. Lion, and Robert Willby, J. C. Shanklin, Herman Levy, Louis Lowenthal, Irving Mack, Joseph Stein, Myron Blank, Jack Levin, and others.

Judges for the awards are the advertising, publicity and exploitation executives of distribution home offices and major circuits. The presentations are made to the companies from which the figures are displayed in a large situation where managers may have the help of home office publicity departments, and they represent situations where the manager generally is limited to his own initiative and effort.

To File Grievance vs. WB on Sotication

Hollywood, Sept. 16.—At film council voted today at its regular weekly meeting to file a labor grievance with XLRB against Warner Brothers studio demanding return of “all privileges and rights enjoyed from representations of management” for the Eisenhower-Nixon campaign.

In a statement issued after the meeting, the council charged that Warner Brothers had declared the organization considers political solicitation as allegedly conducted at Warner studios in violation of our contractual relations.

Hollywood, Sept. 16.—In reply to the action of the A.F.L. Film Council this afternoon, Harry M. and Jack L. Warner issued the following statement:

“We Warner Brothers have always exercised our American rights to campaign for the person and party of our choice. We Warner Brothers intend to continue to exercise these American rights. We shall campaign as volunteers for Dwight D. Eisenhower in the current campaign and

Okay Pact

(Continued from page 1)

for rights under the Early Plan in respect of the current year ending Sept. 30, 1952, and in respect of the year ending Sept. 30, 1953. However, the parties agreed to invest their share of the Early reserve in 27 different ways, including co-production in England.

Both estimated that the amount by which the dollar transfers of American companies will be abated will be $266,000. It took only 20 minutes to approve the agreement at its meeting here Monday.

U.K. Industry Groups Disturbed

Over Early Plan ‘Non-Cooperators’

LONDON, Sept. 16.—All four British trade associations are disturbed at the official Eady Plan “non-cooperators” or defaulters. Latest returns show that 266 exhibitors now are refusing to pay the levy representing a loss to the pool of £80,500 a year.

Some tradepeople are depositing the amounts due from them in separate accounts, and say they will hand over the cash as soon as their complaints over the plan are dealt with. Others frankly admit they will never pay until the so-called voluntary levy is made statutory.

At a recent date dinner in his honor, Sir Wilfrid Elye told trade representatives very plainly that if the voluntary levy broke down the govern- ment would not hesitate to make the plan statutory. Sir Wilfrid is no longer in the government service but it may be taken that his speech represents the Treasury view.

The suggestion has been made that the government may do away with the levy. It is feared that this would substitute therefore a scheme of handing over to producers a percentage of the aggregate yield of entertainment tax from the four major theatrical and political circles, however, maintain that that is unlikely in the extreme. In the present economic position no government could do without the production subsidy from the Exchequer, it was said.

The suggestion among theatre-

men is to the plan’s fixed-price levy. Objectors claim that the levy should be on a percentage basis. But the overall grouping relates to the manner in which the pool is distributed. It is pointed out that a mediocre picture which is looked only because it carries a quota ticket gets a share of the pool with no guarantee that its producer won’t go on turning out low-gate films. Such a situation creates, the proponents, is the direct opposite of the purpose for which the fund was established.

Lyons Services Today

MINNEAPOLIS, Sept. 16.—Charles Lyons, veteran exhibitor and owner of the Aitkin, Minn., theatres, passed away at his home Sunday. He is survived by the widow and a son, Kenneth, manager of the Rialto. Future services will be held in Aitkin tomorrow.

we shall ask friends and employees to join us in helping to elect this great American to the presidency of the U.S. Those who do not agree are perfectly free to vote and campaign as they see fit.
"We never use it when COMPANION-approved movies are in town!"

Currently advertised in the COMPANION

The Merry Widow..........................MGM
Because You're Mine.........................MGM
Plymouth Adventure........................MGM

COMPANION readers form the most loyal movie audience in America today. That's why Hollywood has invested more money in the COMPANION during the past six years than in any other monthly magazine.*

*Except of course the fan magazines.

COMPANION
CURRENT CIRCULATION OVER 4,250,000
THEY BUILT THE GREATEST FRONTIER EMPIRE THE WEST HAS EVER KNOWN!

...and with his rabble army at his side—
he defied the world to destroy it!

The laws he needed—he made!
The land he wanted—he stole!
The woman he loved—he took!

HORIZONS WEST

Starring
ROBERT RYAN
JULIA ADAMS
ROCK HUDSON

U-I. MAKES THE MONEY-MAKERS!
British Give Okay, Making New Pact With U.S. Official

The British government has approved the negotiated modifications in the Anglo-American film pact, the Motion Picture Export Association revealed here yesterday, a day after the MPEA and the Society of Independent Motion Picture Producers ratified the agreement. Thus the agreement has become official.

The modifications apply only to the American distributors' conversion into dollars of their share of the Early Tax Fund, U.S. distributors, but not U.S. producers, waived dollar terms.

(Continued on page 12)

'Kilimanjaro' Opens Tonight at Rivoli

Twenty-First Century-Fox's "Snows of Kilimanjaro" will have its world premiere tonight at the Rivoli Theatre here, with the events surrounding the opening expected to outdo any film premieres here in many years. The picture, made from a Hemingway

(Continued on page 12)

Wolfson Presents Quigley Awards at TOA Meeting

Washington, Sept. 16.—Presentations of the 18th Annual Quigley Grand Awards for Showmanship were made at the Theatre Owners of America annual convention here today by Mitchell Wolfson, retiring TOA president. The Grand Award winners for 1951, to whom plaques were presented at the convention ceremonies, were Louis Grossman, manager of the RKO Alden Theatre, Jamaica, New York, winner of the bronze plaque for large situations, and John Harrison, city manager for Georgia Theatre Co. at Waycross, Ga., winner of the award for smaller situations.

Both winners are unique in contrasting ways: Grossman is the first New York City showman to win the Grand Award in the 18-year history of this showmanship recognition and encouragement project; Harrison, on the other hand, is the third manager of the Georgia Theatres organization to

(Continued on page 12)
Walcott's Check Ticket in NY Theatres Sell at Good Pace

Ticket sales at three New York theatres taking the telecast of the Jersey Joe Walcott-Rocky Marciano bout proceed as well as producers expected to brisk pace. A fourth theatre, the 50th Street Guild, sold out a week ago at $8 a ticket.

Jackie Fields in Brooklyn, which sells 400 and is charging $3.00 per seat, including admission tax, reported that it too is briskly selling tickets for Tuesday’s event, following the appearance of ads in New York daily.

The manager of the house said that in the past the telecast was sold out. Tickets went on sale Friday, response of the public to the hot telecast, which appears on the Century Circuit, whose Marine, Brooklyn, and Queens, Queens Village, L. I., are carrying the title match. The two theatres are charging $2.50 for general admission and $3.00 for loges, with both prices including the tax. The circuit expects tickets to pick up markedly when advertisements begin appearing this week in local newspapers.

It was reported that the S-3 Drive-in Theatre at Rutherford, N. J., plans to charge $10 per car for the fight telecast, with tickets going on sale today. The theatre, which includes the tax, pays the admission for “as many people as are in the car,” to those who want to drive-in. The S-3 is the first drive-in in the nation to be equipped with television.

Brown A Witness

Harris made these statements during the testimony of H. Brown, Jr., director of the television department of the code which is adopted by the Motion Picture Theatres Televising Broadcaster. Brown was one of three witnesses appearing before the committee today as it reconvened to take up, with Spring. Others who testified today were Ralph W. Hardy, NART executive secretary, and Holis M. Seavvy, representing the Mutual Broadcasting System.

From the Allen B. Du Mont network and American Broadcasting, the committee will hear additional witnesses here tomorrow and will then proceed to New York for hearings on Thursday and Friday next week.

The possibility still exists, however, that the hold-out theatre TV-equipped circuits will follow the last-minute development at TNT, which claims the 17th is already lined up 36 theatres for the transcontinental telecast. Another theatre, the Cide Carin, which already has signed for the telecast, is expected.

Two Laboratories Will Process Fight Film

Two laboratories will process the Joe Walcott-Rocky Marciano fight film, Sidney Kramer, KRO Radio show subject sales manager, disclosed today. The telecast takes place Tuesday in Philadelphia.

The Pathe and the DeLuxe laboratories will process prints, he said, and made it clear that the number of prints to be made are to be decided on the basis of the number of jibes or picture shows that the picture will be given. He said the “Merry Widow” is a good example of a picture that might be lost if the finished production were to be undesirable. The picture will be sold to foreign countries, and the success of the film will determine the effiacy of a voluntary system of self-regulation, as against a check by an agency of the government.

Wander

Gaylord

Motion Picture

Daily

Washington, Sept. 16—The chairman of a House sub-committee investigating the content of television and radio programs said today that he “wouldn’t be impressed” with the recently adopted Television Standards of Practice Code.

Orren Harris (D. Ark., chairman of the House sub-committee), declared that if the television industry lived up to the code, “it would be more of a threat from the government or from anybody else. Harris added, however, that although he was impressed with the code, he thought it would be hard to live up to as a practical matter.

‘Ivanhoe’ Canadian Bow

M-G-M’s “Ivanhoe” will have its Canadian bow in Toronto on Sept. 22 and it was announced following conferences between Ted Gould, general sales manager for M-G-M Films of Canada, and home office executives. Currently showing in Toronto at Loew’s key theatre is “The Merry Widow,” which will be followed by “Ivanhoe.”

Pinaski at Detroit Meet

Detroit, Sept. 16—Samuel Pinaski, president of Roxy Theatres Inc., has returned from a trip to New York, Los Angeles and Hollywood. Mr. Pinaski has been visiting the Roxy Theatres Inc., which has a branch in Canada, and home office executives. Currently showing in Toronto at Loew’s key theatre is “The Merry Widow,” which will be followed by “Ivanhoe.”
OUT OF ONE MASTERPIECE ANOTHER HAS BEEN CREATED!

20th Century-Fox
proudly presents
THE MOST
IMPORTANT
MOTION
PICTURE
EVENT
OF 1952!
He searched for his lost soul... in the bitter sweet of Parisian nights... through a war in Spain... and hippopotami-teeming waters of throbbing Africa. And now he stood before the great mountain of Kilimanjaro, at the edge of "Ngaje Ngai," House of God, and he dared not enter—for his life as his loves had been a sin!
Ernest Hemingway's greatest love story filmed against the most adventurous backgrounds in the world today!
He searched for his lost soul... in the bitter sweet of Parisian nights... through a war in Spain... and hippopotami-teeming waters of throbbing Africa. And now he stood before the great mountain of Kilimanjaro, at the edge of "NgajeNgai," House of God, and he dared not enter—for his life as his loves had been a sin!

Gregory Peck
Susan Hayward
Ava Gardner

Twentieth Century-Fox presents Ernest Hemingway’s
The Snows of Kilimanjaro

Hildegarde Neff
Leo G. Carroll
Torn Thatcher
Ava Gardner
Helene Stanley

Directed by Henry King
Starring Darryl F. Zanuck
Screenplay by Casey Robinson

Racked by the greatest advertising publicity and exploitation campaign in the history of 20th Century-Fox!
Because of the extraordinary quality of this picture, "The Snows of Kilimanjaro" will be available for special pre-release engagements in selected theatres in a limited number of large cities for October showing. These pre-release engagements will generate exploitation possibilities and word-of-mouth publicity seldom before attained by any motion picture.
**Reviews**

**“Yankee Buccaneer”**

**Universal-International**

A GOOD ADVENTURE YARN, wrapped in color by Technicolor, has been fashioned by producer Howard Christie. The sea tale, highlighted by action shots of the Spanish Main and bold American Navy men, should please both the young and the old, for there is sufficient high adventure to make most people forget the cares of the day.

The story-line itself has all the tested ingredients. Jeff Chandler is the ship captain, gruff, hewing to the book, respected, but feared. Scott Brady is the executive officer, bearing scaled orders; he is young, upright, callow, and Chandler resents him. George Matthews is the chief petty officer, knowing how to make a buck out of anything, amiable and slightly inclined towards the bottle. Joseph Calleia is the Spanish governor, hiding a raw cruelty behind sophistication, glibness and culture. Suzan Ball is the Portuguese countess, whose ardent and amorous life stirs rivalry and chivalry in Brady and Chandler. The sealed orders are for the American man-of-war to turn buccaneer, and their men to lose their identities and become prey-hunting pirates. The idea of this is to find where the pirates are, then to send the information to the American fleet, which attacks in force.

The finding of the countless upon an island resolves the problem. She is feigned as a wife in league with the pirates and the Portuguese fleet. Both plan to waylay a wealthy cargo from Rio. Her difficulties entangle the Americans with the Spanish governor, whom they outwit and capture, and from whom they obtain the information they seek.

In two flashbacks, fights, ships, and disasters at sea, and finally a fight between Brady, trying to repair a broken rudder, and a shark.

Frederick de Cordova directed, from a story and screenplay by Charles K. O'Curry. The score, by M. W. Daemmrich, includes Rolfo Acosta, George Matthews, James Darnell and David Janssen.

Running time, 86 minutes. General audience classification. For October release.

**“The Magic Box”**

(1 Arthur Rank-Mayer-Kingston)


The historical validity of the film may be open to question, but not however the fact that what meets the eye is a generally slow unfolding of the frequently recited genius-ahead-of-his-time story.

Exhibitors will note immediately that the cast and credits of the film read like a “Who’s Who” of the British industry—which should aid immeasurably in selling the film over here. Robert Donat stars as the aspiring hero of Eric Pworth’s biography of the Wergill and disaster film, directed by Ronald Neame. In minor supporting roles are to be seen Laurence Olivier, Leo Cuny, Barry James, Glynis Johns, Michael Redgrave, Margaret Rutherford, Peter Ustinov, Stanley Holloway, and.include Rolfo Acosta, George Matthews, James Darnell and David Janssen.

In a戏 open to 1921, a very fragile Freise-Greene died at a London dis- tination to have begun writing the story of her life. The first is introduced by his second wife, Margaret Johnson, and covers the inventor-photographer’s latter days between 1898 and 1921, during which he went deeper and deeper into debt and obscurity in his persistent efforts to develop an inexpensive moving picture story. Entertain-ting flashback—shows Freise-Greene as the successful young society port- ographic whose great dream of bringing motion to pictures is realized at the expense of fortune and security and.

For reasons never completely clear, details essential to a compact, dramatic story are never presented. These include the exact extent of Freise-Greene’s contributions to the development of motion pictures and how the industry eventually grew up and left him behind. There is, too, no attempt to bridge the period between his two wives to bring unity to his story.

Individual scenes, however, are brilliantly written and played with humor and pathos. The whole production, photographed in beautiful color by Technicolor, has received much care in sets, costumes and effect.

Designed originally as a cooperative effort for showing at the Edinburgh Film Festival last year, the film is listed as a presentation of Festival Film Distributors, Inc. Pvferred and produced by Ronald Neame. The assumption by the producers that Freise-Greene’s activities were vital to the development of films was the subject of lively controversy last year.


**Temporary Drop In Texas Revenue**

**DALLAS, Sept. 16—Phil Isley, president of Allied of Texas and of Isley Theatre Owners Corporation in Texas, California and Oklahoma, has sent a telegraphic message to all members of the Allied for a temporary drop of business in Texas in the first four weeks following the opening of school.

Isley advised members not to be discouraged because this was a normal trend, and he urged theatre owners to book as many outstanding pictures depicting the world as they could and to double their merchandising and sell- ing efforts during this time.

**$147,500 'Quo Vadis' Gross**

**MEXICO CITY, Sept. 16—Metro’s "Quo Vadis" grossed $147,500 during its five weeks at the Cine Roble here. It played to the highest prices yet in Mexico, $1.15 for adults.

**In the THEATRE Equipment World . . .**

. . . with RAY CALLO

A NEW LIGHT control system designed to smooth and dim smoothly and efficiently at the turn of a knob has been developed by General Electric engineers at Nela Park in Cleveland. The control is based on a dimming control unit and especially designed matching ballast. By means of a circuit which maintains the starting voltage but changes the current to affect the light output, fluorescent lights can be turned on instantly at any point in the dimmer range. By twisting a knob the lights may be dimmed from maximum brightness under this system. At all. General Electric’s specialty transformer and ballast department will produce the system for use with the entire line of fluorescent lamps, each with a corresponding ballast. The circuit is self-regulating, and will adapt to any type of lamp, or with the new 40-watt “rapid start” fluorescent lamps. Two sizes of controls will be made—one operating up to eight lamps, and the other up to 16 lamps. The system is said to be effective in creating special lighting effects, particularly with colored fluorescent lamps.

Caribonic Dispenser, Inc., of Can- field, Ohio has announced a new means of carbonating water in beverage producing or dispensing equipment. Trade-named “Super-charger,” the carbonators convert ordinary tap water into concen- trated water without use of me- chanical agitators or refrigeration equipment. A specially designed jet intake nozzle foamesces and recir- culates water at high velocity into a pressure tank containing CO2 gas. This action completely destroys the surface tension of the liquid and as a result, carbonation bubbles are formed. These bub- bles are filled with and surrounded by CO2 gas and are instantly saturated. The carbonators are built with 100 to 500-gallon per hour capaci- ties. Both horizontal and verti- cal tank units are available.

A new spring tank designed to make use of lightweight interlocking gearing to multiply pressure has been marketed by George Winger, Inc., Muskegon, Mich. The gearing consists of a double row of rack teeth assem- bled so that they are staggered to give continuous action and prevent the gears from slipping out of mesh sideways. Both springs and buckets are electro- plated. Single and double tank wop- ping outfits are available.

The role products of Textileather Corp., of Toledo play in everyday living is dramatized in a new color and sound motion picture entitled “This is Textileather.” Produced by the company under the direction of G. H. McGreevy vice president in charge of sales, the 16mm film is now being distributed. Textileather is one of the largest producers of vinyl film and plastic coated fabrics in the country.
Mack Posts Prizes For Early Birds

Washington, Sept. 16.—Irving Mack of Filmmak, Chicago, a visitor at the Theatre Owners of America convention here, is cooperating in endeavoring to solve a convention problem of late arrivals for the morning prize ceremonies. He has placed handsome clocks as prizes each day of the three-day convention, to be awarded to lucky ticket-holders among those arriving in the first 20 minutes of the opening meeting rooms.

First winner this morning was Mrs. Dorothy Lang, a Charlsberg, W. Va., exhibitor.

Washington, Sept. 16.—The social side of the Theatre Owners of America convention here, is being taken care of. Cocktail parties, buffet suppers and luncheons crowd the program.

Tonight, a huge delegation saw a preview of 20th Century-Fox’s “The Snows of Kilimanjaro” at the Up-town Theatre, with a card around head to greet the exhibitor visitors and their wives. Tonight, Cola-Cola was host at a showboat party that took the delegation up the Potomac to Mt. Vernon, with dinner and refreshments aboard, and the weather was ideal.

Women visitors will be guests at the White House tomorrow and will be conducted on a tour of the residence by President and Mrs. Truman. Numerous other special events for the ladies have been scheduled.

Tomorrow night, the Pepsi-Cola Co. will be host at a cocktail party and seafood dinner, and Thursday night the convention will climax the big social event of the TOA week, the president’s banquet, at which the Motion Picture companies will be hosts. Eric Johnston, Motion Picture Association president, will be the principal speaker. Alfred Starr, new TOA president, will make his inaugural address. Entertainment will include Morton Downey, the Air Force band and others.

Rodgers Sees

Told TOA members that “very little remains to be straightened out” at this session of the convention, the distribution representatives and TOA and Allied States officials, at which questions raised concerning the arbitration plan were put to the committee of TOA members at their meeting in New York on Monday will be taken up.

Largely Mechanical

“The remaining difficulty,” Rodgers said, “is largely mechanical, a matter of language, which I believe will be ironed out tomorrow.”

Rodgers’ address was made before the TOA convention session, held immediately afterwards, which was to listen to a report on the arbitration draft and to act on it.

Rodgers told the luncheon gathering of approximately 250 exhibitors that the presidents of all distribution companies and the heads of all of the participating organizations are recommending acceptance of the arbitration draft to their boards of directors.

Recalling that other attempts to establish codes for the improvement of trade relations in which he had participated had failed, Rodgers stated: “I hope not, but it is possible that a situation may arise in which we must turn to a plan of that nature.”

If a code were to be established, says Rodgers, it would have to be one which could be followed by a large majority of the industry.

Rogers is urging his constituents to pay close attention to the coming hearing by the National Labor Relations Board on the Film Industry Code, and he asked for their support in the matter.

Rodgers also asked his constituents to pay close attention to the coming hearing by the National Labor Relations Board on the Film Industry Code, and he asked for their support in the matter.

In reviewing questions for industry optimists, Rodgers cited the progress being made in research, in the fields of tri-dimensional film, improved projection giving a sense of depth, and the marketing of large screen theatre television in color, such as Einooph and other systems proximity.

Rodgers expressed his hope that the motion pictures industry would continue to grow and that the industry would continue to be a source of pride and joy to all who are associated with it.

Citing the importance of education, Rodgers urged the exhibitors to work for the repeal of the tax.

The combined efforts of the allied organizations will be justified if their efforts are successful in bringing about a solution to the problems facing the industry.

Theatre Owners of America officials are not too happy about the kind of publicity their annual convention is getting, but there is no way of stopping it. Here is a story published thus far has written exhaustively about the convention, mostly refresh- ment displays, and has held a meeting in conjunction with the convention. Plenty of popcorn, candy and soft drinks, the writer refrains, but it’s a film trade show, where are the films?
TOA Session

(Continued from page 1)

Smiles and Spending at TOA Meet Show Theatre Business Is Better

Washington, Sept. 16.—If observers need any assurance that theatre business is better now than it was a year ago they need only contrast the atmosphere at the Theatre Owners of America convention in session here this week with that which prevailed last year at the New York Convention.

Smiles and jocularity are abundant now where they were rare then; spending by visitors is more noticeable because there’s more money, complaints are fewer, even about film terms, and there is less tension, worry and puzzlement than a year ago. The exhibitors are relaxed and enjoying themselves.

Business Optimism

(Continued from page 1)

industry with the campaign not yet completely under way; publications were siding with the industry against the government’s 16mm., anti-trust suit; industry arbitra- tion machinery is in process of being developed; progress is being made in theatre television and in the utilization of home television for exhibition pictures and selling theatre tickets.

Finally, Wolfsön said, “more and more moves are returning to the movies and indications are that business will continue to improve.”

Wolfsön said in his travels around the country as president of the TOA in the past 12 months he found “many exhibitors guilty of a self-induced sleeping sickness dealing exclusively with those companies who kept their theatres in good shape and worked hard to sell their product.”

He said he referred to exhibitors as “arbitrarily selling to their exhibitor organizations and doing nothing to aid in solving industry problems of equal importance to us.”

“Show me an exhibitor who says all his problems are local ones and I’ll show you a badly debted person. Let’s work on our common problems united in mind and spirit,” Wolfsön concluded.

Westwood to make Morris Features

Hollywood, Sept. 16.—Producer Vincent Fennell has announced the formation of Westwood Productions to make Wayne Morris vehicles released by Monogram. “Marksmen” will be the first under the new trademark.

Award to ‘Fatima’ Star

Hollywood, Sept. 16.—Susan Whitney, Warner Brothers’ 12-year-old star of “The Miracle of Our Lady of Fatima,” was awarded a special youth achievement trophy and scroll by the Los Angeles Downtown Business Men’s Association.

had something less than the complete support of TOA.

Wolfsön, retiring TOA president, called from the membership to help achieve the goals of better liaison between individual TOA units and between them and the TOA New York office; better trade press relations; better general press relations, better public relations; increased TOA mem- bership and development of improved and exhibition research. Every TOA unit should conduct at least a one-month membership drive annually.

Convention registrations were closed tonight with a total slightly in excess of 500.

RKO RADIO Pictures, Inc. TRADE SHOWINGS of SOL LESSER’S

“Under the Red Sea”

ALBANY
Fox Ser. Rm. Thurs. 9/25 3:30 P.M.

ATLANTA
RKO Ser. Rm. Thurs. 9/25 10:30 A.M. 1500 Scr. Rm. 1W.

BOSTON
RKO Ser. Rm. Thurs. 9/25 2:30 P.M. 122-28 Arlington St.

BUFFALO
Metc. Oper. Ser. Rm. 498 Pearl St. Thurs. 9/25 3:30 P.M.

CHARLOTTE
Fox Ser. Rm. Thurs. 9/25 2:30 P.M. 308 S Church St.

CHICAGO
RKO Ser. Rm. Thurs. 9/25 11:00 A.M. 1200 S. Wabash Ave.

CINCINNATI
Palace Ser. Rm. 17 E. 7th St. Thurs. 9/25 9:30 P.M.

CLEVELAND
Fox Ser. Rm. Thurs. 9/25 10:00 A.M. 2437 Puritas Ave.

DALLAS
RKO Ser. Rm. Thurs. 9/25 10:30 A.M. 412 S. Harwood St.

DENVER
Fox Ser. Rm. Thurs. 9/25 3:30 P.M. 2100 Stout St.

DENVER
Fox Ser. Rm. Thurs. 9/25 10:30 A.M. 1200 S. High St.

DENVER
Blumenthal’s
2510 S. 16th St.

INDIANAPOLIS
Fox Ser. Rm. Thurs. 9/25 2:30 P.M. 517 N. Illinois St.

KANSAS CITY
Fox Ser. Rm. Wed. 9/24 2:30 P.M. 1800 Wyandotte St.

LOS ANGELES

MEMPHIS
Fox Ser. Rm. Thurs. 9/25 2:30 P.M. 811 Yancey Ave.

MILWAUKEE
Warner Screen 212 W. Wisconsin Ave.

MINNEAPOLIS
Fox Ser. Rm. Thurs. 9/25 3:30 P.M. 1900 Nicollet Ave.

NEW HAVEN
Fox Ser. Rm. Thurs. 9/25 3:30 P.M. 46 W. Main St.

NEW ORLEANS
Fox Ser. Rm. Thurs. 9/25 2:30 P.M. 200 Loyola Ave.

NEW YORK
RKO Ser. Rm. Thurs. 9/25 11:00 A.M. 630 Ninth Ave.

OKLAHOMA
Fox Ser. Rm. Thurs. 9/25 10:30 A.M. 10 N. Lee St.

OMAHA
Fox Ser. Rm. Thurs. 9/25 10:30 A.M. 1502 Davenport St.

PHILADELPHIA
RKO Ser. Rm. Thurs. 9/25 10:30 A.M. 250 S. 13th St.

PITTSBURGH
RKO Ser. Rm. Thurs. 9/25 10:30 A.M. 1300 Blvd. Of Allies

PORTLAND
Star Ser. Rm. Thurs. 9/25 10:00 A.M. 315 S. 9th St.

ST. LOUIS
RKO Ser. Rm. Thurs. 9/25 11:45 A.M. 3143 Olive St.

SALT LAKE CITY
Fox Ser. Rm. Thurs. 9/25 2:30 P.M. 216 E. 1st St. South

SAN FRANCISCO
Fox Ser. Rm. Thurs. 9/25 10:30 A.M. 2454 Hyde St.

SEATTLE
Cowboy Ser. Rm. Thurs. 9/25 2:30 P.M. 212 N. Washington Ave.

SIOUX FALLS

WASHINGTON
Mexico, Too, Has Controls Troubles

Mexico City, Sept. 16.—The trade is disturbed by talk in government circles that the new administration of President-elect Adolfo Ruiz Cortines, who begins a six-year term on Dec. 1, will establish a ministry to supervise the motion picture industry along with official information and tourism. The trade objects to being included in such a ministry, considering it as too much government control.

**Kilimanjaro** Opens

(Continued from page 1)

story, stars Gregory Peck, Ava Gardner and Susan Hayward.

From Hollywood, Europe and India stars have been arriving during the past week to help celebrate the debut of the new television network in the 25th anniversary of Darryl F. Zanuck as a motion picture producer.

Zanuck will join 20th Century-Fox party of seven within the next few days as hosts of the evening, while Miss Gardner tops the roster of screen personalities who will be appearing during their stay in the city. Beulah Davis, Anne Bancroft, Ava Norring, Gloria De Haven, Marlene Dietrich, Gary Merrill, Lisa Ferraday and Jane Hearn, headed by New York Mayor Vincent Impellitteri, noted figures invited include: Salling Adams, Joseph Bernard, Yolande Betzbe, Sid Caesar, John Carradine, Count and Countess Cassini, Bennett Cerf, Ilka Chase, Harry Conover, Nancy West, Vicki Cummings, John Daly, Martha Dono, Laraine Day and Leo Dougler, James A. Farley, Peggen Fitzgerald, Nina Foch, Arlene Francs, Betty Farsens, Eva Gabor, Dave Garroway, Billy Gaxton, Bernard Ginsburg, Ben Grauer, Pauline Guild, John Hart, Harold Halley, John Johnston, Mr. and Mrs. Bert Lahr, Bill Leonard, Robert Q. Lewis, Mr. and Mrs. Jack Lockwood, R. Langer, Mr. and Mrs. Jeffrey Lynx, Tex McCrary, Eloise McElhone, Irene Manning, Candy Moore, Elliott Newton, George Remick, M dot, Robert Peters, Georgie Price, Gregory Ratoff, Irene Rich, Billy Rose, Lanny Ross, Mr. and Mrs. Robert Sherwood, Communicator Walter Shirley, Herb Shriner, Michael Todd, Mel Torme, Gene Tunney, Cornelius Vanderbilt, Jr., Fred Waring, Paul Winchel and Jane Wyatt.

The premiere will have extended radio and TV networks covering the event. In advance of the opening, CBS-TV put a special camera crew to work filming everything and the culmination of the premiere. They will be on hand filming final footage this evening the celebrities and crowds at the premiere. The television news report will be broadcast over CBS tomorrow night.

**Zanuck Is Here for ‘Snows’ Premiere**

Darryl Zanuck, vice-president of 20th Century-Fox, who returned from Europe yesterday to attend the world premiere of “The Snows of Kilimanjaro” at the Rivoli Theatre tonight, reported that while in Europe he purchased the rights to the novel, India’s Code Based On U.S. Industry’s

Ninety per cent of the production code in India is based on the U.S. industry’s Production Code and the other 10 per cent is based on the codes of industries in other countries. Chandulal Shah, president of the Indian Motion Picture Producers Association, reported, at a press interview yesterday, that Shah, an Indian producer-director and a member of the official film industry board of that country, heads a delegation of 14 top executives of the Indian industry which arrived here Monday for a four-week, or three-weeks, tour of the U.S., including a visit to Hollywood. The group came here at the joint invitation of the U.S. State Department and Eric A. Johnson, chairman of the Motion Picture Association of America.

For the first time in the history of the Indian film industry, Shah reported, pictures in both English and color by Technicolor are being made there. One such picture has been completed, and may be exhibited in the U.S. sometime after it has been produced. Shah said he would produce Gabriel Pascal next year will make a film in India, of which has been estimated at $3,000,000 and 100 telescope units; he added.

Accompanying the visitors on their tour will be Harry Stone of the MPAA, representing the international division.

Members of the Indian delegation include film actresses Nargis, Surakshita, Sh对方tandhekhi and Iina Kapoor, also director Raj Kapoor, Prodeep, Nargis and David Abraham; producer-director Chaudhali Shah, who is also managing director of the Indian Motion Picture Producers Association; producer-director B. N. Sircar; producer-director K. Subbanathan, Nitin Bose, producer-director K. Atma, director and exhibitor; M. R. Ackrar, art director; D. P. Dvecha, cinematographer.

The show will be in Washington, Sept. 19-27; Knoxville, Sept. 23-24; Chicago, Sept. 24-27; Denver, Sept. 26-29; St. Louis, Sept. 30-Oct. 2, and Hollywood, Oct. 3-12. Main social event of the visit to the film capital will be a gala dinner attended by all of the Indian performers and stars on the other Hollywood notables.

The group will return to India by way of Hawaii and Japan.

**Services Tomorrow For Adam Adams, 66**

Services will be held tomorrow at its home at Orange, N. J., for Adam A. Adams, 66 years old, who died on Monday at St. Michael’s Hospital in New Jersey from a heart attack which he suffered on July 13.

Adams, a veteran in exhibition in North New Jersey, was the owner of the Park and Pine Park in Newark, the Park Lane at Palisades Park, and the Astor at North Bergen. Surviving are his widow, Marie; two sons, Thomas, and Edward; and daughter, Mrs. Dorothy Pantages.

"The Egyptian," by Mika Waltari, will be read by Marjorie Brandeis.

Casey Robinson, who did the script for "Kilimanjaro," will be in the role of the Egyptian, which will be Zanuck’s only personal production for 1953. Zanuck will return to California immediately after the "Kilimanjaro" premiere.

**Okay Pact**

(Continued from page 1)

for rights under the Eady Plan in respect of the current year ending Sept. 30, 1952, and in respect of the year ending Sept. 30, 1953. However, they added that they must first present their Share of the Eady reserve in different ways, including co-production in England.

They anticipated that the amount by which the dollar transfers of American companies will be utilized will be $2,000,000 not including the 20 minutes to agree the presentation at its meeting here Monday.

U.K. Industry Groups Disturbed Over Eady Plan ‘Non-Cooperators’

London, Sept. 16.—All four British trade associations are disturbed at the lack of action of the Eady Plan “non-cooperators” or defaulters. Latest returns show that 266 exhibitors now are refusing to pay the levy representing an estimated loss to the pool of £80,500 a year.

Some theatremen are depositing the amounts due them in some banks and say they will hand over the cash as soon as their complaints over the administration of the plan are dealt with. Others frankly admit they will never pay until the so-called voluntary levy is made voluntary.

At a recent private dinner in his honor, Sir Wilfrid Eady told trade representatives very plainly that if the voluntary levy broke down the government would not hesitate to make the plan statutory. Sir Wilfrid is not in the government service but it may be that his speech represents a warning.

The suggestion has been made that the government may do away with the present voluntary levy and therefore a scheme of handing over to producers a percentage of the aggregate yield of entertainment tax from the voluntary levy. Such a scheme is being considered by political circles, however, maintain that that is unlikely in the extreme. In their view, if the government were to do away with the present voluntary levy, it would direct the Treasury to make a production subsidy from the Exchequer, it was said.

The suggestion amongst the government experts is that the plan’s fixed-price levy. Objectors claim that the levy should be on a percentage basis. But the government would dare hand over more than the levy. The government, they say, is an agency which is allowed to be sure that the levy is not needed.

**Quigley Awards**

(Continued from page 1)

Hollywood, Sept. 16.—In a complaint to U.S. Attorney General Grandi, the Society of Motion Picture Directors protested the 16mm. government suit.

The complaint stated, in part: “Our pressures which have made for big screen viewing are bound to suffer if final exhibition is confined to small screens. If only 20 minutes to approve the agreement at its meeting here Monday.

However, they added that they must first present their Share of the Eady reserve in different ways, including co-production in England.

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“We never use it when COMPANION-approved movies are in town!”

Currently advertised in the COMPANION

The Merry Widow..........................MGM
Because You’re Mine......................MGM
Plymouth Adventure........................MGM

COMPANION readers form the most loyal movie audience in America today. That’s why Hollywood has invested more money in the COMPANION during the past six years than in any other monthly magazine.*

*Except of course the fan magazines.

COMPANION
CURRENT CIRCULATION OVER 4,250,000

THE CROWELL-COLLIER PUBLISHING COMPANY—PUBLISHERS OF COLLIER’S, THE AMERICAN MAGAZINE, WOMAN’S HOME COMPANION
THEY BUILT THE GREATEST FRONTIER
EMPIRE THE WEST HAS EVER KNOWN!

...and with his rabble army at his side—he defied the world to destroy it!

The laws he needed—he made!
The land he wanted—he stole!
The woman he loved—he took!

HORIZONS WEST

Starring
ROBERT RYAN
JULIA ADAMS
ROCK HUDSON

JOHN McINTIRE - JUDITH BRAUN - RAYMOND BURR

U-I. MAKES THE MONEY-MAKERS!
No Arbitration System for Months: Myers

Possibly No Plan at All, Says Allied Counsel

WASHINGTON, Sept. 17.—Abram F. Myers, general counsel of Allied States Association of America, said today he did not feel there would be an industry arbitration system for many months, if at all.

Myers made this statement following a meeting here today with other representatives of distribution and exhibitors.

Press Shut Out Of Most TOA Meeting Sessions

WASHINGTON, Sept. 17 — Theatre Owners of America's convention, which was half-open to the press yesterday, was in complete small-chamber session today except for a 20-minute period in the morning when theatre television was being discussed. The final convention day tomorrow.

'Snows' Opening Is Viewed by Thousands

WASHINGTON, Sept. 17 — Darryl F. Zanuck's 'The Snows of Kilimanjaro' had its world premiere last evening at the Rivoli Theatre here, climaxing five years of pre-

Calls Off-Hours Theatre TV Most Promising Now

WASHINGTON, Sept. 17 — Off-hours use of large-screen theatre television appears currently to be the most promising and profitable method to which the costly equipment can be put and may remain so until regular programming sources are developed, Robert O'Brien of United

No Action Taken on the Two Major Subjects Before Convention; Little Possibility Of Effective Action on Arbitration Plan Today

WASHINGTON, Sept. 17 — Theatre Owners of America's convention here was stymied today by inability to take action on either of the two major subjects before it — the proposed industry arbitration plan and the so-called '16mm. anti-trust suit to force the sale of films to television and other non-theatrical users.

Proposes Passes as 'Samples' to Public

WASHINGTON, Sept. 17 — An experienced advertising man proposed to the Theatre Owners of America today that they give away free passes to film theatres in the same fashion in which grocery manufacturers give away samples.

Five RKO Theatres Join TNT Network For Walcott Bout

RKO Theatres yesterday contracted with Theatre Network Television to carry Tuesday's telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout in all five of its theatre-TV equipped houses.

The RKO Theatres commitment came with only six days, as of yesterday, remaining before the fight date. It left only two major theatre-TV equipped circuits, Loew's and Warner...
**Personal Mention**

William B. Zoelner, head of M-G-M's short subject and newreel sales, will arrive in Omaha today from Minneapolis. He is slated to visit Des Moines, Kansas City and St. Louis before returning to New York on Sept. 26.

Tio O'Brien, secretary of Britain's National Association of Theatrical and Kind Employees and newly-elected president of the Actors Union Congress in London, is expected to make an official visit to the U.S. in the near future.

Harold Minisch, Monogram-Al lied Artists vice-president, and Morly Goldstein, general sales manager, will leave immediately for the Theatre Owners of America convention banquet in Washington.

Clarke Manheimer of M-G-M's home office, will marry Michael Spiegel next month in Miami. Friends and associates will tender her a luncheon at Longchamps on Sept. 27.

Charles Carpenter, manager of Technicolor Corp's office here, and Mrs. Carpenter, announce the birth of a daughter, Jane, at Lawrence Hospital, Bronxville, N.Y.

Herbert Yates, Republic president, his wife, and his executive assistant, William San, have returned here from Europe.

Terry Turner, RKO Radio exploitation head, will be in Chicago today and will then go to New Orleans and Dallas.

James Johnston, Walt Disney studio executive and Frank Reilly, head of the company's syndicate division are here from the Coast.

M. L. Simons, home office assistant to H. M. Richcy at M-G-M, is due back here today from Denver.

Phil Reissman, RKO Radio foreign head, will leave here for Europe over the weekend.

Dick Cook, film department executive of Pictorial Review, is recovering from a broken foot.

Samuel Goldwyn, now en route here from Europe by boat with Mrs. Goldwyn, will arrive on Monday.

Peter Rosian, Universal district manager, was in Albany yesterday.

**Tiomkin Addresses Unit**

San Fernando, Calif., Sept. 17.—Composed-conductor Dimitri Tiomkin was guest of honor and speaker before the local Business Men's Club at their weekly luncheon here this week. Tiomkin wrote and conducted scores for such films as "High Noon," "The Big Sky" and "Bugsie in the Afternoon."
The western summit of the African mountain of Kilimanjaro is called "Ngaje Ngai," the House of God. And he dared not enter it... for his life as his love... had been a sin!

Out of one masterpiece another has been created! Paris, Madrid, Africa... the world its canvas!... Ernest Hemingway's greatest love story is now a motion picture!

Produced by Darryl F. Zanuck
Directed by Henry King
Screen Play by Casey Robinson

With HILDEGARDE NEFF

LEO G. CARROLL • TORIN THATCHER • AVA NORGREN • HELENE STANLEY • MARCEL DALIO • VICENTE GOMEZ • RICHARD ALLAN

ONE OF THE MULTI-COLORED ADS THAT WILL PRE-SELL THIS GREAT MOTION PICTURE TO 100,000,000 READERS
ERNEST HEMINGWAY'S
Greatest love story

THE SNOWS OF
KILIMANJARO

(Killed in Kilimanjaro)

TECHNICOLOR

a POWER-PACKED campaign

in these great
HEARST PUBLICATIONS

TWENTIETH CENTURY-FOX is spearheading the most extensive, most penetrating advertising campaign in its history, with colorful pages and spreads in these great Hearst publications ... and box offices throughout the nation must feel the impact.

PRE-SELLING
100,000,000 MOVIE-GOERS!
Reviews

“The Turning Point” (Paramount)

THERE IS A MARK OF AUTHENTICITY which distinguishes this film dealing with big-time, organized crime in a large city. This Irving Ashman production, with William Dieterle, also boast a polish in acting and characterization. While it is melodramatic in spots, the plot not only is credible, but represents a certain maturity in its point of view. With crime spreading, as it does in reality, through the back alleys in the daily newspapers, through denunciations from the pulp and political rostrum, “The Turning Point” should find a receptive audience. Intelligently, dramatically, it grapples with the problem.

One sequence is a perfect take on the television performance of the Keefauver Crime Committee, complete with nervous witnesses, the probing examiner’s questions, and the committee members. O’Brien’s father, a cop, is being payed off by the crime syndicate and suffers the pangs of guilt before he is killed. There are additional flashes in the sit-in-downs of the story illuminate the drama. The syndicate is broken and its top leaders jailed before the film ends, but the price of courage as shown in the film is high.

Warren Duff wrote the screenplay, from a story by Horace McCoy. Others in the cast include Tom Tully, Dan Duryea, Adele Longmuir and Ray Teal. Running time, 85 minutes. General audience classification. For November release.

MURRAY HOWOTZ

“The Savage” (Paramount)

THE HEARTS OF CHILDREN will be captured by this Mel Epstein production, which is divided by Toby Wing’s vision between white boy brought up to manhood by Indians. The film, done in color by Technicolor, should also find a receptive audience among adults whose tastes run along Western action film lines.

So a boy, Warbonnet, played by Charlton Heston, is adopted by the chief of a Sioux tribe. The adoption comes when the white boy’s entire family is wiped out during an attack by unfriendly Crow Indians. Heston becomes a brave warrior of a Sioux tribe and is shown as one of their own.

The harmony of his life is broken, however, when a Sioux tribe meets to discuss war against the white men. Heston is sent to the U. S. Cavalry Fort in the Black Mountains to spy on the whites. There he is attracted to Susan Marston, a white woman of Eastern background, with whom he begins to upset him. The threat of Indians killing women and children of the fort finally pulls his loyalty over to the opposite side.

The film, directed, produced and scripted by Sydney Boehm, is based on a novel by L. L. Foreman. Others in the cast include Peter Hanson, Joan Taylor, Richard Rober and Donald Porter.

Running time, 95 minutes. General audience classification. For November release.

M. HOWOTZ

FILMS TO FURTHER IMPROVE TRAINING

WASHINGTON, Sept. 17 — A joint Army-Navy research study pointing the way to better training through motion pictures is now available at the Office of Technical Services, the Department of Commerce, announced here.

The report, a result of a five-year study by Pennsylvania State College specialists, offers help in predicting the results of film instruction more accurately, improving the planning of instruction films and increasing the effectiveness of film utilization procedures.

E. LEIGH IN NEW POST

TORONTO, Sept. 17 — Following the departure of Keith Wilson to California, where he has become advertising manager for a drive-in circuit, Edward Leigh, formerly manager of the Century Theatre, Ottawa, has been appointed manager of the Roxy at Brampton, Ont., by National Theatre Services Ltd., an affiliate of Canadian Odeon.

75 ON COMMITTEE TO HONOR EQUITY

An amusement industry cooperating committee of 75 show business executives, national union leaders and newspaper columnists has been formed to sponsor and aid the dinner honoring Actors Equity Association, to be given at the National Federation of Christians and Jews.

The event, commemorating Equity’s 75th anniversary, will be held at the National Theatre in Washington, D.C., Thursday, Dec. 2, 1954. The committee chairman is George Mcauy, secretary-treasurer of the American Federation of Labor.

Presentation Highlight

A highlight of the dinner will be the presentation of a “National Brothers in Arms Award” to George B. Ward, president of the American Authors League of America; Newman Burnett, Radio and TV Directors Guild; Chester B. Bahn, the Film Institute; Robert Christenberry, Hotel Astor; Robert W. Dowling, American National Theatre; Simon H. Fabian, Factory Theatre; Eugene Teal, American Council of Musical Artists; Frank Farrell, New York World-Telegram & Sun; Oscar Hammerstein II; George Hershfield, Anthony Harry, Irving, American Guild of Variety Artists; David Katz, Law of Theaters; W. W. Lowman, Columbia Broadcasting; H. L. Loomis, Lambs Club; Florence Marston, Screen Actors Guild; Harry Novik, radio station WLIB; E. K. O’Shea, Paramount Pictures; George Price, American Guild of Variety Artists; Frank Reel, American Federation of Radio Artists; Victor Riesel, Post-Hall Syndicate; James Sauter; Arthur Schwartz, League of New York Theatres; George Skouras, Negro Actors Guild; George P. Skouras, Skouras Theatres; Sypros P. Skouras, The Skouras Fox, Res. Stout, Authors League of America; Ed Sullivan, New York Daily News; James Toole, American Guild of Musical Artists; Richard F. Walsh, I.A.S.E.; Chris J. Witting, Dumont Television Network.

4 SIZEABLE INCREASE IN FILM DIVIDENDS

Washington, Sept. 17 — Publicly reported cash dividend payments by film companies in August, compared with $505,000 in August 1951, the Commerce Department reports. It said the reason for the increase was the fact that Universal paid this year in August a dividend paid last year in December.

ALTEC BOARD TO MEET

Hollywood, Sept. 17 — The board of directors of the Altec companies, including the Altec Lansing Corp., today, inspected tours of the Beverly Hills plant and the McKinley Avenue plant of the Peerless Electrical Products Division followed the meetings.
At ‘Snows of Kilimanjaro’ Opening

Darryl F. Zanuck and family attend the world premiere of his personal production, “Snows of Kilimanjaro,” at the Rivoli Theatre here last night before a crowd of 15,000. Left to right: Susan Zanuck, Zanuck and Mrs. Zanuck.

Kilimanjaro’ (Continued from page 1)

release script and production preparation by 20th-Century-Fox.

Witnessed by crowds estimated at 15,000 jamming the Broadway area, and by thousands more watching and listening to the proceedings at home on television and radio, the event formally ushered in the fall film season here.

With crowds gathering at the theatre late in the afternoon to view the arrival of celebrities, special police details had to be assigned to the entire vicinity.

The roster of luminaries, topped by Ava Gardner, who stars in the production with Gregory Peck and Susan Hayward, included 20th Century-Fox president Spyros P. Skouras, Darryl Zanuck, president of the company, and vice-president in charge of production for the studio, who flew in from Europe, and an official party of city leaders led by Mayor Vincent R. Impellitteri.

ABC-TV, in a special on-the-spot ‘live’ show, trained its cameras on the theatre for 45 minutes while Jack Falkenberg McCrory taped interviews with the luminaries for rebroadcasting on her NBC radio show.

Commentator Martin Starr announced to station WINS radio and ABC TV audiences the top arrivals, and CRS-TV had a special crew filming highlights of a feature devoted to the planning and execution of the première to be shown over the network’s outlets this evening. Additionally, Movietone News and newspaper and photo service lensmen were on the scene in droves.

Fourteen leading industry representatives from India added international flavor to the proceedings, which included pattern similar openings of the Ernest Hemingway screen adaptation in key cities in the United States and Canada, plus capital cities of Europe, South America, Australia, and Asia.

Escorting the guests to their seats were ten high-fashion models, attired in white gowns inspired by “The Snows of Kilimanjaro.” They also participated in lobby ceremonies.

Northwest Fears Football Telecasts

MINNEAPOLIS, Sept. 17—Box-office grosses at Minneapolis and St. Paul Loop theatres will be seriously affected next year if a campaign underway to have home football games of the University of Minnesota televised is successful. The campaign to have the games on television is being sponsored by the electrical appliance, radio and television dealers of the Twin Cities and is expected to spread throughout the state as more television stations go into operation. Even without additional stations it is estimated that perhaps owning television sets within a 150-mile area could watch the games. The two Twin Cities television stations now serve an estimated 325,000 sets in their telecasting range.

Dealers have been asked to write or contact the Regents of the University and tell them that the campaign is being urged a rebroadcasting of the games on their NBC radio show.

Press-sheets on the Fight One Available from NSS

A press-sheet containing copies of the ads, the two-color 40-by-60 and the one-sheet which have been prepared for the Rocky Marciano-Floyd Patterson bout, is now available through National Screen Service, Sidney O. Will, RPS. Radio including subjects sales manager, disclosed yesterday.

The fight picture will not be sold until after the fight is over and company executives have decided that the material available is "really box-office," he said.

Off-Hand TV (Continued from page 1)

suitability of some Broadway stage productions for family audiences. Stage shows televised directly to theaters had been suggested as one of the programming possibilities for large-screen television of the future. The announce appeared to be that the advanced admissions of as much as $3 or $4 would automatically exclude the younger elements in an audience at such performances.

S. H. Fabian, head of National Exhibitors Theatre Television Committee told the meeting he believed the industry should be successful in its bid for its own TV channels before the Federal Communications Commission takes action on the matter. He urged exhibitors to give financial support to NETTC in its work.

Marcus Cohen, attorney for NETTC, said his committee was successful for the Oct. 20 FCC hearing on industry TV channels, stating that the first will be for an important consideration of technical considerations. The January hearing, he said, will require unique exhibitor support.
Morey "Razz" Goldstein

Month

To Our Exhibitor Friends

We, the franchise holders, district and branch managers of Monogram-Allied Artists, cordially invite you to join with us in paying a well-deserved tribute to one of the grandest guys in show business—Morey ‘Razz’ Goldstein, our general sales manager. We have selected November as the special month to show our appreciation of his fine leadership. With your generous cooperation, we can fulfill our goal for that month—a Monogram-Allied Artists picture on every theatre screen.

Say it with Dates in November!
Suit, Arbitration Stymie TOA Meet

Arbitration Plan Draft
Due for Further Surgery

WASHINGTON, Sept. 17.—Another proposed industry arbitration plan, which was introduced at a meeting of exhibitor-distributor members here, a distributor spokesman said, was unexpectedly delayed in moving toward completion occurred today at representatives at the Mayflower Hotel.

The conferences were unable to complete their work on clarifications and possible revisions and additions to the plan and were obliged to adjourn for further date, according to the spokesman.

The exhibitor-distributor representatives met for about three hours in the hotel suite of William F. Rodgers, distribution chairman for arbitration, and the distributor spokesman said that the next meeting would be set as soon as it could be determined when all of the most important issues to come before the convention, regional units was that, the president and the executive committee of the Allied units, had a scheduled meeting. The conference of regional units could be completed within a few more weeks, TOA officials said.

The step taken by the convention, however, was clear indication that despite the fact that the 16mm suit was declared in advance to be one of the most important issues to come before the convention, regional units failed in their efforts to authorize their delegates to take action on it. Accordingly, the poll of regions was not taken. The motion stated that it was the consensus of the convention that the member-theatres was “shocked” at the institution of the Government action.

The convention spent the entire afternoon in discussions on the 16mm suit, it was learned, the 16mm suit. There were clear indications following the meeting that the exhibitor-distributor representatives believed that the changes of clarifications in the arbitration draft area of a “minor nature,” as they have been described heretofore. That is, at least, the impression some of the exhibitors at today’s meeting carried away with them.

One problem, for example, involves cutouts for clearance charges. The Aug. 20 draft does not specify that exhibitors seeking such cutouts had to prove in advance that they had not been sold for less and indicated that the convention scheduled to adjourn tomorrow that appeared to be the likely consequence. It had been planned for the TOA’s original plan, to submit the draft to the convention today, with approval expected almost as a matter of course.

In preparation for that procedure, Levy spent all of yesterday afternoon and most of this morning summarizing the arbitration proposals for the convention and opening each phase for discussions from the floor. But the result of that discussion that TOA went into the meeting with exhibitors with charges and clarifications of its own to suggest.

Nevertheless, it was apparent that the area of non-agreement if only on the first full day of the contract was large enough to make it impossible to finish the in time today and under the plan. If TOA does not act, either in convention or at its final board of directors meeting here tomorrow, it would be impossible for the Allied to follow the same route that Allied is taking — that is, either to call a special meeting or to be held in the agreement to the plan when it is completed, or to poll distributors by phone and mail.

In any event, it was apparent that the inability to complete the draft changes today has indefinitely delayed release of the arbitration draft for publication.

Motion by Film Company Lawyers and TOA Representatives

Myers

(Continued from page 1)

The motion was submitted as a surprise to the entire industry, which had been led to believe, from earlier indications by the arbitration planning and drafting committees that an acceptable arbitration system was imminent. At the meeting, which took place in New York on Monday, sales executives and attorneys of the Motion Picture Association of America, the National Retail Distributors of America, and the Allied Artists had approved the draft of the proposed system. It was expected that the approved draft would be presented to the TOA convention now meeting here and to the Allied convention when it meets in November for exhibitor approval.

Myers said that there was no final draft at ready for the exhibitor organizations to consider and added that the group of plans are not at not at the formulation of an arbitration system as it thought it had been at the end of August.

He said that no progress had been made at today’s meeting and that he did not know what next step would be in the attempt to shape up a system which would be acceptable to both distributors and exhibitors.

Myers declared that the film company attorneys and representatives of the Theatre Owners of America, with whom he met today, had presented “numerous changes” which the arbitration plan and drafting committees had not anticipated “largely because the time was consumed with the same discussions and arguments that had taken place at the first session in April.”

He said he would not present to the allied convention in November “anything except a final draft that has been approved by the distributors.”

Representatives of distribution present at the meeting today were William P. Rodgers, chairman of the distributors’ arbitration negotiators committee; Austin C. Keough, Paramount; Adolph Schimel, Universal; Robert W. Perkins, Universal-International; and Henderson M. Richey, M-G-M.

Exhibitors were represented by Alfred Starr, New TOA president; Robert Wilby, Herman Levy, TOA general counsel; Emanuel Frisch of the Metropolitan Motion Picture Theatres Association and Myers.

Here is the text of Myers’ statement:

August 19 I submitted to a small committee of lawyers a draft of an arbitration plan based on discussions which had proceeded for many weeks, according to agreed method for presenting the plan to the courts. Late at night on August 20 this committee had a draft which we felt was the best possible. I believe in view of the divergent interests represented in the conference.

“Today the film company lawyers and TOA representatives orally presented numerous changes which we did not consider or act upon largely because the time was consumed with the same discussions and arguments that had taken place at the first session in April.

No progress was made at today’s meeting. There is no final draft of the exhibitor organization plan, that we consider. We are not as far advanced as we thought we were on August 20. I do not know exactly what the next step will be. I am not encouraged to believe that there will be an arbitration system for many months, if ever.”
Press And TOA Sessions

(Continued from page 1)

also promises to be largely a closed-door affair.

Press representatives, both trade and general, were more than a little bit exercised over the difficulties put in the way of their covering the convention.

Organization officials to whom complaints were made disclaimed responsibility for the closed-door sessions. The principal explanation given was that the subjects of arbitration and the government's 10mm. anti-trust suit comprised the main topics of discussion and TOA felt it could not open the discussions to the press in view of the fact that distribution has not authorized publication of the proposals. Most of the latter, however, have been aired from time to time in various trade press for the past several years.

TOA also takes the position that since the government has named it co-conspirator in the 10mm. suit its deliberations of the role it will take in that action has legal implications. It is the position present in exhibitor organization of discussion of such subjects and, therefore, it is obliged to bar the press.

However, advance invitations to the press to attend the convention issued when it was certain those topics would be discussed have promised that “only one” convention session would be closed. To date, it has been just the reverse. Only one session has been "open."

Many of the trade press representatives who came long distances at considerable expense feel they would have been just as close to the sessions had they remained at home bases. The extent of most of their information has been limited by toads at the end of the day by Herman Levy, TOA general counsel, and bits of information they are able to glean from delegates.

The press dissatisfaction is not limited to the closed-door sessions, either. There is complete confusion over announcements press conferences, time and place of meetings and changes in the printed programs of convention activities. To date, very little has gone according to schedule and the impatience of numerous delegates is evidenced by the many seen wandering about the hotel while the business sessions are in progress. It is a case of closing the meeting to the willing and opening it to the unwilling.

The fault does not lie with the convention press contacts, Jack Poxe of Loew's Washington Theatres; Dick Pitts and Howard Bryant of the TOA New York office are left as much in the dark about what is going on as is the press itself.

Has New Tack for Promotional Ads

Louis Higdon of Mid-Central Theatres, Inc. has hit upon a unique advertising campaign to promote patronage and industry goodwill, based on the established fact that advertising is the only weapon the public's vanity has almost always met with tremendous success," reports the Theatre Owners of America.

The appeal to vanity, says Higdon should be premised on the notion that “people who stay young attend the pictures.” Support for this theme, according to Kansas exhibitor notes that “Every- one wants to stay young and they are willing to pay in order to try! Cosmetics, foundation garments and other lines of merchandise have proven this.”

TOA's current "Progress Report" reproduces some of the ads which Mid-Central circuit has worked up so far. The copy of one reads: "People who stay young... go to the movies. Regardless of your age, it's a youthful habit! See a movie today!"

Toddlng, Small in Deal

Michael Todd and Edward Small have finalized an agreement to jointly produce one film a year, to be filmed partly in New York City and partly at his coast studio.

Charles Chaplin, before sailing yesterday for Europe on the S. S. Queen Elizabeth with his wife and their four children, discussed his next film which, he said, will have a New York City background and will be filmed partly here and partly at his coast studio.

Chaplin says he expects the trip abroad—his first in 20 years—to last for six months.

Chaplin Plans Film With NY Locale

Upholds Chesapeake Fund Attachment

Justice Irving A. Saypol has denied the motion in New York Supreme Court by United Artists for dismissal of the attachment for claims aggregating an excess of $200,000 held by Chesapeake Industries (formerly Pathe Industries). The attachment may now stand and court holdings in the Bank of Greece.

The court dismissed the application by United Artists of certain former Eagle-Lion films acquired from Pathe Industries more than a year ago and other disputed phases of the purchase contract.

Total claims by Chesapeake are in excess of $400,000. The attachment applies to a separate U. S. A. fund held in escrow.

Washington, Sept. 17.—Greece has allotted $800,000 to cover the importation of United States motion pictures during the coming fiscal year, the Department of Commerce said today.

The currency committee of the Bank of Greece has made a similar allocation for the past several years. The Department said the funds will be made quarterly in installments of $125,000, and will come from free government holdings in the Bank of Greece.

Commerce said that the money will be used to cover the value of imported films, the value of advertising material and transportation charges. Any balance left over after these payments are made will be used to pay film royalties to producers, the Department added.

Winders To Cost $500,000 for Film Imports to Greece

200 More Theatres To Aid Rogers Fund

Close to two hundred theatres were added to the new Will Rogers Memorial Hospital fund drives when the Harry Brandt theatres and other members of the New York Independent Theatre Owners Association "signed up" with chairman Joseph R. Vogel to place the coin-boxes on their candy stands.

The group includes Trans-Lux Theatres, the Globe, Mayfair, New Amsterdam and other Cinema Circuit houses, the New York Theatre Selwyn, Victoria, Astor, Beacon, Times Square, and many others in Metropolitan New York City, as well as many in up-state cities and in New Jersey. With the entire membership of the MMPTA also enrolled, exhibitors of the New York area are now in the campaign nearly 100 per cent, numbering 1,500.

Flash! Top Grosser

The Jungle

Rod CAMERON
Cesar ROMERO
Marie WINDSOR

Directed and Produced by WILIAM BERKE

Profit with LIPPERT

Making Money Everywhere!

"OUTLAW WOMEN"

Carl BIOLOGECR CARLA BALDEND JACQUE COOGAN

ALLAN NIXON • JOHN FONTAINE

A ROSS OSMOND Production

"PIRATE SUBMARINE"

TRUE! DARING! Filmed in the heart of the Mediterranean!

LIPPERT PICTURES, INC.
145 N. Robinson Blvd., Beverly Hills, Calif.
Foreign Sales Dept., 723 7th Ave., New York
Cable Address: Gold-Movies
"'Cairo Road' HOT $11,000 PHILLY!" - Variety

...Boxoffice all the way at Warner's Stanton Theatre, Philadelphia! Thanks, Warner showman Ted Schlanger -- you hit the 'Cairo Road' with a fine campaign!

Distributed Nationally Thru
REALART PICTURES, INC.

Cairo Road
the double-crossroad of the world!

Superbly filmed in actual locales... Cairo... Suez... Kantara... and the Sahara Desert!
No Arbitration System for Months: Myers

Possibly No Plan at All, Says Allied Counsel

WASHINGTON, Sept. 17.—Abram F. Myers, general counsel of Allied States Association of America, said today he did not feel there would be an industry arbitration system for many months, if ever.

Myers made this statement following a meeting here today with other representatives of distribution and exhibitors.

(Continued on page 8)

Compo Heads Will Confer on 20% Tax

Preparatory to holding a full-scale parley of Council of Motion Picture Organizations leaders to plan further steps in connection with the national tax repeal campaign and other projects, COMPO's governing triumvirate today will be hosts at a luncheon for the trade press.

The COMPO chieftains will discuss suggested approaches to the publicizing of the industry's campaign to kill the 20 per cent tax.

SWG Calls US 16mm. Suit 'Ill-advised'

HOLLYWOOD, Sept. 17.—Screen Writers Guild tonight dispatched a letter to the Department of Justice labeling the Government's 16mm. copyright suit "ill-advised" and declaring that forcing the film industry to deliver its product to television would soon make it impossible for the industry to continue independent operation in a competitive economy.

16mm. Suit, Arbitration Plan Stymie TOA Meet

Press Shut Out Of Most TOA Meeting Sessions

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'Snows' Opening Is Viewed by Thousands

Darryl Zanuck's "The Snows of Kilimanjaro" had its world premiere last evening at the Rivoli Theatre here, climaxing five years of pre-production.

Calls Off-Hours Theatre TV Most Promising Now

WASHINGTON, Sept. 17—Off-hours use of large-screen theatre television appears currently to be the most promising and profitable purpose to which the costly equipment can be put and may remain so until regular programming sources are developed, Robert O'Brien of United Paramount Theatres, New York, told today the Theatre Owners of America convention session on theatre television here today.

O'Brien described the successful off-hours utilization of the large screen TV equipment in UPD and other theatres which have carried Civil Defense and other programs on a multi-theatre simultaneous hook-up. The method can be used, he pointed out, for sales meetings, conventions and numerous other off-hours events at considerable profit to the theatres.

Mitchell Wolfson, former TOA president and operator of a Miami television station, told the meeting he believed that when 20th Century-Fox has readied its Eufophor large-screen TV equipment for the market, perhaps within the next year, its introduction will be accompanied by regular programming arrangements.

The discussion from the floor subsequently questioned the

(Continued on page 6)

No Action Taken on the Two Major Subjects Before Convention; Little Possibility of Effective Action on Arbitration Plan Today

By SHERWIN KANE

WASHINGTON, Sept. 17.—Theatre Owners of America's convention here was stymied today by inability to take action on either of the two major subjects before it—the proposed industry arbitration plan and the government's 16mm. anti-trust suit to force the sale of films to television and other non-theatrical users.

The arbitration plan was left incomplete following the meeting with distribution representatives and Allied States here today with little prospect remaining that the convention can take any effective or conclusive action on it in the final day, tomorrow. The most that could be done would be to approve the incomplete draft subject to changes sought by distribution and others, after those changes are explained to the convention. That course appears to be doubtful in view of the seriously uncertain status of the arbitration draft, following today's meeting.

The convention today passed a motion directing the new TOA president, Alfred Starr, and the new executive committee to conduct an immediate survey of TOA's regional units to determine what action they wish.

(Continued on page 8)

Five RKO Theatres Join TNT Network For Walcott Bout

RKO Theatres yesterday contracted with Theatre Network Television to carry Tuesday'sdbc.com of the Jersey Joe Walcott-Rockey Marciano heavyweight title bout in all five of its theatre-TV equipped houses.

The RKO Theatres commitment came with only six days, as of yesterday, remaining before the fight date. It left only two major theatre-TV equipped circuits, Loew's and Warner.

(Continued on page 6)
Denies Motion Pictures
And Video Spur Crime

WASHINGTON, Sept. 17.—A spokesman for a television network told a House subcommittee investigating television program content today that people who blame crime on motion pictures, television, radio and comic books are only seeking a "scapegoat for the ills of our society."

Appearing before the Harris subcommittee of the House Interstate Commerce Committee, Mrs. Geraldine Zorbaugh, general counsel for the American Broadcasting Co., declared there was no evidence at all that television crime shows have produced crime. She gave the committee FBI figures for 10 cities with television and 10 without it during the period from 1946 to 1951, which showed there was no change in the crime trend after television was introduced.

Mrs. Zorbaugh said that the ABC radio and television networks screen all their material very carefully, in order to eliminate possibly offensive material. 

Chris Witting, who testified as manager of the Dumont Television Network and told the committee he thought the recently adopted television code would assure reasonably high standards of good taste for television producers.

The committee recessed today and will continue its hearings Tuesday and Wednesday in New York, with spokesmen from National Broadcasting, the National Television Film Council, Columbia Broadcasting System and the Mutual Network.

Edward N. Rugoff
Dies Here at 62

Edward N. Rugoff of Rugoff and Becker, 62, died last night after a brief illness in Mt. Sinai Hospital. He was president of Metropolitan Motion Picture Theatres Association. He has been a circuit operator in the New York area for more than 20 years. Services will be held tomorrow from Riverside Memorial Chapel.

Survivors are the widow, Rose, a son, Donald, a brother and three sisters.

B & K Dividend Up

CHICAGO, Sept. 17.—Balaban and Katz Theatres Corp. has announced a quarterly dividend of $1.50, compared with the $1.50 paid last quarter.

A Simple Statement of Fact

There is only ONE Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition pacemakers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

Top Vocalists Cut Songs from ‘Hans’

Twenty recordings of the eight Frank Loesser songs in Samuel Goldwyn's musical "Hans Christian Andersen" have been cut by some of America's leading vocalists, it was disclosed here yesterday. At least 15 more will be issued by Goldwyn. Apart from the Decca records featuring Danny Kaye, songs are appearing on almost all leading labels.

“Where I Wander” has been recorded by Tony Bennett for Columbia, Jan Pierre for Victor, and Fran Warren for M-G-M. "People" is out with Kaye and Jane Wyman for Decca, Doris Day and Donald O'Connor for Columbia, and the Rauck and Carlton Carpenter for M-G-M.

"Wonderful Copenhagen" has been cut by Gay Lombard for Decca, Paul Weston for Columbia and Mary Small for King. "Thumbelina" was also sung by Kaye, and Jenny Boyd for Columbia, Hugo Winterhalter for Victor and Les Baxter for Capitol.

Elect Krim to Board of Odeon Theatres

LONDON, Sept. 17.—Arthur B. Krim, president of United Artists, has been elected to the board of Odeon Theatres, J. Arthur Rank Organization subsidiary. At a final meeting of a European business tour, Krim is scheduled to fly back to New York at the weekend.

Krim's election was described as manifesting the close business relationship of the British theatre company and the American distributing firm. The UA president was said to be one of very few Americans ever to be elected to the Odeon board, and at present is the only American member of it. J. Arthur Rank is among the several ERtions on the board.

Joseph Noriega Is Dead

Joseph Noriega, 52, died of a heart attack in Mexico City, it was reported here by RKO Radio, the funeral will be held Monday. Noriega dedicated his career in 1930 as a film editor with RKO. He left in 1945 to go to M-G-M where he did films for Ramex Productions. The widow survives.
The western summit of the African mountain of Kilimanjaro is called "Ngaje Ngai," the House of God. And he dared not enter it . . . for his life as his love . . . had been a sin!

Out of one masterpiece another has been created! Paris, Madrid, Africa . . . the world its canvas! . . . Ernest Hemingway's greatest love story is now a motion picture!
to match the POWER of

ERNEST HEMINGWAY'S
Greatest love story

THE SNOWS OF
KILIMANJARO
(Technicolor)

a POWER-PACKED campaign

in these great
HEARST PUBLICATIONS

TWENTIETH CENTURY-FOX is spearheading the most extensive, most penetrating advertising campaign in its history, with colorful pages and spreads in these great Hearst publications and box offices throughout the nation must feel the impact.

PRE-SELLING 100,000,000 MOVIE-GOERS!
**Reviews**

### “The Turning Point”

(Paramount)

**There is a Mark of Authenticity** which distinguishes this film dealing with big-time, organized crime in a large city. This Irving Asher Auerbach production, directed by Robert Dierker, also boasts a polish in acting and characterization. While it is melodramatic in spots, the plot not only is credible, but represents a certain maturity in its point of view. With crime impacting the lives of people in their own country, throughout the city lines in the daily newspapers, through denunciations from the pulpits and political rostra, “The Turning Point” should find a receptive audience. Intelligently, dramatically, it grapples with the problem.

The plot was provided by the announced post of a state crime investigating committee. Although everyone in the know recognizes Ed Begley as head of a crime syndicate, it’s O’Brien’s job to nail him. He has his hands full with Holden and chief researcher Alexis Smith who provides the unique angle.

One is a perfect take-off on the television performance of the Kefauver Crime Committee, complete with nervous witnesses, the probing committee’s questions, the confessions of the crime boss, the police and O’Brien’s father, a cop, is being paid off by the crime syndicate and suffers the pangs of guilt before he is killed. There are additional flashes in the story that illuminate the point. The syndicate is broken and its top leaders jailed before the film ends, but the price of courage as shown in the film is high.

Warren Duff wrote the screenplay, a story by Horace McCoy. Others in the cast include Tom Tully, Dan Dayton, Adele Longmire and Ray Teal.

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

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### “The Savage”

(Paramount)

**The Hearts of Children Will Be Captured by this Mel Epstein Production** is a big boy’s film, produced by Warner Brothers. The action is up to manhood by Indians. The films, done in color by Technicolor, should also find a receptive audience among adults whose tastes run along Western action film lines.

The boy Warbonnet, played by Charlton Heston, is adopted by the chief of a Sioux tribe. The adoption comes when the white boy’s entire family is wiped out during an attack by unfriendly Crow Indians. Heston becomes a brave warrior of a Sioux tribe and is accepted by the tribe.

The harmony of his life is broken, however, when Sioux tribes meet to discuss war against the white men. Heston is sent to the U. S. Cavalry Fort in the Black Mountains to spy on the whites. There he is attracted to Susan Marianne, a U.S.A. nurse, and his conscience begins to wrestle with him. The threat of Indians killing women and children of the fort finally pulls his loyalty over to the opposite side.

This is cut-down of the story line, however, does not give credit to the excitement of the scenes on the screen. The action is highlighted by the rescue of an Indian maiden, an Indian attack on a wagon train, and the colorful meeting of the Sioux tribes.

Directed and produced by Sidney Boehm, based on a novel by L. L. Foreman. Others in the cast include Peter Hanson, Joan Taylor, Richard Rober and Donald Porter.

Running time, 95 minutes. General audience classification. For November release.

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### Films to Further Improve Training

**Washington, Sept. 17.**—A joint Navy-Navy research study pointing the way to better training through motion pictures is now available at the Office of Technical Services, the Department of Commerce, announced here.

The report, the result of a five-year study by Pennsylvania State College and the network of production of training films and increasing the effectiveness of film utilization procedures.

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### E. Leigh in New Post

**Toronto, Sept. 17.**—Following the departure of Keith Wilson to California, where he has become head of the advertising department of a major motion picture studio, his post was taken over by Dr. E. Leigh Gardner, former editor and owner of the Toronto Daily Star, a position he will accept in January.

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### Lieber Heads Coast Studio Publicists

**Hollywood, Sept. 17.**—Jerry Lieber, RKO studio publicity director, has been elected chairman of the Studio Publicity Directors Committee. He will serve for the next six months while succeeding as vice-president, Warner Brothers publicity head here, who has completed a six-months’ chairmanship of the Association of Motion Picture Producers’ committee.

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### Another Gardner Drive-in

**Albany, N.Y., Sept. 17.**—The Tur- rite Drive-in has been opened in this town of Glove City, with the assistance of the State of New York and Schenectady, by John Gard- ner, operator of the Colony, Schenec- tady. He built the 400-car theatre in

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### Yugoslavia Film to Ellis

**Jack Ellis, president of Ellis Films, has acquired the distribution rights to one of the most important films to come from Yugoslavia. “The Magic Sword.” The film will open in New York early in October.**

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### Sizeable Increase In Film Dividends

**Washington, Sept. 17.**—Publicly-reported cash dividend payments by film companies in August were $36,000, compared with $65,000 in August 1951, the Commerce Department reports. It said the reason for the increase was the fact that Universal paid this year in August a dividend paid last year in December.

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### On Committee To Honor Equity

An amusement industry cooperating committee of 75 show business executives, actors, writers, union leaders and newspaper columnists has been formed to sponsor and aid the dinner honoring Actors Equity Association, which will be given by the National League of the National Conference of Christians and Jews.

The event, commemorating Equity’s victory against segregation at the National Theatre in Washington, will be held on Tuesday evening, Dec. 2, at 31 Union Trust building. George Meany, secretary-treasurer of the American Federation of Labor, is chairman.

### Presentation Highlight

A highlight of the dinner will be the presentation of a “National Brotherhood of Life” award to Equity.

Included among members of the Committee are: George Brundall, Brendan Beirne, Edward J. Dwyer, Frank Farrell, New York World Telegram & Sun; Oscar Hammerstein II; David Katz, Lawrence Post-Hall, Jr.; William W. Lowman, Columbia Broadcasting; Bert Lylem, Latrobe Club; Florence Marston, Screen Actors Guild; Harry Novik, radio station WLIB; E. K. O’Shea, Paramount Pictures; George Price, American Guild of Variety Artists; Frank Reel, American Federation of Radio Artists; Victor Rice, Post-Hall Syndicate; James Sauer, Arthur Schwartz, League of New York; Altec, Negro Actors Guild; George P. Skouras, Skouras Theatres; Spross, New York; Louis Stahl, Actors Guild of America; Charles Stot, Authors League of America; Ed Sullivan, New York Daily News; Lawrence Tibbett, American Guild of Musical Artists; Frank Teale, FILM; LA TSE; Chris J. Witting, Dunton Television Network.

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### Altec Board to Meet

**Hollywood, Sept. 17.**—The board of directors of the Altec companies (incorporated as Altec Industries, Inc.) has called a meeting of the board of directors of the Altec Industries, Inc., to convene in New York City on Oct. 15, for the purpose of voting on the company’s proposed merger with the Altec-Astec Corporation. The meeting will be held at the Altec Industries, Inc., headquarters in New York City, at 2:00 p.m., on Oct. 15.
At ‘Snows of Kilimanjaro’ Opening

Darul F. Zanuck and family attend the world premiere of his personal production, “Snows of Kilimanjaro,” at the Rivoli Theatre here last night before a crowd of 15,000. Left to right: Susan Zanuck, Zanuck and Mrs. Zanuck.

‘Kilimanjaro’

(Continued from page 1)

release script and production preparation by 20th Century-Fox.

Witnessed by crowds estimated at 15,000, jamming the Broadway area, and by thousands more watching and listening to the proceedings at home on television and radio, the event formally ushered in the fall season here.

With crowds gathering at the theatre late in the afternoon to watch the arrival of celebrities, special police details had to be assigned to the entire vicinity.

The roster of luminaries, topped by Ava Gardner, who stars in the production with Gregory Peck and Susan Hayward, included 20th Century-Fox executive Spyros P. Skouras, Mayor Daley of Chicago, and Premji Zanuck, vice-president in charge of production for the studio, who flew in from Europe, and an official party of reporters led by Mayor Vincent R. Impellitteri.

ABC-TV, in a special on-the-spot “live” show, trained its cameras on the theatre for 45 minutes while the Future will dramatize taped interviews with the luminaries for rebroadcasting on its NBC radio show.

Commentator Martin Starr announced to station WINS radio and ABC-TV audiences the top arrivals, and CBS-TV had a special crew filming highlights of a feature devoted to the planning and execution of the premiere to be shown over the network’s outlets this evening. Additionally, Movietone News and newspaper and photo service lenses were on the scene in droves.

Fourteen leading industry representatives from India added international flavor to the proceedings, which will pattern similar openings of the Erst Hemingway screen adaptation in key cities in the United States and Canada, plus capital cities of Europe, South America, Australia, and Asia.

Entertaining the guests to their seats were ten high-fashion models, attired in white gowns inspired by “The Snows of Kilimanjaro.” They also participated in lobby ceremonies.

Northwest Fears Football Telecasts

MINNEAPOLIS, Sept. 17 — Box-office grosses at Minneapolis and St. Paul Loop theatres will be seriously affected next year if a campaign underway to have home football games of the University of Minnesota televised is successful. The campaign to have the games on television is being sponsored by the electrical appliance, radio and television dealers of the Twin Cities and is expected to spread throughout the state as more television stations go into operation. Even without additional stations it is estimated that persons owning television sets within a 150-mile area could watch the games. The two Twin Cities television stations now serve an estimated 325,000 sets in their telecasting range.

Dealers have been asked to write or contact the Regents of the University upon whom the campaign is being centered urging the telecasting of the games and to free the University of Minnesota from the dictates of the National Collegiate Athletic Association on the matter of televising football games and other athletic events. The dealers claim that televising of the football games would aid disabled veterans and shut-ins unable to attend the games and also enable persons unable to buy tickets because of the constant sellouts to see the games.

Dealers are even willing to attempt to raise a substantial amount of money as a guarantee if that is what the University Regents will insist on. Every year thousands of people from all over Minnesota and adjoining states come to Minneapolis and St. Paul to see the home games which are played at the University located in Minneapolis.

Press-sheets on the Fight

One Available from NSS

A press-sheet containing copies of the ads, the two-color 40-by-60 and the one-sheet which have been prepared for the Walcott-Marcano world heavyweight championship bout are now available through International Screen Service, Sidley Kramer, RKO Radio short subjects sales manager, disclosed yesterday.

The fight picture will not be sold until after the fight is over and company executives have decided that the material is available for "really box-office," he said.

Schoeder with Radiant

CHICAGO, Sept. 17 — Eugene L. Schoeder has been appointed Midwest district manager for Radiant Screen Co. His territory includes Michigan, Indiana, Ohio, and Kentucky. Schoeder had been with Montgomery Ward.
NOVEMBER 1952

SUN MON TUE WED THU FRI SAT
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

MOREY "RAZZ" GOLDSTEIN MONTH

TO OUR EXHIBITOR FRIENDS

We, the franchise holders, district and branch managers of Monogram-Allied Artists, cordially invite you to join with us in paying a well-deserved tribute to one of the grandest guys in show business—Morey ‘Razz’ Goldstein, our general sales manager. We have selected November as the special month to show our appreciation of his fine leadership. With your generous cooperation, we can fulfill our goal for that month—a Monogram-Allied Artists picture on every theatre screen.

Say it with dates in November!
Suit, Arbitration Stymie TOA Meet

(Continued from page 1)

Arbitration Plan Draft Due for Further Surgery

WASHINGTON, Sept. 17.—Another proposed industry arbitration plan toward completion occurred today at representatives at the Mayflower Hotel, a director spokesman.

Proposes Samples

president of Dancer, Fitzgerald and Sample, an agency that handles much of General Mills’ promotions, told a TOA convention luncheon today that he would be glad to sit down with a Representative TOA group and discuss concrete plans for a national-wide distribution of theatre passes along with the General Mills samples distribution.

He suggested that the operation could be worked with the “Movie-time” campaign which will be in effect. He also outlined some ideas for a “maximum, gigantic operation to end all operations” and that the public should be offered a chance to view the “best, best product” in the industry.

Although General Mills was not the only company that would benefit from such an operation, he said, they would like to see theatre owners “send out the passes and not only the General Mills,” which they would be willing to expand its program budget considerably, he declared, to a point where it would cost $3,000,000. If six to eight weeks, if to distribute theatre passes along with its merchandising.

The operation would not cost exhibitors anything, he added.

Betty Hutton Cited for USO Tour

Betty Hutton, who last March went to Korea to perform before combat troops under the auspices of USO-Camp Shows, Inc., was awarded yesterday, a citation for her “tireless effort and unceasing devotion to the men and women of the Armed Forces of the United States.” The award was presented at a luncheon of the New York USO Defense Fund before 100 leading New Yorkers at the Waldorf-Astoria Hotel. Admiral Oscar C. Badger, Fund chairman, president, and James E. Sant, president of USO-Camp Shows, delivered the citation.

In preparation for that procedure, Levy said yesterday afternoon, and most of this morning summarizing the arbitration proposals for the convention and opening each phase for discussion from the floor. It was the result of that discussion that TOA went into the meeting with distributors with changes and clarifications of its own to suggest.

Nevertheless, it was apparent that the area of non-agreement if only on a minor point was important enough to make it impossible to finish the discussions today and within the time limit.

If TOA does not act, either in convention or at its final board meeting tomorrow, it will be necessary to take the same route that Allied is taking—that is, to call a special meeting of the board to act on the plan when it is completed, or to poll directors by phone and mail.

In any event, it was apparent that

the inability to complete the draft changes today has indefinitely delayed release of the arbitration draft for publication.

The step taken by the convention, however, was clear indication that despite the fact that the USM suit was declared in advance to be one of the most important issues to come before the convention, regional units failed to authorize their delegates to take action. Where, as evidenced by the split of regional units, the call for change was made necessary.

The motion stated that it was the consensus of the convention that the membership “in no instance should be concluded” at the institution of the Government action.

The convention spent the entire afternoon today discussing the proposed legislation, of which the 16mm. suit. There were clear indications following the meeting between the exhibitor-distributor representatives today that the changes of clarification in the arbitration draft are of a nature that the “minor” nature, as they have been described herebefore.

That, at least, is the impression some of the exhibitors at today’s meeting carried away with them.

One problem, for example, involves suits for damage over clearance claims. The Aug. 20 draft does not specify that exhibitors seeking such damages had to prove in advance that their copy was not used by restricted audience, or reduction of clearance. The distribution clarification is, it is reported, would make that a condition in order that suit in question was not extended to cover loss suffered during the period the clearance reduction applied for had been in force. Some of the exhibitors here regard that issue as vital, rather than minor.

In any case, it is apparent that the turn of events has robbed the TOA convention of its opportunity to take conclusive action on the major issues before it. The convention, in its closing hours tomorrow, is scheduled to turn its attention to drive-in theatres, concessions, and submission taxes, perhaps some further weighing of the present and new arbitration status. The press was assured that the remaining meetings would be open to it.

The convention closes tomorrow night with the president’s banquet. Eric Johnston, Motion Picture Association president, Nathan Golden, the Commerce Department’s film division chief, and Starr, new TOA president, are the principal speakers.

The inability to complete the draft changes today has indefinitely delayed release of the arbitration draft for publication.
Press And TOA Sessions

(Continued from page 1)

also promises to be largely a closed-door affair.

Press representatives, both trade and general, were more than a little bit exercised over the difficulties put in the way of their covering the convention.

Organization officials to whom complaints were made disclosed responsibility for the star-chamber sessions. The principal explanation given was that the subjects of arbitration and the government's 16mm, anti-trust suit comprised the main topics of discussion and TOA felt it could not open the discussions to the press in view of the fact that distribution has not authorized publication of the proposals. Most of the latter, however, have been aired from time to time in trade press for the past several months.

TOA also takes the position that since the government has named it co-comparator in the former, and its deliberations of the role it will take in that action have legal implications not ordinarily present in exhibitor organization discussion of such subjects and, therefore, it is obliged to bar press attendance.

In addition, advance invitations to the press to attend the convention issued when it was certain those topics would be uppermost promised to only TOA members and the convention would be closed. To date, it has been just the reverse. Only one session has been "open."

Many of the trade press representatives who came long distances at considerable expense feel their efforts have been just as close to the sessions had they remained at home bases. The extent of most of their information has been limited to briefings from the end of the day by Herman Levy, TOA general counsel, and bits of information they are able to glean from delegates.

The press dissatisfaction is not limited to the closed-door sessions, either. There is complete confusion over the release of reports for press conferences, time and place of meetings and changes in the printed program of convention activities. To date, very little has gone according to schedule and the impatience of numerous delegates is evidenced by the many seen wandering about the hotel while the business sessions are in progress. It is a case of closing the meeting to the will and opening it to the un-willing.

The fault does not lie with the convention press contacts. Jack Fox of Loew's Washington Theatres; Dick Pitts and Howard Bryant of the New York office. They are left as much in the dark about what is going on as is the press itself.

Has New Tack for Promotional Ads

Louis Higdon of Mid-Central Theatres, Inc. has hit upon a unique advertising campaign to promote patronage and industry goodwill, based on the "established fact that advertising which appeals to the public's vanity has always met with triumphant success," reports the Theatre Owners of America.

Higdon says, if Higdon should be impressed on the notion that "people who stay young attend movies. Supporting this thesis, the exhibitor extends the theory that in every city one wants to stay young and they are willing to pay in order to try! Cosmetics, foundation garments and other lines of merchandise have proven this."

TOA's current Progress Report reproduces some of the ads which Mid-Central circuit has worked up so far. The copy of one reads: "People who stay young... go to the movies! Regardless of your age, it's a youthful habit! See a movie today!"

Todd, Small in Deal

Michael Todd and Edward Small have finalized an agreement to jointly produce films as large as $2 million, to be filmed in color in Europe. The films will be released through United Artists. Their agreement is for three years.

Mrs. Fitch Injured

MINNEAPOLIS, Sept. 17.—Mrs. Sherman Fitch, wife of Sherman Fitch, KRO Radio Sioux Falls, S. D. branch manager, was hospitali- zed in color in England after being seriously injured in a car accident while returning to her home from Huron, S. D.
"CAIRO ROAD' HOT $11,000 PHILLY!" - Variety

...BOXOFFICE ALL THE WAY AT WARNER'S STANTON THEATRE, PHILADELPHIA! THANKS, WARNER SHOWMAN TED SCHLANGER--YOU HIT THE 'CAIRO ROAD' WITH A FINE CAMPAIGN!

Distributed Nationally Thru
REALART PICTURES, INC.

CAIRO ROAD
the double-crossroad of the world!
Superbly filmed in actual locales...CAIRO...SUEZ...KANTARA...AND THE SAHARA DESERT!
3-Point TOA Program Is Set by Starr

Aims at 16mm. Suit, Tax And Arbitration System

WASHINGTON, Sept. 18. — A three-fold, year-round program for the Theatre Owners of America, encompassing the government’s 16mm, suit, the campaign to repeal the 20 per cent Federal admission tax, and the projected arbitration system, was outlined here tonight by Alfred Starr, new TOA president.

In his acceptance speech, titled “Men of Good Will,” made at the president’s banquet, Starr hit at the Department of Justice’s 16mm. suit seeking to force the sale of feature films to television and other non-theatrical media. He pointed to the “indignant chorus of protests” aroused by the suit, not only from the motion picture industry, “but also from the independent and impartial daily.”

(Continued on page 7)

Box-office Roaring, Advises Paramount

“Let’s keep up the box-office momentum” is a message being circulated widely to exhibitors by Paramount Pictures.

“Power-charged momentum has soared into our industry during recent months,” continues the message. “Exhibitors, from the largest circuit groups to the smallest situations are feeling it, matching their energies to it. The crowds are coming back is the happy word from theatremen everywhere!”

Paramount, in its more than 40 years of existence, has lived through (Continued on page 3)

WTO Will Continue, Harvey Indicates

H. V. (Rotus) Harvey, past president of the Western Theatre Owners, has disclosed that contrary to a recent published report, the exhibitor organization is not in danger of dissolution. The report, carried by Motion Picture Daily under a Los Angeles date, was that the leaderless WTO was regarded in California exhibitor circles (Continued on page 3)

‘Arbitration Is Here Now,’ Starr Tells TOA Meet

Johnston Tells TOA
Arbitration Is the Key to Unity

WASHINGTON, Sept. 18.—Eric A. Johnston, Motion Picture Association of America president, this evening told the delegates to the Theatre Owners of America convention that it was about time the industry got out of the law business and back into show business.

Achieving this, he added, the industry will go forward to a “great measure of unity and cooperation among all of its branches.” He said he believed such unity “will be wrapped around a sound and workable arbitration system.”

Johnston spoke at the final event on (Continued on page 6)

New TOA President Takes Sharp Issue With Myers’ Statement That There May Be No Arbitration System For Months

By SHERWIN KANE

WASHINGTON, Sept. 18. — Taking sharp issue with the statement of Abram F. Myers, Allied States chairman and general counsel, that there may be no industry arbitration plan for “months,” Alfred Starr, newly elected president of Theatre Owners of America, told the latter’s closing convention session here today that he believes “arbitration is here now.”

“I am disturbed by Myers’ statement in today’s Motion Picture Daily. I attended the same meeting yesterday with representatives that Myers attended. I do not believe, as he says he does, that arbitration is months away. All the ground-work has been completed. All segments of the industry had (Continued on page 6)

Spells Out Plan to Bring in Customers

WASHINGTON, Sept. 18. — What will undoubtedly rank as one of the most practical, down-and-dirty, dollar-and-cents addresses of the three-day Theatre Owners of America convention here—at least, that part of it that (Continued on page 7)

Strausberg Is New MMPTA President

Solomon M. Strausberg, first vice-president of the Metropolitan Motion Picture Theatre Association automatically succeeds to the presidency with the death of Edward N. Rugoff, whose term as chief executive of the exhibitor organization had 12 days more to run when he died Wednesday.
Personal Mention

HAL WALLIS, Paramount producer, arrived here from the Coast yesterday for an indefinite stay.

CARLA ALIDA DEMROW, daughter of SAM DEMROW and Mrs. Demrow, will be married tomorrow to G. Perley Jenks III of Larchmont. The bride and groom-to-be are both students at the University of Pennsylvania.

WILLIAM J. CLARK, president of Clark Film Distributors, will visit Philadelphia today on a business trip to his firm's depots in Chicago, Salt Lake City and Butte.

JERRY WALD and Milton Pickman, vice-presidents of Wald-Krasno Productions, will leave Hollywood Sunday for Dallas.

HENRY GLOVER, Monogram Southern sales manager, and his bride, will be in New Orleans, and Mrs. Glover announced the birth of a son.

TRUEMAN T. REMBUSCH, president of Indiana Allied, was here yesterday.

JAMES V. FREW, Universal Southern district manager, is in Memphis from Atlanta.

JOHN P. BYRNE, Eastern M-G-M sales manager, will return here today from Boston.

SILAS F. SEABER, M-G-M advertising manager, will leave here tomorrow by plane for Europe.

AMPA Will Honor Critics on Oct. 1

Motion picture editors of New York daily newspapers will be honored guests at the first fall luncheon-meeting of the Associated Motion Pictures Advertisers, scheduled for Oct. 1 at Hotel Penn, where Ernest Emer- ling Loew's Theatres executive, will be the principal speaker. Harry K. McMillian, AMPA president, will preside.

Comp, Press Confer On Tax at Luncheon

An off-the-record discussion of the Council of Motion Picture Organizations' admission tax repeal campaign took place yesterday between trade press representatives and COMP officials at Lichtman, H. A. Cole and Robert Barlow. The luncheon was a COMP-sponsored luncheon at the Hotel Astor. Also present from COMP was Charles E. McCarthey, information director. It was suggested at the luncheon that another similar meeting be held weekly year around. There is no prospect of an immediate conference here among COMP leaders.

AFL to Act on Tax Repeal, Filming Abroad, 16mm. Suit

Resolutions protesting the government's 16mm. anti-trust suit, seeking repeal of the Federal 20 cent admission tax and assailing production of motion pictures abroad by American companies have been introduced at the American Federation of Labor convention currently in session here.

The resolutions, all of which were referred to the convention committee on legislation, were signed by delegate C. J. Haggerty of the California State Federation of Labor. Action on them is expected at any time, although there is no word on their status at this time.

The Screen Actors Guild and the IATSE, which was created with having secured the California Federation's sponsorship of the resolutions.

While called upon the convention in the resolution against the government's suit to 'protest with the proper official of the Department of the Treasury concerning the total number of thousands of dollars which are being held by the federal government in various districts throughout the country by reason of the government's sponsorship of the resolutions."

On the tax issue, the resolution requested that the government's suit be continued.

The practice of overseas production by American producers was described as "growing at an alarming rate."

The American government's list of taxes was resolved also that individual Congressmen be asked to demonstrate "the truth by a settlement with this industry from possible destruction of the U. S. government's taxes which would accrue from their salaries and wages."

It was urged that the resolution attacking the practice "be given the widest circulation possible throughout the country to all labor organizations and other American groups."

Fatima' Tops for WB in Pitts., Cleve.

In its first two weeks of New York, screening pre-release engagements, at the Allen Theatre, Cleveland and the Warner, Pittsburgh, "The Miracle of Our Lady of Fatima" completed its first week yesterday to business topping both "Distant Drums," (which played over New Year's holiday in both theatres) and "The Name of Desire," Warner Brothers' previous top money-makers in these cities.

Film drew $20,300 at the Allen and $21,400 at the Warner.

"Fatima" Buffalo Premiere at Center Theatre Wednesday

BUFFALO, Sept. 19.—"The Miracle of Our Lady of Fatima" will open at the Center Theatre here on Wednesday, Oct. 1, and individual producers before leaving next weekend, for Atlanta.

WB, Loew's Plan to Carry Walcott Bout

Loew's and Warner Brothers plan to carry the Walcott-Marciano fight telecast in eight theatres, including the Loew's, in New York City. The bout which was released for the evening of the fight, it was learned yesterday.

While only five days before the fight, both circuits were reported to have entered the Theatre Network television line-ups, bringing the total number of the networks which reportedly are booked for Tuesday telecast from Philadelphia's Municipal Stadium to 12. This establishes a new landmark in the number of theatres in the TV network.

Loew's was reported to be joining the trans-continental telecast with two theatres, Loew's Victoria, in Manhattan, and Loew's State, Cleveland.

In addition, the Depart- ment of the New York Times, besides New York, were reported to have joined the TNT net: Washington, Philadelphia, Pittsburgh, Milwaukee, and Erie.

While a WB theatre spokesman here could not be reached for confirmation, a report in a New York newspaper with TNT, confirmation of Loew's plans was received.

It was also reported that Showers' Atlantic City, and Manhattan, plans to carry the fight telecast. The television installation in Loew's Victoria was transferred from Loew's State.

The addition of the Victoria, Academy and Warner theatres would bring the number of theatres planning to carry the fight in New York up to eight.

TNT is expected to issue a list of theatres carrying the bout today.

Set Bout in Baltimore Theatre; Tickets at $2.50

Baltimore, Sept. 18.—The Metropolitan Theatre here, owned by Milton Schwab, and playing to Negro audiences, has signed contracts with SIMPP president, Ellis Arnall, which will assure the public of ringside seats. The bout will be held Tuesday night. The house seats $1,200 and prices have been set at $2.50 for general admission, and no reserve seats.

Arnall to Coast for Annual SIMPP Meet

Hollywood, Sept. 18.—Society of Independent Motion Picture Producers will hold its annual meeting of executive committee and members Wednesday, with SIMPP president Ellis Arnall, who arrives Tuesday, presiding. Arnall will remain several days for meetings with other SIMPP members and individual producers before leaving, next weekend, for Atlanta.

Estimate $10,000 For 'Snows' Opening

Darryl F. Zanuck's "The Snows of Kilimanjaro" was heading for an all time record at the Kivoli theatre yesterday when at 3:00 P.M. a gross of $3,059 saw the 20th Century-Fox picture $100 ahead of "David and Bathsheba," as well as far out in front of such previous record holders as "Pinky," "The Song of Bernadette" and "The Snake Pit." On the strength of the afternoon showing a high of more than $1,000 was predicted for the day.

New Extension for Loew's, UATC Denied

WASHINGTON, Sept. 18.—With the Department of Justice today denying an extension of time, Loew's was to have filed today for a court order terminating its 3 joint interests with United Artists Theatre Circuit. Under the current decree, the company was to have filed a satisfactory plan for dissolution or else they have asked the court to order one. Loew's asked the Department for an extension of today's deadline, but since it had already been postponed a number of times the Department denied an additional extension.

In New York, a spokesman for the Department of Justice said that no action had been filed yesterday by Loew's, seeking the dissolution of its joint interests with United Artists Theatre Circuit. If no action is taken by Loew's, today, observers believe that the Justice Department will ask to implement its consent decree, provisions of which call for such dissolution of joint interests.
‘The Snows of Kilimanjaro’

CONTINUED FROM PAGE 1

attractions promises to warrant a knee-jerk emotional reaction in the audience, which may be viewed with surprise. However, it is almost certain that the audience will be moved by the treatment of this topic, which is handled with dignity and sensitivity.

Casey Robinson’s screen play preserves the spirit of the original novel, which is a remarkable undertaking, considering the complexity of the story and the need to adapt it to the demands of the screen.

One of the most striking features of the film is the way in which the story is told. The author, through the medium of the film, has managed to convey the essence of the story in a way that is both compelling and thought-provoking. The film is a testament to the power of storytelling and the ability of cinema to capture the imagination of the audience.

In conclusion, ‘The Snows of Kilimanjaro’ is a film that is both entertaining and thought-provoking. It is a testament to the power of cinema and the ability of the film industry to bring to life the works of the world’s greatest writers. It is a film that is sure to be enjoyed by audiences of all ages and is a must-see for all film fans.

Oscar Franklin

Tells of Plan to Ease Gov’t Rules On Construction

WASHINGTON, Sept. 18—“There is no plan for immediate construction of new theatres in 1953, as was previously reported,” said N. D. Golden, film classification chief of the National Production Authority, yesterday in an address to the Theatre Owners of America convention in New York City.

Golden said that the easing of government regulations, planned for April 1, 1953, is contingent upon the material supply at the effective date. He urged theatre owners, especially those contemplating the construction of drive-in theatres in 1953, to lay their plans now in anticipation of the relaxation of material restrictions.

Nathan Golden

CON.WindowManager

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Under the contemplated modified regulations, Golden stated, a theatre owner will be allowed to self-certify for five tons of carbon steel, not to include more than two tons of all types of structural shapes, 500 pounds of copper and copper base alloys and 300 pounds of aluminum. No stainless steel or alloy steel is permitted. This amount of material, Golden added, will be permitted per project, per quarter.

Present regulations call for only two tons of steel, 200 pounds of copper and no aluminum or stainless steel to be used in theatre or drive-in construction without material restrictions. The material is available in the U.S., with a limited supply of material in the U.S.

Under the projected new regulations, Golden also stated that a theatre owner may self-certify for building equipment and building materials which require a "DO" rating other than construction steel. The "DO" rating is used to certify that the material is suitable for use in theatre or drive-in construction.

Mike Cooney

Experienced Theatre Managers Wanted

OUTSIDE OF NEW YORK CITY

A real opportunity for men with ability to join a big circuit where promotion is from the ranks.

Please detail your experience in writing...All replies confidential.

BOX 541 MOTION PICTURE DAILY 1270 Sixth Ave., New York 20
Power-charged momentum has roared into our industry during recent months. Exhibitors, from the largest circuit groups to the smallest situations, are feeling it, matching their energies to it. "The crowds are coming back!" is the happy word from theatre men everywhere!

Paramount, in its more than 40 years of existence, has lived through many cycles and Paramount never lost faith and confidence that the tide would turn in our favor, as it now has. On February 23, we announced in the trade papers: "The general release of Cecil B. DeMille's 'THE GREATEST SHOW ON EARTH,' originally planned for the late fall of 1952, will be moved up to July, 1952, in response to demands from exhibitors . . . who have emphasized their need for big, big attractions during the summer months."

This great picture spearheaded the box-office momentum which all of us in the industry must now hold and extend. Evidence of that momentum is realistically reflected in the record-setting figures registered by "THE GREATEST SHOW ON EARTH," "QUO VADIS," "JUMPING JACKS," "IVANHOE," "WHERE'S CHARLEY?," "THE WORLD IN HIS ARMS," "AFFAIR IN TRINIDAD," "SUDDEN FEAR," "DREAMBOAT," "HIGH NOON," "THE QUIET MAN" and others.

This upbeat established by Paramount with "THE GREATEST SHOW ON EARTH" was not just a flash in the box-office pan. It spanned the whole summer as we went all the way with big ones like "JUMPING JACKS," "CARRIE," "JUST FOR YOU" and "SON OF PALEFACE."

And this upbeat by Paramount is continuing with great pictures for the balance of 1952 . . . through 1953 and beyond, many of which we have already seen; many are now in production; and many are ready to roll. These pictures—and the many millions of dollars they represent—reflect our faith, our optimism, our enthusiasm, our determination to KEEP THE CROWDS COMING BACK TO THE BOXOFFICE.

Paramount calls on showmen to continue to equal with their own enthusiasm and energies the confidence in the future expressed in its big business-producing product which is outlined here.
SHANE
Technicolor.
PREPARATION
cast
JAMAICA

THUNDER IN THE EAST
Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet.

COME BACK, LITTLE SHEBA
Hal Wallis Production. Burt Lancaster, Shirley Booth, Terry Moore. From the great stage play.

STALAG 17

PLEASURE ISLAND
Color by Technicolor. Leo Genn, Don Taylor, and Dorothy Bramely, Joan Elan, Audrey Dalton.

THE STARS ARE SINGING
Color by Technicolor. Anna Maria Alberghetti, Lauritz Melchior, Rosemary Clooney.

ROCK GRAYSON’S WOMEN

THE TURNING POINT

ROAD TO BALI
Color by Technicolor. Bing Crosby, Bob Hope, Dorothy Lamour.

JUMPING JACKS
Hal Wallis Production. Dean Martin, Jerry Lewis, Mona Freeman.

THE BLAZING FOREST

THE WAR OF THE WORLDS
Color by Technicolor.

TROPIC ZONE

SHANE

OFF LIMITS
Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff.

SCARED STIFF
Hal Wallis Production. Dean Martin, Jerry Lewis, Elizabeth Scott, Carmen Miranda.

PONY EXPRESS
Color by Technicolor. Charlton Heston, Rhonda Fleming, Jan Sterling, Forrest Tucker.

BOTANY BAY
Color by Technicolor. Alan Ladd, James Mason, Patricia Medina, Sir Cedric Hardwicke.

NOW SHOOTING AND IN PREPARATION...

ROMAN HOLIDAY
Gregory Peck, Audrey Hepburn, and a cast of thousands. William Wyler Production.

LITTLE BOY LOST
Bing Crosby, Claude Dauphin. Perlberg-Seaton Production.

JAMAICA SEAS

HOUDINI
Color by Technicolor. Tony Curtis, Janet Leigh.

GIRLS ARE HERE TO STAY
Color by Technicolor. Bob Hope.

REACHING FOR THE STARS
Ginger Rogers, William Holden, Paul Douglas.

Cecil B. DeMille’s
THE TEN COMMANDMENTS
Color by Technicolor.
Arbitration Is Here Now: Starr

TOA Resolution Sends Producers Grateful Thanks

WASHINGTON, Sept. 18. — Resolutions adopted by the TOA convention at the closing session here today:

That TOA extend its "grateful thanks" to Hollywood producers for a better, more popular pictures delivered to the nation's theatres, and that the policy of being urbane be continued and output and that "TOA members express concrete appreciation of their expression by merchandising this better quality product with the utmost in showmanship.

That TOA acknowledge its debt and express its profound appreciation to the Motion Picture Industry Council of Hollywood for its successful battle to rid Hollywood of Communist influence and for the support of the anti-Communist campaign by all the member organizations of the MPIC and their representatives.

That TOA expresses its gratitude to its convention committee, headed by A. Julian Bylawski, Mrs. Sidney Lust and R. Franklin McCullough of Skouras' West Coast circuit research staff.

Another proposal, from the floor, was for the establishment of TOA offices "in the modern manner." Had there been such an office, it was contended, TOA would have learned in time to intervene or dissociate TOA from the 16mm. suit.

Wolson replied that it "takes money to do business and it is a job to get in the minimum amount of money just to run the organization."

Wolson was obliged to make the same reply to suggestions for action with respect to the admission tax appeal coming up in the research activities and other projects.

Starr also bemoaned the dearth of TOA funds, stating that the organization's executive secretary and "can't afford one."

This was taken to be a reference to the resignation of Sunbord of God Sullivan as executive director. The resignation was attributed around the convention primarily to the fact that he did not meet Sullivan's salary expectations.

"It is shameful," Starr said, "that the organization does not have the funds to do the things it so well does.""

Another suggestion from the floor was that a one-night stand of a million-dollar campaign to sell an item like popcorn. Why can we not see this industry and its product?"

Arbitration is Here Now: Starr

TOA to Begin Poll Of Units on 16mm. Suit Next Week

WASHINGTON, Sept. 18. — The Theatre Owners of America will begin polling its membership next week to find out what members wish to do about fighting the government's anti-trust suit, TOA general counsel Herman Levy said today.

Levy told the TOA convention that members should have known whether they favored the "intervention procedure," using your screen, Congressional investigation or other avenues of relief, or continuations of them. He asked members to consult with their boards of directors and their legal advisors and submit a speedy reply. Although the TOA legal counsel had expected to get a directive at the convention as to what TOA will do in its anti-trust suit, it found that regional units had not instructed their delegates to the convention to act on the matter. It is therefore necessary to poll the units and for the TOA board of directors to determine what course TOA will take in its anti-trust suit if it has not heard the results of the poll.

Levy warned members not to fear a consent decree among the parties to the suit before TOA has had an opportunity to present its case. He told them that consent decrees are not likely to be granted and added that the Department of Justice had assured TOA that it would have an opportunity to present its views on appropriate relief to the court before the entry of a consent decree, should an acceptable decree be proposed to the government.

New Conciliation System Set Up

WASHINGTON, Sept. 18. — The Theatre Owners of America board of directors today authorized its new president Alfred Starr, to appoint a TOA committee to exchange area to act as exhibitor-conductor distributor committee.

The new conciliation panel, to be known as the trade practice committee, will replace the approximately half-dozen regional grievance boards that TOA set up around the country during the past year. Many exhibitors, it was explained, found the distances too great to travel to put their complaints before the regional boards. As a result, consequently, many complaints never were aired. The new exchange committee was designed to remedy that situation. The trade practice committee will remain in existence TOA said, until an industry arbitrator-conductor distribution plan has been put into effect.

The board also voted to extend the organization's membership in the Council of Motion Picture Organizations.
Gripes Don't Come Easy at TOA Meet; Business Too Good

Washington, Sept. 18.—Theatre business has improved so much it appeared at the closing session of the Theatre Owners of America annual convention here in the -work of Lightman of Memphis, chairman of the open forum, had to touch off the firecrackers that were the "great" and simultaneous competitive bidding and simultaneous runs as "stupid and vicious" trade citing terms between the broadcast and persistent exhibitor attention.

Walker Reade, Jr., head of the TOA executive committee. Then assailed high terms for showroom "fuguses" to circumvent the illegal practice of presenting advanced and admissions. Both Lightman and Reade cited chapter and verse, naming names.

Lightman urged exhibitors to make it the "right thing" by initiating no such practices and to give up the showmanship stunts that have brought them $11,000 less in drive-ins. 

Part Carnival

Commonwealth's experience, he said, contributes to the answer to that question. His company regards drives as part theatre business and part a showmanship effort, and operators are drive-in accordingly. Braungart described the free attractions for children. For example, the free fruit from goat-mining contests to pie-throwing contests—have been used to draw patrons, and that have increased business.

Braungart lauded the recent revenue survey published by Jack Levin Associates of New York, stating that it had been of great value to Commonwealth. He advised drive-in operators to give their audiences the best, not just the "prizes, not at all, a chance to win money. But that, in his opinion, is in the poorest shape of any industry today in respect to new equipment. The top men in the exhibition today, Braungart said, are neither encouraging nor training new men. He recommended that TOA sponsor a training school for managers similar to that operated in the late 1920s by Publicity Theatres under Sam Katz. Commonwealth, he said, is doing just that now and, in its training courses, has discovered managerial and showmanship talent, whose accomplishments he detailed to the convention.

The trains, Braungart said, are to be sold pictures and to operate theatres, not merely to push popcorn.

"There is too much emphasis on the latter in our business today," he said, "and that is what has made us lose much of the original audience that the convention session. In the absence of Sam Kirby, expressed the reaction of Braungart and said he was not "too close" and made him realize he had been "only a book-keeper."

Says Spells Out Plan (Continued from page 1)

the press was permitted to hear—was made by Jack Braungart of Commonwealth Theatres, Kansas City, chairman of TOA's drive-in committee.

Braungart spent the better part of an hour detailing the showmanship stunts that have brought them $11,000 in drive-ins. He told that Commonwealth made a six to eight weeks average of the conventional theatres before and after the seasonal opening of its drive-ins. It learned that, on opening, for every $100 taken at the drive-in, there was a drop of only $5 in the gross of the conventional theatres. And on the seasonal closing, the drop to the conventional theatres recovered only $5 in gross.

The 18.9% difference, Braungart pointed out, was new business—business the drive-ins were commanding and the conventional theatres were not. And, he added, it is best to get that new drive-in business?

3-Point Program

(Continued from page 1)

press, and from national magazines.

The new TOA president called the Federal admission tax "monstrous" and the tax on the 10,000 admissions "illogical and unfair" in light of the U.S. Supreme Court's "illegal" decision that motion pictures are a medium of communications entitled to the protection of the Constitution in regard to freedom of speech and expression.

Starr asked rhetorically, "why not an excise tax on radio, on the free press?"

Pledged Starr: "We will in the coming months devote our full energies... toward removing this paradox and unjustifiable tax on admissions."

Starr predicted that when a system of arbitration is "put to work," it will relieve the industry, and exhibition in particular, of a staggering burden of expense. He said he intended to travel from coast to coast during the next 12 months to explain to the various state and regional units of TOA the details involved in a projected arbitration plan, still to be drafted completely. Starr paid tribute to TOA general counsel, Ira J. Brooks, for his work on arbitration and to the "fair minded men in distribution," who, he said, "were willing to sacrifice their advantages in order to minimize discord and litigation in our industry."

The 16mm. suit, which will be the subject of a survey of TOA's regional units, to determine what action should be pursued by the organization, including that of seeking a court injunction of a co-defendant, was further explored by Starr in his remarks.

Why, Starr asked, this insistence on film that has been made for the express purpose of exhibition in theatres. He also questioned whether the industry is not making its own films especially for telecasting, shorter films and special items made for a special medium.

Black prophecies that television will spell the doom of motion pictures were dismissed by Starr. He called TV simply "one more device for mass communications" and predicted that the two industries in future years will not regard each other as "economic enemies."

Starr's opening remarks were in triplicate, delivering the William Taplin, secretary of Taplin, and Mitchell Wolson for his work over the past year in strengthening the industry. In closing, the new TOA president said, "I have been affected by the exhibitor, "ever increasing film rentals, "pressures of competition, "implications of the tie-in". But if no additional costs would also be in the domain of TOA, which would seek answers to such problems.

Col. Withdraus Pickford

Hollywood, Sept. 18.—Columbia announced the withdrawal of Mary Pickford from the cast of Stanley Kramer's "Circle of Fire."

Sees Eidophor in From 6 to 8 Months

Washington, Sept. 18.—Twenty-first Century-Fox's Eidophor system for large-screen television and film use with Columbia Broadcasting System color in from six to eight months, Russell McCal- daw, president of National Theatres, said today.

Urge Good Spot for 'Rogers' Coin Box

Washington, Sept. 18.—Appeals to exhibitors to place the coin containers for public contributions to the Variety Clubs' Will Rogers Memorial Hospital funds in strategic locations in their lobbies were made to a large breakfast gathering here today by president of Variety identified with the hospital, Abe Montague, president of the hospital and general sales manager of Columbia Pictures, president.

Dobb for Vogel

Osar Dobb, addressing the meeting in the absence of Joe Vogel of Dobb, referred to the problem that in tests made with 110 containers placed in theatres during the past four months, collections averaged between $3.50 and $4.50 per week. Placed in at least 5,000 theatres, Dobb pointed out, the source can be a vital adjunct of other means of financing the hospital, such as the "Christmas Seals" and the sponsoring of premium of $600 per year by industry individuals.

S. H. Fabian, hospital treasurer, emphasized the aim of the hospital in taking care of our own, even though we are called upon and do help so many other worthy cases. Montague reported that 94,000 people in the industry contributed $92,000 in the Christmas Seals last year, pointing out that the number of contributions by the industry's people want the hospital maintained.

Robert J. O'Donnell, hospital board chairman, related that minimum annu- al expenses for maintaining the hospital are $200,000 and that there needs a fund of $500,000 to relieve the strain and provide for improvements, he said.

Bamberger Speaks

Other speakers included Leon Bamber- ger of KKO Radio, who reported that most of the circuits, large and small, through the country are placing the coin containers on display; Jack Beresin, chief banker of Variety Clubs International; William Gruen, director of the Farm and Fred Schwartz.

Speakers emphasized the humani
ty of the project and its small value in industry public relations, pointing out that one day tuberculosis will be vanquished and the industry, through the Will Rogers Hospital, will have earned credit for some of the victory.

Dobb expressed the opinion that the industry made a mistake in ending its association with the March of Dimes annual campaign. "One day, infants paralyzed may be licked," Dobb said, "and the indus-
try will not be identified with that great public victory."
NOWS

SMASHING ALL-TIME
RECORDS OF "DAVID
AND BATHSHEBA" IN
RIVOLI, N.Y., PREMIERE!

THERE'S NO BUSINESS LIKE "NOWS" BUSINESS!
Tradewise...
By SERWIN KANE

IT WAS A DISAPPOINTMENT to many delegates to the Theatre Owners of America convention in Washington last week that no conclusive action could be taken by the convention on the three topics heralded in advance as the most important to come before the meeting: The government's 16mm. suit, arbitration and the campaign for admission tax repeal.

TOA action with respect to its role in the 16mm. suit was referred back to the regional units for instructions to the national organization; arbitration, still incomplete, could only be approved in principle subject to proposed changes in the plan, and the uncertainties attendant upon those developments just about crowded the discussion of the admission tax repeal off the convention schedule. If it was discussed at all, it was in one of the three out of six closed meetings from which the press was barred.

Despite those frustrations, there was much in the open convention sessions of great practical value to exhibitors. Emmer Rhoden's keynote speech and retiring president Mitchell Wolfsen's address, both pointing the roads to industry and, particularly, exhibition's economic recovery and future health, were solid items of inspiration and guidance. Jack Braunagel's specifics of operation of successful drive-ins were as good as money in the bank for any exhibitor who put enough to hear and mark the dollars-and-cents blueprint put before him, Harold Fitzgerald's analysis and recommendation of refreshment concessions operations, with the accompanying trade show, can be translated, now and in the future, into cash for many a theatre operation.

The suggestions for trade practice action advanced by M. A. Lightman and Walter Reade, Jr., opened the way to constructive exhibitor action on some fundamentals of theatre operation. And TOA's executive committee, working around the clock, took vital steps to strengthen, expand and vastly increase the organization and its service functions to members.

Finally, the new slate of officers headed by Alfred Starr of Nashville, represents enthusiasm, confidence.

Starr Urged Arbitration Of Clearances

WASHINGTON, Sept. 21.—A proposal that circuits and other exhibitors be given the right to initiate arbitration proceedings to increase clearance was put before last week's arbitration drafting committee meeting by Alfred Starr, president of the Theatre Owners of America, it was learned here over the weekend.

A top TOA official, who asked that his name not be used, revealed this development. He made the disclosure when asked for his views as to what Allied States Association general counsel Avery P. Myer, might have had in mind when he issued a statement declaring that one TOA proposal to the drafting committee was "revolutionary." Myers himself refused to give further details.

The TOA official denied this was a "revolutionary" idea, and said he felt it was really not too important. He said the proposal had originally been

Wisc. Congressmen All Out for Repeal

MILWAUKEE, Sept. 21.—A record 100 attended the regional meeting of Allied of Wisconsin at Wauwatosa where the highlight was the report given by president Sig Goldberg, on the progress being made in Wisconsin on the 20 per cent tax repeal campaign. He said the campaign itself was well organized and he congratulated the distributor chairmen for their earnestness in exercising their duties.

Goldberg stated that eight of the 10 districts have had meetings with their Congressmen and have received definite commitments that their Congressmen will go all out for repeal.

Another Coast Unit Protests 16mm. Suit

Hollywood, Sept. 21.—The Screen Story Analysts Guild reported that it had sent a communication to the Department of Justice protesting the 16mm. suit as capable of causing "unjustifiable injury" to the motion picture industry.

Possibilities For Arbitration Are Brighter
Expct Rupture in Work On Draft to Be Healed

WASHINGTON, Sept. 21.—Distribution representatives who were in Washington at the weekend after attending the Theatre Owners of America convention banquet here expressed definite optimism that the apparent rupture in the work of completing the proposed industry arbitration draft would be healed in short order. The reasons for their optimism, however, were not disclosed.

One major company sales manager who was asked if dis-tribution had decided to waive its request for changes in the language of the draft was non-committal in reply but insisted that while "things looked very dark following the exhibitor-distributor meeting here last

20th-Fox Divorce Planned for Sat.

The reorganization of 20th-Century-Fox into two separate companies—production-distribution and exhibition—according to the terms of the consent decree is expected to be effected on Saturday, the target date announced last July, a top 20th-Fox executive said here at the weekend.

He said no hitch is expected to develop which would hold up the divestiture. Under the plan of re-

49 Theatres in 30 Cities Set for Bout

Forty-nine theatres in 30 cities from Coast-to-Coast will take tomorrow night's telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, to be fought at Philadelphia's Municipal Stadium, Theatre Network Television officially disclosed here at the weekend.

The line-up of theatres tops the previous high set in June for the Robinson-Maxim bout, when 38 TV-equipped theatres joined the network. Network chairman of theatres was assured when Loew's, RKO Theatres and Warner Brothers booked the electronic rights. It was also disclosed that the network successfully sold for a simultaneous film recording, or a

Ready Transfer of Hughes RKO Stock

LOS ANGELES, Sept. 21.—Legal documents transferring Howard Hughes' 1,050,000 shares of RKO Pictures stock to a Chicago syndicate headed by Ralph E. Stolkin for a reported $7,500,000 were ready for signing over the weekend, it was disclosed by a spokesman for the potential buyers.

The syndicate which is said to have offered $7 per share for the 30 per cent control held by Hughes also consists of:

Russia Refuses to Return 5 US Films

Soviet Russia has flatly refused to return the prints of five American motion pictures which were seized several years ago in Eastern Germany, the Motion Picture Export Association revealed here at the weekend. Moscow said the films were seized as "trophies" of war and indicated the Communists would use the films as they see fit.

The Kremlin's refusal to relinquish
Personal Mention
T. J. HARGRAVE, Eastman Kodak board chairman, is celebrating his 25th anniversary with the company.

ARNY J. GRESHLER, producer, arriving in Hollywood this week, after being recovered in a Denver hospital from an illness with which he was stricken while on route to the Coast from New York.

WALTER H. GROSSFELD of the Variety staff, returns this week from New York. After visiting several of the company’s offices in Europe he will return here Oct. 8.

SAM GEPFEN, National Screen salesmen in Buffalo, is leaving the industry and soon will depart for the West Coast, where he may enter the motel business.

NANCY KASSEL, Screen Gems TV department casting director, left New York at the weekend for Hollywood where she will remain three weeks.

ALBERT and MRS. BEILING, Rose Hill, Canada, exhibitors, celebrated their 25th wedding anniversary recently.

DON WEISZ, M-G-M director, is in New York from the Coast.

Irving P. Alexander Dies in Boston
BOSTON, Sept. 21—Irving P. Alexander, 55, of Winthrop, Mass., division manager for the M-G-M Theatre Exchange, died suddenly Saturday at the Beth Israel Hospital here Thursday as he was about to undergo an emergency operation.

Alexander had been associated with the motion picture industry for over 30 years. He was formerly with New England United Artists and Paramount Publix Theatres and the M. and P. Theatres. He leaves his widow, two daughters and a brother.

Royalty at ‘Limelight’ London Premiere
“Limelight,” Charles Chaplin’s first picture to stars himself as a London premiere, may not be shown at the Belasco Theatre’s opening here Thursday. It will have its London premiere under the sponsorship of the Royal London Society for Teaching and Training the Blind, with Her Royal Highness Princess Alice and the Earl of Athlone, the Earl and Countess of Mountbatten and United States Ambassador Walter S. Gifford serving as presidents, United Artists announced.

Chaplin, now on route to London for the premiere, may not be permitted to the U. S. Attorney General McGranery said at the weekend that his visit in the immediate future was unlikely, though no definite refusal was received. The premiere, scheduled for Oct. 16, was scheduled to be Chaplin’s first stop on a world tour with his wife and children.

RKO Radio Drive On Short Subjects
RKO Radio will launch a short-subject salute on Tuesday, Oct. 1 and running to the end of the year, it was announced at the weekend by Sam H. Wintker, RKO general sales manager.

Spearheading the drive will be the first 16mm color reel special produced by RKO Pathé which presents an atomic blast at Yucca Flats, Nevada, in color.

Para. Sales Drive For Oscar Morgan
Oscar A. Morgan, general sales manager of Paramount short subjects and the newsreel, will be honored by the company during the week of Sept. 28 with a sales drive honoring him.

This marks the fourth successive year Paramount has paid tribute to Morgan since his original trip here on the Morgan Week,” and is the anniversary also of his 38th year with the company.

This year’s drive includes, in addition to short subjects and the newsreel, two features, W. Somerset Maugham’s “Trio” and “Encore,” of which Morgan is in charge of sales.

Newsreel Parade
The PRESIDENTIAL campaign gathering momentum, the dedication of a memorial for the war dead, an Ethiopian treaty and the inauguration of a jet lift helicopter made current headlines. A complete summary follows:


TELENEWS DIGEST, No. 24—“Re” speaks to AFL. Italian Fischetti reunion. RIO. America’s newest weapons. Army supplies jet lift helicopter. Texas house pet—jungle style.


First Continental RKO Meet Sept. 30
RKO Radio’s first continental sales meeting will be held Sept. 30, in Paris according to C. O. Wallman, newly appointed Continental sales manager. Wallman, who was formerly Scandinavian general manager, is expected to arrive this week to assume his duties as successor to Joseph Belloff, European manager.

Metro Sues Lana for Reneging on ‘Prince’
Hollywood, Sept. 21—M-G-M on Friday filed in Superior Court a suit against singer-actor Mario Lanza, seeking reimbursement of $605,000 for the film “The Student Prince” which he refused to report for work on, with the result that the picture was abandoned. Suit also asks the court to fix the sum the film might have earned if Lanza had appeared.

Company also sought an injunction preventing Lanza from engaging in any other entertainment activity.

Queen to See Lanza Film
M-G-M’s “Because You’re Mine,” has been selected for presentation at the Royal Film Performance under the patronage of Her Majesty Queen Elizabeth, Oct. 27 at M-G-M’s Empire Theatre in London, the company stated.

Polio Closes 2 Theatres
KANSAS CITY, Sept. 21—Public health authorities have closed the two motion picture theatres in Warrensburg, Mo., have been closed by the mayor because of the polio epidemic in the community. There have been six deaths there from the disease.

U-I to Herald ’53 With Three in Color
Three pictures in color by Technicolor will be released in January by United Artists, it was announced during the new year with an emphasis on color, Charles J. Feldman, U-I general sales manager, said here Saturday, following his return from the Coast.

The trio of releases set for January are “The Last Days of Cleopatra” starring Rock Hudson and Julia Adams, “City Beneath the Sea,” starring Robert Mitchum and Malvina Powers; and “Meet Me At the Fair,” starring Dan Dailey and Diana Lynn.

Feldman returned to New York following a recent trip through the Northwest and the Coast, where he conducted meetings with exhibitors, circuit heads and members of his own organization. At the studio Fox the viewings “Mississippi Gambler,” “Desert Legion,” “A Man’s Country,” “The Lone Hand,” “Scaramouche” and “Column South.”

Columbia Drive Winners Named
Ten domestic branch and division managers from Columbia Pictures, accompanied by their wives who will do the traveling, will return to Rome, or any one of a score of other foreign cities in which the company maintains offices. The trips are being awarded to the 10 for winning the “Round the World” sales drive, which concluded June 26.

In addition to salesmen, office managers and bookers of all branches which won first, second and special prizes and branch managers of the year, their names are also being awarded the One-man Flyer.

The 10 winners are: Bob Ingram, Southeastern district manager; Jack Underwood, Southern division manager; Wayne Ball, Los Angeles; George Roosevelt, Atlanta; H. Duvall, New Orleans; R. C. Hill, Denver; Jack Schlesinger, Columbus; H. Green, Salt Lake City; J. H. Jacobs, Omaha; J. R. Beale, Portland, Portland.

Jones Quits the FCC To Practice Law
WASHINGTON, Sept. 21.—Robert F. Jones, a strong opponent of monopoly and “bigness” in the radio and television field, resigned as a member of the Federal Communications Commission over the weekend.

Jones, in various separate concurring or dissenting opinions, has repeatedly emphasized the anti-trust record of the film industry and was considered to be one of the major influences which the industry have to overcome to win exclusive theatre television channels and to prevent other ways into the television field. He has been on the Commission since 1947 and prior to that was a member of Congress. He was appointed to the bench by President Washington with Arthur Scharf, specializing FCC cases.

MOTION PICTURE DAILY, Monday, September 22, 1952
"Ride...play...love...hard!"

in the brawling camps of Big-Time Rodeo!

WALD-KRASNA Productions, Inc. Presents

SUSAN HAYWARD • ROBERT MITCHUM
ARTHUR KENNEDY • ARTHUR HUNNICUTT

in a sensational slice of life from the Wildest Show on Earth!

"THE LUSTY MEN"

Big promotional premieres!...
National advertising in more than 31 million copies of weekly and monthly magazines... and more than 27 million Sunday newspaper supplements... for a GRAND TOTAL CIRCULATION OF 55,958,107!... including Life, Look, Collier's, S. E. P., Time, Newsweek; Cosmopolitan, Redbook, American, Esquire, Argosy, True and movie magazines... This Week in 31 cities; Parade, 34 cities, and independent, 15 cities!

Distributed by RKO RADIO PICTURES

with FRANK FAYLEN • Produced by JERRY WALD • Directed by NICHOLAS RAY • Written for the screen by HORACE McCOY and DAVID DORTORT
TOA Board Elects New Executive Unit

Metal for Theatres Is Cut by N.P.A.

WASHINGTON, Sept. 21.—The Theatre Owners of America (TOA) annual convention, which will be held here for the next year, as elected under the provisions of its organization's annual convention in Washington last week will be constituted as follows:


Hughes Stock

WASHINGTON, Sept. 21.—Smaller amounts of steel, cooper and aluminum were taken by TOA at the Production Authority's film section for parcelling out to theatre and film equipment manufacturers for use in building theatres of next year, N.P.A. has announced.

At the Theatre Owners of America convention in Philadelphia this week, Nathan D. Golden, Department of Commerce film chief, said casing of governmental regulations governing the supply of building materials was planned for April 1, 1953.

Concerning the new N.P.A. announcement, the theatre chains taking delivery of these basics are well below allotments for previous quarters. The steel allotment is most sharply reduced, due to the steel strike; and in most cases the copper and aluminum allotments have been cut back since less of these materials can be used due to the steel shortage.

N.P.A. said it was giving the motion picture and photographic products sections only 4,215 tons of steel for allotment in the first quarter, compared with 5,181 tons in the fourth quarter of this year, and 6,070 tons in the quarter immediately preceding. Copper allotment was reduced from 1,463,000 pounds in the fourth quarter of last year, to 1,350 pounds in the first quarter; and the aluminum allotment was cut from 2,314,000 pounds in the last three months of this year to 1,350 pounds in the first three months of next year.

Russia Refuses

WASHINGTON, Sept. 21.—The American-owned films were censored in an official note from the Soviet Foreign Office, transmitted to the U. S. State Department through the American Embassy in Moscow.

The note was the first official Russian reaction to a series of protests initially lodged with the Soviet government more than a year ago by the State Department at the request of Eric Johnston, M.P.A.E. president. It was repeatedly expressed in the “pricing” of the American films.

The pictures involved are “Meet Me at体制机制,” “Mr. Deeds Goes to Washington,” “The Three Musketeers” and “Mr. Deeds Goes to Town.” While the Russian note referred to only these five subjects, M.P.A.E. said, at least four other Hollywood pictures are known to have been censored as “war booty” and shown in Russian theatres: “Romeo and Juliet,” “The Crowd Roars,” “The Man in the Iron Mask” and “The Private Life of Henry VIII.”

Two of the eight films, it is known, were recalled and distorted for anti-Soviet propaganda purposes by the M.P.A.E. The other six offered Soviet editors little latitude for distortion and apparently were left intact. The M.P.A.E. said all of the films are still being widely released and re-released throughout Russia in an available film format to sell-out crowds wherever shown, said the M.P.A.E.

PSI Opens Office

PSI-TV, Inc., producers and distributors, has opened Chicago offices and appointed Albert C. Mory in charge, it was announced by Manny K. Warner, vice-president in charge of sales.
Possibilities
(Continued from page 1)

Wednesday they are much brighter now."

The reason for the changed attitude was unknown to Abram F. Myers, Allied States chairman and general counsel, who participated in that Tuesday's arbitration meeting at the close of that meeting Myers issued a statement in which he said he believed an arbitration plan had been developed from realization that before the meeting and that it would be months, if ever, before the industry had a plan in work.

Replying to a question, Myers said he had not altered that opinion and that he had heard nothing from the distributors since the meeting.

I have no idea what they plan to do, when they will or if it will be," Myers said when asked if any arbitration conference date had been set.

Despite Allied's position, Eric Johnston, Motion Picture Association of America president, went ahead with his prepared speech at the Tuesday night meeting in which he expressed confidence that the industry needs, must have and soon would have an arbitration plan.

Some trade experts are uncertain whether there was any possibility of the Department of Justice and the Federal Trade Commission approving an arbitration draft without the participation of Allied. Some believe there was a chance of that happening, provided Allied cooperated with organizations, such as the Independent Theatre Owners Association of New York, the Metropolitan Motion Picture Theatre Owners of California and Western Theatre Owners also approved Allied Is Important

However, they pointed out that without Allied participation the plan would be less effective, particularly insofar as realization of the main objective of distribution is concerned — lessening of industry anti-trust suits.

TOA's convention action

Thursday in approving in principle the incomplete arbitration draft, subject suggested and outlined to the convention, confuses even some TOA members here. The action was generally compared with that taken by the company presidents in New York last Monday, when they approved the plan in principle, subject to changes in or clarification of certain draft language. No exhibitor here regarded that as a complete or final approval of the draft and most felt that TOA's action should be similarly regarded.

Questions were raised in connection with TOA's convention action on arbitration in the light of the previous convention agreement that no exhibitor organization would act on the draft until it had been formally approved by distribution. How TOA's action jibes with that agreement was a matter of speculation among exhibitors here.

We should note that the status of the plan is approximately the same, apart from Allied's stated current dissatisfaction, as it was on Aug. 20. When it was announced that an agreement in principle had been reached. Then, Myers disputed that.

TOA's proposal, it is stated, also is mildly upset by information that a distribution committee which met several weeks ago with investigators for the Senate committee was directed by its probe of industry trade practices based on complaints of southern California exhibitors, reportedly told the investigators that an industry arbitration plan which would take care of all such trade complaints, was unnecessary. The committee, apparently, was not persuaded, even if the report referred to Allied is correct. Committee investigators were despatched to Los Angeles again last week to pursue the inquiry already begun. More exhibitors are about to take off from here.

Starr Urged
(Continued from page 1)

been discussed by the drafting committee in earlier meetings this spring and summer, and had been discarded as too controversial. Then, he added, the suggestion was again made from the floor of the TOA convention Tuesday afternoon during a closed-door session. Starr doesn't recall he passed the suggestion along to the arbitration drafting committee when he attended its meeting at the Mayflower Hotel on Wednesday.

Starr refused to discuss the report, saying that at the arbitration meeting there had been much, much going on of many things that exhibitors wanted, and that "it's pretty silly to center on any one phase of all these things." He said he approached an agreement not to talk about what had been discussed, and that the final arbitration draft would be made public at the proper time and then would be the time for comment on details. The TOA president reaffirmed his statement that all of the participants in all of the parties are agreed in principle of an arbitration plan, and that there is no cause for pessimism on the subject.

Flurry of Activity

In Chicago Courts

CHICAGO, Sept. 21 — A flurry of legal activity in the Federal courts here found technical rulings being passed and hearings being set on three theatre activity fronts.

The hearing on a charge of venue from Chicago to Milwaukee on the theatre there will be heard only once (Oklahoma, Wis.) case has been scheduled for Jan. 20 by Federal Judge John Barnes. Judge Sanders has ruled that the Paramount decree is applicable to the Schoenfeld Circuit's position as defendant in the Midtown Theatre suit, but that the circuit may defend itself on other aspects of the suit. Oct. 1 has been set as the date for the hearing on the Thornton-Metropolis-32 West Randolph suit, involving $8,000,000 suit against B. & K., major film companies, Warner Theatres, and RKO Theatre Co. of New York. Randolph Building houses the Oriental Theatre.

Disney to Film Bob Roy

HOLLYWOOD, Sept. 21 — Walt Disney's next live-action production will be based on the Scottish outlaw, Bob Roy, with Richard Todd starred. It will be made in Scotland.

Rush Coming for Rodeo

HOLLYWOOD, Sept. 21 — Art Rush, personal manager of Roy Rogers and Dale Evans, has enframed for New York, accompanied by his wife, to join the two Western stars for their Sept. 24-Oct. 19 engagement at the Madison Square Garden world championship rodeo. With publicity director Al Rackin already there, general manager Larry Kent, sales promotion director Connie Krebs, and Abe Young, Rush's secretary, are slated to join the entourage next week.

Blondell in Mexico

MEXICO CITY, Sept. 21 — Joan Blondell is making a TV short in English here, "Calamity Jane," for Ultramar, and George Dunning is producer. Buddy Ison is her leading man and Rolando Aguilar is directing.

Let a New Drafting Group Repair Arbitration: Myers

By J. A. OTTEN

WASHINGTON, Sept. 21.—In another bitter blast at the participants and developments at last Wednesday's arbitration meeting at the Mayflower Hotel here, Allied States Association general counsel Abram F. Myers suggested another drafting committee be set up to continue further work on arbitration plan.

He intimated that "know-it-all boys" and "Monday morning quarterbacks" should not jump too soon into the arbitration works, and that they should now be made to bear the responsibility for future development.

Myers' blast came in answer to a question as to whether he personally would serve on the next committee meetings. His statement did not answer the question directly, but certainly indicated he is very reluctant to invest any more of his time in these meetings.

"I think those of us who toiled through the hot summer are entitled to be exalted," he declared, "and that the Monday morning quarterbacks among the house office attorneys and executives be required to go out on money for one would like to do a little second guessing for a chance."

Myers said he thought it would be interesting to see how sort of plan the "know-it-all boys can produce," and promised that "if it is worthy, the Allied arbitration committee will submit it to the Board of directors." But he reaffirmed previous statements that he would not serve on another Allied committee before Allied's convention in November, and that he doubted very much that a plan would be ready by then.

TOA's action was in line with Myers, said, so that "Allied, like the Theatre Owners of America, will then be privileged to consider the whole subject in convention and vote on the plan if it seems fit." Myers said he understood this was the procedure followed by the TOA convention last week.

The TOA proposal was, to say the least, revolutionary," Myers said. "One of the distributor proposals would have weakened the meager provisions against the spread of competitive bidding."

Myers refused to give any further details on the other proposals.

None of the proposals at the Wednesday meeting was submitted in writing. It is possible, however, that a plan could be acted upon because the time was consumed in extraneous arguments by persons who were not members of the legal committee and who had not participated in preceding conferences, lately or at all."

An agreement of Rank officials will be here shortly for a survey in connection with the company's program in the Dominion, Leslie Parkyn, Sergei Nolbandov and author Neil Patterson will scout locations for "Scottish Settlement."
Not many weeks ago there passed away from the motion picture industry a man who had devoted half his adult life to the victims of modern plagues; cancer, heart disease and tuberculosis. During the war he dedicated himself to the blind veterans. In peace-time he spent most of himself for the people in the amusement industries who were stricken with tuberculosis and whom he helped back to health at the Will Rogers Memorial Hospital in Saranac Lake.

His name was Harold Rodner

He had a dream about the Hospital. He wanted to see it equipped with a Research Section where scientists could develop speedier methods for returning to normal life, those suffering from tuberculosis. We have undertaken to convert this dream into reality.

In the beginning this was a modest venture by a small group of Harold’s friends. But as the word of what they were planning spread out, many men and women to whom he had given hope and life, insisted upon the opportunity to share in converting Harold’s idea into a real Laboratory. Therefore, we are extending an invitation to everyone in the amusement industries to participate.

If you have been helped by Harold Rodner, or if he opened the doors of the hospital to one of your employees or friends, or even if you didn’t know Harold and the selfless work he did, and would like to perpetuate the spirit of such a man, then join this project with us to keep alive and warm the kindly, sympathetic help he gave to the needy and the suffering.

Committee for
The Harold Rodner Research Section
at the Will Rogers Memorial Hospital Saranac Lake, N.Y.

Committee
Samuel Schneider, chairman • Harry M. Kalmine • Ben Kalmenson • Herman Starr • M. B. Blackman, sec.-treas.

Make all checks payable to Harold Rodner Fund, 321 W. 44th St., N.Y. 36
Tradewise...

By SHERWIN KANE

IT WAS A DISAPPOINT-MENT to many delegates to the Theatre Owners of America convention in Washington last week that no conclusive action could be taken by the convention on the three topics heralded in advance as the most important to come before the meeting: The government's 10mm. suit, arbitration and the campaign for admission tax repeal.

TOA, with action with respect to its role in the 10mm. suit was referred back to the regional units for instructions to the national organization; arbitration, still incomplete, could only be approved in principle subject to proposed changes in the plan, and the uncertainties attendant upon those developments just about crowded discussion of the admission tax repeal on the Federal's convention table at the meeting. It was discussed at all, it was in one of the three out of six closed meetings from which the press was barred.

Despite those frustrations, there was much in the open convention sessions of great practical value to exhibitors.

Emler Rhodes' keynote speech and retiring president Mitchell Wallace's address, both pointing the roads to industry and, particularly, exhibition's economic recovery and future health, were solid items of inspiration and guidance.

Jim Braunagel's specifics of operation of successful drive-ins were as good as money in the bank for any exhibitor alert enough to hear and mark the dollars-and-cents blueprint put before him.

Harold Fitzgerald's analysis and recommendation of refreshment concessions operation, with the accompanying trade show, can be translated, now and in the future, into cash for many a theatre operation.

The suggestions for trade practice action advanced by M. A. Lichtman and Walter Reade, Jr., opened the way to constructive exhibitor action on some fundamentals of theatre operation. And TOA's executive committee, working around the clock, took vital steps to strengthen and vastly increase the organization and its service functions to members.

Finally, the new slate of officers headed by Alfred Starr of Nashville, represents enthusiasm, com-

(Continued on page 4)

Starr Urged
Arbitration
Of Clearances

Washington, Sept. 21.—A proposal that circuits and other exhibitors be given the right to institute arbitration proceedings to increase clearance was put before last week's arbitration drafting committee meeting by Alfred Starr, new president of the Theatre Owners of America, it was learned here over the weekend.

A top TOA official, who asked that his name not be used, revealed this development. He made the disclosure when asked for his views as to what Allied States Association general counsel Abram F. Myers might have had in mind when he issued a statement declaring that one TOA proposal to the drafting committee was "revolutionary." Myers himself refused to give further details.

The TOA official denied this was a "revolutionary" idea, and said he felt it was really not too important. He said the proposal had originally (Continued on page 4)

Sharp Improvement
In Industry's 'PR'

Hollywood, Sept. 21.—Public Relations Committee chairman William Thomas, back from a national tour, reported a sharp improvement in the industry's public relations standing due to increased interest on the part of exhibitors in emphasizing Hollywood achievements and dispelling misinformation.

Loew's Files Suit
Against UATC Here

Loew's filed a suit here in Federal Court Friday against United Artists Theatre Circuit, seeking the appointment of a receiver for the purpose of liquidating its joint interests with UATC in eight theatres.

The divestiture of its joint interests in the eight is required under the (Continued on page 4)

20th-Fox Divorce
Planned for Sat.

The reorganization of 20th Century-Fox into two separate companies—production-distribution and exhibition —according to the terms of the consent decree is expected to be effected on Oct. 20, the top 20th-Fox executive said here at the weekend.

He said no hitches are expected to develop. That would hold up the divorce. Under the plan of reorganization, 20th-Fox will be divided into an exhibition company, the United Artists circuit, and a separate production-distribution company, 20th Century-Fox. (Continued on page 4)

49 Theatres in 30 Cities Set for Bout

Forty-nine theatres in 30 cities from Coast-to-Coast will take tomorrow night's telecast of the Jack Joseph Walcott-Rocky Marciano heavyweight title bout, to be fought at Philadelphia's Municipal Stadium, Theatre Network Television officially disclosed here at the weekend.

The line-up of theatres tops the previous high set in June for the Robinson-Maxin bout, when 38 TV-equipped theatres joined the network. The largest network of theatres was assured when Loew's, RKO Theatres and Warner Brothers booked the event late last week. It was also reported that at least 56 theatres are planned for a simultaneous film recording, or a sundown network television, of the bout. (Continued on page 4)

Possibilities
For Arbitration
Are Brighter

Expect Rupture in Work
On Draft to Be Healed

Washington, Sept. 21.—Distribution representatives who were in Washington at the weekend after attending the Theatre Owners of America convention banquet here expressed definite optimism that the apparent rupture in the work of completing the proposed industry arbitration draft would be healed in short order. The reasons for their optimism, however, were not disclosed.

One major company sales manager who was asked if distribution had decided to waive its request for changes in the language of the draft was non-committal in reply but insisted that while "things were very dark following the exhibitor-distributor meeting here last (Continued on page 5)

Ready Transfer of
Hughes RKO Stock

Los Angeles, Sept. 21.—Legal documents transferring Howard Hughes' 1,050,000 shares of RKO Pictures stock to a Chicago syndicate headed by Ralph E. Stolkin for a reported $7,350,000 were ready for signing over the weekend, it was disclosed by a spokesman for the potential buyers. The syndicate which said to have offered $7 per share for the 30 per cent control held by Hughes also consists of: A. L. Kolish, Stolkin's father-in-law (Continued on page 4)

Russia Refuses to
Return 5 US Films

Soviet Russia has flatly refused to return the prints of five American motion pictures which were seized several years ago in Eastern Germany, the Motion Picture Export Association revealed here at the weekend.

Moscow said the films were seized as "trophy" war and indicated the Communists would use the films as they see fit. The Kremlin's refusal to relinquish (Continued on page 4)
Personal
Mention

T. J. HARGRAVE, Eastern Motion executive, was
day chairman, is celebrating
his 25th anniversary with the company.

ARNE J. GRESSELMAN, producer, arrived in Hollywood Saturday, after having recovered from a five-year
illness at his home in New York City, with which he was stricken while en route to the Coast from New York.

WALTER H. GROSSELINGER of the Westrex Corp., is in London from New York. After visiting several
theaters in Europe he will return here Oct. 8.

SAM GEEFEN, National Screen sales man in Buffalo, is leaving the industry and soon will depart for the West Coast, where he may enter the motel business.

NANCY KASSEL, Screen Generation department of the NBC News bureau, New York, has left New York for the weekend. She will return in three weeks.

ALBERT and Mrs. BEELING, Rose Hill, Canada, exhibitors, celebrated their 45th wedding anniversary recently.

DON WEISS, M-G-M director, is in New York from the Coast.

Irrvng P. Alexander Dies in Boston

Boston, Sept. 21—Irving P. Alexander, 51, was manager for the Snider Theatre Enterprises of Boston, died suddenly at the Beth Israel Hospital here Thursday, as he was about to undergo an emergency operation.

Alexander had been associated with the motion picture industry for over 30 years. He was formerly with New England Theatres Operating Co., Paramount Theatre Pictures and the M-G-M Theatres. He leaves his widow, two daughters and a brother.

Royalty at 'Limelight' London Premiere

"Limelight," Charles Chaplin's first picture in five years, will have its London premiere under the sponsorship of the Royal London Society for Teaching and Training the Blind, with Her Royal Highness Princess Alice, the Earl of Athlone, the Earl and Countess of Mounbatten and United States Ambassador Walter S. Gifford serving as premiere presidents. 

Chaplin, now en route to London for the premiere, may not be present at the screening in person. General McGranery said at the weekend that he had ordered authorities of the Immigration Service to determine whether Chaplin had the proper documents to enter the U.S. The prospective trip should be readied the premiere. The slated for Oct. 16, was scheduled to be Chaplin's only film tour on a world tour with his wife and children.

PARA. Sales Drive For Oscar Morgan

Oscar A. Morgan, general sales manager of Paramount short subjects and the newsreel, will be honored at the annual company dinner at the Friars Club, Sept. 28 with a sales drive bearing his name.

Morgan is the fourth successive year Paramount has paid tribute to the sales executive with an "Oscar Morgan Week," and is the anniversary of his 38th year with the company.

This year's drive includes, in addition to the short subjects and the newsreel, two features, W. Somerset Maugham's "Triolo" and "Encore," of which Morgan is in charge of sales.

Name Captains for 20th Testimonial

Thirty-six captains responsible for the operation of the 20th Century-Fox testimonial drive bearing branch managers during the period from Sept. 28 to Dec. 27 were appointed recently.


POLIO Closes 2 Theatres

KANSAS CITY, Sept. 21—Public
schools, churches and the two motion
picture houses affected by the polio
cases here have been closed by the mayor because of the polio situation in that community. There have been six deaths there from the disease.

U-1 to Herald '53 With Three in Color

Three pictures in color by Technicolor will be released in January by Universal-International, heralding the new emphasis on color films, according to Charles J. Feldman, U-I general sales manager, disclosed here at the weekend following his return from the Coast.


Feldman returned to New York following a tour of the Midwest, Pacific Coast and East Coast, during which he held conferences with exhibitors, circuit heads and members of his own organization. At the studio Feldman learned that "The Spigot," "The Secret Legion," "A Man's Country," "The Lone Hand," "Seminole" and "Column South."
"Ride... play... love... hard!"

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Tradewise...

By SHERWIN KANE

(Continued from page 1)

TOA Board Elects New Executive Unit


20th-Fox Divorce

(Continued from page 1)

Hughes Stock

(Continued from page 1)

VancouverExchange Strike Is Settled

(Continued from page 1)

Russia Refuses

(Continued from page 1)

PSI Opens Office
Let a New Drafting Group Repair Arbitration: Myers

By J. A. OTTEN

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Myers' statement came in answer to a question as to whether he personally would attend any further drafting now while the TOA had not answered the question directly, but certainly indicated he is very reluctant to insist on any more of his time to these meetings.

"I think those of us who toiled through the hot summer are entitled to be relieved," he declared, "and that the Monday morning quarterbacks, among the office attorneys and elsewhere should now take over. I see this as a little step and a good step towards getting a new committee together and allowing us to continue a new committee and allowing us to continue the discussions now that we're all ready to do it."

TOA's convention action

Thursday in approving in principle the incomplete arbitration draft, subject to changes suggested and approved by the TOA convention, confused even some TOA members here. The action was generally compared with that taken by TOA officers and president in New York last Monday, when they approved the plan in principle, subject to changes in or clarification of certain draft language. No exhibitor here regarded that as a complete or final action on the draft and most felt that TOA's action should be similarly regarded.

Questions were also raised in connection with the TOA convention action on arbitration in the light of the previous conference agreement that no exhibitor organization should act on the draft until it had been formally approved by distribution. How TOA's action jibes with that agreement was a matter of speculation among exhibitors here.

Many feel that the status of the plan will be the same, or at least the same as called for by the Allied statement current dissatisfaction, as it was on Aug. 20. When it was announced that an agreement in principle had been reached. Even then, Myers disputed that.

Allied, it was learned, also is mildly upset and is new interest that indicated the Allied Board of directors. But he indicated that previous statements that he would not put anything but a finished plan before the Allied Board by December in November, and that he doubted very much that a plan would be ready by then.

He will insist on a finished plan, Myers said, so that "Allied, like the other exhibitor organizations, must now act on it and not put it off." The Allied plan, Myers said, is to present a new plan to arbitration committee. And Myers intimated he had suggested a TOA drafting committee to the Allied directors. "If this plan is made by TOA, the day of the exhibitor organization is passed. If this plan is approved by TOA, it will be presented to Allied."

Flurry of Activity In Chicago Courts

CHICAGO, Sept. 21.—A flurry of activity in the courts here found technical rulings being passed and hearings being set on three theatre anti-trust suits.

The hearing on the suit of venue from Chicago to Milwaukee of the gilding Theatre Corp. (Oshkosh, Wis.) against Allied, was set for the morning of Jan. 20 by Federal judge John Barnes. Judge Sam Perry has ruled the Paramount decree is not applicable to the Schermer Theatre in its position as defendant in the Midtown Theatre suit, but that the circuit must defend itself on other questions of the suit. Oct. 1 has been set as the date for the hearing on the Thompson-Metropolis-32 West St. Building suit against B. & K. major film companies, Warner Theatres, and RKO Theatres. The 32 W. 42nd and a 32 W. 43rd building houses the Oriental Theatre.

Starr Urged

Hollywood, Sept. 21.—Walt Disney’s next live-action production will be based on the Scottish outlaw, Bob Roy, with Richard Todd starred. It will be made in Scotland.

EXPERIENCED THEATRE MANAGERS WANTED

OUTSIDE OF NEW YORK CITY

A real opportunity for men with ability to join a big circuit where promotion is from the ranks.

Please detail your experience in writing. All replies confidential.

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MOTION PICTURE DAILY
1270 Sixth Ave., New York 20
Not many weeks ago there passed away from the motion picture industry a man who had devoted half his adult life to the victims of modern plagues; cancer, heart disease and tuberculosis. During the war he dedicated himself to the blind veterans. In peace-time he spent most of himself for the people in the amusement industries who were stricken with tuberculosis and whom he helped back to health at the Will Rogers Memorial Hospital in Saranac Lake.

His name was Harold Rodner

He had a dream about the Hospital. He wanted to see it equipped with a Research Section where scientists could develop speedier methods for returning to normal life, those suffering from tuberculosis. We have undertaken to convert this dream into reality.

In the beginning this was a modest venture by a small group of Harold’s friends. But as the word of what they were planning spread out, many men and women to whom he had given hope and life, insisted upon the opportunity to share in converting Harold’s idea into a real Laboratory. Therefore, we are extending an invitation to everyone in the amusement industries to participate.

If you have been helped by Harold Rodner, or if he opened the doors of the hospital to one of your employees or friends, or even if you didn’t know Harold and the selfless work he did, and would like to perpetuate the spirit of such a man, then join this project with us to keep alive and warm the kindly, sympathetic help he gave to the needy and the suffering.

Committee for
The Harold Rodner Research Section
At the Will Rogers Memorial Hospital Saranac Lake, N.Y.

Committee
Samuel Schneider, chairman • Harry M. Kalmenson • Ben Kalmenson • Herman Starr • M. B. Blackman, sec.-treas.

Make all checks payable to Harold Rodner Fund, 321 W. 44th St., N.Y. 36
Second 16mm.
Dealer Trust
Suit Is Filed

\[ \text{Fisher Asks $1,050,000 Treble Damages} \]

The second civil anti-trust suit to compel the sale of 16mm films to non-theatrical outlets following the similar action taken by the Department of Justice last July was filed in U. S. District Court here yesterday by Fisher Studio, Inc., and Robert V. Fisher, owners and "roadshow men." Filing attorneys were Malken & Isacson of New York.

Citing not the government's anti-trust suit, but rather the restraint set forth in the U. S. vs. Paramount, et al, suit, the plaintiffs in the new action ask $1,050,000 treble damages from seven major distributors and others.

On Sept. 8, an anti-trust suit for $3,135,000 in triple damages was filed against eight distribution companies and others in U. S. District Court in Philadelphia, with Kanz Motion Picture Service as plaintiff. The complaint filed yesterday makes 

\[ \text{(Continued on page 6)} \]

\[ \text{Government's Suit Blasted by A.P.L.} \]

Strong condemnation of the Department of Justice's 16mm anti-trust suit was voiced unanimously by the American Federation of Labor national convention yesterday at the Hotel Commodore here.

The action against the suit which would force the sale of narrow-gauge

\[ \text{(Continued on page 6)} \]

\[ \text{Carolina TO Marks 40th Anniversary} \]

Charlotte, Sept. 22.—The Theatre Owners of North and South Carolina, of which Robert E. Bryant is president and Mrs. Walter Griffith is executive secretary and treasurer, will hold its 40th anniversary convention at the Hotel Charlotte here on Nov. 9-10.

An affiliate of Theatre Owners of America, it is the oldest exhibitor organization in the industry.

\[ \text{(Continued on page 6)} \]

Negotiations Continue for Purchase Of Hughes' RKO Pictures Stock

Hollywood, Sept. 22.—Negotiations for the purchase of Howard Hughes' 1,050,000 shares of RKO Pictures stock at a price in excess of $7,000,000 continued today with closing of the deal expected to be announced at any time.

Included in the deal are some 35,000 shares owned by Ned E. DePinet, RKO Pictures president, who arrived here late last week for the final phases of the negotiations.

The purchasing syndicate, consisting of Ralph Stolkin, Chicago manufacturer; A. L. Koolish, Stolkin's father-in-law; Ray Ryan and E. J. Burke, Texas oil operators, reportedly would take over management of RKO Pictures two weeks after the formal closing for purchase of Hughes' controlling interest in the company.

Should the deal be closed, Hughes still would hold 929,020 shares of RKO Theatres stock, which is now held in trusteeship by Irving Trust Co., New York, in consequence of an RKO divestment restriction. Hughes bought a total of nearly $9,000,000 for his RKO stock when purchased from Atlas Corp. four years ago.

\[ \text{Snoes' Due for Big $86,000 at Rivoli} \]

A terrific $86,000 is indicated for the initial week of "The Snows of Kilimanjaro" at the Rivoli here, setting the pace for New York first-runs.

Weekend business at the Rivoli topped the previous house record set by "David and Bathsheba" in Aug. 1951, that picture heralded the Rivoli run with a first-week gross of $84,600.

"Big Jim McLain" opened to a good $70,000 at the Paramount for the first week, while $100,000 was chalked up for the first week of "One Minute to Zero" at the Criterion.

A healthy $120,000 is indicated for the eighth and final week of "Vivace" at the Radio City Music Hall. The Hall's next attraction "Because You're Mine" will premiere on Thursday.

"Somebody Loves Me" opens at the

\[ \text{(Continued on page 7)} \]

\[ \text{See Sellout For Bout in N.Y. Assured} \]

Eight Theatres Tell of The Box-Office Draw

A sell-out in eight New York theatres carrying tonight's exclusive transcontinental telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout was virtually assured yesterday, according to a check of preliminary sales of tickets.

Virtual complete sell-outs were reported by Fabian's Fox, Balaban & Fordham, Bronx, Marine, Brooklyn, and the Queens, Queens Village, L. J. Fabian's Fox and the RKO Fordham are charging $3.00 per seat, while the Marine and Queens are charging $2.50 for general admissions and $3.00 for loges. All prices include the Federal 20 per cent admission tax.

The Warner Theatre, the only house on Broadway carrying the telecast from Philadelphia's Municipal

\[ \text{(Continued on page 7)} \]

\[ \text{May Ask Ohio for Censor Ruling} \]

Distribution attorneys, who have been holding long and frequent meetings to deal with the thorny Ohio censorship problem, are seriously considering an appeal to the state's attorney-general for a state-wide ruling in light of the industry's victory over newsmail censorship in Toledo, it was learned here.

Meanwhile, until the problem of film censorship in all of Ohio is settled in some fashion, the distributors are continuing and will continue to submit newsews to the state's censor board.

\[ \text{Opposes Ending Phila. Ticket Tax} \]

Philadelphia, Sept. 22.—City Revenue Commissioner George S. Fords has stated he does not favor complete elimination of the city's 10 per cent tax on amusements, as proposed last week by Councilman Victor H. Blance, but conceded it has proven very costly to collect the levy.

Fords also admitted there had been a steady drop in amusement tax collections in recent years,
Personal Mention

JOSPEH HAZEN, partner in Wil- liam-Hazen Productions, has joined the company.

Leonard Ginsberg, brother of Har- old GInsberg, production execu- tive, has been named chairman of the executive committee of New York State Citizens for Eisenhower-Nixon.

SAMUEL Goldstein, president of Western Massachusetts Theatres, has been elected chairman of the board of the New York State Citizens for Eisenhower-Nixon.

William Zimmerman, RKO Radio sales executive, will be in Wisconsin today from New York.

JULIUS LAPIDUS, Warner Bros.' Eastern and Canadian division sales manager, will be in Cleveland today from New York.

Charles Steinberg, Warner Bros.' Eastern division manager, will be in Washington today from here.

New York, Sept. 22—William H. Harrington, president of the RKO Paramount exchange, has resigned from the company, according to Harry K. Williams, AMPA president, who said their resigning rooms will be used for the courses.

The first course will be held in RKO Radio's home office, preview room, the second at U.S. and the fourth at Skouras Theatres, with the four companies alternating their rooms in that order for remaining sessions.

Brown, Left Switch Manageral Posts

BUFFALO, Sept. 22—M. A. Brown has been named manager of the local United Artists branch, succeeding M. B. Buck. M. A. Brown is a native of Ohio and had been managing the UA office. Left takes over the UA management in Cleveland.

Lendman, whose position is that of the Buffalo Paramount exchange and before assuming that post had been a Paramount manager in the Left. Left has been manager of the Buffalo UA office for the past several years.

Legion of Decency Puts 5 in Class B

The Legion of Decency reports that the following five films have been given a `B' rating by the National Catholic Legion of Decency. The five films are: "Dr. Jekyl and Mr. Hyde," "My Wife's Best Friend," "Monkey Business," "The Hildago," and "Strangways,诊断," Columbia.

L. Wingham, MGM Veteran, Dies at 56

SAN FRANCISCO, Sept. 22.—Laugh- don C. (Bodie) Wingham, 56, man- ager of the local M-G-M exchange, has died of a heart attack today.

He was transferred to San Francisco, where he is survived by his widow and a son.

Mrs. Fanny Jukovitz

Funeral services were held yester- day at the Jewish Center, 885 N. W., for Mrs. Fanny Jukovitz, member of a family which owns and operates several theatres in the Rock- eda. She died after a long illness.

Two of Jukovitz's sons, who died Saturday night, were the widow of Jacob Jukovitz. A son, Enor, frequent- ly worked on the exchange.

Testimonial for Rubin

Harry Rubin, director of operation for Paramount theatres for the past 35 years, will be honored by his as- sociates on Oct. 6 at a testimonial dinner to be held at the Players Club in New York. His name was presented to the business and some branches of the industry, American organizations, governmental department and some community.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sheryl Kase, Editor; Terry Ramsaye, Consulting Editor; Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1220 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone 7-1100. Cable address: "Quigley," New York, N. Y. Subscription $6.00 per year in the Americas and $12 foreign; single copies, 10c.

Tuesday, September 23, 1952

$60,000 Ad Campaign Is Set for Cinerama Opening

Cinerama will be introduced at the Radio City Music Hall, New York, on Sept. 30 with a $60,000 newspaper campaign devised by McCann-Erick- son, Inc. The production and promotion of the equipment, introducing a new dimen- sion in sight and sound in a two-hour entertainment, presented problems of wide publicity, according to an interview page advertising, it was stated at the office here of Lynn Farnol, who is handling some promotional phases of the show. It was said that the show was of one described a medium that conveys the illusion of a third dimen- sion, four to six dimensions.

The key of the advertising campaign is that of representing the "motion thrill" of the new entertainment without describing the technical apparatus and without cataloging any of the social details of the show. The entertainment on a screen six times the usual size.

Built around phrases like, "You Rise Rather Than Sit Down," "You're in the Heart of This Picture," and "The Theatre That Flies," and stressing the slogan, "the show with the "4-D," the ads will run in large display space in all Metropoli- tans dailies here.

Award to Kalman

(Carried from page 1)

ington, during the period of Oct. 6 from 10.

The award has been made annually since 1947 by J. A. Maurer, for- mer vice-president of SITP, was the first to receive the honorarium created by the company. The award is given to those the late brother to encourage the development of new and improved methods or apparatus designed for the hearing impaired, including anything in the process.

Farrell, McGowan Get M-G-M Posts

CLEVELAND, Sept. 22.—Tom Farrell, former M-G-M representative in Chicago, has joined the local branch's sales force, assigned to the Toledo ter- ritory. Jerry McGowan, who joined the office, has been assigned to the Cleveland branch.

Fete Eckman on 25th Anniversary

LONDON, Sept. 22.—Sam Eckman, M-G-M man in charge of London, will observe his 25th anniversary in the post on Wednesday. He will be feted at a dinner in the Savoy Hotel to be attended by other representatives of all branches of the industry, American organizations, government departments, and some community.

NEW YORK THEATRES

PUBLICITY

New York, Sept. 22—A musical stage version of "Gone with the Wind," under the title of "Scarlett O'Hara," will be presented on Broadway by David O. Selznick. Contracts were signed between Selz- nick and Spiro Blum, who in charge of the project. As announced simultaneously in New York, Los Angeles and At- lanta, Selznick has also acquired the television and radio rights to the book.

WASHINGTON, Sept. 22.—Fifteen major participants in the motion picture industry today received an official welcome to this country from President Truman, at a morning visit to the White House.

pierre, So. Dakota, Sept. 22.—A new application of the state sales tax for include admissions and other items, has been taken under consideration by the state legis- lature, with the cooperation of the finance committee. The latter will submit recommenda- tions to the council, which in turn will make recommendations to the 1953 state legislature.

The board of directors of the Mo- tion Picture Industry, Pioneers has voted to increase the initiation fee for mem- bership from $10 to $25 and the ticket price from $15 to $20 for the Jubilee Dinner to be held at the Hotel Astor here on Tuesday even- ing, Nov. 25, it announced yesterday by day. With the president of the organization.

These increases are being put into effect by the Pioneers with reluctance. They reflect the rising costs of hotel charges and overhead expense, it was said.

"IVANHOE"

"One Minute To Zero"

"THE MALL" "MILAN" "TIDEPOOL" "PELICAN" "JACKASS"

"BROADWAY CRITERION"
PLEASURE

and

TREASURE

in

ISLAND

OF

DESIRE

COLOR BY

TECHNICOLOR

the pickings were rich in . . .

CHICAGO—United Artists—HOLDOVER!
BUFFALO—Shea's Buffalo—HOLDOVER!
PHILADELPHIA—Mastbaum—HOLDOVER!
SYRACUSE—Loew's State—MOVEOVER!
CLEVELAND—Loew's State—MOVEOVER!
DETROIT—Palms State—SMASH!
INDIANAPOLIS—Loew's—SOLID!
ROCHESTER—Loew's—VERY BIG!
NEW ORLEANS—Saenger—STANDOUT!
NASHVILLE—Loew's Vendome—TERRIFIC!
BROOKLYN—Loew's Met.—SOCKO!
KANSAS CITY (Mo.)—Loew's Midland—GREAT!

Another BIG ONE thru UA

A DAVID E. ROSE Presentation starring
LINDA DARNELL • TAB HUNTER • DONALD GRAY •
(The screen's new "Sigh-Guy")
Screenplay by Stephanie Nordi • Produced by DAVID E. ROSE • Directed by STUART HEISLER

A CORONADO PRODUCTION
Branch

There's No Business Like
Managers' Testimonial

Sept. 28-Dec. 27

The men who are keeping a great big smile on the industry's face . . . with the happiest, biggest, most consistent line-up of hits in the history of 20th Century-Fox!
Tell FCC  
(Continued from page 1)

the parent company to UPT, and the sale of the station—should the merger be approved—to the Columbia Broadcasting System. CBS filed its pertinent proposed findings, Friday but Paramount Pictures, Inc. and the FCC broadcast board are still to be heard from. Based on these proposed findings of the parties to the case FCC hearing examiner Leo Resnick will write his initial decision, which can come anywhere from two to six weeks after the final findings are in. Deadline for filing findings is October 3.

In a 168-page document, UPT, ABC and K all also requested the FCC to approve the renewal of license of WBBB and WSMB and to consent to the involuntary transfer of stock in Paramount Richards Gulf Theaters to UPT. The proposed findings told the Commission that "there is no reasonably probable that the effect of proposed merger, consummated, will be substantially to lessen competition or tend to create a monopoly in any line of commerce in any section of the country," and that a grant of the above-described radio application would be in the public interest, pointing to the "scarcity of challengers in the local network field, willing to risk their resources in a competitive struggle with the dominant duplopy," ABC and UPT told the Commission that only companies such as UPT with "long experience in public entertainment" and "ample financial resources," would "venture into the burden of competing with CBS and the National Broadcasting in the television field.

The findings said it would be "fallacious to suggest that UPT's motion picture and television exhibition interests would tempt it to retard the fullest development of television.

"ABC and UPT pointed out that there has been full competition with the Paramount consent judgment with respect to the requirement that UPT and Paramount Pictures stop to and distinct, UPT has proceeded with its divestiture program in an orderly and diligent manner, and that the trade practices condemned by the judgment "have long since been abandoned.

EXPERIENCED THEATRE MANAGERS WANTED

OUTSIDE OF NEW YORK CITY

A real opportunity for men with ability to join a big circuit where promotion is from the ranks.

Please detail your experience in writing. . . . All replies confidential.

BOX 541
MOTION PICTURE DAILY
1270 Sixth Ave., New York 20

Television Radio with Pinky Herman

NEWEST COMIC to enter the TV sweepstakes is youthful Red Buttons, whose monologues and sketches will be on TV via CBStarring Tues., Oct. 14 in the 8:30-9:00 P.M. slot. The "Red Buttons Show" will be produced by Joes Kimmel under the supervision of Marlo Lewis. . Sportscasters Bert Lee, Marty Glickman and Ward Wilson are based on critical spots, with Glickman and Ward Wilson are based on critical spots, just preceding and following the World's Series Game. . At 9:00 P.M. Thursday, Oct. 9, and every Thursday at that time thereafter, CBS becomes BCS for that's when the "Bing Crosby Show" resumes on the net. Jimmy Stewart will be the Groener's first guest of the new season, on this his 18th contract. The first film of the new "Death Valley Days" TV series will be screened for the Fourth Estate tomorrow at Toots Shor's Program makes its WABDebut Oct. 2, and will be sponsored on alternate Tuesdays by Pacific Coast Borax Co. . . Dimitri Tiomkin's ballad, "Do Not Forsake Me," featured in Stanley Kramer's dramatic flicker "High Noon," starring Gary Cooper, not only has made the Hit Parade but is still climbing.

Ever since he first recorded "Harbor Lights," years ago, Maestro Sammy Kaye has sought a successful follow up ditty but to no avail. Last year, his platter of the number again zoomed the composition to the top. Two weeks ago, songwriter Bill Harrington (former Hit Parade warbler and ASCAP member) brought a new ballad titled, "Lighthouse In The Harbor" hit. A Peabody Award winner in 1949, Sherman Dryer returns next month to present another MBSeries of "Adventure Stories." . Telenews and INS film clips will be used on ABC news telecasts starting Oct. 20. Just received a letter from Jack Kirkwood in Hollywood. Sez Jack, and we quote: "Ten years from now the modern girl will be five years older: You won't see her in the river, and then lose it for overlooking the bank: Everyone drives a used car—but I'm sure that I'm driving the car everybody used." Unquote. . . Bob Anthony, former vocalist with Glen Gray and Harry James orks, has been signed by MCA. A current musical platter of "Angela" is getting plenty of deejay attention. . Movie mag writer and TV personality Dene Shane is back from a lengthy stay in France and Italy where she filmed several thousand feet for her forthcoming TV series.

NBC has purchased 52 spot announcements on DuMont. Yip, National Biscuit Co. has authorized McCann-Erickson to make this WABDeal. . . Joe Franklin's "Memory Lane," featuring recordings and special TV films, is hit. 12-12-12's latest bid for a nostalgic click, . . . Film clips has come up with a theatre giveaway type of stage show which gives theatre operators the same sort of attractions so successfully utilized on radio and TV. . . . Larry Ross, back in town after 10 weeks on the road with "A Tree Grows In Brooklyn," is making plans for his sec-ond "Trees Halo."

LOTSA DOTS . . . Robert Q. Lewis has started a vaude tour to include Providence, Buffalo, Detroit, Cleveland and Pittsburgh, flying back to N. Y. every Wednesday for his TV show. . . The Roscoe (Rocky King, WABDetective) Kans 3 are celebrating their third wedding anniversary. Bob Shepard is celebrating his third week as announcer of this Network show. . . . C. M. Carpenter, formerly a Milwaukee disk jockey and now in the Armed Forces, is doing a great job of producing GI shows for his buddies in Korea. . . Keep your eyes and ears tuned to a new song stylist, Jackie Jocko, who is clicking but solid at the Birdland on Broadway, Ltd is an alumna of WBEN in Buffalo and a protege of Bill Randle, Cleveland's ace deejay.

Trust Suit

(Continued from page 1)

no mention of the recent government action, but incorporates the Paramount case with some of the defendants were found to have violated the anti-trust laws in the distribution of film.

The complaint alleges restraints of trade, including a "price fixing system," "arbitrary and excessive clearance," "protection to preferred exhibitors" and other charges contained in the Paramount case.

Allege Other Restraints

Besides these alleged restraints, the plaintiffs charged the defendants with "trading on the strength of film's" and "art collective restraint of plaintiffs feature motion picture film of like kind and quality as that re-leased to exhibitors of 35mm. feature film and available on 16mm. film."

Named as defendants were Loew's, Paramount, 20th Century-Fox, Warner, RKO Radio, Columbia, Universal, Republic, Screen Gems, United World, Pictorial Films, Video En Route, Inc., and Movies U. S. A. Inc.

Blasted by A.F.L.

(Continued from page 1)

product to TV and other non-theatrical outlets was taken in a resolution sponsored by the Screen Actors Guild, the IATSE and the California State Motion Picture Board.

The AFL contended that if the suit was successful in forcing producers to allow the free showing on television of major pictures, "great many of the 22,000 American motion picture theaters would be forced to close, with the result that few pro-ducers then would not have enough monetary returns to finance the making of quality theatrical pictures in which hundreds of thousands of American workers are em-ployed."

"More capricious and unreasonable suit. . . jeopardizes the livelihood of many of the 250,000 workers in the film industry, who for the most part are independent unions," the re-solution said. It instructed the AFL executive council "to investigate all factors in the bringing of this unfair suit."

Another similarly sponsored resolution condemning the production of pictures abroad by American companies was also voted by the convention. A resolution supporting repeal of the Federal 20 per cent admission tax was approved by the convention and re-ferred to the AFL tax committee for implementation.

Eunice House Burned

NEW ORLEANS, Sept. 22 — J. C. Keller's Liberty Theatre in Eunice has suspended operations due to a fire which burned out the booth and all equipment in it.

Monogram Studio Dance

HOLLYWOOD, Sept. 22—The Monogram Club staged a dance-a-thon-
dance at the Hollywood Athletic Club on Oct. 11.

FREE EXCITING SHOWS


PREMIUM HOUSZ FILMS, Inc., 1814 Broadway, New York 23, N. Y. Circle 7-3880

Tuesday, September 23, 1952
See Sellout
(Continued from page 1)
Stadium, reported that more than half of their seats were sold as of yesterday and the pace of sales was good, indicating a sell-out by fight time. The price is $4.50 for general admissions and $5.00 for loges. Both prices include the tax.
The Warner Theatre, which will reopen just for tonight's telecast and then shutter again, is one of the few theatres in the country which is not offering regular film fare with the fight. A theatre spokesman said there will be a newsreel and a short subject.
At Loew's Victoria and Skouras' Academy of Music, Manhattan, more than half the seats were sold as of yesterday. The Victoria management said it will "definitely be a sell-out" while a spokesman for the Academy Theatre reported that theatre personnel have not been able to answer phone calls fast enough. The Victoria is charging $3.50 and the Academy is charging $3.50 and $4.80 for loges. Both prices include the tax.
The 450-seat 50th Street Guild theatre sold out weeks ago at $480.
Theatre Network Television, which acquired the TV rights to the bout for sale to theatres, plans to continue the telecast, picking up a preliminary bout, in the event of a quick knockout in the main event, it was reported here yesterday. TNT could not be reached for confirmation.
The bout will be telecast to theatres West of Omaha about an hour after the Wackett match gets underway.
With 50 theatres from Coast-to-Coast set to take the bout, theatres are almost certain to outdraw the expected 50,000 attendance at the gate in Philadelphia. Co-promoter Herman Taylor said he expected the fight to draw between $500,000 and $600,000 on the basis of advance sales which reached $300,000 at the weekend.
The grossing potential of the 50 theatres is about $450,000, it is estimated, with about 150,000 seats available in the trans-continental network.
Meanwhile, field reports indicate a sell-out in all RKO houses outside of New York, including Keith's, Washington; RKO Palace, Cleveland; Keith's Dayton, and Albee, Cincinnati. Fabian's TV-equipped theatre in Richmond, Va., was two-thirds sold out as of yesterday, with one-third of the tickets sold in Fabian's house in Norfolk, Va., 90 miles away.
In Minneapolis, the Radio City reported that the advance sale is fairly good with about half of the

Drive-in Installs 6,000 Seats
For Overflow Fight Crowd

The only drive-in in the country to book tonight's trans-continental telecast of the Walcott-Marciano heavyweight title bout, the S-3 Drive-in Theatre at Rutherford, N. J., has sold out at $10 per car, it was disclosed here yesterday.

The capacity of the drive-in, the largest open air theatre in New Jersey, is 1,300 cars. In order to accommodate additional demand for tickets, the S-3 management disclosed that 6,000 "ringside" seats will be sold at the same $10 per car tab, which includes the admission tax.
The 6,000 chairs will be placed in the area closest to the screen and those in the overflow cars will be allotted the "ringside" seats. The overflow cars will be parked in convenient locations by the management. Car space will be allotted on a first come, first served basis, it was explained.

An S-3 spokesman estimated that about 16,000 people would attend the drive-in event. The $10 price covers as many persons as are in the car.

Tickets expected to be sold before fight time. The house seats 4,000 and is charging $2.50 for the event on a reserved seat basis.

Henry B. French, president of Minnesota Amusement Co., expressed disappointment over early reports in the advance sale, adding that such performance is not good enough for the investment involved or the attraction offered.

In Ashbury Park, N. J., Walter Reade's St. James expected to hit the sell-out mark shortly, with only 200 seats left to be sold as of yesterday.

Slow in Albany

In Albany, advance ticket sales of Fabian's Grand Theatre were slow, but Albany is noted for the reluctance of fight fans to pay for the event in advance. There, too, a maximum audience is anticipated.

In Baltimore, the State Theatre, with 1,600 seats, has completely sold out. All tickets had been disposed of at a general admission of $2.50 and no reserved seats, by last Friday. The Stanley, with 2,000 seats, is almost entirely sold and by fight time it's expected there will be only standing room. Tickets are $3 and no seats reserved.

To Start Hornblow Film


Great Motion Pictures are Processed by Pathé

Director Howard Hawks says:
"Every frame of every one of my pictures must meet the most rigid specifications in our industry. That's why I insist on lab work by Pathé."

Pathé processed Mr. Hawks' latest picture, "Big Sky," May we talk about doing your next picture?

N. Y. Grosses
(Continued from page 1)
Rocx tomorrow and its premiere will be marked by the attendance of celebrities, including Milton Berle and George Jessel. It replaces "Monkey Business," which is expected to bow out with a fair $50,000 for the last five days of its third week.

"The Quiet Man" is holding up well, with $45,000 indicated for its fifth inning at the Capitol. For the seventh week of "Sudden Fear" at Loew's, a solid $22,000 is seen. It will be superceded tomorrow by "The Merry Widow."

At the Mayfair a good $18,500 is expected for the ninth stanza of "High Noon." The Victoria is expected to hit a fairly nice $16,000 for the eighth week of "Affair in Trinidad."

"You for Me" has its premiere tomorrow at the Globe, replacing "Devil Makes Three," which is forecast to do a moderate $7,500 for its last five days of the fourth week.

"The Miracle of Our Lady of Fatima" is doing all right at the Astor, with $17,000 seen for its fifth week.

Among off-Broadway houses, "Ivy Hunter" at the 52nd Street

Col. 'Holders Suit Virtually Settled

At a hearing in New York Supreme Court here yesterday Judge Morris Eder approved, with one reservation, release Arthur C. Klein's recommended settlement of a Columbia Pictures' stockholders action alleging waste by various officers and directors of the corporation.

The only question left open was whether $20,000 or $40,000 should be paid to the company in consequence of the alleged waste by some officers and directors. One of the suing stockholders was given three days in which to submit documents supporting his claim that $40,000 should be repaid.

Trans-Lux is doing excellently, with $6,300 indicated for the fifth inning. Another strong attraction, "The Amazing Monsieur Fabre" at the Park Avenue, is expected to hit $6,900 for its second week.

'Strangers' in 6th Week

At the Fine Arts, a good $4,660 is seen for the sixth week of "The Strangers in Between." The 25th week of "Man in the White Suit" at the Sutton is forecast to rack up a fine $6,200, while the last six days of "Encore," now in its 25th week at the Normandie hit a nice $4,500. "The Magic Box" opens at the Normandie today.

$1,541 for 'O. Henry'

Los Angeles, Sept. 22 — A big $4,541 was racked up by the 500-seat Beverly Canon theatre in the first four days of "O. Henry's Full House."
IVANHOE
Beats "QUO VADIS"
IN WASHINGTON

The first opening of IVANHOE following its test engagements was at the Palace Theatre, Washington, D.C., Wednesday, September 17.

As we go to press, the gross on IVANHOE for the first five days of its engagement exceeded the gross on QUO VADIS, despite the fact that QUO VADIS opened on Christmas day.

Attendance on IVANHOE for the same period exceeded attendance on QUO VADIS by more than 7,000 admissions. An all-time Palace record.

The following admission prices were charged on IVANHOE and QUO VADIS for these engagements:

<table>
<thead>
<tr>
<th></th>
<th>IVANHOE</th>
<th>QUO VADIS</th>
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<tbody>
<tr>
<td>Matinee</td>
<td>74¢</td>
<td>Matinee 90¢ to 5 P.M.</td>
</tr>
<tr>
<td>Evening</td>
<td>$1.25</td>
<td>5 to 6 P.M. $1.25 - Evening $1.50</td>
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</table>

There's nothing wrong with business that IVANHOE can't cure.
Second 16mm. Dealer Trust Suit Is Filed

Fisher Asks $1,050,000 Treble Damages

The second civil anti-trust suit to compel the sale of 16mm. films to non-theatrical outlets following the similar action taken by the Department of Justice last July was filed in U. S. District Court here yesterday by Fisher Studio, Inc., and Robert V. Fisher, 16mm. dealers and "roadshow men." Filing attorneys were Malken & Isacson of New York.

Citing the government's anti-trust suit, but later restraint set forth in the U. S. vs. Paramount et al suit, the plaintiffs in the new action seek $1,050,000 treble damages from seven major distributors and others.

On Sept. 8, an anti-trust suit for $3,135,000 in triple damages was filed against eight distribution companies and others in U. S. District Court in Philadelphia, with Kunz Motion Picture Service as plaintiff. The complaint filed yesterday makes

Government's Suit Blasted by A.F.L.

Strong condemnation of the Department of Justice's 16mm. anti-trust suit was voiced unanimously by the American Federation of Labor national convention yesterday at the Hotel Commodore here.

The action against the suit which would force the sale of narrow-gauge

(Continued on page 6)

Negotiations Continue for Purchase Of Hughes’ RKO Pictures Stock

Hollywood, Sept. 22.—Negotiations for the purchase of Howard Hughes' 1,050,000 shares of RKO Pictures stock at a price in excess of $7,000,000 continued here today with closing of the deal expected to be announced at any time.

Included in the deal are some 35,000 shares owned by Ned E. Depinet, RKO Pictures president, who arrived here late last week for the final phases of the negotiations.

The purchasing syndicate, consisting of Ralph Stolkin, Chicago manufacturer; A. L. Koolish, Stolkin's father-in-law; Ray Ryan and E. J. Burke, Texas oil operators, reportedly would take over management of RKO Pictures two weeks after the formal closing for purchase of Hughes' controlling interest in the company.

Should the deal be closed, Hughes still would hold 929,020 shares of RKO Theatres stock, which is now held in trusteeship by Irving Trust Co., New York, in consequence of an RKO divestment restriction. Hughes paid a total of nearly $9,000,000 for this RKO stock when purchased from Atlas Corp. four years ago.

Snoes' Due for Big $86,000 at Rivoli

A terrific $86,000 is indicated for the initial week of "The Snoes of Kilmaina" at the Rivoli here, setting the pace for New York first-runs.

Weekend business at the Rivoli topped the previous house record set by "David and Bathsheba" in Aug., 1951. That picture heralded its Rivoli run with a first-week gross of $34,600.

"Big Jim McLain" opened to a good $70,000 at the Paramount for the first non-theatrical showing of the picture.

"Rivoli" was chalked up for the first week of "One Minute to Zero" at the Criterion. A healthy $120,000 is indicated for the eighth and final week of "Ivanhoe" at the Radio City Music Hall. The Hall's next attraction "Because You're Mine" will premiere on Thurs.

"Somebody Loves Me" opens at the

(Collapsed on page 7)

Tell FCC Merger In Public Interest

WASHINGTON, Sept. 22.—Attorneys for United Paramount Theatres, the American Broadcasting Co. and Balaban and Katz today told the Federal Communications Commission that approval of the UPT-ABC merger would be in the public interest and would stimulate competition in the television network industry.

In proposed findings filed with the Commission today the three companies also asked the Commission to approve the transfer of WBKB, Balaban and Katz Chicago television station, from

(Continued on page 6)

Broidy Heads Mono. Group to Meeting

CHICAGO, Sept. 22.—Headed by Steve Broidy, president, 200 executives, exchange managers, bookers and salesmen today arrived here for the first Monogram-Aljer Artists national sales convention since 1946.

Called by Morey Goldstein, New York, vice-president and sales manager, the three-day conclave will open tomorrow morning in the Blackstone Hotel with Broidy scheduled to deliver the principal address.

Broidy was accompanied from the West Coast by Harold Mirisch and

(Continued on page 2)

See Sellout For Bout in N.Y. Assured

Eight Theatres Tell of The Box-Office Draw

A sell-out in eight New York theatres carrying tonight's exclusive transcontinental telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout was virtually assured yesterday, according to a check of preliminary sales tickets.

Virtual complete sell-outs were reported for Panco's Fox, Brooklyn, RKO Fordham, Bronx, Marine, Brooklyn and the Queens, Queens Village, L. I. Fabian's Fox and the RKO Fordham are charging $3.00 per seat, while the Marine and Queens are charging $2.50 for general admissions and $3.00 for loges. All prices include the Federal 20 cent admission tax.

The Warner Theatre, the only house on Broadway carrying the telecast from Philadelphia's Municipal

(Collapsed on page 7)

NEWS FLASHES

It was learned here that distribution attorneys are seriously considering an appeal to the Ohio attorney-general for a state-wide ruling in light of the industry's victory over newsreel censorship in Toledo. Distributors will meanwhile continue to submit newsreels to the state censor board.

PHILADELPHIA, Sept. 22.—Conceding that this city's 10 per cent tax on amusements has proved very costly to collect, Revenue Commissioner George S. Fords has nevertheless declared he does not favor complete elimination of the levy, as proposed last week by Councillor V. H. Blanc.
Motion Picture Daily

Tuesday, September 23, 1952

$60,000 Ad Campaign Is Set for Cinerama Opening

**Personal Mention**

**J**oseph Hazen, partner in Wal- lis-Hazen Productions, has arrived here from the Coast.

**L**eonard Ginsberg, younger brother of Harry Ginsburg, production executive, has been named chairman of the executive committee of New York State Citizens for Eisenhowen-Nixon.

**S**amuel Goldstein, president of Western Massachusetts Theatres, Inc., has left Springfield, Mass., for a two-and-a-half month trip to Europe.

**J**ules Landres, Warner Brothers’ Eastern and Canadian division sales manager, will be in Cleveland today from New York.

**C**harles Stieglitz, Warner Brothers’ Eastern publicity manager, will be in Washington today from here.

**W**illiam Zimmerman, RKO Radio sales executive, will be in Chicago from New York for a few days.

**A**rthur B. Kriz, United Artists president, arrived here yesterday by plane from England.

**Award to Kalmus**

**A**warded Kalmus, (Continued from page 1)

ington, during the period of Oct. 6 through 10.

The award has been made annually since 1897, to the former vice-president and former vice-president of SMPTE, the first to receive the honorarium created by the Warner Brothers in recognition of his service to the industry. It was held in London, where he was awarded the UA management. Leff takes over the UA management in Cleveland.

Leff is a former member of the Buffalo Paramount and before assuming that post had been general manager of the Boston and New York offices.

Others who also arrived today included Edward Morey, vice-president; William Richey, president of Monogram International; Lloyd Lindsley, supervisor of exchange operations, and L. E. Goldhammer, general counsel for the division in New York, and James Pritchard, Buffalo, Southwestern division manager.

The conclusion of the trip is from the organization’s 31 wholly-owned or franchise-operated exchanges in the U.S. according to John Dean, Monogram advertising publicity director.

**Monogram Meet**

**A**. R. Glaubinger Is Named

Monogram-Manual Artists branch manager in Indianapolis, it was announced by M. R. Goldstein, vice-president and general sales manager. Glaubinger, who formerly was branch manager in Indians for Universal, replaces Norman Linn who resigned, after the company recently bought the Indianapolis and Chicago franchise from Irving Mandel.

**Fete Eckman on 25th Anniversary**

**L**ondon, Sept. 22—Sam Eckman, MGM’s London branch chief, will observe his 25th anniversary in the post on Wednesday. He will be feted at a dinner in the Savoy Hotel to be attended by representatives of all branches of the industry, American organizations, government departments and armed services.

**Testimonial for Rubin**

Harry Rubin, director of projection for Paramount theatres for the past 35 years, will be honored by his associates and employees. Rubin is a picture operator’s union Local No. 306 at a testimonial dinner this evening at Rosoff’s Restaurant.

**NEWS in Brief . . .**

A musical version of "Gone with the Wind," under the title of "Scarlett O’Hara," will be presented on Broadway by David O. Selznick, who will also be a producer of the picture and producer of the show. As announced simultaneously in New York, Los Angeles, and San Francisco, Selznick has also acquired the motion picture rights to the book.

**WASHINGTON, Sept. 22—Fifteen of the Indian movie pictures of the motion picture industry today received an official welcome to this country from President Truman, at a meeting visit to the White House.

**PIERRE, So. Dak., Sept. 22—A proposal to amend the state tax bill to include amusement, and other items that have been considered by the state legislature on the finance committee. The latter will submit recommendations to the council, which in turn will make recommendations to the 1953 state legislature.

**NEW YORK THEATRES**

**Radio City Music Hall SPECTACULAR STAGE PRESENTATION**

**I**vanhoe

**ROBERT TAYLOR & TAYLOR & FONTANA**

Presented by ROBERT TAYLOR & TAYLOR & FONTANA

Opening Night Thursday, Sept. 25

**JOHN WAYNE AS BIG JIM MCPLAIN**

Presented by RICHARD HOWARD

"One Minute to Zero"

**CRITERION**

**BROADWAY AND 45TH ST.**

**ad Jennings, Publisher; Sherrin Kane, Editor; Jerry Ramsaye, 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: "Quigpub," New York, New York. Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James C. Cunningham, News Editor; Herbert W. Peake, Advertising Manager; G.E. Fauster, Production Manager, Hollywood Bureau, Building, William R. Weaver, Editor, Chicago Bureau, 120 South LaSalle Street, Urban Farley Advertising Representative, E.F. 10-7041; Bruce Tring, Editorial Representative, 11 North Clark Street, FR 2-2843, Washington, D.C. London Bureau, 4 Golden Sq., London W1, Hope Burnup, Manager; Peter Burnup, Editor; cable address: "Quigpub, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, published 14 issues a year as a section of Motion Picture Herald; International Motion Picture Herald. 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, $6 in the Americas and $12 foreign; single copies, 10c.
the pickings were rich in...

CHICAGO—United Artists—HOLDOVER!
BUFFALO—Shea’s Buffalo—HOLDOVER!
PHILADELPHIA—Mastbaum—HOLDOVER!
SYRACUSE—Loew’s State—MOVEOVER!
CLEVELAND—Loew’s State—MOVEOVER!
DETROIT—Palms State—SMASH!
INDIANAPOLIS—Loew’s—SOLID!
ROCHESTER—Loew’s—VERY BIG!
NEW ORLEANS—Saenger—STANDOUT!
NASHVILLE—Loew’s Vendome—TERRIFIC!
BROOKLYN—Loew’s Met—SOKO!
KANSAS CITY (Mo.)—Loew’s Midland—GREAT!

Pleasure

and

TREASURE

in

ISLAND OF DESIRE

COLOR BY TECHNICOLOR

Another BIG ONE thru UA

A DAVID E. ROSE Presentation starring
LINDA DARNELL

TAB HUNTER · DONALD GRAY
(The screen’s new “Sigh-Guy”)
Screenplay by Stephanie Nordhi.
Produced by DAVID E. ROSE · Directed by STUART HEISLER

A CORONADO PRODUCTION
with John Laurie · Sheila Chong
Branch

LURE OF THE WILDERNESS
Technicolor
Jean Peters • Jeffrey Hunter
Constance Smith
Based on a story by Verne Harnish

O. Henry's FULL HOUSE
12 GREAT STARS!
5 GREAT DIRECTORS!
5 GREAT WRITERS!

MONKEY BUSINESS
Cary Grant • Ginger Rogers
Charles Coburn • Marilyn Monroe

MY WIFE'S BEST FRIEND
Anne Baxter • Macdonald Carey

WAY OF A GAUCHO
Technicolor
Rory Calhoun • Gene Tierney

SOMETHING FOR THE BIRDS
Victor Mature • Patricia Neal
Edmund Gwenn

NIGHT WITHOUT SLEEP
Linda Darnell • Gary Merrill
Hedda Hopper

THE STEEL TRAP
Joseph Cotten • Teresa Wright
A Best E. Trimboli Production
Released by 20th Century-Fox

Damon Runyon's BLOODHOUNDS OF BROADWAY
Technicolor
Mitzi Gaynor • Scott Brady

PONY SOLDIER
Technicolor
Tyrone Power • Cameron Mitchell

MY PAL GUS
Richard Widmark • Joanne Dru
Audrey Totter • George (Spagno) Winfield

CLIFTON WEBB in John Philip Sousa's STARS AND STRIPES FOREVER
Technicolor
Debra Paget • Robert Wagner • Ruth Hussey

TO TOP THEM ALL
Ernest Hemingway's THE SNOWS OF KILIMANJARO
Technicolor
Gregory Peck • Ava Gardner
Hedda Hopper
Produced by Darryl F. Zanuck
Directed by Henry King
Screen Play by Casey Robinson

There's No Business Like 20
Managers' Testimonial

Sept. 28-Dec. 27

The men who are keeping a great big smile on the industry's face...

with the happiest, biggest, most consistent line-up of hits in the history of 20th Century-Fox!

Century-Fox Business!
**Television--Radio**

with **Pinky Herman**

**NEWEST COMIC** to enter the TV scene lately is youthful Red Buttons, whose monologues and sketches will be on TV via CBS starting May 14 in the 8:30-9:00 P.M. slot. The "Red Buttons Show" will be produced by Jess Kimmell under the supervision of Marlo Lewis. . . . Sportscasters Bert Lee, Marty Glickman and Ward Wilson will be heard on Mutual sports just preceding and following the World Series Games. . . . At 9:30 P.M., Thursday, Oct. 9, and every Thursday at that time thereafter, CBS becomes free for that's when the "Bing Crosby Show" resumes on the net. Jimmy Stewart will be the Groaner's first guest of the new season, on this, his 18th consecutive year in radio. . . . The first film of the new "Death Valley Days" TV series will be screened for the Fourth Estate tomorrow at Toot's Shor. Program's makes its WABDchet Oct. 7 and will be sponsored on alternate Tuesdays by Pacific Coast Borax Co. . . . Dimitri Tiomkin's ''ballad, "Do Not Forsake Me," featured in Stanley Kramer's dramatic flicker "High Noon," starring Gary Cooper, not only has made the Hit Parade but is still charting.

Ever since he first recorded "Harbor Lights," years ago, Maestro Sammy Kaye has sought a successful follow up ditto but to no avail. Last year, his platter of the number again zoomed the composition to the top. Two years ago, song-writer Bill Harrington (former Hit Parade warbler and ASCAP member) bought a new ballad titled, "Lighthouse in the Harbor" to S.K. who will publish it feeling certain that this would secure the sell-club alive the success of his "Harbor" hit. . . . A Peabody Award winner in 1949, Sherman Dryer returns next month to present another MB Series of "Adventure Stories." . . . Telewens and INS film clips will be used on ABC news telecasts starting Oct. 20. . . . Just received a letter from Jack Kirkwood in Hollywood. Sez Jack, and we quote: "Ten years from now the modern girl will be five year older: You be a house overlooking the river and they lose it for the overpass Everybody drives a used car—but I'm sure that I'm driving the car everybody used." unquote. . . . Bob Anthony, former vocalist with Glen Gray and Harry James orks, has been signed by MCA. His current Derby platter of "Angela," is getting plenty of danceplay. . . . Mel Stiller, whose TV personality Denny Shane is taken from a lengthy stay in France and Italy where he filmed several thousand feet for her forthcoming TV series.

NBC has purchased 52 spot announcements on DuMont, Yep, National Biscuit Co. has authorized McCann-Erickson to record and sell TV specials, is WJZ-TV's latest bid for a nostalgic chick. . . . Premium House Films has come up with a theatre giveaway type of stage show which gives theatre operators the same sort of attractions so successfully utilized on radio and TV. . . . Lanny Ross, back in town after 10 weeks on the road, with "A Tree Grows In Brooklyn," is making plans for his second "Town Hall Concert" to be held at the same time. His first concert there, held 17 years ago, launched the hardworking tenor into the big time. . . . Starting Oct. 1, Ralph Edwards will telecast on an NBC coast-to-coast net a new series of human interest yarns, "This Your Life," based on lives of plain John and Jane Doe. Subjects will be selected from all parts of the country and series will be sponsored by Hazel Bishop, Inc., Raymond Spector is the Agency. . . . N. J. State Fair gave its 1952-53 Excellent Awards to "20 Questions." . . .

**LOTS DOTS** . . . Robert Q. Lewis has started adding dots to include Providence, Buffalo, Detroit, Cleveland and Pittsburgh, flying back to N. Y. every Wednesday for his TV show. . . . The Roscoe (Rocky King, WABDetective) Karus are celebrating their 33rd wedding anniversary. Bob Shepard is celebrating his third week as announcer of that series. . . . Johnny Olsen's nephew, Bob Carpenter, formerly in the WINT, is now with the Armed Forces, is doing a great job of producing GI shows for his buddies in Korea. . . . Keep your eyes and ears tuned to a new song stylist, Jackie Jockey, who is clicking but solid at the Birdland on Broadway. Lad is an alumni of WBEN in Buffalo and a protege of Bill Dean, Cleveland's ace deejay.

**Trust Suit**

(Continued from page 1)

no mention of the recent government action, but incorporates the Paramount case in which some of the defendants were convicted and penalized the antitrust laws in the distribution of film.

The complaint alleges restraints of "blacklisting," a "price fixing system," "arbitrary and exacted clearance," "protection to preferred exhibitors" and other charges contained in the Paramount case.

**Allere Other Restraints**

Besides these alleged restraints, the plaintiffs charged the defendants with "arbitrarily refusing to license to plaintiffs for free or on any- like kind and quality as that re- leased to exhibitors of 35mm. feature film and available on 16mm film."

Named as defendants were Loew's, Paramount, 20th Century-Fox, Warner, RKO Radio, Columbia, Universal, Republic, Screen Gems, United World, Pictorial Films, Movie En Route, Inc., and Movies U. S. A, Inc.

**Blasted by A.F.L.**

(Continued from page 1)

product to TV and other non-thea- trical uses in a manner consistent with the guidelines of the copyrights set down by the A.F.L., the largest labor union in the film industry, for the benefit of a great many of the 22,000 American motion picture theatres would be forced to close, with the result that film pro- ducers and exhibitors would be required to make monetary returns to the making of quality theatrical pictures in which hundreds and sometimes thou- sands of American workmen are employed." "This capricious and unreasonable suit," the corporation said, "which is being entered by many of the 250,000 workers in the film industry, who for the most part are organized in A.F.L. unions," the reso- lution said, "is an attempt on the part of the AFL executive council "to investigate all factors in the bringing of this unfair suit.""

Another similarly sponsored resolution condemning the production of pictures abroad by American companies also was defeated by the convention. A resolution supporting repeal of the Federal 20 per cent admission tax was approved by the convention and re- ferred to the AFL taxation committee for implementation.

**Eunice House Burned**

NEW ORLEANS, Sept. 22 — J. C. Keller's Liberty Theatre in Eunice has suspended operations due to a fire which burned out the booth and all equipment in it.

**Monogram Studio Dance**

Hollywood, Sept. 22 — The Monogram studio club will stage a dinner dance at the Hollywood Athletic Club on Oct. 11.

**FREE EXCITING SHOWS**

BUCHAROOGOOD! to 595 Silver Dollar Nite.


PREMIUM HOUSE FILMS, Inc.
1611 Broadway (17th St.), New York 23, N. Y., Circle 7-3880
See Sellout

(Continued from page 1)

Stadium, reported that more than half of their seats were sold as of yesterday and the pace of sales was good, indicating a sell-out by fight time. The price is $4.50 for general admissions and $5.00 for loges. Both prices include the tax.

The Warner Theatre, which will reopen just for tonight's telecast and then shutter again, is one of the few theatres in the country which is not offering regular film fare with the fight. A theatre spokesman said there will be a newsreel and a short subject only.

At Loew's Victoria and Sicouras' Academy of Music, Manhattan, more than half the seats were sold as of yesterday. The Victoria management said it will "definitely be a sell-out," while a spokesman for the Academy Theatre reported that theatre personnel have not been able to answer phone calls fast enough. The Victoria is charging $3.50 for all seats, while the Academy is charging $3.60 and $4.80 for loges. Both prices include the tax.

The 450-seat 9th Street Guild theatre sold out weeks ago at $4.80.

Theatre Network Television, which acquired the TV rights to the bout for sale to theatre plans to continue the telecast, picking up a preliminary bout, in the event of a quick knock-out in the main bout, as it was reported yesterday. TNT could not be reached for confirmation.

The bout will be telecast to theatres of Omalas about an hour after the Waldorf match gets underway.

With 50 theatres from Coast-to-Coast set to take the bout, theatres are almost certain to outdraw the expected 30,000 attendance at the gate in Philadelphia. Co-promoter Herman Taylor said he expected the fight to draw between $550,000 and $600,000 on the basis of advance sales which reached $300,000 at the weekend.

The grossing potential of the 50 theatres is about $1,000,000, it is estimated, with about 150,000 seats available in the trans-continental network.

Meanwhile, field reports indicate a sell-out in all RKO houses outside of New York, including Keith's, Washington; RKO Palace, Cleveland; Keith's Dayton, and Albee, Cincinnati. Fabian's TV-equipped theatre in Richmond, Va., was two-thirds sold out as of yesterday, with one-third of the tickets sold in Fabian's house in Norfolk, Va., 90 miles away.

In Minneapolis, the Radio City reported that the advance sale is fairly good with about half of the

Drive-in Installs 6,000 Seats For Overflow Fight Crowd

The only drive-in in the country to book tonight's trans-continental telecast of the Walcott-Mariano heavyweight title bout, the S-3 Drive-in Theatre at Rutherford, N. J., has sold out at $10 per car, it was disclosed here yesterday.

The capacity of the drive-in, the largest open air theatre in New Jersey, is 1,300 cars. In order to accommodate additional demand for tickets, the S-3 management disclosed that 6,000 "ringside" seats were sold at the same $10 per car tab, which includes the admission tax.

The 6,000 chairs will be placed in the arena closest to the screen and in those overflow cars will be allotted the "ringside" seats. The overflow cars will be parked in convenient locations by the management. Car space will be allotted on a first come, first served basis, it was explained.

An S-3 spokesman estimated that about 16,000 people would attend the telecast event. The drive-price covers as many persons as are in the car, tickets expected to be sold before fight time. The house seats $4.00 and is charging $2.50 for the event on a reserved seat basis.

Henry F. French, president of Minnesota Amusement Co., expressed disappointment over early results in the advance sale, adding that such performance is not good enough for the investment involved or the attraction offered.

In Adrian Park, N. J., Walter Reade's St. James expected to hit the sell-out mark shortly, with only 200 seats left to be sold as of yesterday.

Slow in Albany

In Albany, advance ticket sales of Fabian's Grand Theatre were slow, but Albany is noted for the reluctance of fight fans to pay for the event in advance. There, too, a maximum audience is anticipated.

In Baltimore, the State Theatre, with 1,600 seats, has completely sold out. All the tickets had been disposed of at a general admission of $2.50 and no reserved seats, by last Friday. The Stanley, with 2,500 seats, is almost entirely sold and by fight time it's expected there will be only standing room. Tickets are $3 and no seats reserved.

N. Y. Grosses

(Continued from page 1)

Rocky tomorrow and its premiere will be marked by the attendance of celebrities, including Milton Berle and George Jessel. It replaces "Monkey Business," which is expected to bow out with a fair $30,000 for the last five days of its third week.

"The Quiet Man" is holding up well, with $45,000 indicated for its fifth evening at the Capitol, for the seventh week of "Sudden Fear," at Loew's, a solid $22,000 is seen. It will be-superceded tomorrow by "The Merry Widow." At the Mayfair a good $18,500 is expected for the ninth stanza of "High Noon." The Victoria is expected to hit a fairly nice $16,000 for the eighth week of "Affair in Trinidad."

"You for Me" has its premiere tomorrow at the Globe, replacing "Devil Makes Turf," which is forecast to do a moderate $7,500 for its last five days of the fourth week.

"The Miracle of Our Lady of Fatima" is doing all right at the Astor, with $17,000 seen for its fifth week. Among off-Broadway houses, "Ivy Hunter" at the 52nd Street

At a hearing in New York Supreme Court yesterday Judge Morris Eder approved, with one reservation, referee Arthur G. Klein's recommended settlement of a Columbia Pictures stockholders action alleging waste by various officers and directors of the corporation. The only question left open was whether $20,000 or $40,000 should be paid to the company in consequence of the alleged waste by some officers and directors. One of the suing stockholders was given three days in which to submit documents supporting his claim that $40,000 should be repaid.

Trans-Lux is doing excellently, with $6,300 indicated for the fifth inning. Another strong attraction, "The Amazing Monsieur Fabre" at the Park Avenue, is expected to hit $6,900 for its second week.

"Strangers" in 6th Week

At the Fine Arts, a good $4,600 is seen for the sixth week of "The Strangers in Between." The 25th week of "Man in the White Suit" at the Sutton is forecast to rack up a fair $6,200, while the last six days of "Encore" in its 25th week at the Normandie hit a nice $4,500, "The Magic Box" opens at the Normandie today.

$4,541 for "O. Henry"

LOS ANGELES, Sept. 22 — A big $4,541 was racked up by the 500-seat Beverly Canon theatre in the first four days of "O. Henry's Full House."

Great Motion Pictures Are Processed By Pathé

Director Howard Hawks says:

“Every frame of every one of my pictures must meet the most rigid specifications in our industry. That’s why I insist on lab work by Pathé.”

Pathé processed Mr. Hawks' latest picture, "Big Sky." May we talk about doing your next picture?
The first opening of IVANHOE following its test engagements was at the Palace Theatre, Washington, D.C., Wednesday, September 17.

As we go to press, the gross on IVANHOE for the first five days of its engagement exceeded the gross on QUO VADIS, despite the fact that QUO VADIS opened on Christmas day.

Attendance on IVANHOE for the same period exceeded attendance on QUO VADIS by more than 7,000 admissions. An all-time Palace record.

The following admission prices were charged on IVANHOE and QUO VADIS for these engagements:

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<tr>
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<th>IVANHOE</th>
<th>QUO VADIS</th>
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<tbody>
<tr>
<td>Matinee</td>
<td>$0.74</td>
<td>90¢ to 5 P.M.</td>
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<tr>
<td>Evening</td>
<td>$1.25</td>
<td>5 to 6 P.M. $1.25</td>
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There’s nothing wrong with business that IVANHOE can’t cure.

M-G-M
Bright Film Years Ahead, Goldwyn Says

Holds Fine Pictures Have Met TV Challenge

Complete confidence in the industry and its future was expressed by Samuel Goldwyn during a press interview at his Sherry Netherland Hotel suite here yesterday.

Just returned from a seven-week trip to Europe, Goldwyn said he is "more convinced today than ever before that Hollywood will go on." "Television," he said, "has been a challenge, but I think we have met that challenge. Our producers made better pictures last year than ever before." (Continued on page 6)

RKO Pictures Control Goes to Stolkin Group

Hughes Sells 1,013,420 Shares at $7 Per Share; Depinet's Stock Also Sold; Buyers Plan 'Top Grade Films for Theatres' Policy

Hollywood, Sept. 23.—Characteristic of Howard Hughes and his disdain for timepieces, the sale of his 1,013,420 shares of RKO Pictures stock, representing about 26 per cent of the total outstanding, and a controlling interest in the company, was concluded here at 1:30 A.M. this morning (4:30 A.M. E.D.T.). The selling price was $7 per share, or $7,093,440. The purchasing group is headed by Ralph Stolkin, 34-year-old owner of a Chicago mail order concern, Empire Industries; vice-president of National Video Corp., manufacturer of television tubes; member of a syndicate which recently bought Washington and Oregon television-radio stations from the Marshall Field interests, and an investor with his present associates in Texas oil wells. His associates in the RKO Pictures deal are his father-in-law, A. L. Koolish; E. J. Depinet, and a 34-year-old Chicago merchant and manufacturer, in association with Texas oil men E. J. Burke and Ray Ryan, and Stolkin's attorney-in-law, A. L. Koolish. (Continued on page 6)

Title Bout Sets Records At Theatre Box-offices

By MURRAY HOROWITZ

The first trans-continental theatre telecast—last night's Jersey Joe Walcott-Rocky Marciano heavyweight title bout—attracted a record number of theatres and outgrossed every other theatre TV event in the history of the medium.

The network of 30 theatres, which offered a seating capacity of an estimated 120,000, had a potential gross of about $400,000, compared to the estimated $220,000 gross realized for the Robinson-Maxim bout last June, which attracted 38 theatres.

Despite a black-out during a first-round knockdown, reception of the bout, which Marciano won by a K.O. in the 13th, was generally good, as seen at the Warner Theatre here. Thousands were turned away from the

Mono. Out to Repay Exhibitor Support

Chicago, Sept. 23.—Morey Goldstein, Monogram-Allied Artists distribution vice-president, emphasized in his keynote address before the company's national sales convention here today that Monogram-AA is intent on paying back "in superior screen" (Continued on page 2)
Personal Mention

CLARENCE BROWN, M-G-M producer-director, is due here today from England.

ALEX STEIN, Columbia Pictures International general manager in France, and his wife, Mrs. Anna G. Stein, arrived yesterday from Europe aboard the S. S. Queen Mary. Stein is the first winner of the company's sales drive to take advantage of the prize of a 16-day trip abroad.

Joe Freedman of the Warner Brothers' home office field exploitation staff, is in Springfield, Mass., from New York.

Irving Sochin, Universal short subjects sales manager, has left here for the Midwest.

Proclamation by Gov. for ‘Fatima’

The highlight of the campaign for the first New England engagements of Warner Brothers’ “The Miracle of Our Lady of Fatima” in New Bedford and Boston is a proclamation issued by Massachusetts Governor Paul A. Dever for Peace Day today and tomorrow to coincide with both premieres. The production will open today at the State Theatre, New Bedford, and tomorrow at the Astor in Boston.

Modeling the campaign after the widespread on the Broadway, advance interest in both premieres was created by TV and radio spot announcements for the past two weeks. Local civic, social and educational groups, in addition to religious groups of all faiths, have been cooperating, with special mention of the Red Cross chapter, along with specially prepared booklets heralding the playbills. Student parties for blocks of 100 seats, or within a radius of 20 miles of both engagements, have already been set. Special screening of the picture have resulted in feature picture and story layouts and editorials in New England dailies.

‘Our Lady of Fatima’ Opens in Detroit Friday

Dernw, Sept. 23—“The Miracle of Our Lady of Fatima” will open at the Madison Theatre here Friday backed by an extensive advertising, publicity and promotion campaign modeled after the world premiere promotion on Broadway.

The nationwide campaign included special screening of the production for leaders of all faiths resulting in advance editorial support. Communities were received from interdenominational church councils, public and parochial school officials and the Detroit press.

Skouras Honored on 10th Anniversary

Twentieth Century-Fox’s exchange heads who will be honored this year’s annual branch managers’ sales drive testimonial starting Sept. 23, will pay tribute to Sproys P. Skouras, president, of Members (“A.A.F.L. Special,” the company will have in release some of its top productions of the year, headed by Darryl Zanuck’s “The Snows of Kilimanjaro.”

It is expected that the 20th Century-Fox trademark will be seen on screens of virtually every theatre in the country during the week, with branch heads and sales personnel currently gearing themselves toward that goal.

Industry Leaders at Goldenson Tribute

Entertainment industry leaders will join with members of the Goldenson Company, Lodge of B’nai Brith and their guests at the Hotel Astor here today to pay tribute to Leon H. Goldenson, president of Paramount Theatres, for his years of service to humanity as a leader in the fight against bigotry through the Anti-Defamation League and as a pioneer in helping to awaken Americans to the plight of the handicapped, and other handicapped, with cerebral palsy,” said a statement from the Lodge.

Judge to Present Scroll

Judge Samuel Leibowitz will present the Cinema Lodge Honor to Leon Goldenson, Robert M. Weitman and S. Arthur Gliko, past presidents of the Lodge, will preside in the absence of Martin Levine, Lodge president, who is ill. Other speakers will include Alfred W. Schwalberg, honorary president of Cinema Lodge, and Fred Goldenson.


French Problem Up Before Presidents Again Next Tuesday

Motion Picture Association of America members, company presidents and foreign managers will meet here next Tuesday for the purpose of discussing the problems posed for distribution in France and Japan. However, it is understood that the company presidents may also reassess developments in connection with the long-standing attempt to set up an international system of arbitration.

On the question of France and the break-off negotiations of looking to the question of arbitrations elsewhere, it is likely to be decided at the meeting when Eric A. Johnston, president of the Friars, and Paul Skouras, an executive of the company, will present the case of the company, together should go to Paris with a few talking points remaining with the French.

The problem in Japan concerns the refusal of that country to allocate this picture’s six-week distribution period, more than 59 import permits for use by Motion Picture Export Association companies, has been asked for and has had to delay its best efforts.

Friars Show Tonight for ‘Loves’ Opening

Clamped by a special Friars Club show honoring Blossom Seeley and Benny Fields, the premiere of “Somebody Loves Me,” based on the careers of two video stars, and the Roxy, will be held here this evening at the Roxy Theatre.

More than 1,500 members of the Friars and their guests will attend the show at which the Friars will present Blossom and Benny with a series of items for their achievements.

Mono. to Repay—(Continued from page 1)

merchandise” the support given with the company by exhibitors. The three-day meetings opened at the Blackstone Hotel for 200 executives, branch managers, bookers and salesmen.

Invitations have been issued to a number of exhibitors in the foreign division, the convention banquet Thursday night, at which time Nat Nathanson, Sales executive, will be introduced.

Harold Mirisch, vice-president, another speaker today, said: “We are this time are now in a position to far ahead not only in our production program, but in our distribution timetable too.”

Sees Success—(Continued from page 1)

(Goldwyn Productions) have the right to approve or disapprove any of his pictures, and have no misgivings. I am sure no responsible executives would want to ‘distract’ their organization as good as RKO Radio’s.”

3-Day Paramount Meet in Chicago

A three-day meeting of Paramount’s foreign distribution division sales managers will be held in Chicago at the Bismarck Hotel beginning Oct. 6, it was announced by A. W. Schwab, president of Paramount Film Distributing corp, who will conduct the sessions.

Principal topic of the agenda is a review of sales and merchandising plans for the balance of 1952, and an appraisal of the product being raced for 1953.

Scheduled to attend are J. J. Donhue, Central division manager; A. M. Kane, South-Central division manager; Leon Sullivan, Mid-Eastern; Hugh Owen, Eastern Southern; George A. Smith, and Gordon Lightbody, Canadian manager.

Present from the home office, in addition to Schwab, will be: Adolph Zukor, E. O. Shtein, Jerry Birstein, who are in Paramount Film Distribution.

Sam Shain Named Compo Field Post

Sam Shain, formerly executive relations and Salesman, Century Theaters, has been engaged as a special representative for the Council of Motion Picture Organizations, it was announced by R. B. Borden, chairman of the Council, and A. M. Coyne, special counsel of the all-industry agency.

Coyne and Shain will serve mainly in the field.

Newsreel Parade

T LEAST one current newreel issue has included the Nixon fund drive program on special. Among the air reels offer speculating by candidates Stevenson and Eisenhowet. Korean fighting, aviation, weather violence and the like are among the present categories. Complete synopses follow:

MOVITONE NEWS, No. 78—Eisenhowet and Stevenson at ALF meet, coverage over 60 over to Queen Mary. Typhoon at Wake Island. Robot motors hit Korean front. Air base near North Pole.


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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 270 West 66th Avenue, Rockefeller Center, New York 20, N. Y., Telephone Circle 7-3100. Cable address: "Quigleybure, New York." Other Quigley Publications: Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1939, at the post office at New York, N. Y., under act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
Texas Compo (Continued from page 1)

and silent days and the era of sound and talkies has brought the old-time film and color triumphs.

A modern theatre building is being especially designed to show the film of the same name. Grounds, H. Stanley Marcus, Dallas merchant, will cooperate in bringing the exposition to Dallas and Neiman Marcus company will conduct guest tours of the affair during the 16 days of showings. An estimated 3,000,000 persons are expected to attend the fair.

**Bout Sets Records**

(Continued from page 1)

 WARNER, with some standing-room sold at $3.50, it was strictly a fight crowd.

The cities with the greatest number of theaters taking the bout, New York and Chicago, had a brisk business. The N.Y. front offices reported a clear $2,500 admission sale in advance, and while Chicago reported more than that, the Waukegan-Marcano bout, the $2,500 sold in 24 hours in advance at $3.00 general admission and turned away $2,500. State managers were sold out standing room at 10 cts. capacity. The Met, a negro house, 1,400 seats, sold out at $2.50 general, 500 reserved at $3.00. This, despite Stevenson speaking here at armory with a 9,000 capacity. Regular getting slightly off except in a couple of instances where major attractions are showing.

DENVER, Sept. 23.—With the house practically sold out before the door opened a hour in advance, Paramount, with 2,200 seats, filled them at $1.80, tax included, for television of Walcott-Marciano fight. Those who got to get in boosted attendance at close by first runs.

WASHINGTON, Sept. 23.—The KRO Albee, seating 3,300, has near capacity, for the Walcott-Marcano fight telecast. Entire house scaled at three shows, or other shows 20,000 below normal. This is a more or less natural Tuesday night condition.

WILLIAMSBURG, Sept. 23.—Three houses showing the telecast of the Walcott-Marcano title bout had sold out early in the evening and were doing a limited number of standing-room admissions. All tickets went at $3.60.

The three houses were the 2,000-seat RKO Astor, the 1,800-seat Carlton, and the 2,200-seat Warner, which was telecasting a bout for the first time.

Other houses reported business running from above normal to average.

CHICAGO, Sept. 24.—As anticipated, the Walcott-Marcano theatre telecast was selling out at four theaters last night. First to sell out was the Essaness' Crown, selling tickets at $1.75 and raising tax to $3.60. The Bow & K. Marbro went on sale at 7.30. TheP. and the Uptown expected to do likewise at 8.30 P.M. One half hour before the starting gong, the four houses here have a total of 15,000 seats. Admission at the three B. & K. houses was $3.60, including tax.

2,000 Theatres in Rogers Fund Drive

The number of theatres now participating in the Will Rogers Memorial Hospital collection campaign project has passed the 2,000 mark and within a week may have surpassed a half-way goal to enlist 5,000 theatres, according to the collection committee headed by Joseph R. Vogel, Loew's vice-president. More than 500 houses were "signed up" during the Theatre Owners of America convention in Washington.

The aim of the campaign is to place a small collection-box on the candy stands of 5,000 theatres. These receptacles can gather in coins at the rate of $2 to $3.50 per week.

Hine National Pre-Selling

PARAMOUNT'S new color Technicolor musical, "Just for You," gets top billing, a full-page, four-page layout with "McCall's Goes to the Movies" October 16 stories stands tomorrow. McCall's front-of-the-book selection also recommends "Miracle of Our Lady of Fatima," and Columbia's Christmas hit is a French-Canadian family-film, "Hansel and Gretel," which opened Oct. 7 and on the stands today, features a double-track center-spread in four-colors on "The Snowman," almost as spectacular as the film itself. And the same issue tells newsmen who turned down that flying trip to Alaska last June, for the world premiere of Universal's "World in His Arms" at far-North military bases—because it took 14 days and covered 12,000 miles of flying time—"it was something for the boys," with pictures by Look's photographer, to Washington, D.C. and Boston, was the finest ever seen.

Theatrical press agents are generally better paid than movie press agents, so it's comforting to note that "Guys and Dolls"—a show that played for two years and has finally gotten around to a tie-up with "Guys and Dolls" fascinations, and positively originated in Los Angeles, "Holiday for October" compares "The Merry Widow" with a pastry you find in Viennese restaurants—Torte—"endlessly delicious layers of vari-colored sweet pastry with a crust of angelic evanescence." Al Hine says, "If you don't like sweet stay away, but you're missing something.

Loxella Porsows tells intimate details of Arlene Dahl's business activities other than picture work in Pic-

weekly, published Sept. 21.

Miss Dahl has been following a set of "Desert Legion," the new Universal-International film which also stars the, will have a line of accessories and will have a new nylon specialty which will be placed on the market for Christmas. She is also interested in a lingerie firm and her name appears on a bounty hint column.

A vast advertising campaign, one of the largest ever set by 20th Century-Fox for a single picture, has been scheduled through Hearst maga-

Jines and newspaper agents for "Snows of Kilimanjaro." The drive, designed to saturate a total readership of 130,000,000, will coincide with the pre-release engagement of the Technicolor production. Four color spreads will hit monthly issues and Sunday supplements. Included in the Hearst roster are Cosmopolitan, Good House-

keeping, Harper's Bazar, House Beautiful, Modern Magazine, American Weekly, Pictorial Review and Puck, the Comic Weekly will feature full pages in the newspaper. All facilities will be used to contact sales staffs, theatre managers and editors in hundreds of cities to drive the collection.

In addition, 7,500 newspaper will be served with a variety of mats and glossy stills, and 1,000 radio stations will receive a program based on the picture.

Walter Brooks
"QUIET MAN" WINS VENICE INTERNATIONAL

**Radiogram**

**Radiomarine Corporation of America**

A SERVICE OF RADIO CORPORATION OF AMERICA

SHIP TO SHIP

**RCA**

**Fast**

**Accurate**

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HERBERT YATES SS UNITED STATES WSL

THE QUIET MAN WON TONIGHT THE BIG INTERNATIONAL AWARD AND CRITICS AWARD AND INTERNATIONAL CATHOLIC AWARD STOP QUIET MAN IS ONLY PICTURE WINNING THREE AWARDS STOP JOHN FORD TO BE CONGRATULATED ALONG WITH YOU FOR THIS GREAT MOTION PICTURE MASTERPIECE WE VERY PROUD REPUBLICS ACCOMPLISHMENT AND SINCERELY BELIEVE YOUR PRESENCE VENICE GREATLY CONTRIBUTED SUCCESS OF REPUBLIC AND AMERICAN FILM INDUSTRY PARTICIPATION THIS INTERNATIONAL EVENT CONGRATULATIONS AND KIND REGARDS

H. LOMBROSO

GENERAL MANAGER

REPUBLIC PICTURES OF ITALY, INC.
AND

Critics are already hailing "QUIET MAN" for American Academy honors

ED SULLIVAN....
N. Y. DAILY NEWS

JOHN FORD'S "THE QUIET MAN" IS A TERRIFIC COMEDY OF ACADEMY AWARD CALIBER. JOHN WAYNE AND BARRY FITZGERALD ARE AT THEIR PEAKS; TECHNICOLOR REVEALS MAUREEN O'HARA AS ONE OF THE CLASSIC BEAUTIES OF THE SCREEN!

JACK GAYER....
UNITED PRESS

HERBERT J. YATES AND HIS REPUBLIC PICTURES HAVE STRONG CANDIDATE IN JOHN FORD'S "THE QUIET MAN" FOR PRACTICALLY 'BEST EVERYTHING' WHEN OSCAR TIME ROLLS AROUND IN HOLLYWOOD NEXT SPRING.

FRANK QUINN....
N. Y. DAILY MIRROR

THREE-TIME ACADEMY AWARD WINNER JOHN FORD MAKES A STRONG BID AT THE CAPITOL THEATRE FOR HIS FOURTH OSCAR WITH "THE QUIET MAN."

HERBERT J. YATES presents
John Ford's Greatest Triumph

THE Quiet Man
Color by TECHNICOLOR

starring

JOHN WAYNE • MAUREEN O'HARA • BARRY FITZGERALD

with WARD BOND • VICTOR McLAGLEN • MILORED NATWICK • FRANCIS FORD • ARTHUR SHIELDS and ABBEY THEATRE PLAYERS

Directed by JOHN FORD

Screen Play by FRANK S. NUGENT • Story by MAURICE WALSH • Produced by MERIAN C. COOPER • AN ARGOSY PRODUCTION • A REPUBLIC PICTURE

Republic Pictures Corporation
Goldwyn

(Continued from page 1)

year than they have for some time. Our fine pictures are doing better business than ever before. Despite some 100,000,000 daily newspapers with 3,000,000,000 readers, with perhaps 50,000,000 viewers the public is paying to see the good pictures in these outlets, thereby throwing support to the poor ones on TV without charge.

Goldwyn said he has no intention of discounting television’s activities and will begin preparations for his next picture before leaving here for New York. The producers countered reports while abroad that he planned to "rest on his laurels," after completing "Hans Christian Burke of San Antonio, Texas, Ray Ryan of San Antonio and Evansville, Ind. and Sheriff C. Corwin, has An

(Continued from page 1)

RK0 Pictures Control

Another chapter was added to the long and intricate corporate history of RKO Pictures yesterday when the purchase of control from Howard Hughes by a group headed by Ralph Stolkin of Chicago, ended.

RKO’s corporate beginnings can be traced back to a $900 investment made in 1915 by John R. Freuler of Milwaukee in a nickleodeon there. The deal led to the formation of the Western Extension Film Corp. and its expansion into the nucleus of the Mutual Film Corp. in 1913. Out of that, subsequently, grew Exhibitors Mutual Film Corp. and CIC (Co-Production), and FBO. In 1928, under the aegis of Joseph P. Kennedy, Keith-Albee-Orpheum was organized, heading the venerable B. F. Keith and Martin Beck Orpheum companies into the Albee fold. Later, RCA entered the picture and the company became the Radio-Keith-Orpheum name.

In 1933, RKO was reorganized in bankruptcy. The new United Corporation principal investor subsequently was Atlas Corp., headed by Floyd B. Odlum, which, in 1948, sold its controlling interest in the company to the Radio-Keith-Orpheum name. The divestment last year split the company into separate picture and theatre companies.

Stolklin, Ted Gamble

Ar TV Partners

Ralph Stolklin, head of the group which yesterday acquired control of RKO Pictures from Howard Hughes, is a partner with Ted R. Gamble, president of the United Enterprises, in the operation of television-radio stations KOIN and KOIN-FM in Portland, Ore., and station KJR, Seattle. The stations were purchased from the Marshel Field interests for $1,500,000 several months ago.

Recently, the theatre operation has been associated with Sherrill Corwin, Los Angeles exhibitor and a member of the RKO management group, in financing operations there. Several years ago when exhibitors, fearful of a product shortage, planned National Exhibitors Co. to sponsor their own production, Stolklin, reportedly on Corwin’s recommendation, subscribed $100,000 to NEFC.

York Stock Exchange yesterday but, inasmuch as they, too, represent control, they should command a price of $6 to $6.50 per share. Thus, for his four-year old investment of approximately $9,000,000, Hughes stands to realize about $13,700,000.

RKO Pictures reported a loss of $3,700,000 for the first half of this year. However, with good pictures in release and sound profit margins being realized on the release of "King Kong," the trade expects profits for the current and subsequent quarter to be greatly improved.

Carlsle Jones, Publicist

Hollywood, Sept. 23. — Carlsle Jones, 55, long time studio publicist, died here this morning at Walter Reed Army Hospital, following a brain operation. Surviving are: the widow, a sister, and three daughters.
Bright Film Years Ahead, Goldwyn Says

Holds Fine Pictures Have Met TV Challenge

Complete confidence in the industry and its future was expressed by Samuel Goldwyn during a press interview at his Sherry Netherland Hotel suite here yesterday.

Just returned from a seven-week trip to Europe, Goldwyn said he "is more convinced today than ever before that Hollywood will go on. "Television," he said, "has been a challenge, but I think we have met that challenge. Our producers made better pictures last year." (Continued on page 6)

Ruling Is Narrowed To Toledo: Hissong

COLUMBUS, O., Sept. 23.—A municipal court's ruling on a constitutional issue is not binding outside its jurisdiction, said Dr. Clyde Hissong, chief state film censor, in a statement in which he said that the state censor board is continuing to censor newsreels despite the fact that Judge Frank Wiley of Toledo ruled such censorship unconstitutional.

"It would have been a different matter had a Common Pleas Court or an Appellate Court ruled such censorship is unconstitutional," said Dr. Hissong. He indicated that newsreel censorship will continue without any statewide change whether the state board appeals the Toledo decision or not.

Tells 20th 'Holders To Exchange Stock

Twentieth Century-Fox stockholders were notified yesterday to surrender their common stock in the corporation in exchange for stock in the two new corporations to be formed in accordance with the divestiture plan, by the 20th Century-Fox president Jayros E. Koons.

Title Bout Sets Records At Theatre Box-offices

By MURRAY HOROWITZ

The first trans-continental theatre telecast—last night's Jersey Joe Walcott-Rocky Marciano heavyweight title bout—attracted a record number of theatres and outgrossed Mono. Out to Repay Exhibitor Support

CHICAGO, Sept. 23.—Morey Goldstein, Monogram-Alied Artists distribution vice-president, emphasized in his keynote address before the company's national sales convention yesterday that Monogram-AA is intent on paying back "in superior screen performances" the exhibitor support which has been given to the company.

(Restricted to paid subscribers)
Personal Mention

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* Alex Stein, Columbia Pictures International general manager in France, and Mrs. Stein arrived here yesterday from Europe aboard the S.S. Queen Mary. Stein, leaving the company's "Round the World" sales drive to take advantage of the prize of a 16-day trip abroad.

Joe Friedman of the Warner Brothers' home office field exploitation staff, is in Springfield, Mass., from New York.

IRVING SOCHIN, Universal short subject sales manager, has left for the Midwest.

ROONEY BUSH, 20th Century-Fox exploitation manager, is in Atlanta from here.

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The period will mark Skouras' 10th anniversary as company president. During it, the company will have in release some of its top producers of the year, headed by Darryl F. Zanuck's "The Snows of Kilimanjaro."

It is expected that the 20th Century-Fox exchange heads will cooperate in the screenings of virtually every theatre in the country during the week, with branch heads and sales managers working themselves toward that goal.

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On the question of France and the belief that Motion Pictures of America and France have a new Franco-American film agreement, it is likely to be decided at that meeting as well.

MONO, to Repay

(Continued from page 1)

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H. Irwin Mirisch, vice-president, announced today that "since the first time we are now able to plan ahead far not only in our production program, but in our distribution timetable too."

Sees Success

(Continued from page 1)

(Goldwyn Productions) have the right to approve or disapprove all deals. I have no misgivings. I am sure no productions would want to disturb a distribution organization as good as KRO Radio's.
U-I Acquires Four Rank Productions

Universal-International has acquired four new top-budget productions from the J. Arthur Rank Organization for distribution in the United States, it was announced today by Alfred E. Daff, U-I executive vice-president. The four films are: "The Importance of Being Earnest," "Mandy," "The Penny Princess" and "Something Money Can’t Buy."

Bout Sets Records

(Continued from page 1)

Warner, with some standing-room sold at $3.60. It was strictly a fight crowd.

The cities with the greatest number of theatres taking the bout, New York and Chicago, did a brisk business. The eight theatres in New York were sold out before fight time, while Chicago reported before fight time that the windy City was definitely headed for "the biggest business advance of the season."

The box-office take for the four Chicago theatres taking the teat and at the Chicago Theater, in Humboldt Ind., was said to likely hit over $40,000 after taxes.

Pittsburgh, too, reported that its two theatres carried the fight to completely sold out hours before fight time.

Get Kinescope

Theatres west of Omaha were scheduled to receive the teat from a kinescope transmitted from New York's NBC-TV studios as soon as long-line facilities were made available at 11:15 P.M. (EDT). The kinescope or simultaneous film recording made at the site of the Philadelphia Municipal Stadium, marked the first time a film had been distributed nationally by television.

The eight sold-out New York theateus were: RKO Fordham, Bronx; Fabian's Fox, Century Circuit's Manor, north of 135; Century's Maplewood, in Far Rockaway; Marcus, St. Louis; Loew's Victoria and Skouras' Academy of Music, Manhattan.

The following box-office reports from MOTION PICTURE DAILY correspondents:

Pittsburgh, Sept. 23.—The two theatres, the J. P. Harris and the Stanley theatres, had complete sellouts and a few standees for the Marciano-Walcott fight here tonight.

The Harris, with a seating capacity of 2,104, and the Stanley which seats 3,680, both charged $3.60 and issued receipts which should be fingertip.

Both houses opened at 7:30 P.M. and had a feature on the screen together with the boxing.

Both also made arrangements to telecast one of the preliminaries at Philadelphia's Municipal Stadium to fill in the first few rounds.

The fight teat did not hurt theatre business elsewhere in the city.

Baltimore, Sept. 23.—Appearance of counterfeit tickets was an unusual feature of the 1,500-seat Grand's sellout, at $3.50 (record high here), tonight for the teat of the Marciano-Walcott bout.

The curious stubs apparently were picked up at a discount booth where family manager Guy Graver spotted four as a man tried to exchange them at Proctor's, for cash. He reportedly had the same kind of thing happen at the Civic auditorium.

Grand manager Paul Wallen said today they would not be entertaining applicants for the Grand's 3,500 seats tonight or for the Proctor's.

Ike, Adlai Reels

(Continued from page 1)

duction of the footage are being shared by all members of the MPA.

The purpose of the two reels is "to bring to America's movie-going millions an objective look at the two presidential aspirants and a resume of their respective views on major issues," Johnston said.

First of the two subjects to appear on the nation's screens will be the deal dealing with Gen. Dwight D. Eisenhower, the Republican candidate. It will go out as the regular mid-week issue of each of the five newsreel companies. The other one, by E. Stevenson, the Democratic candidate, will follow as the weekend issue.

Texas Compo

(Continued from page 1)

and silent days and the era of sound and talking pictures to today's film and color triumphs.

A modern theatre building is being especially designed to house the display on the Straight Square. H. Stanley Marcus, Dallas merchant, will cooperate in bringing the exhibition to Dallas and Nettie Marcus models will conduct guest tours of the affair during the 16 days of showings. An estimated 3,000,000 persons are expected to attend the fair.

National Pre-Selling

PARIAMOUNT's new color Technicolor musical, "Just For You," gets top billing, full-page, four- picture layout in "McCall's Goes to the Movies," October issue, on the cover of the feature, and the book selection also recommends RKO Radio's "One Minute to Zero," the picture being moved "Miracle of Our Lady of Fatima," and Columbia's chronicle of a French-American family, "The Happy Times."...Look, Out!... "Missals Today" features a double-truck center spread in four colors on "The Snows of Kilimanjaro," as spectacular as the film itself. And the same issue tells newsmen who turned down that flying trip to Alaska last June, for the world premiere of Universal's "World in His Arms" for North American military bases—because it took 14 days and covered 12,000 miles of flying time—"it was worthwhile" the pictures by Look's photographer, to prove that "Northern hospitality was the finest ever seen."

Theatrical press agents are gener- ally better paid than movie press agents, so it is to note that "Guys and Dolls"—a show that's been playing two years—has finally gotten a double-tea with "Guys and Dolls". The show, which, incidentally, originated in Los Angeles. ...Holiday for October comes with a treat, in the form of a parade—by which you find in Viennese restaurants known as picnics of art—"endlessly delicious layers of vari-colored sweet pastry with crust of angelic evanescence," Al Laine says, "If you don't like sweet, stay away, but you're missing something.

Lorella Parsons tells intimate details of Dall's business activities other than TV specials in Victor- ia Review, published Sept. 28, Miss Dall was interviewed on the set of "The Million Dollar Mermaid," the new Universal-International film which also stars Alan Ladd. Miss Dall is sponsoring the Sunset show, a new venture which will be placed on the market for Christmas. She is also interested in a lingerie firm and her name appears on a beauty brand called "Nancy's."...A vast advertising campaign, one of the largest ever set by 20th Century-Fox for a single picture, has been scheduled through Hearst magazines and newspaper supplements for "Snows of Kilimanjaro." The drive, designed to saturate a total readership of 13,000,000, will coincide with the pre-release engagement of the Technicolor product. Fox personnel will hit monthly issues and Sunday supplements. Included in the Hearst program will be "The Million Dollar Mermaid," "Keeping," "Harper's Bazaar," "Honeymoon Beautiful and Town and Country. The American Weekly, Pictorial Review the New York Magazine will feature full pages in the newspaper field. Hearst field representatives will intimate a meeting of theatre managers and editors in hundred cities, and pinpoints local promotions. In addition, 7,500 newspapers will be served with a variety of mats and gossip stills, and 1,000 radio stations will receive a program based on the picture.”
"QUIET MAN" WIN VENICE INTERNATIONAL

RADIOGRAM
RADIOMARINE CORPORATION OF AMERICA
A SERVICE OF RADIO CORPORATION OF AMERICA
SHIP TO SHIP

S/S UNITED STATES VIA AT M. DATE SEP 13 1952 195

1 WSL AA VENEZIA 75

HERBERT YATES SS UNITED STATES WSL

THE QUIET MAN WON TONIGHT THE BIG INTERNATIONAL AWARD AND CRITICS AWARD
AND INTERNATIONAL CATHOLIC AWARD STOP QUIET MAN IS ONLY PICTURE WINNING
THREE AWARDS STOP JOHN FORD TO BE CONGRATULATED ALONG WITH YOU FOR THIS
GREAT MOTION PICTURE MASTERPIECE WE VERY PROUD REPUBLICS ACCOMPLISHMENT
AND SINCERELY BELIEVE YOUR PRESENCE VENICE GREATLY CONTRIBUTED SUCCESS
OF REPUBLIC AND AMERICAN FILM INDUSTRY PARTICIPATION THIS INTERNATIONAL
EVENT CONGRATULATIONS AND KIND REGARDS

H. LOMBRoso
GENERAL MANAGER
REPUBLIC PICTURES OF ITALY, INC.
GREAT ACCLAIM FOR \*NAL FILM FESTIVAL!

AND

Critics are already hailing "QUIET MAN" for American Academy honors

ED SULLIVAN.... JOHN FORD'S "THE QUIET MAN" IS A TERRIFIC COMEDY OF ACADEMY AWARD CALIBER. JOHN WAYNE AND BARRY FITZGERALD ARE AT THEIR PEAKS; TECHNICOLOR REVEALS MAUREEN O'HARA AS ONE OF THE CLASSIC BEAUTIES OF THE SCREEN!

JACK GAYER..... HERBERT J. YATES AND HIS REPUBLIC PICTURES HAVE STRONG CANDIDATE IN JOHN FORD'S "THE QUIET MAN" FOR PRACTICALLY 'BEST EVERYTHING' WHEN OSCAR TIME ROLLS AROUND IN HOLLYWOOD NEXT SPRING.

FRANK QUINN... THREE-TIME ACADEMY AWARD WINNER JOHN FORD MAKES A STRONG BID AT THE CAPITOL THEATRE FOR HIS FOURTH OSCAR WITH "THE QUIET MAN."

HERBERT J. YATES presents
John Ford's Greatest Triumph

THE Quiet Man
Color by TECHNICOLOR

starring

JOHN WAYNE • MAUREEN O'HARA • BARRY FITZGERALD
with WARD BOND • VICTOR MALAGLE • MILRED NATWICK • FRANCIS FORD • ARTHUR SHIELDS and ABBEY THEATRE PLAYERS

Directed by JOHN FORD

Screen Play by FRANK S. NUGENT • Story by MAURICE WALSH • Produced by MERIAN C. COOPER • A REPUBLIC PICTURE

Republic Pictures Corporation
Goldwyn

(Continued from page 1)

year than they have for some time. Our fine pictures are doing better business than ever before. Despite some bad reviews and couple of days when perhaps 50,000,000 viewers the public is paying to see the good pictures in the theaters rather than the poor ones on TV without charge.

Goldwyn said he has no intention of discounting motion picture production activities and will begin preparations for his next picture while leaving here for the Coast.

Goldwyn has written reports while abroad that he planned to "rest on his laurels," after completing "Hans Christian Andersen." "That is not true," Goldwyn said. "My next picture will be ready to start about May 1."

It will be his 49th production since becoming an independent. Beyond stating that music will play an important part, Goldwyn declined to divulge any information about it. It takes me to the subject of pictures, "I have to be quiet about it at first. It will be made mostly in Hollywood," he said, "but will use some foreign exteriors."

"Andersen" will have New York and Hollywood premieres shortly before Christmas. Theatres have not been set yet but "bidding" for the picture is under way, Goldwyn said. In reply to a question whether it would be sold at "advanced admission prices," Goldwyn said, "some exhibitors have suggested that." He added, "I don't know how I would get along in that otherwise. I need $8,000,000 to break even."

He said the sales policy for the picture has not been set yet and that it might await the outcome of the premiere. He mentioned that each of the foreign engagements, Goldwyn said a $500,000 advertising campaign for "Andersen" in magazines has been agreed upon, and $1,000,000 might be spent for newspaper advertising.

The producer pointed out that his own money is "Andersen" and will go into his next picture. "What better evidence of my confidence in the future of the industry could anyone ask for?" he enquired.

Goldwyn said his observations in Europe convinced him there are not proportionately as many good pictures being made abroad as in Hollywood. "We still lead the world in good pictures," he said.

Goldwyn came to the defense of Charles Chaplin in the latter's current difficulties with the Attorney General's office. "I am not against "Chaplin," he said, "he is a genius. He has contributed much to our industry. We can't afford to be so fussy and to bar him from returning to this country is not fulfilled."

On politics, Goldwyn declared himself a staunch supporter of FDR, a "100 per cent Democrat." He added that "it is time for a change." He said, "It's wrong for people, a whole generation, to keep saying FDR is not to their liking. There can't be only one party capable of running the country."

The producer waved aside the complaint made last week by Roy Brewer of the A. F. of L. Hollywood Labor Council that pressure was being brought to bear on employees at the Burke of San Antonio, Texas, Ray Ryan of San Antonio and Evansville, Ind., and Sherrill C. Corwin, has An-

RKO Pictures

(Continued from page 1)

announcing the consummation of the deal, Hughes said: "The buyers are relatively mature and have presented a program of top grade product of motion pictures for exhibition in motion picture theatres. Their plans are based on the opening in this country and throughout the world, utilizing the full facilities of the entire RKO distribution organization."

Purchasing Group Statement

Amplifying Hughes' remarks on the intentions of the purchasing group, the group itself issued the following statement to continue to produce motion pictures as a major studio operation. We believe a number of substantial economies can be effected through the pooling of company resources and that it will be in color, Goldwyn declined to divulge any information about it. It takes me to the subject of pictures, "I have to be quiet about it at first. It will be made mostly in Hollywood," he said, "but will use some foreign exteriors."

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RKO Pictures shares closed at 61\% over the New York Stock Exchange yesterday, off one-eighth from the previous close. There was no indication of new owner's policy with respect to continuing or effecting changes in the company's structure, since the buyer said he had no corporate office but has been head of production at the studio and a plan to continue ownership of the company will resign both posts. His associates, Ralph Dietrich, is chairman of the board, and he, too, is believed likely to resign. The board of directors is comprised of Deppinet, J. Miller Walker, vice-president, secretary and general counsel, and J. O'Hara. All are Hughes' designees.

A local report is that the new owners will not take over for about two weeks and that no decisions have been made yet concerning management, so that the present operating executives will continue in their posts indefinitely. Stolkin reportedly owns a substantial interest in the Martin-Lewis film, "At War with the Army."

The negotiations with Hughes were begun almost two months ago, with no written law filed by B. C. Youngman & Silbert representing the purchasers. Gordon Youngman, of the law firm, formerly was general counsel of the Martin-Lewis company, which resigned over a year ago. Hughes was represented by Tom Slack, his personal attorney. Several preliminary formalities that the sale of the stock was being negotiated were issued by Hughes while the talks were in progress.

Bought from Atlas

Hughes purchased 929,020 shares of RKO Pictures common stock for $1 per share from Atlas Corp., in 1948. With the divestment of RKO's picture and theatre operations last year, Hughes recently received 929,020 shares in both the new picture and the new theatre company. He subsequently added almost 100,000 shares of RKO Pictures stock to his holdings. His 929,020 shares of RKO Theatres stock are about 24 per cent of the total, and also representing control of this company, are held in trust by Irving Trust Co., New York, under a re-}

Stolkin, Ted Gamble

Arc TV Partners

Ralph Stolkin, head of the group which yesterday acquired control of RKO Pictures from Howard Hughes, is a partner with Ted R. Gamble, head of Gamble Enterprises, in the operation of television-station radio stations KOIN and KOIN-FM in Portland, Ore., and station KJR, Seattle. The stations were purchased at the January sale if the Standard-Vanguard group. The group has also been acquired by Sherrill Corwin, Los Angeles exhibitor and a member of the purchasing group, in a recent transaction. Several years ago when exhibitors, fearful of a product shortage, planned National Film Co. to sponsor their own production, Stolkin, reportedly on Corwin's recommendation, subscribed $100,000 to NEFC.

York Stock Exchange yesterday, but inasmuch as they, too, represent control, they should command a price of $6 to $6.50 per share. Thus, for his four-year old investment of approximately $9,000,000, Hughes stands to realize about $13,700,000.

RKO Pictures reported a loss of $3,700,000 for the first half of this year, However, with good pictures in release and profits from the KJR station being realized on the reissue of "King Kong," the trade expects profits for the current and subsequent quarter to be greatly improved.

Carlisle Jones, Publicist

Hollywood, Sept. 23. — Carlisle Jones, 55, long time studio publicist, died here Monday at Sisson Hospital, following a brain operation. Surviving are: the widow, a sister, and three daughters.
Hail Box-office Showing of Fight Telecast

Gross Put at $400,000; Academy Sole Breakdown

Theatremen across the country, with few exceptions, yesterday hailed the box-office performance of Tuesday night's Walcott-Marciano bout, which grossed nearly $400,000.

The first trans-continental telecast lined up by Theatre Network Television went to 49 theatres in 30 cities and attracted an estimated 120,000 patrons, breaking all previous theatre TV records.

Lack of enthusiasm was registered at the Academy Theatre in New York, where exposed wires in the TV equipment resulted in a short, black-

(Continued on page 6)

Allied Artists Schedules 35

CHICAGO, Sept. 24.—Beginning with releases for the 1953 program, the Monogram name will be dropped from that company's product, Steve Brody, president, announced here today with the disclosure that 35 features have been scheduled for the new season under the Allied Artists banner.

The trade-mark of Allied Artists, subsidiary formed in 1946 to handle only major calibre pictures, will be used on all future releases. Brody told the 200 company executives, salesmen and bookers who are in convention at the Blackstone Hotel.

The announcement that the company

(Continued on page 5)

Johnston Reply on TV Films Delayed

Eric Johnston, Motion Picture Association of America president, currently on the West Coast on Point Four business, is unlikely to reply immediately to the request of several Texas theatre owners for clarification of his statement, in his address to the Theatre Owners of America convention banquet in Washington last week, that "the motion picture industry will make films especially for...

(Continued on page 7)

Bases View on Prospects For Paramount, Others

Balaban Sees A Further Business Rise

NEW YORK, U.S.A., THURSDAY, SEPTEMBER 25, 1952

(Continued on page 7)
**Personal Mention**

JOYCE O’HARA, Motion Picture Association of America vice-president, was in New York yesterday from Washington.

Peter G. Perakos, head of the Perakos Theatre in New Britain, Conn., and his son, Peter G. Perakos, Jr., assistant district manager, have returned there from a visit to Greece.

*Stirling Silliphant, 20th Century-Fox publicist and producer of the 'Los Louis Story,' and Bob Sylvester, screen writer, will fly to Chicago from here over the weekend.*

*Jerry Goodman, former Film Daily reporter, will join Filmack, Chicago theatre company headed by James Max, as Washington correspondent in the office beginning next week.*

Harold Tyler, owner of the Delphi Theatre in Chittenango, N. Y., has been nominated as Republican candidate for the state assembly from Madison County.

*J. Milton Salzberg, president of Pictorial Films, Inc. and of Cornell Film Co., will leave here for Europe Tuesday aboard the S. S. Queen Elizabeth.*

*Laura Kowach, secretary to Peter Roman, Universal district manager in Cleveland, was married to Romuald DeMent, also of that city.*

*Ed Smith, managing director of the Paramount Theatre, Springfield, Mass., and Mrs. Smith are back from a New Hampshire vacation.*

Uma B. Ross, Westrex's regional manager for Latin America, has returned here from a three-month trip through South America.

Ray Cooke, formerly with Golden State Theatres, San Francisco, is now editor and publisher of Showtime and Gourmet Guide, Oakland.

*Jules Lamy, Warner's Eastern and Canadian division sales manager, will be in Gloversville today from New York.*

William Sorel, manager of the Starlite Drive-in Theatre, Stanford, Conn., is recovering from surgery.

*Bill Lanning, Columbus head booker in San Francisco, is on vacation in Montana with his wife.*

Allen M. Wuehr, motion picture editor of the Hartford Times, is in New York this week.

**Paramount’s TV Findings Are Submitted to FCC**

WASHINGTON, Sept. 24—Citing the record of Paramount Pictures in the development of television Paramount's attorneys today asked the Federal Communications Commission to renew the license of KTLA, Paramount Television's Los Angeles television station.

In proposed findings filed today the last day for response to the petition, consent to the transfer of control of P.T.P. and Allen B. Du Mont Laboratories, Inc., from the parent company to a newly formed subsidiary or production company formed under the consent decree, Paramount Pictures Corp. is seeking the renewal of licenses of the three Du Mont network television stations.

In requesting the renewal of licences Paramount's spokesmen pointed out that the company "has been instrumental in the development of a television company which is a manufacturer of television transmitting and receiving equipment." They went on to say that Paramount "is expending tremendous effort and money in the development of a color television system and in the development of a network television signal for subscription television." Every minute in the record, the document said, proves that the program has not created a "conflict between theatres and television and does not have a "restrictive" or an "antagonistic" attitude toward TV."

The Paris agreement does not mean that Paramount has made its stories and stars freely available to television. So far in the pilot television week, the findings said, the contributions are "as soon as the economic condition of television is such that it can pay a price for the films comparable to that which the moving picture industry can pay."

**Argentine Officials At 'Gauchito' Opening**

A delegation of Argentine government officials headed by Ambassador Jose E. DeFraeche, the nation's attaché in Washington, will open with over 400 guests at the world premiere of 20th Century-Fox's "Way of the Gaucho," to be held about the S.S. Argentine on Tuesday evening.

Invitations have been sent also to Jorge A. Nicolini, Consul General in New York, First Secretary Santos Gona; Economic Counselor Dr. Oviedo Z. Schioppeto; Embassy Attaché Garcia, and Dan G. Cohen and Third Secretary Leopoldo H. Deddnadini and Hector Candos.

New York Mayor Vincent R. Impellizzeri sent a letter to the Argentine embassy, through his Government representatives and representatives from other South American nations, along with Hollywood screen stars, Broadway stage stars and newspapermen, are also being asked to the premiere.

An event, to include cocktails, dancing, dinner, and a Latin-American fashion show, will be co-sponsored by the Moore-Cornell Lines.

*Way of a Gaucho,* will open next month in New York. The motion picture was filmed in Argentina with color in Technicolor.

**Chicago Wins 2nd Lap of UA Drive**

United Artists' Chicago, Charlotte and New Haven exchanges have taken part in a three-week drive program, with all three exchanges in the top 2% of the company. At the end of the week of the company's "Bill Heineman Sales Drive," in each of the three areas, some of the salesmen, also all business men who have been connected with the theatre business for many years, have been changed, it was announced by vice-president Max E. Youngstein, who is drive captain.

Chicago is now in the lead, the Charlotte second and New Haven third. Second-prize money went to Philadelphia in the first group, New Orleans and Milwaukee in the second, and San Francisco in the second and New Haven in the third.

Completion of the second lap now cleans the slate. All exchanges start from scratch in batting for prizes in the third six-week lap. The drive will wind up in a row up to seven weeks, at the end of which grand prizes will be awarded. The driver is named for William J. Heineman, sales vice-president.

**AMPA School Rates Cut for Members**

The Associated Motion Picture Advertisers school, which will meet for one week only in the coming year, is offering a 50% discount for AMPA members.

Four advertising-publicity chiefs of circuits will judge 20th Century-Fox's "Flying Circus," this coming Thursday, for "Something for the Birds."

The judges are Ernest Erming of United Theatres; Pool; the Warner Theatres; Harry Manelli of K.R.O. Theatres and Seymour L. Morris of Schine Theatres, who will see the winners from circuits over the East, submit their ballots starting with the release of the comedy in October and running until January. The prizes will be awarded in defense bonds with a $1,000 bond as first prize.

**4 Circuit Ad Heads to Judge 20th Contest**

Denver, Sept. 24—Mark Watrons, state advertising manager for the state legislature, which meets in January, for a law that would prohibit the operation of a screen whenever it could possibly be seen from a major highway.

**Objects to Drive-in Signs**

Denver, Sept. 24—Mr. Watrons, state advertising manager for the state legislature, which meets in January, for a law that would prohibit the operation of a screen whenever it could possibly be seen from a major highway.

**2-Theatre Here for ‘Limey’**

Charles Chaplin's "Limey" will have its American premiere here on Thursday, Oct. 2, at the Astor on Broadway and the Trans-Lux 60th St., it was announced by William J. Heineman, United Artists distribution vice-president.

"Limey" will be shown on a continuous-performance schedule at the Astor and on a two-a-day, road show basis as the "Limey" Performance Tour. Performances scheduled for the Astor are expected to be on Saturdays at 2:30 and 8:30 P.M., with an additional performance on Sunday at 2:30. Performances in other locations may vary.

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In the top spot across the land! This is the week Warner Bros. give you Burt Lancaster as The Crimson Pirate.
Reviews

“Everything I Have Is Yours”

M ARGE AND GOWER CHAMPION, gay and gifted members of the generation that buys 90-odd percent of today’s admission tickets, make of their last-screening M-G-M musical a product experience. The stool-dollars duo ever burdened with a clumsy and confusing name (from the billing point of view) fulfill here in abundance all the promise they’ve shown and the predictions made for them. They would be personally tremendous in this even if it were a bad picture. Happily, however, it is one of the finest in the long, gliterring procession of color by Technicolor musicals from the House of Leo—stunningly danced, quite as well sung, correctly tuned, and beautifully assembled, in short a superbly balanced product in a category where balance is often the insoluble problem that licks the project. Don’t be surprised if “Everything I Have Is Yours” exceeds even M-G-M’s box-office expectations.

“Springfield Rifle”
(Warner Brothers) Hollywood, Sept. 24

G ARY COOPER, man and boy, has been making big money for exhibitors in pictures presenting him in various uniforms of this country’s armed services, and there is no reason for supposing that he will do less than that on this occasion. This time he portrays a cavalry officer in the Union Army during the Civil War, with such experienced players as David Brian, Paul Kelly with Gower Champion, and Vinny Barnett supporting and, with Thelma Tyler furnishing distaff interest, which is a minority factor in the story. Major factors are splendid horsemen displayed in sensationally staged conflicts in mountain terrain, and the imaginative and dramatic use of WarnerColor.

Producer Louis F. Edelman got a maximum yield from Sloan Nibley’s story via a screenplay by Charles Marquis Warren and Frank Davis, who steered in the Gower Champion-Andrake direction by Andre detole, and was a unique choice for this type of subject. It is a bit slow in spots but snaps into tension whenever, as happens frequently and violently, the characters break into fists, as a better means of dialogue for settling moot points.

In the story Cooper is a cavalry officer who pretends disobediences to orders and gets himself cashiered from the army so he can join raiders stealing for the Confederacy. The direction by Andre Detole was a smart one, and the story is handled with skill as well as a sense of humor. It is a bit slow in spots but snaps into action whenever, as happens frequently and violently, the characters break into fists as a better means of dialogue for settling moot points.


William R. Weaver

New York ‘Mirror’ Promoting Product

The New York Daily Mirror is publishing every Monday morning an up-front bold-face box strongly recommending attendance at motion picture theatres, as follows:

Are you a living-room captive? If so, what are you doing tonight? Are you at home, are you denying yourself many pleasures. For example, the joy of going to the movies! Are you going to see the latest releases at New York’s Olde Wolde theatre, see the first releases on a giant screen, without eyestrain; thrill to wonderful music. The amusement pages of the Mirror will help you decide what picture to see and where to see it. Leading theatres advertise here every day. Don’t miss their current showings, which are announced in this issue.

Kramer Unit Off To Israel Tonight

The entire production unit of Stanley Kramer’s Columbia production, “The Jugger,” comprising 32 persons, will arrive at Idlewild Airport here this morning, preparatory to leaving tonight by plane for Tel Aviv. Here, according to the stagehands, will learn the identity of a traitor who is supposed to sell his countrymen, those receiving honors also for establishing American army counter-espionage.


Starr and McCraw to Attend Florida Meet

Jacksonville, Sept. 24.—A lineup of industry speakers were announced here for the annual convention of the Motion Picture Exhibitors of Florida which will be held Oct. 19-21 at the Hotel Jacksonville. Scheduled to speak are Maurice B. Hensler, president. Featured at the banquet will be an address by William McCraw, Variety International executive.

Alfred Starr, of Bijou Amusement Co., Nashville, recently elected national chairman of the Theatre Owners of America, will be the principal speaker at the closing business session of TOA as well as theatre operations in general. From the national headquarters of TOA will also come Herman Levy, president, and Dick Pitts, executive director.

A highlight of the convention will be a “School for Drive-In Theatre Owners,” which will be conducted by Jack Braunagel, Commonwealth Theatres, Kansas City. Various concerns will exhibit a large display of stars who will attend the sessions will be announced next week.

Kickoff speaker will be Mitchell Morgan, president of TOA, and one of the founders of the local group. The board of directors of the TOA will invite interested parties from all over the country to attend the meetings.

40 Manufacturers In ‘Andersen’ Tieups

What is described as one of the most comprehensive merchandising campaigns ever aimed a picture is being arranged for Samuel Goldwyn’s production of “Hans Christian Andersen” through the joint efforts of RKO Radio and the Samuel Goldwyn offices.

Although release of the Goldwyn film is still months away, the tie-ups already include more than 40 manufacturers of clothing and accessories, toys and novelties, in addition to the co-ordinated with the promotional depart- ments of several leading depart- ments of the country. Among the tie- ups are those of the M-G-M and Goldwyn offices are developing separate promotions in the music and book publishing fields. Tie-ups are being made by Geraldine Cooper of RKO and Martin Davis of the Goldwyn office.

125 Set for Variety Tourney at Tuckahoe

Approximately 125 from the industry here will be on hand for the New York Variety Club’s annual sports tournament today at the Vernon Hills Country Club, Tuckahoe, N. Y. The club, with property master, and the Edward Fabian of Fabian Theatres handled the arrangements.

Variety Host to Press

Variety Clubs International will have members here today for the trade press. Jack Beresin, international chief baker, and Bob McCallum, national publicity guy, will attend from Philadelphia and Toronto, respectively. This luncheon is unrelated to the local tent’s golf tournament and party set for the same day.
Allied Artists

(Continued from page 1)

decided to discard the use of the Monogram name from all but corporate transactions, much to the surprise of the delegates to the national convention.

Brody told the gathering that the industry is about to enter a new era. He said "the period of despondency of doom and gloom is behind us. We are moving ahead into an era of enthusiastic showmanship in which the world's theatre screens will soon be reflecting the greatest buy per entertainment dollar ever offered. The entire film industry is being geared not only to keep customers coming back to the box office but to offer the kind of packages that will entice new audiences."

He continued: "The reaching of these new heights can't be realized by wishful thinking. Genuine efforts have to be made to bring this about. The producers have to provide the right kind of product. The distributors have to sell this product to its fullest potential value, and to turn the exhibitors to merchandising it in a manner that will bring in the greatest returns."

He said that each year Monogram-AA strives to play a more prominent role in the industry and that "we have now reached a position where we are regarded as a very important cog in the overall picture." He said the position held at present by the company "is the result of three years of intensive planning for the expansion of our distribution and production operations."

Terminating the 35-feature program one that is aimed "at every theatre in the country, from the largest metropolitan show cases to the smallest rural situations," Brody said many of the pictures will be given the heaviest exploitation yet undertaken.

**Steve Brody**

**Theatre Men Join Pop Corn Promotion**

Chicago, Sept. 24.—The first day of the eighth annual Pop Corn Industries convention, at the Hotel La Salle here Nov. 12-14, will be featured by a discussion of handling, merchandising, and selling pop corn at theatre concession stands, it was announced by Thomas J. Sullivan, executive vice-president of the National Association of Pop Corn Manufacturers.


**Gary Honors 20th For 'Lydia' Film**

A special citation of merit from the city of Gary, Ind., was presented this week to Sydros P. Skouras, president of 20th Century-Fox, honoring the company for its production of "Lydia Bailey." The presentation was made by Charles H. Bonner, president of Community Services of Gary, which is the home town of William Marshall, star of the picture. The citation, signed by Mayor Peter Man-dich, and representatives of the Gary Civic Association of United Red Steerwooders of America and other community leaders, marked the first time that all Gary civic groups joined to honor a motion picture.

Similar certificates of merit will be forwarded to production chief Darryl F. Zanuck, producer Jules Scherner, director Jean Negulesco, and writers Philip Dunne and Michael Blankfort.

**Technicolor Dividend**

The board of directors of Technicolor, Inc., has declared a dividend of 50 cents a share, payable Oct. 20, to stockholders of record on Oct. 6. This will be the third dividend of 50 cents paid by Technicolor in 1952.

**$600,000 Profit Reported by Mono.**

Chicago, Sept. 24.—Monogram Pictures Corp. and its consolidated companies will show net earnings just short of $600,000 for the fiscal year just ended, George D. Burrows, executive vice-president and treasurer, today reported to the company's national convention here in a message read to the meeting by Steve Brody, president.

Burrows' message described the company's financial prospects as " exceedingly bright." He added that "every indication points to our having profits for the current year that will at least equal the earnings we will show for the year just ended."

The message continued: "The combined effect of accumulated earnings and materializing of financial plans under consideration will permit coordination of operations in the company that have been somewhat lacking in the past because of our lack of working capital. Our present financial condition now permits the intelligent planning of production, distribution and financing, all coordinated to the best interests of the company, its management, employees and stockholders."
Fight Film Does 'Brisk Business' (Continued from page 1)

Hail Fight Telecast

A top notch fight film of the Walcott-Marciano bout, produced by RKO Pathé, drew in crowds yesterday afternoon at the seven Broadway houses here, where it had enjoyed its first run.

Managers at the Palace, Embassy, 46th Street Trans-Lux, 49th Street Trans-Lux, Globe, Times Square and the New York reported brisk business. The film was put on the screens of the houses a little after 3:30 PM. The dramatic quality of the bout, which saw the heavyweight title pass to Marciano, is fully captured in the film, which runs 21 minutes. The blistering first round when Walcott sent the challenger to the canvas for the count of four, is there from on in, virtually every second of the film is exciting.

The 13th round, when Walcott is laced by Marciano, climaxes the film. Shots of the 13th and first round are also done in slow-motion, allowing the viewer to see the big punches of the evening more clearly.

The eight camera crews which filmed the bout, accompanied by the debacles of the Municipal stadium deserve a round of applause and commendation should also be passed on for the fine job of photography.

The RKO Pathé film is much superior to the fight telecast as viewed at the WOR, to see the big punches of the evening more clearly.

The K-R0 short subjects sales manager, announced that he expected the print order to exceed that of "Aces" fight film RKO has ever handled." Last year, 1,350 prints were made for the Robinson-Turpin bout. The film began playing at all neighborhood RKO Theatres last evening in New York. More than 1,500 theatres, according to RKO Pathé, are slated to take the fight film.

M. HOBORWITZ

Gold Defends Video Programming Here

The economics of the television industry dictate "good taste" in programming. Most of the spokesmen of the National Television Film Council, reported the House sub-committee presided over by Mr. Sol Gold of Pennsylvania, that the council had no interest in programs which would create "chaos and "drama." He saw no need for additional legislation governing the content of programming, calling attention to pending studies by the communications Commission regulations.

Gold appeared before the special sub-committee of the House, and Foreign Commerce Committee investigating radio and television programs. The radio and TV industry was also observed by Mr. Charles R. Denny, vice-president of National Broadcasting. 

Gold was informed by Jack L. Van Valkenburg, Columbia Broadcasting president, that the company has received no complaints lately from any source concerning the appearance of actresses on TV. Criticism in the past centered around the "scantiness" of actresses' costumes.

Requests Public Aid Against Tax, Censors

ALBANY, N. Y., Sept. 24.—The Association for the protection of the industry today, Maurice A. Bergman, Universal Pictures publicist announced, that the Kiwanis Club at a luncheon at the Hotel Ten Eyck here.

Citing these stales as the release of the 20s will mean a fight against censorship, Bergman urged his listeners to join with the industry in their community to help achieve a successful adjudication of these two issues.

William Miskel said it was more than 1,000 above the Robinson bout. The price was $2.50, plus tax.

SAN FRANCISCO — The Telenews here was a complete sell-out for the first time. $9.30 tickets were sold at $8.40, all reserved.

No increase in concession business was noted. Seats were scaled as high as $2.75, yet more tickets were sold outside hoping to buy even standing room tickets. Business at other houses was reserved.

Earl Long's 2,733-seat Paramount, with logos reserved at $3.50 and others $3.00 sold out before fight time. The $2.50 admission price was reported. Primo Carnera, Willie Ritchie, Bobo Olson and other fight personalities appeared on the Paramount's stage prior to the fight. The picture was good. Earl Long expressed confidence that future sporting events will pay their way.

MIAMI BEACH—A sell-out for the Walcott-Marciano closed circuit tele-

23 Legislators from Ohio Favor Repeal

Columbus, O., Sept. 24.—Official listing of Ohio candidates' attitudes on repeal of the Federal production tax by the Independent Theatre Owners of Ohio shows not one Senatorial or Congress-ional candidate to be opposed as opposing the proposal.

The list gives 18 candidates definitely opposed to repeal, five favorably inclined, one for reduction and seven who promised to give "serious consideration" to arguments by theatremen for repeal. This makes 31 candidates out of 26 in the state. The remaining 18 have not returned to queries by Robert Wile, ITTO secretary.

MOTION PICTURE DAILY
Thursday, September 25, 1952
Stolkin Described

(Continued from page 1)

and other enterprises, including RKO Pictures. He has three children.

His rise to wealth, estimated by Fortune at $35,000,000 to $40,000,000 with an annual income of $4,000,000, is one of the most spectacular success stories of the postwar period.

Stolkin is also vice-president of Kleen-Stik, manufacturers of adhesive labels and tape; U-Arc Corp., arc lamp producer, and Postal Finance Corp. He is co-owner of a 20,000-acre beef cattle ranch in Kerrville, Texas, with Robert S. Hays of San Antonio, and recently purchased a controlling interest in stations KJRH, Seattle, and KOIN, Portland, Ore. He is president of Screen Associates, Beverly Hills, Calif., producers of films for television.

Prior to going into the mail order punch-board business, Stolkin was progressively a runner, salesman, and customers' man for a Chicago brokerage firm.

His attorneys are Sidney Korshak, Chicago; Arnold Grant, New York, and Gregson Bautzer, Los Angeles.

Koolish heads Empire Industries, and is the originator of the automobile license facsimiles for key chains which are distributed by disabled veterans.

There was all official word yesterday concerning the new RKO Pictures owners' views concerning management. However, it is widely believed that Stolkin will be named chairman of the board, replacing Noah Dietrich, Howard Hughes' associate, and that Ned E. Depinet, president, will be continued in that post. Stolkin is due here from the Coast tomorrow and will leave for New York over the weekend to visit and inspect RKO Pictures headquarters on Monday. While there he hopes to arrange a board meeting for late in the week.

Sherrill Corwin, Los Angeles exhibitor and a member of the purchasing group, is expected to be added to the RKO Pictures board, along with other members of the group or their representatives. It is also reported in Hollywood that Corwin may be identified with the studio in an executive capacity, replacing Hughes' appointee, C. J. Tevlin.
The best moonlight is the light of the noonday sun... Obvious, of course, to an industry trained in modern cinematographic technics. Equally obvious is the need for infinite care in the choice of film and filters—in keying film and situation... in co-ordinating method and result desired in processing.

To help solve problems such as these, representatives of the Eastman Technical Service for Motion Picture Film are trained to advise—are ready and able to roll up their sleeves and lend a hand wherever necessary. In maintaining 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.
Hail Box-office Showing of Fight Telecast

Gross Put at $400,000; Academy Sole Breakdown

Theatremen across the country, with few exceptions, yesterday hailed the box-office performance of Tuesday night's Walcott-Marchiano bout, which grossed nearly $400,000.

The first trans-continental telecast lined up by Theatre Network Television went to 49 theatres in 30 cities and attracted an estimated 120,000 patrons, breaking all previous theatre TV records.

Lack of enthusiasm was registered at the Academy Theatre in New York, where exposed wires in the TV equipment resulted in a short, black-

Allied Artists Schedules 35

Chicago, Sept. 24.—Beginning with releases for the 1953 program, the Monogram name will be dropped from that company's product, Steve Brody, president, announced here today with the disclosure that 35 features have been scheduled for the new season under the Allied Artists banner.

The trade-mark of Allied Artists, subsidiary formed in 1946 to handle only major calibre pictures, will be used on all future releases. Brody told the 200 company executives, salesmen and bookers who are in convention at the Blackstone Hotel.

The announcement that the company (Continued on page 5)

Johnston Reply on TV Films Delayed

Eric Johnston, Motion Picture Association of America president, currently on the West Coast on Point Four business, is unlikely to reply immediately to the request of several Texas theatre owners for clarification of his statement, in his address to the Theatre Owners of America convention banquet in Washington last week, that "the motion picture industry will make films especially for"

(Continued on page 7)

Appeal Puente Case To Supreme Court

WASHINGTON, Sept. 24—Ten motion picture distributors and two independent theatre owners today asked the Supreme Court to deny the appeal of a California theatre owner who charged them with a conspiracy which resulted in his receiving inferior play-

(Continued on page 7)

STOLKIN DESCRIBED AS 'NEW RICH' BY FORTUNE

Chicago, Sept. 24.—Ralph Stolkin, who heads the syndicate which yesterday purchased a controlling interest in RKO Pictures, graduated from Hyde Park High School and attended the University of Illinois for one year. He borrowed $10,000 to go into the punch-board business in 1945 and sold the business in 1947 for over $1,000,000.

Stolkin, now 34, was written up by Fortune Magazine in Jan., 1952, in an article entitled "New Rich," as one of the outstanding young industrialists in the U.S.

He went into oil prospecting with Ray Ryan, struck oil, and expanded into cattle, TV parts manufacturing, [National Video Corp.], and motion picture production (he owned a piece of "At War with the Army"). He has long been interested in films. He has a private screening room in his suburban Highland Park house and screens Hollywood pictures before they are released on the local market.

He is married to Ruth Koolish, daughter of A. L. Koolish, who is associated with him in Empire Industries (Chicago mail order concern)

(Continued on page 7)

Balaban Sees A Further Business Rise

Bases View on Prospects For Paramount, Others

Following his return to New York from two weeks in Hollywood, Barney Balaban, Paramount president, yesterday expressed con-

Barney Balaban, Paramount president, yesterday expressed confidence that the present box-office upswing will be maintained and undoubtedly increased.

He based his optimistic outlook on conferences he had on the Coast with Paramount production executives and on recent discussions with several other company heads.

With the public strongly demonstrating the desire to increase its pat-

(Continued on page 7)

Dezel Buys Lippert Chicago Franchise

Chicago, Sept. 24.—Albert Dezel has purchased the Chicago Lippert Pictures franchise and the deal, consummated in a meeting here of Dezel and Robert Lippert, becomes effective Oct. 4.

John Rubin, Lippert county salesman, continues in that capacity, and Sam Kaplan, Dezel city salesman and booker, retains those duties under the new set-up. Harris Dudelson remains as Lippert Midwest manager.

"Ivanhoe" Hits Big $1,259,000 at Hall

"Ivanhoe" bowed out of Radio City Music Hall here last night, raking up a rec-

Another M-G-M picture, "Because You're Mine" is the new Hall attraction.
**Personal Mention**

**JOYCE O'HARA**, Motion Picture Association of America vice-president, was in New York yesterday from Washington.

**PETER G. PERAKOS**, head of the Perakos Theatres Circuit, New Britain, Conn., and his son, Peter G. Perakos, Jr., assistant district manager, have returned here from a visit to Greece.

**STIRLING SILLIPAN**, 20th Century-Fox publicity director and producer of "The Joe Louis Story," will fly to Chicago from here over the weekend.

**LARRY GOODMAN**, former Film Daily reporter, will join Filmak, Chicago trailer company headed by Irving Mack, as a copy writer in the Chicago office beginning next week.

**HAROLD TYPHE**, owner of the Delphine Theatre in Chittenango, N. Y., has been nominated as Republican candidate for the state assembly from Madison County.

**JERRY LORER**, Warner Brothers' home office purchasing agent, became a grandfather with the birth of a son, his daughter, Miss Lawrence Cohen, at Doctors Hospital here.

**J. MILTON SALDURG**, president of Pictorial Films, Inc., and of Cornell Film Co., will leave here for Europe Tuesday aboard the S. S. Queen Elizabeth.

**LAURA KOWACH**, secretary to Peter Rosen, Universal district manager in Cleveland, was married to Robert PEMBERTON, also of that city.

**ED SMITH**, managing director of the Paramount Theatre in Springfield, Mass., and Mrs. SMITH are back from a New Hampshire vacation.

**USA B. ROSS**, Westrey's regional manager for Latin America, has returned here from a three-month trip through South America.

**RAY COOKE**, formerly with Golden State Theatres, San Francisco, is now editor and publisher of Showtime and Gourmet Guide, Oakland.

**JULES LAPIDUS**, Warner's Eastern and Canadian division sales manager, will be in Glens¢¢ory today from New York.

**WILLIAM SOBEL**, manager of the Starlite Drive-in Theatre, Stamford, Conn., is recuperating from surgery.

**BILL LANNING**, Columbia head booker in San Francisco, is on vacation in Montana with his wife.

**ALLEN M. WIDEM**, motion picture education manager of the Ford Times, is in New York this week.

**Paramount's TV Findings Are Submitted to FCC**

**WASHINGTON**, Sept. 24—Citing the record of Paramount Pictures in the development of television, Paramount's application today before the Federal Communications Commission to renew the license of KTLA, Paramount Television Productions' Los Angeles television station.

In proposed findings filed today Paramount also asked for commission consideration of proposals by P.T.P. and Allen B. Du Mont Laboratories, Inc., from the parent company, Paramount Pictures, to the new licensees many offered under the consent decree, Paramount Pictures Corp. The findings also requested the renewal of the license of Du Mont network television stations.

In requesting the renewal of licenses Paramount's proposed findings pointed out that the company "has been instrumental in the development of a television company which is a manufacturer of television transmitting and receiving equipment." They added: "In proposing to spend tremendous effort and money in the development of a color picture tube, Paramount, literally, has not had a "restrictive" or an "antagonistic" attitude toward TV. The proposed findings declared that Paramount has made its stories and stars freely available to television. So far as making films available to television is concerned, Paramount's position has been that the "economic condition of television is such that it can pay a price for the films comparable to that which the moving picture industry can pay."

**Argentine Officials At 'Gauchito Opening'**

A delegation of Argentine government officials headed by Ambassador H. Gona and his Press Attaché will fly here today with over 400 guests at the world premiere of 20th Century-Fox's "Way of a Gauchito," to be held aboard the S. S. Argentine on Tuesday evening.

Invitations have been sent also to Gorje A. Nicolini, Consul General in New York; Dr. P. C. E. Pluric, Economic Counselor Dr. Vito Z. Sciotto, Embassy Attaché Gustavo A. Dan Gelderen, and Third Secretary H. Doldanand and H. Cacerdos.

**New York Mayor Vincent R. Impellitteri, United Nations delegates, and representatives of other American nations, along with Hollywood screen stars, Broadway stage and television stars, red-nosed reporters, are also being asked to the premiere.

The event, to include cocktails, dancing, dinner, and a Latin-American fashion show, will be co-sponsored by the Moore-McCormick Lines, "Way of a Gauchito," which opened on September 17 in New York. The picture was filmed in Argentina with color in Technicolor.

**Chicago Wins 2nd Lap of UA Drive**

United Artists' Chicago, Charlotte and New Haven exchanges have taken the second lap of the United Artists 11 week lap of the company's "Bill Heimann Sales Drive," in each of the three exchange groups in which a number of prizes have been awarded by vice-president Max E. Youngstein, who is drive captain.

Youngstein is in the first group, Charlotte in the second, and New Haven in the third. Second-price money went to Philadelphia in the Seattle, Chicago, Cleveland, and Milwaukee in the third, while third prizes were won by San Fran, cisco in the first group, St. Louis in the second and Vancouver in the third.

Completion of the second lap now opens the third and final lap, by scratch in setting for prizes in the third six-week lap. The drive will wind up with a fourth lap of seven weeks, at the end of which grand prizes will be awarded. The drive is named for William J. Heine man, sales vice-president.

**AMPA School Rates Cut for Members**

The Associated Motion Picture Advertisers showmanship courses, which will get under way this evening at the RKO Radio home office screening room, have been offered to AMPA members in good standing at the reduced tuition of $10, in accordance with an AMPA board directive. Nonmembers will be charged $15.

**2-Theatre Opening Here for 'Limelight'**

Charles Chaplin's "Limelight" will have its American premiere here on Thursday, Oct. 3, at the Astor on Broadway and the Loew's on Park Avenue, announced by William J. Heimann, United Artists distribution vice-president.

A screening will be shown on a continuous-performance schedule at the Astor and on a two-a-day, road show basis at the Trans-Lux. Performances will be at 2:30 and 8:30 P.M., with an additional matinee at 5:30 P.M. on Saturdays. The foreign release to begin in New York will be scheduled for 11:30 P.M. screening on Saturdays.

**MOTION PICTURE DAILY**

**Says Thanks For Palsy Aid**

Gratitude to all branches of show business and the press for making it possible for him to successfully launch United Cerebral Palsy was expressed by Leonard H. Goldenson, president of United Paramount Theatres, as the entertainment industry joined with New York's Cinema Lodge of B'nai B'rith at the Hotel Astor here last night in paying tribute to him for his contributions.

Goldenson was presented the Cinema Lodge's "Honor Scroll" by Judge Sandy, who cited his leadership in the fight against intolerance and big-otry through the Anti-Defamation League of B'nai B'rith and for his tireless efforts in working with Americans to the plight of the physically handicapped afflicted with cerebral palsy.

**SIMPP Officers Are Re-elected**

**HOLLYWOOD**, Sept. 24—The Society of Independent Motion Picture Producers re-elected all officers and directors today at the annual meeting of the membership and directorate in honor of Ellis Arrall's return to Hollywood.

Arrall, who will leave for Georgia tonight or tomorrow, told members here today that the foreign market is splitting almost 50 percent of the industry revenue and the rise in the percentage is still progressing.

A new Anglo-American film agreement and the Franco-American pact negotiations, Arrall said, will be a direct benefit to the independent films he's seen in production, both abroad and here, are among the reasons he has for a belief that the future is bright for the industry.
In the top spot across the land! This is the week WARNER BROS. give you BURT LANCASTER as THE CRIMSON PIRATE
Roadshow Cinerama in a Few Months

While conceding that Cinerama still has “a long way to go technically,” Motion Picture Daily editor Merian C. Cooper, and radio reporter Lovell Thomas, partners in the enterprise, reported here yesterday that the new triple-projection picture could be “shown off” in a few months following its initial public demonstration “run” at the Broadway Theatre in Seattle.

The Broadway showing will commence next Tuesday with a two-hour program under the title “This is Cinerama.” The screen subjects will include roller-coaster riding, opera scenes, a symphony orchestra, etc., at the Broadway, where top price for the show will be $2.50, for an eight-week sell-out, it was reported.

Coop and Cinerama’s dramatic problems have been “ticked,” and while technical problems still exist, the company believes enough has been done to make comfortable arrangements for the future plans for the new medium, which contains many three-dimensional visual effects with “stereophonic” sound.

Easily Done

“Roadshowing” of Cinerama, Cooper explained, will involve transportation of the special projectors between theatre and theatre. This, the added, could be done with relative ease and installations would not pose any particular challenge, nor would they be expensive.

Cooper expects to put a new Cinerama picture into production 30 days following the Broadway opening. He said he has several story properties under consideration for the next picture. The picture at the Broadway will be in Eastman color, the prints having been made by Technicolor, Cooper said.

Greenfield and Piro Are Promoted by ‘U’

The promotion of Arthur Greenfield to the post of Universal branch manager in Seattle and the elevation of Ernest J. Piro, a salesman in Portland, Ore., to branch manager in Portland, was announced here by Charles J. Feldman, general sales manager.

Greenfield had been branch manager in Portland since July, 1951. Piro had been a member of the Universal organization from 1941 to 1945. He rejoined “U” in Portland in July, 1951.

Greenfield replaces Donald Gillin who resigned recently to join Sol Lesser Productions.

3 Percentage Suits Filed in Pittsburgh

PITTSBURGH, Sept. 24—Paramount, Warner and Columbia have filed separate percentage suits in Federal Court here against the operators of the Majestic Theatre in Edinboro, Pa. Defendants are Frank Andry, John Chapman and John Cavalinco. Each action asks recovery for damages based on alleged under-reporting of receipts on percentage engagements.

Red, Smith, Shaw & McClay of Pittsburgh, represent the distributors, with Sargoy & Stein, New York, of counsel.

Reviews

“Everything I Have Is Yours” (Metro-Goldwyn-Mayer)
The story of a warm little family, as far as the parlor door is concerned by George ("Three Little Words") Wells, who also produced, and the direction is by Robert Z. Leonard, whose list of successes is too long for this page. Musical direction is by the distinguished, dependable David Rose, with Gower Champion and Nick Castle staging the musical numbers, with all there being said about the talent.

The musical numbers are by such estimable, renowned and able gentlemen as Johnny Green, Johnny Mercer, the late Walter Donaldson and Gus Kahn, and if you’re the sort who is never at a loss for sentiment and a hot-heart equally well, these are the gentlemen whose works you’re referring to—marked with the M-G-M’s No. 1 music man, Johnny Green, leading all the rest.

Running time, 90 minutes. General audience classification. Release date, Oct. 3.

William R. Weaver

“Springfield Rifle” (Warner Brothers)

GARY COOPER, man and boy, has been making big money for exhibitors in pictures presenting him in various uniforms of this country’s armed services, and there is reason for supposing that this will be no exception to this. This time he portrays a cavalry officer in the Union Army during the Civil War, with such experienced players as David Brian, Paul Kelly, Lon Chaney, "Big Boy" Williams, Alan Hale, Jr., Philip Carey and others. Within the story’s background is a love affair, a talent to the film which is appreciated by Cooper and Miss Garden.

Producer Louis F. Edelman got a maximum yield from Sloan Nibley’s story via a screenplay by Charles Marquis Warren and Frank Davis, who steered clear of cliches and commonplace throughout. The direction by Andre DeToth is fine, and the film is good entertainment, a story that is always interesting, action that is always enjoyable. The story is about a man who, during the Civil War, is taken prisoner by the Rebels, and is then released.

In the story Cooper is a cavalry officer who pretends to be a unionist, but gets himself casarted into the army so he can join raiders stealing horses from Union forces and thus learn the identity of a traitor who is supplying them with arms. The story is that he is a traitor, and that he is right.


New York Mirror Promoting Product

The New York Daily Mirror is publishing every Monday morning an up-front bold-face box strongly recommending the “Springfield Rifle,” a motion picture newspaper, as follows:

“Are you a living-room captive? If so, you’re destined to miss many pleasant pleasures. For example, the joy of going to the movies. Relax in a comfortable chair, order in modern, modern foods, release on a giant screen, without eyestrain; thrill to wonderful music. The amusement pages of the Mirror tell you (don’t what picture to see and where to see it). Leading theatre advertise here every day. Don’t miss their current shows, which are announced in this issue.”

Kramer Unit Off To Israel Tonight

The entire production unit of Stanley Kramer’s Columbia production—"The Juggler"—comprising 24 persons, are scheduled to depart late this evening from Idlewild Airport for their trip to Israel this morning, preliminary to leaving tonight by plane for Tel Aviv. Heading the group are Vitalia Taormina, Italian actress, and director Edward Dmytryk. Israel will be left by air Saturday.

Plans Dixie Reopening

LOUISVILLE, Sept. 24—Edward Davis, owner and manager of the neighborhood subsequent-run Dixie Theatre here, has announced plans to reopen the theatre in the near future. The house has been dark for two months.

Starr and McCraw to Attend Florida Meet

JACKSONVILLE, Sept. 24.—A lineup of industry speakers were announced here yesterday for the convention of the Motion Picture Exhibitors of Florida which will be held Oct. 19-21 at the Roosevelt Hotel in Jacksonville. Mosle R. Bourgeois, Maurice B. Hensler, president. Featured at the main banquet will be an address by William McCraw, Variety International, executive director.

Alfred Starr, of Bijou Amusement Co., Nashville, recently elected national president of the Theatre Owners of America, will be the principal speaker at the closing business session of the meeting. Starr will speak on the subject of promoting the opera. In general, from the national headquarters of TOA will also come Herman Levy, general counsel, and Dick Platt, executive director.

A highlight of the convention will be a “School for Drive-In Theatre Owners” conducted by Jack Brannagel, Commonwealth Theatres, Kansas City. Various concesion firms will have exhibits. Lineup of the classes is not yet complete. The sessions will be announced next week.

Kickoff speaker will be Mitchell Meranned, president of TOA, and one of the founders of the local group. The board of directors of the organization invite interested parties from all over the country to attend the meetings.

40 Manufacturers in ‘Anderson’ Tieups

What is described as one of the most comprehensive merchandising campaigns ever accorded a picture is being arranged for Samuel Goldwyn’s production of “Hans Christian Andersen” through the joint efforts of RKO Radio and the Samuel Goldwyn offices. Although release of the Goldwyn film is still months away, the tie-ups already include more than 40 manufacturers of clothing and accessories, a complete line of apparel which will be coordinated with the promotional departments of several leading department store chains. Meanwhile, both Mr. Goldwyn and Mr. Lasky are developing separate promotions in the music and book publishing fields.

Tie-ups are being made by Geraldine Cooper of RKO and Martin Davis of the Goldwyn office.

125 Set for Variety Tourney at Tuckahoe

Approximately 125 from the industry here will be on hand for the New York Variety Club’s annual golf tournament today at the Vernon Hills Country Club, Tuckahoe, N. Y.

Edward Lachman, club property master, and president of the Directors of Motion Pictures handled the arrangements.

Variety Host to Press

Variety Clubs International will hold a press luncheon here today for the trade press. Jack Beresin, international chief Barker, and Jack Chisholm, international press agent, will attend from Philadelphia and Toronto, respectively. This luncheon is unrelated to the local tent’s golf tournament and party set for the same day.
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Burrows’s message described the company’s financial prospects as “exceedingly bright.” He added that “every indication points to our having profits for the current year that will at least equal the earnings we will show for the year just ended.”

The message continued: “The combined effect of accumulated earnings and materializing of financial plans under consideration will permit coordination of operations in the company that have been somewhat lacking in the past because of our lack of working capital. Our present financial condition now permits the intelligent planning of production, distribution and financing, all coordinated to the best interests of the company, its management, employees and stockholders.”

Theatre Men Join Pop Corn Promotion

CHICAGO, Sept. 24.—The first day of the eighth annual Pop Corn Industries convention, at the Hotel La Salle here Nov. 12-14, will be featured by a discussion of handling, merchandising, and selling pop corn at theatre concession stands, it was announced by Thomas J. Sullivan, executive vice-president of the National Association of Pop Corn Manufacturers.


Gary Honors 20th For ‘Lydia’ Film

A special citation of merit from the city of Gary, Ind., was presented this week to Syrosios P. Souros, president of 20th Century-Fox, honoring the company for its production of “Lydia Bailey.” The presentation was made by Charles H. Bonner, president of Community Services of Gary, which is the home town of William Marshall, star of the picture. The citation, signed by Mayor Peter Mandich, and representatives of the Gary Chamber of Commerce, the United Steelworkers of America and other community leaders, marked the first time that all Gary civic groups joined to honor a motion picture.

Similar certificates of merit will be forwarded to production chief Darryl F. Zanuck, producer Jules Schermer, director Jean Negulesco, and writers Philip Dunne and Michael Blankfort.

Technicolor Dividend

The board of directors of Technicolor, Inc., has declared a dividend of 50 cents a share, payable Oct. 20, to stockholders of record on Oct. 6. This will be the third dividend of 50 cents paid by Technicolor in 1952.
Gold Defends Video Programming Here

The economics of the television industry dictate "good taste" in programming, Mel Fleishman, Gold's vice-president of the National Television Film Council, told the House sub-committee probing television programming.

He defended the number of crime shows on TV as an expression of the public's demand for such programming, which he said featured "action" and "drama." He saw no need for additional legislation governing the content of programming, calling attention to the Communications Commission regulations.

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Charles R. Denny, vice-president of National Broadcasting, testifying on the same bill as informed by Jack L. Van Valkenburg, Columbia Broadcasting President, that the company had received no complaints lately from any source concerning the appearance of actresses on TV. Criticism in the past centered around the "scantiness" of actresses' costumes.

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purchased a controlling interest in stations KJQ, Seattle, and KOIN,

Portland, Ore. He is president of Screen Associates, Beverly Hills,

Cal., producers of films for television.

Prior to going into the mail order punch-board business, Stolkin

was progressively a runner, salesman, and customers’ man for a

Chicago brokerage firm.

His attorneys are Sidney Korshak, Chicago; Arnold Grant, New

York, and Gregson Bautzer, Los Angeles.

Koolish heads Empire Industries, and is the originator of the auto-

mobile license facsimiles for key chains which are distributed by dis-

abled veterans.

There was still no official word yesterday concerning the new RKO

Pictures’ owners views concerning management. However, it is

widely believed that Stolkin will be named chairman of the board, replacing

Noah Dietrich, Howard Hughes’ associate, and that Ned E. Depinet,

will be named president. Stolkin is due here from the

Coast tomorrow and will leave for New York over the weekend to

visit and inspect RKO Pictures headquarters on Monday. While

there he hopes to arrange a board meeting for late in the week.

Sherrill Corwin, Los Angeles exhibitor and a member of the purchas-

ing group, is expected to be added to the RKO Pictures board, along

with other members of the group or their representatives. It is also

reported in Hollywood that Corwin may be identified with the studio

in an executive capacity, replacing Hughes’ appointee, C. J. Tevlin.

A. T. & T. Asks

(Continued from page 1)

and James Fly, attorneys for the Motion

Picture Association of America, and

Marcus Cohn, attorney for the National

Exhibitors Theatre Television

Council, A and T declared that such a playing ‘‘would

an opportunity to reach a mutual un-

derstanding of our respective prob-

lems.’’ The letter suggested that the

A and T and industry ‘‘technical

people’’ get together as soon as possi-

ble.

Welch said today that the meeting

would probably take place next week.

A T and T’s letter was the latest

in a series of exchanges marked by

the attempts of Welch, Fly and Cohn

to obtain cost and equipment informa-

tion on theatre television transmis-

sion.

Puenite Case

(Continued from page 1)

ing positions and unreasonable clear-

ance. Both the California District

court and Court of Appeals found for

the defendants in the case, which

ruled that the ‘playing positions and

clearences given to the Puente Theatre

in Puente were the result of indepen-

dent action by each defendant and

the result of understanding or conspir.

The suit was brought by Steve

and Emma M. Chorak, owners of the

Puente Theatre. The distributor de-

fendants are: RKO Radio Pictures,

Warner Brothers, 20th Century-Fox,

Columbia, Universal, Columbia’s, Para-

mount, United Artists, and Mono-

gram. Exhibitor defendants are: A.

FREE EXCITING SHOWS

Kiddies’ Carnival—Free Every Saturday.

251 Kently-iced Prizes. Includes Bingo.

Life-size Dolls, Ranger Wagons, Can or 50

Weeks. Other Bb Promotions. No Work—No

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1841 Broadway (60th St.), New York 23, N. Y.

Circle 7-3800
The best moonlight is the light of the noonday sun...

Obvious, of course, to an industry trained in modern cinematographic technics. Equally obvious is the need for infinite care in the choice of film and filters—in keying film and situation... in co-ordinating method and result desired in processing.

To help solve problems such as these, representatives of the Eastman Technical Service for Motion Picture Film are trained to advise—are ready and able to roll up their sleeves and lend a hand wherever necessary.

In maintaining 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.
Accept French Remittance of $1,200,000

‘Goodwill’ Offer Viewed As Bid for Early Talks

A French government “no-strings-attached” offer to remit at once to American distributors $1,200,000 of their frozen earnings has been accepted by the companies. It was learned here yesterday following a meeting of foreign managers. Conversion will be at the official rate of exchange.

The surprise offer, following by less than three weeks the collapse of Franco-American film pact negotiations, was interpreted here as a goodwill gesture designed to hasten a resumption of negotiations.

Actually, the move by France represented something more than that country had intended to do when the talks in Paris between officials of the

(Continued on page 2)

‘Re-Tool’ AA Studio For New Product

Hollywood, Sept. 25. — Some 200 delegates to the national sales convention of Allied Artists were told today by executive producer Walter Mirisch that “re-tooling” studios facilities for stronger product comprised one of the most difficult projects in company history. “We are crossing our fingers in Hollywood, and by doing so we are

(Continued on page 4)

More Trade Ads Needed: AA’s Flinn

Chicago, Sept. 25. — John Flinn, Allied Artists national director of advertising and publicity, declared here today that a definite need exists for more trade advertising for the company’s forthcoming product.

Flinn said that during the past year AA trade paper advertising increased 60 per cent over the previous year, but that the outstanding 1953 AA product requires an even greater amount of trade ads. Flinn addressed the Allied Artists sales convention.

Pit European Variety Club Tent Vs. ‘Red’ Influence

Viewing the humanitarian work of the International Variety Clubs as a formidable potential weapon for countering Communist propaganda in Europe and the Middle East, the U. S. State Department has suggested to the entertainment industry organization that efforts be made to establish tents in those overseas areas.

This was revealed here yesterday by Variety’s international chief Barker Jack Beresin at a meet-the-trade-press luncheon at the Hotel Astor. He added that Variety was quick to act on the suggestion with the result that charts are about to be granted to tents which have been set up in Madrid, Hamburg and Frankfurt.

In due course, Beresin added, Variety clubs will be organized in Paris and Rome.

Meanwhile, the chief Barker said, no time is being lost in planning for

(Continued on page 2)

Schenck Hits News Report on Merger

Nicholas M. Schenck, president of Loew’s, Inc. and Metro-Goldwyn-Mayer, yesterday denied that there is any truth in the published report that there would be a merger between M-G-M and 20th Century-Fox.

“The rumor is without any possible foundation,” he said. “It is ridiculous, absurd, untrue, never been thought of, a complete invention. You cannot make the denial strong enough.”

The rumor was published in yesterday’s New York Daily News under a Hollywood date-line with Hedda Hopper’s byline.

A similar denial was issued by 20th Century-Fox officials here and on the Coast, which also covered the report that Darryl F. Zanuck might join RKO Radio.

Merger Rumor Is ‘Untrue’: Skouras

Spyros P. Skouras, president of 20th Century-Fox, yesterday branded a statement made in a New York newspaper that a merger was in the making between 20th-Fox and Loew’s Inc. as “completely untrue.”

He made it very clear that 20th

(Continued on page 2)

Marilyn Monroe Is Voted Top ‘Star of Tomorrow’

Exhibitors throughout the country have chosen Marilyn Monroe as the number one “Star of Tomorrow” in the 12th annual poll conducted by Motion Picture Herald.

The other nine elected were voted in the following order: Debbie Reynolds, Marge and Gower Champion, Mitzi Gaynor, Kim Hunter, Rock Hudson, Audie Murphy, David Wayne, Forrest Tucker and Danny Thomas.

The “Stars of Tomorrow” poll is Motion Picture Herald’s mid-year companion survey to its 21-year-old “Money-Making Stars” poll, the industry’s oldest and unanimously accredited measure of talent values. Both polls are conducted by sealed ballot, direct mail and present the aggregate findings of the nation’s theatre operators, independent and circuit.

Marilyn Monroe was voted top position by the biggest margin any of the previous poll’s leaders have achieved. She was also selected for the key spot by Canadian showmen.

The breakdown of the circuit and

(Continued on page 4)

New 20th, NT Firms To Begin Tomorrow

As of tomorrow, 20th Century-Fox and National Theatres will function as two separate corporations in accordance with the divestment plan adopted by 20th-Fox to fulfill the terms of the consent decree.

A spokesman for 20th-Said Fox yesterday that no hitches in divestiture plans have occurred and the two new corporations will begin their operations as of the target date, Saturday.

Charles Skouras, who remains as

(Continued on page 3)

Altered Draft Of Arbitration Is Due Today

Company Lawyers Set It for President’s Meet

Distribution attorneys who have been meeting this week to incorporate suggested amendments in the exhibition-distribution draft of a projected industry arbitration system are expected to complete their work today.

The attorneys’ timetable in this connection calls for completion of the work by today so that the amended draft could be placed in the hands of distribution company presidents in time to give the executives the opportunity to set as soon as possible a date for a meeting next week to act on the altered draft.

A meeting of the presidents and foreign managers was tentatively

(Continued on page 4)

Sees Arbitration Within Six Months

ALBANY, N. Y., Sept. 25. — The prospects of an arbitration system being established “within six months, or by next spring,” is evident in the opinion of Harry Lamont, president of the Albany Theatre Owners of America unit.

Lamont said that he was greatly heartened by the address which William F. Rodgers delivered at the

(Continued on page 4)

900 Fight Prints Already Shipped

Over 900 prints of the RKO Pathe Walcott-Marciano fight film have been shipped, and more are being processed.

Sidney Kramer, RKO Radio short subjects sales manager, reported here yesterday.

He added that 101 theatres in the New York Metropolitan area are playing the short. Kramer described exhibitor demands for the film as “heavy,” exceeding the requests for former fight films.

The film was also made in Spanish for Latin America, he disclosed.
Personal Mention

TED CURTIS, Eastman-Kodak, in charge of professional motion picture sales, will be here Tuesday from Rochester.

WALTER SELTZER, H.A. WALLIS publicity representative, will return to Hollywood today from New York.

GEORGE A. HICKY, M-G-M Western sales manager, is in New York from Los Angeles.

PANDRO S. BORMAN, M-G-M producer, is in Medford, Ore., from Hollywood on vacation.

HAL COOPER, producer, has arrived here from London.

Henry Morgan in Columbia Series

Columbia Pictures has signed Henry Morgan, radio and television comedian, for the star in the new series of one-reelers, "Animal Cavalcade," "Chimp-antics," the initial offering in the set of eight subjects, which is being released. The series is being produced and directed in New York by Harry Foster.

French Offer

(Continued from page 1)

two governments ended unsuccessfully. The negotiations came when the court stirred a previous offer to permit an additional $4,500,000 in blocked credits to Canada to be charged against the capital account rate. Thus the fate of this additional sum remains undetermined.

At the time the Franco-American negotiations were about to commence in Paris the French hit American film imports with a decree cutting them 121 to 90 per year. Moreover, during the talks the French pressed hard for an agreement that would provide a specified amount of French production by the American companies. Ultimately, the Motion Picture Exhibitors, the Motion Picture Producers and the U.S. State Department stood unanimous in opposition to such an arrangement.

The MPEA member companies' presidents and foreign managers are scheduled to meet this next week, possibly on Tuesday, to discuss the possibility of meeting again with the French officials. Eric A. Johnston, MPEA president, wrote carte blanche by the company presidents to deal with the French following the negotiations at the conference. He cited H. G. Arnall, SIMPP president, as expected to journey to Paris for new talks, but when the trip will take place is something presidents and foreign managers will have to decide. A date may be set at next week's meeting following consultation with Arnall.

The break-off of negotiations marked the cessation of American film shipments to France and Italy for the year.

Motion Picture Daily, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsey, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Subscription price per year, $25.00; single copies, $1.00. Entered as second-class matter 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.

JIDA UNIT WILL HOLD LUNCHEON TODAY TO ORGANIZE FOR DRIVE

A luncheon at the Hotel Astor here is scheduled for today, at which members of the motion picture industry, individually and through organized bodies, will be asked to act on the JIDA Appeal to organize a drive for industry-wide support of the JIDA. Golden Gate University, and Edward L. Fabian, Fabian Theatres, are the overall JIDA chairman in the industry.

The industry is helping to raise New York's share of the 1952 goal of $5,000,000, to finance the activities of the JIDA, and the Anti-Defamation League of B'nai Brith.

The various divisions of the industry to support the drive are: Home Office, Harry Kalmine; exhibitors, Harry L. Rinzen, exchanges, Saul Greenthal, and Judi Leon; promoters, William Garden; publicity, Morton Sunshine; film deliveries, Ira Meinhart; trade press, Martin Quigley; equipment supplies, Benji Perse; concessions, Benjamin Sherman; purchasing agents, Martin Levine; labor, Heman Geher, Vincent Jacob; and Thomas Murtha.

20th, NT FIRMS

(Continued from page 1)

president of National Theatres, will have headquarters at the Roxy Theatre while in New York. The home office of NT will remain on the Coast.

Syrkos P. Skouras will head the production-distribution firm, as previously announced, and board and personnel of both companies under division are undetermined.

NT's Skouras is expected here about Oct. 10 for conferences with David T. Katz, executive director of the Roxy, which has been acquired by NT from 20th-Fox, effective on Jan. 1. In the interim period, it was explained, no further changes were to be made, although general disposal notices sent out in August are still in force.

NT's newly appointed producer in charge of stage productions, currently heads up the production staff with individual shows, which are to be given later for a showing. The star talent is being booked by Katz. Recently, a two-year contract with the musicians union was signed by the Roxy, which granted a $7.25 per man wage boost under the pattern established by Radio City Music Hall.

Merger Rumor

(Continued from page 1)

Century-Fox is entering upon "the most important era in its history," in the production and distribution of pictures.

With the recent divestment of its theatre holdings, the company of which Skouras remains president is the "most ambitious plans since its founding."
"I'M PLAYING 'PLYMOUTH ADVENTURE' THANKSGIVING!"

"I'm giving my patrons a treat for the holidays."
"I'm giving them the great M-G-M Technicolor hit."
"I'm giving them Spencer Tracy, Gene Tierney, Van Johnson, Leo Genn and a superb cast of hundreds."
"I'm giving them the most spectacular sea story of all time, from the exciting novel, in one of the most widely advertised and publicized attractions of the year."
"I'm giving them the story of Thanksgiving on Thanksgiving."
"I'm one of the several hundred showmen who will have this rare showmanship opportunity at holiday time."
"I URGE YOU TO CONSULT M-G-M TODAY!"

M-G-M presents "PLYMOUTH ADVENTURE" starring Spencer Tracy • Gene Tierney • Van Johnson
Leo Genn • with Dawn Addams • Lloyd Bridges • Color by Technicolor • Screen Play by Helen Deutsch • From the Novel by Ernest Gébler • Directed by Clarence Brown • Produced by Dore Schary
Suggested Last Week

The arbitration draft amendments were suggested at a meeting in Washington last week among the Theatre Owners Allied of Idaho, and district attorneys. If the new draft is approved by the presidents it will be submitted to TOA and Allied for action.

Sees Arbitration

(Continued from page 1)

recent national TOA convention in Washington. Lamont, who attended with Lewis A. Schlechter of the counsel for the local TOA, said the advertising of industry leaders there was that a workable plan for arbitration would be effective. Owner of seven drive-ins and a conventional theatre, Lamont believes that arbitration would make possible the continued existence of exhibitors. He and Sumberg expect to mail a report on the national convention to local members over the weekend. One of the questions which members will be asked to answer at a meeting here about the TOA is whether the Albany TOA should be made a defendant in the government's suit.

Marilyn Monroe

(Continued from page 1)

independent exhibitors selection show differences of opinion on those beyond first and second place.

In the following order, beginning with "Fatima," the following circuit theatres: Kim Hunter, Marge and Gower Champion, Mitzi Gaynor, Rock Hudson, Charlton Heston, David Wayne, Danny Thomas, and Audie Murphy. Independent exhibitors selection, beginning with third place, follow: Mitzi Gaynor, Marge and Gower Champion, Audie Murphy, Kim Hunter, Forrest Tucker, Rock Hudson, David Wayne and Danny Thomas.

‘Fatima’ Is Held Over

Following two weeks in each situation, "The Miracle of Our Lady of Fatima" has been in release at all the Wren Waverley, Cleveland, and the Warner Theatre, Pittsburgh beginning today. The picture will be submitted Oct. 11.

FREE EXCITING SHOWS

OLDE COUNTRY STORE NITE

- Big Band - Kids - Good Food - Drinks - Prizes - Raffles - Turkey Other Big Promotions. No Work - Go to Rent - Theatres. Local Anywhere.

PREMIUM HOUSE FILMS, Inc.

1840 Broadway (6th St.), New York 3, N. Y. (Circles 3-7800)

Reviews

"Blazing Forest"

(Pine-Thomas-Paramount) Hollywood, Sept. 25

WHEN THE GIANT pine forest in this color by Technicolor creation gets to blazing it burn all the other fire pictures ever made right out of the frame. The point when the fire begins those canny co-producers, William H. Pine and William C. Thomas, have fastened audience interest firmly upon a likeable set of people variously engaged in the logging business and in each others affairs, economic and personal. The fact that the fire is no longer a fire beginning to spread, as it grows, from the vantage point of the Forestry Service, the fire watchers, the bulldozers, the shovel brigade, the helicopter pilot and, of course, the heroine, Miss Agnes Moorehead, who leaves the inferno to save his friend. Maybe because of the way it’s worked into the story, maybe because it’s a genuine forest fire in the Nevada Sierras instead of a paony on a miniature set, or maybe because Technicolor and performance have never collaborated more congenially in the film, that the fire runs with the fire of the Pine production. Combing atop a right snug piece of story-telling, in which the generous Agnes Moorehead and William Demarest support John Payne, Morice Moore, and Richard Arlen in the principal roles, the climactic confrontation figures to draw like a—what else—forest fire.

The script by Lewis R. Foster and Winston Miller, directed with steady rising tempo by Edward Ludwig, opens on the problem of Miss Moorehead, owner of fine but remote timber land, whose Miss Moorehead, is determined to leave for the city and whose long-time suitor, Demarest, has a running feud with Payne, a lumber-camp boss whose men resent his relentless driving but respect his ability. Miss Moorehead cuts Payne in on a sharing feat. In order to forestall Payne, the suitor arrives to work on the job, being in hiding from police at the time. Here there is a problem for Miss Moorehead and there are other plot twists of unusual character, although credible, before the right people are brought together and the father brother is eliminated by the blazing forest.

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

WILLIAM L. WEAVER

"The Thief"

(Harry M. Popkin-United Artists)

HARRY M. POPKIN, a producer with a bent for essaying departures from standard in picture-making, has come up with a decidedly unique offering in "The Thief."—unique in that during the entire 85 minutes given to the story of an atomic secrets spy not a single word of dialogue emanates from the screen. Neither is there any narration accompanying the action. Yet there is no shutting out of such sounds of normal, everyday city living as auto horns, doors shutting, footsteps, etc.

The prospect of the meaning and potential audiences could experience concerning the novel approach of "The Thief," plus the marque strength of star Ray Milland, should make exhibitors who book Popkin's new film confident that they have a box-office winner. If this film is promoted properly and adequately, such confidence should prove to be well justified.

Apart from the novelty attending this lack of dialogue, "The Thief" is little more than a plot lively enough with its moments of suspense to make a good thrill. The last element is the impossible story of the thief, - a crime of passion, for which a death penalty is executed, during the unification on the screen, with that which makes the picture unique.

How is dialogue avoided? Merely by virtue of the fact that the camera focuses exclusively on the American physiognomy. Thus, a generalized, familiar, isolated existence in Washington. He has sold out to foreign agents, presumably Russians, and his contact with them is achieved by signals delivered by ringing telephones, casually dropped pieces of paper, etc. When, by an accident of the telegraph, the theft is discovered, he is flown to New York where, chased up the skyscraper's tower, he kills the Federal pursuer. His foreign friends arrange for his escape aboard an ocean liner but over a mountain range where he is about to walk up the gauntlet he suddenly turns back toward the city to surrender himself. There seems to be something just a little too contrived about the ending.

The routine performance, calling for facial expressions of anxiety, fear, anguish, and hysteria, is first-rate. Other players, including Martin Gabel as the principal foreign agent; Rita Gam as a silent and sultry rooming house neighbor of Milland, and Harry Bronson, John McIntyre, Rita Vale, Rex O'Malley and Harold Conlin represent the supporting cast. Production is good.

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

CHARLES L. FRANK

Ebersons in Video

John and Drew Ebersen, architectural specialists in theatre design, have added a television department for studio and stage planning and construc- tion. Lou Cline leads the department which is equipped to serve as consultant to management.

AA Studio

(Continued from page 1)

helping to place you in a position to overcome any sales resistance," he added.

There is no production problem, whether it concerns cost, story acquisition or booking or the like. The company will not tackle during 1953 if it results in bringing to the screen the best entertainment value," stated Mirisch.

Concerning his recent trip to Europe, Mirisch reported that plans are now in progress for future imports and productions to be launched jointly with Associated British-Pathe.

Allied Artists quality has passed the test as an exhibitor, Mirisch said: "It has won strong exhibitor acceptance.

Allied Artists' sound position today may be attributed in large part to its dynamic sales force," Edward Morey, New York, vice-president, told the exhibitors. "The force, at the last count, numbers 300 salesmen attending the convention, held at the Blackstone Hotel.

During the past two years when many companies reported either losses or considerably lowered earnings, Monogram and Allied Artists business improved.

"This, in part, may be attributed to a better caliber of picture produced under the guidance of Walter Mirisch, but we cannot minimize the job done by the sales force in marketing our product." He singled out Mr. Razz (Greidfeld, vice-president and general sales manager, for doing "an exceptional job.

At the same session, John C. Flinn, vice-president, advertising and publicity, promised the sales staff that his department would continue to go out to give increased service to exhibitors.

He pointed out recent innovations which have been put into effect, including the circulation among exhibitors of thousands of "Studio News Flashes," photo booklets depicting off-mainstream and special pressbooks for drive-in theatre programs.

The company's annual banquet, at which leading exhibitors of the Chicago area were guests, was held last night. At the affair. Nat Nathanson, who had headquarters for many years in Chicago and who recently joined the company as executive, was welcomed to the organization.

Harry Sherman Dies

HOLLYWOOD, Sept. 25. — Producer Harry Sherman died tonight at the Cedars of Lebanon Hospital here. The veteran producer underwent a minor operation a few days ago. He is survived by two daughters.

Tiomkin Scores ‘Juggler’

HOLLYWOOD, Sept. 25. — Producer Stanley Kramer has signed Dimitri Tiomkin to compose the score and songs for the 10th film project of the independent producer, a dramatic,secutive Kramer production, ‘The Juggler.’
Those hilarious cartoon characters in another great army comedy to match their "Up Front" kind of business!

Bill Mauldin's
WILLIE and JOE in
"Back at the Front"

Now...They're shaking Tokyo apart...laugh by laugh—in the wildest off-limits spree in Army History!

Starring
TOM EWELL
that fun-famed "Wille" of "UP FRONT"!

HARVEY LEMBECK • MARI BLANCHARD
hilarious new comedy sensation as "Joe"!

With scenes actually filmed in TOKYO!

Backed by U-I's powerful double-spread National Magazine Ads in LOOK and COLLIERS
20th Century-Fox's
SNOWS
OF
KILIMANJARO

FIRST WEEK
SMASHES EVERY
RECORD IN 35-YEAR
HISTORY OF RIVOLI, NEW YORK!

There's No Business Like SNOWS Business!
Tradewise...
By SHERWIN KANE

THE OPTIMISM and confidence that was restored to the industry last summer when it was demonstrated that good pictures have not lost their power to draw the public away from TV's peep shows and other competing forms of entertainment and recreation has been disturbed from time to time in the past three months by the question: "Will it last?"

TV's best attractions are off the air now, the technical reminded. What will happen when they return? Or: It's an unusually hot and humid summer. People are going to air-conditioned theatres for relief. Will they continue to go next autumn?

The answers are coming in now. TV's top attractions are back, for the most part. Summer is past. And still the nation's box offices are thriving.

For those who still are not completely convinced, last week's news columns offered reassurance for the future from two of the industry's top showmen, Samuel Goldwyn and Barney Balaban. They were not speaking of today, but of the days to come.

Goldwyn used a press conference to lay at rest reports that his forthcoming "Hans Christian Andersen," his 88th production since becoming an independent producer, would be his last.

Not so, he said. Even now he is working on No. 89." Into it are going millions of his own money, as they have gone into "Andersen" and other Goldwyn pictures. The industry's future, Goldwyn holds, is secure. Television has been a challenge, he says, but that challenge has been met.

Balaban returned to New York from Hollywood, where he looked into the industry's future, not in a crystal ball but on a screen which held a goodly slice of its yet-to-be-released product. Not a man to make glib predictions, Balaban nevertheless left Hollywood so filled with enthusiasm by what he had seen, he was impelled to share the good news with the industry.

His conclusion: that the improvement in business not only will be maintained but will be increased. That view, he reported, is shared by other executives.

The Goldwyn and Balaban statement indicates:

Industry, A.T. & T. Officials Meet Tomorrow on Costs

WASHINGTON, Sept. 28.—Theatre television attorneys and engineers will meet here Tuesday with representatives of the American Telephone and Telegraph Co. to obtain from A. T. and T. cost information on theatre television transmission.

The meeting was suggested last week by A. T. & T., after a series of letters from James Fly, Vincent Welch and Marcus Cohn—attorneys who will present the industry's theatre television case to the Federal Communications Commission—had failed to elicit the required facts and figures from A. T. & T. When the company requested a meeting, it said that a recent change in the specifications made by the three attorneys might enable A. T. & T. to make a 'specialized' forecast of the charges for transmission.

The meeting will take place at the Motion Picture Association of America headquarters here. Representing MPAA will be Welch, Fly, Andrew Inglis and Ed Cooper. Cohn and Stuart Bailey will represent the National Exhibitors Theatre Television Committee. From A. T. & T. will be general counsel Ernest D. North and top-level company engineers.

Healthier Box-office Seen by Branton

CHICAGO, Sept. 28.—Ralph Branton, Monogram Pictures vice-president, told company distribution and executive personnel in a closed session at the weekend of the convention of Monogram-Alleied Artists that he felt there would be a healthy level of theatre attendance during the months ahead. Branton said, "I don't think that the admissions in an industry need look any further for assurance than to the program of expansion Allied Artists is making in its quality program." (Continued on page 4)

N. Dakota Oil Find Lures Neb. Showmen

Minneapolis, Sept. 28.—Newly-discovered oil in North Dakota, with its consequent rise in economic level, has lured numerous Nebraska exhibitors into that state.

There have been theatre purchases in the cities of Bismarck and Valley City and Nebraska theatremen are eyeing expansion in the oil fields through Williston and Wolf Point and at Kalispel, in Montana.

Companies Hit By European Credit 'Mess'

French, German, Italian Exhibitors Not Paying

A particularly acute, heretofore unpublicized problem for American distributors has affected the sale of product in France, Germany and Italy. Film export officials here reported at the weekend that they are becoming increasingly concerned that exhibitors in those countries in large numbers are not paying for pictures sold to them on credit.

This withholding of payments by French, German and Italian theatres and circuits was described as widespread and represents a "staggering" outstanding sum for the American distribution industry.

It has been recommended to the Motion Picture Export Association board that it study the problem of overdue accounts in Europe. The MPEA meeting here last week reviewed the situation and agreed that...

(Continued on page 4)

Presidents Put Off Arbitration Confab

Because distribution attorneys who have been working on suggested amendments to the much-abused industry arbitration draft have not completed their work and do not expect to complete it for several more days, company presidents will not discuss the subject of arbitration at their scheduled meeting here on Thursday. It was indicated at the weekend that it was pointed out that the lawyers are attempting to amend the draft in such a way that it could be accepted.

(Continued on page 4)
Distributors Will Present Product at Kansas City KMTA Meet Tomorrow

Kansas City, Sept. 28.—Each of a dozen distribution offices in Kansas City's five film groups will put on a test at the 34th annual convention of the Kansas-Missouri Theatre Association Tuesday and Wednesday at the Hotel President.

The branch managers and staffs will have 20 minutes to demonstrate how they will exploit the film.

The discussion parts of the two-day convention will take up theatre television, showmanship, public relations, and Theatre Owners of America activities, the latter including a report on the recent convention.

Guest speakers will include Pat McGee, and Alfred Starr, recently elected president of TOA.

At a business session, with C. F. Cook, president, presiding, will be held Wednesday morning. The convention opens at 1:30 P.M. Tuesday. R. R. Biechelon, veteran and long a respected worker in local and national film organizations, will be master of ceremonies.

Kodak Promotes Johnson, Grauel

ROCKSTON, N. Y., Sept. 28.—A. D. De Jory and Edwin L. Grauel were appointed assistant directors of advertising at Eastern Kodak by director of advertising, W. B. Potter and associated director.

Johnson has handled the company's display advertising and was in charge of all merchandising operations of the Rochester branch. He subsequently the assistant to advertising director Potter, and was business manager of the advertising department, charge of budget, planning, scheduling, accounting, cost control, media buying, and other business operations.

Wald Decries Cuts in Exploitation Crews

SANTA ANITA, Sept. 28.—Declaring that greater field exploitation of Hollywood's greatest needs in film marketing, producer Jerry Wald ad- duced exhibitors and RKO Radio exchange at a meeting as part of the advance campaign for the world premiere in Dallas of "The King and I.

Wald, who is making a week's tour of Texas cities with Milton Pickman, vice-president of Wald-Krasna Pro- ductions, scored those distribution companies which have cut field exploitation staffs, calling such moves "false economy.

"There is no question but that the reduction of personnel in the field deprives the industry's selling mechanism of ability and responsibility to provide new advertising methods, explore new channels, break new ground and maintain aggressive sales measures as a live, moving force in the business end of show business," Wald said.

My own belief is that value of field exploitation is so strong that for 'The Lusty Men' alone 10 additional exploitation staffs would have been put in the field throughout the country to buttress RKO's regular field force," he concluded.

$10,000 for Fight Film at Brockton

BOSTON, Sept. 28.—A big estimated $10,000 is seen for the Brockton Thea- tre's 'Limelight,' a box-office hit here due to the weighty championship of the year, Rocky Mar- ciano, from the opening of RKO Radio's fight film on Wednesday through the weekend.

Ornamental Books Fight Film

CHICAGO, Sept. 28.—The Wald-Mark- man's heavyweight championship film was booked as an exclusive Chicago first run at the downtown Oriental Theatre. The fight picture will sell-out at four Chi- cago theatres and a Hammond, Indi- ana theatre. The film will be available to outlying theatres on Friday.

4-Theatre 'Limelight' Premiere in Paris

Charles Chaplin's "Limelight" will have its French premiere in Paris theatres simultaneously, at the Mari- gnon, Normandie, Rex and Marivaux. It was announced by Arnold M. Picker, United Artists foreign distri- bution vice-president.

The French premiere will follow a week of two other world premieres: a 23 American premiere in New York at the Astor Theatre and at the Trans- Lux 60th St. Theatre.

1,000 Key Dates for U-I's 'New Willie'

A record saturation dating of 1,000 key and sub-key situations is slated for U-I's "New Willie and Joe Back at the Front." During a 30-day period beginning Oct. 15, general sales manager Charles J. Feldman is scheduled for national promotion.

The film will receive the same advertising campaign given "Up Front," with the first 588 dates during the first two weeks of release being listed, with two-color, double-page advertisements in the Oct. 18 issue of Collier's and Oct. 21 Look Magazine.

Lesser Gets Rights To 'Life of Jesus'

HOLLYWOOD, Sept. 28.—World distribu- tion rights to "The Life of Jesus" and 80-minute French film composed of paintings depicting incidents in Jesus' life have been acquired by Sol Lesser, Judith Anderson will do the English commentary.

The film will be the first handled by Lesser's new roadshow department.

New Operators of Vogue

CHICAGO, Sept. 28.—Dick Felix and Howard Lambert, head of advertising department for E. W. Arnold, respectively, have resigned in order to operate the Vogue Theatre independently as of Oct. 1, 1938. The Vogue is no longer an Essaness house. Essaness District manager Charles Shapiro re- signed, and Felix's position is unfilled.
**Texas Star Tours Begin on Nov. 10**

Dallas, Sept. 28.—Phil Isley, chairman of the Texas Council of Motion Picture Organizations, "Movietime" star tours, reports that the tours in Texas will begin in November.


**Will Not Ask Tour Talent to Entertain**

In reply to a suggestion by actor Forrest Tucker that players on "Movietime" tours entertain their audiences, national "Movietime" director Robert J. O'Donnell and Hollywood chairman Marvin Schenck have issued a statement here, in which they said that under "Movietime's" policy regarding entertainment, "players may entertain if they wish, and if they have a talent, such as singing or dancing, but they are not asked to nor are they expected to."

Would Be Unfair

The statement noted that "the Council of Motion Picture Organizations feels that such a broad policy would be unfair to many players whose talents do not lend themselves to on-the-spot, off-the-cuff entertainment. It is COMPO's wish and desire to present the personalities in their best light before the public. If the Screen Actors Guild, after hearing Tucker's arguments for entertainment on the tour, asks or demands that COMPO adopt this policy, COMPO will act upon it, but otherwise it will continue to operate on what is a proven increasingly successful formula."

**Dixie Papers Hit D. of J.'s 16mm. Suit**

New Orleans, Sept. 28.—The question whether government officials or courts of law are competent to say when a motion picture has exhausted its theatrical value and should be shown on television is raised in an editorial in the New Orleans Times-Picayune and States, critical of the government action to force the sale of 16mm. films to television.

The editorial adds: "Movies for the most part have weathered the competition initially offered by TV. Once used to video, many people feel that the motion picture screen still has something to offer that isn't available on the screen in the parlor. However, it concludes, "you can't expect them to pay admission to a theatre to see a picture which will be available on TV free later on."

**Savannah, Ga., Sept. 28.—**The Savannah Morning News in commenting editorially on the government suit to force the sale of 16mm. films to television expressed the opinion that the government, "in its efforts to force the movie industry to contribute to a competitive program which is against its own interests is striking at the very heart of a system (free enterprise) which has made this nation great."

**Notables to Attend Cinerama Premiere Here Tomorrow**

Governor Thomas E. Dewey of New York, Governor Alfred E. Driscoll of New Jersey and former President Herbert Hoover are among the distinguished guests slated to attend tomorrow evening.


Meanwhile, WCBS-TV disclosed that Cinerama has purchased a 52-announcement saturation campaign which will open on Oct. 7.

**Ernst Langemack, 69**

Milwaukee, Sept. 28.—Ernst Langemack, 69, former Milwaukee theatre operator, died on Sept. 20 at Green Bay. Wis. Langemack operated the Colonial Theatre here for 30 years. He had left Milwaukee three years ago because of illness. Surviving are a daughter, Mrs. Harrison Brace, of Grand Rapids, Mich., and a son, Dr. William Langemack of Brilliant.

**Horan, a WB salesman**

Boston, Sept. 28.—George W. Horan, of one time branch manager here and a district manager for Warner Brothers, has returned to the company, as a salesman for North-eastern New England. It was disclosed by branch manager Ralph Ianuzzi.

**Harry Sherman Had Planned New Firm**

Hollywood, Sept. 28.—Harry Sherman, veteran producer who died here at Cedars of Lebanon Hospital late Thursday night at the age of 68, had plans well underway for a new distribution franchise organization.

The plans, which were disclosed Sept. 8 from Chicago following a meeting between Sherman and a group of independent distributors, called for the release of one picture per month. One feature of the projected organization was that the distribution franchise holders would own a part of the company, in addition to having distribution rights in their territories.

Sherman operated a theatre circuit in the Minneapolis area before turning to distribution and production. He was associated with Pathé and M-G-M prior to his forming Harry Sherman Productions in 1935 to make the Hopalong Cassidy series. Among his productions were "Ramrod," "Four Faces West," "Parson of Panamint" and "Buffalo Bill."

**S. S. Krellberg's Mother**

Mrs. Leona Krellberg, 75, mother of S. S. Krellberg, president of Principal Film Exchange here, died on Friday. Other survivors are two daughters, Mrs. Florence Elbers and Mrs. Mary Phillips. Funeral services of independent distributor at Riverside Funeral Parlour.

**Tradewise…**

(Continued from page 1)

ments should do much to instill confidence throughout the industry and dispel any last, lingering doubts whether the recent upturn will last.

Parlaying a $10,000 loan through a push-button business into oil, cattle, television and now controlling stock ownership of RKO Pictures in a matter of seven years, suggests that Ralph Stolkin, head of the group which last week replaced Howard Hughes as owners of the picture company, may have more than a bit of showmanship in his makeup.

If so, there will be no lack of opportunity for him to exercise it freely from now on.

**Mutual-MGM Shows Back on Air Tonight**

WOR-Mutual's group of 10 M-G-M produced programs will return as a bloc to the Monday through Saturday schedule tonight, it was announced by Julius F. Seebach, Jr., MBS-WOR vice-president in charge of programs.

Five of these shows—"Woman of the Year," "The Black Museum," "M-G-M Musical Comedy Theater," "Modern Adventures of Casanova" and "Adventures Of Maisie"—were not heard during the summer. The other five—"Crime Does Not Pay," "Story of Dr. Kildare," "The Hardy Family," "The Gracie Fields Show" and "M-G-M Theater of the Air"—have been broadcast on the WOR schedule weekly since their debut last winter.

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**Congratulations**

To the RCA-equipped and RCA serviced theatres that were so highly successful in presenting the televised heavyweight championship fight. It was a box-office smash hit.

All 17 RCA-equipped and RCA serviced theatres reported excellent sight and sound performance and enthusiastic audience reaction.

For the best showing—it's RCA all the way
100 More Theatres
Join Rogers Drive

More than 100 additional theatres in Arkansas, Idaho, Indiana, Iowa, Illinois, Kentucky, Maryland, Virginia and Washington have joined the Will Rogers Memorial Hospital campaign to drive making 750 additional theatres so far. Among the latest circuits making up the 750 theatres to receive the collection-boxes for placement on candy stands are; the American, National, and Alhambra-Theatres; the Kallet Circuit, Oneida, N. Y., with 28 theatres; Walter Reade Theatres in New Jersey, and Inter-States Corporation.

Reports to drive chairman Joseph R. Vogel indicate that in many theatres where the collection-boxes are already at work, donations are coming in much faster than anticipated.

Southern Cal. Unit
Plaque to DeMille

Hollywood, Sept. 28.—Cecil B. De-
Mille has received a special plaque
bearing the inscription "of all show-
men" from the Southern California
Motion Picture Council.

At the same time, Paramount's "Just
for Lulu," directed by William A. Wellman, was given a "gold seal" certificate of award by the Council which selected the film as "a picture of outstanding merit" for the
family.

The special award to DeMille, and another to Walt Disney, are the first such honors voted by the Council.

Stars and Stripes
A Christmas Release

Twentieth Century-Fox's "The
Stars and Stripes Forever" will be the Christmas attraction from the com-
pany. It was announced here by Al
Lichtman, director of distribution.

Scheduled for a world premiere in Washington, scene of Sousa's triumphs and military band, plans are now afoot to launch the picture in various military bases in the coming weeks. Sousa was stationed during his lifetime.

Hollywood Sets 1st
'Live TV Drama

Hollywood, Sept. 28.—Next Mon-
day night the first "live" network
weekly dramatic show to originate in Hol-
lywood, "Hollywood Opening Night,"
will be seen in New York on NBC-
TV. The show will also be the first
network show to originate from the
recently opened unit of NBC's studio-
center in Burbank.

Fine Arts Gets 3rd
Mayer-Kingsley Film

"The Magic Box," the new Robert
Donan color by Technicolor feature, will be distributed by the Southern California Fine Arts Films. It is an Arthur Mayer-Edward Kingsley release. The executive producer and distributor of two other Mayer-Kingsley releases, "Brandy for the Parson," which recently completed its American premiere at the Park Ave. Theatre, and Jean Cocteau's "The Strange Ones."

Credit 'Mess'
(Continued from page 1)

delayed payments are having a seri-
ous effect on the overall remittance picture. In other words, the amount of business done in any one of the circuits, a given exhibitor, a given theatre, can show up considerably greater than sums held for remittance covering the period.

While French, German and Italian
routes were expected to be particularly
serious offenders in the matter of de-
layed remittances, because of the case of some of these, credit has been
withdrawn and product withheld pend-
ing receipt of all or part of what is
owed.

One export official said that the
credit situation in the three countries
is without a doubt "a menace to the
industry and will be particularly har-
d to execute thoroughly.

Further discussion of the problem is expected to take place at the
next meeting of MPEA company's presidents and foreign managers scheduled for Thursday here.

Arbitration
(Continued from page 1)
ceptible to the Theatre Owners of
America and Allied Theatre Asso-
ciation. In due course, TOA and Allied are likely to come up with their own recommended changes, and agreement would have to be reached by the three principles and other Arbitration Con-
cference participants on an official,
amended draft.

Would Like Changes
Both TOA and the distributors
indicated at their recent meeting in
Washington that they would like to
make changes in the draft. Abram F. Myers, Allied general counsel, who
sat in on the conference, indicated
that Allied too undoubtedly would
want changes. The Allied member
units would have to be polled in this
connection.

The distribution attorneys' efforts
have headed toward putting in, or
changing, a variety of suggested
changes and fit them into the draft
as it stood prior to the Washington
meeting, as a manifestation of distribu-
tor's desire to see an industrywide arbitration system created.

Branton
(Continued from page 1)
"Changes in the Industry"

Ralph Branton, assistant to
William A. Wellman, has been
promoted to the position of
assistant to the vice president of
Columbia Pictures production

Skiatron Test
(Continued from page 1)
ght, which drew an estimated 120-
000 fans in TV-equipped theat-
res, as the latest instance of how
top-flight events are being denied
the country's 18,000,000 TV set owners
under the present program-satellite
system.

"It is not at all far fetched," said
Levey, "that some of the March tele-
\ight might have drawn a minimum
of $10,000,000 on subscription TV
alone at a charge of no more than
91 per family."

Rep. Favors Tax Repeal
Boston, Sept. 28.—Rep. Richard B.
Wiggleworth (K.Mass.) in an inte-
view, repeated his demand for elimi-
nation of the 20 per cent Federal ad-
tax, stated, "I do not care to make
any definite commitment at the
moment, but I am in favor of tax reduc-
I voted specifically for the elimination
or reduction of this tax when it was last
considered by Congress two years
ago."

Dual '4 Poster' Premiere
"The Four Poster," Stanley Kramer
production, which follows the Colum-
bia release based upon Jan de Hargot's Broad-
way play, and starring Rex Harrison
and Lilli Palmer, will have a dual
premiere on Wednesday, Oct.
15, at the Victoria and Sutton theatres here.

In the THEATRE
Equipment World...

...with RAY CALLO

A NUMBER of theatre operators
throughout the country are tak-
ing advantage of a new odorless paint
which enables them to carry out in-
terior decor jobs without the usual interruptions in business or dis-
comfort to patrons. The paint is
a product of the Keystone Paint and
Varnish Corp. of Brooklyn, N. Y.
Through experimentation, under the
leadership of Douglas C. Arnold, Key-
stone's president, a process was
found which would hold the odor out of the oil
used in the manufacture of oil-base
paints. Then a thinner, which has the
benefits of turpenine but none of its odor was developed. The paint
is available in flat, semi-gloss, gloss,
cleaner, floor paint and varnish. The-

ay which have already used it in
clude the Paris in New York, the
Crown and the Lincoln in New Haven
and the Fine Arts in Westport, Conn.

In addition, the industrial vacuum
model V.A.20 have been announced by
the Holt Manufacturing Co. of Oak-
land, Cal., and Newark, N. J. They
include a 60-inch water lift and abil-
ity to handle both wet and dry pick-
up without changing the bag.

The vacuum has a 15-gallon tank of heavy-
gauge metal with the inside rust and
corrosion-proofed with rubber en-
amel. The electric cable is 35 feet
long and the hose is 11/2 inches in
diameter and 10 feet long.

Theatre Changes
The Chicago Area

Chicago, Sept. 28.—Herb Ellsberg,
director of the Elgin-Schaumburg-
Lloyd Park, who has joined the
Schoenstein circuit as manager of the
South Side Piccadilly Theatre, has
been in operation at the Rosewood, for
the past several months.

Jack Butler, former manager of the
Theatre, Chicago, D. Callahan, who
recently closed the Times, South-
 Bend, Ind., reopened the Hebron,
Hebron, Ill. Jack Butler is enlarging
his Ski-Way Drive-In, Danville, Ill.,
from a 900 to a 1,200 car capacity.

New Snaper Acquisition

Berk and Krumgold, real estate
brokers, have announced the pur-
chase of a long-term lease for the
Palace Theatre, Netcong, N. J. for
David and Wilbur Snaper, circuit
operators. Wilbur Snaper is president of national Allied States Association.

The 800-seat house was acquired from Fred Tallener, veteran exhibitor,
who is retiring to Florida. The same
brokers also recently disposed of the
Palter's Liberty Theatre, Bernards-
ville, N. J.

Address by Novins
Boston, Sept. 28.—Samuel Finan-
ch, executive secretary of Paramount
Pictures, New York will be the prin-
cipal speaker at a meeting to be held
at the Temple Sinai in Brookline on
Monday evening Oct. 6. Novins will
speak on "B'nai B'rith and What it
is Doing in the World.

120-Volt outlet and is provided with a cur-
rent control.
New Westrex Licensees

Nine new motion picture recording and disk license agreements with companies in the United States, France, Brazil, India, and Formosa have been signed during the last four months. These include Atlantic Starch Co., Inc.; E. G. Gregg, vice-president and general manager. The studios which will install the equipment are: Seaboard Studios, Inc., New York; Glenn Sound Co., Hollywood; Photo-Magnetic Sound Studios, New York; Lone Star Sound, Inc., Ft. Worth, Texas; Europa S.A.F.; Paris; Cinematographe Maristela, S.A., Sao Paulo; M. & T. Films, Bombay; S.A. de Film Proyeccion of Barcelona, Spain; and Film Studio of Taiwan Information Department, Taipei, Taiwan (Formosa). Hugh Sound Films, Denver, is the new disk recording licensee.

Mexico Appears To Be Underseeded

MEXICO CITY, Sept. 28.—Less than one-third of Mexico's nearly 26,000,000 inhabitants have regular radio service, it was announced yesterday by government figures. Mexico has 1,600 communities that have one or more radio stations, and they are already functioning in 42 communities. These places have a total population of 8,000,000. The latest government count of theatres is 2,500, with a total seating capacity of 450,000 and they represent a $4,970,000 investment. There are 120 regular theatres here, seating 1,700. Some 176 theatres throughout Mexico exhibit only 16-mm. pictures.

Mexico Will Have Color By Gevaert

MEXICO CITY, Sept. 28.—Regular production of color pictures in Mexico will be a fact in mid-December, it was announced yesterday by Mauricio de la Serna, producer, who has contracted for the Gevaert process. Belgian technicians are teaching Mexicans to film and develop the color. De la Serna will operate independently and will provide various studios with the process.

Fete Film at Azteca

HOLLYWOOD, Sept. 28.—“The Shawl of Soledad,” Mexico’s sole film entry in the recent Venice International Film Festival, has been acquired for United States distribution by Azteca Films, Inc., it was announced by Ruben Calderon, president. Rights to the production include both theatrical and television exhibition.

New Unit for Churubusco

MEXICO CITY, Sept. 28.—The Churubusco studio here is arranging for the installation of the magnetic ribbon sound system. This is the system’s introduction to Mexico. Churubusco expects to have the system ready early in October.

Matador for Ferrer

LONDON, Sept. 28.—Actor-producer Jose Ferrer will leave here Oct. 7 by plane for New York where he will confer with Barnaby Conrad, author of “Matador,” which will be filmed by John Huston Productions in Spain next spring with Ferrer as star.

FCC Okays 3 More Video Stations

WASHINGTON, Sept. 28.—The Federal Communications Commission has authorized the construction of three additional commercial television stations.

They were for the Winnemacok Television Corp., Rockford, Ill.; Roanoke Broadcast Corp., Roanoke, Va.; and the Des Moines Newspapers Corp., Jackson, Miss.

In addition the FCC also set for hearings the Roanoke Rockford Television, Inc., applying for channel 13 at Rockford along with Rockford Broadcasting Inc. Milwaukee exhibitor L. F. Gran has a 14 per cent interest in Greater Rockford.

Interesting Women’s SMPTE Program

WASHINGTON, Sept. 28.—A White House dinner given Thursday by the Women’s Committee of the American Society of Motion Picture and Television Engineers will highlight the program for wives of members attending the Society of Motion Picture and Television Engineers Convention here next week.

Mrs. Trumann will meet with the SMPTE women on Wednesday afternoon, and will lunch at the Columbia Country Club and in the evening they will be the guests of Mrs. Earl Johnston and Mrs. Joyce O’Hara at an Academic Gate. On Friday afternoon Ambassador Politis will receive the wives at the Embassy.

Party for Salzburg

A party was held here at the weekend for J. Milton Salzburg, president of Pictorial Films, Inc. and of Cornell Film Co., who will leave for Europe tomorrow on the S.S. Queen Elizabeth. The following attended: Jack Rosen, David B. Dash, Andy Anderson, Sam Krumholz, Jack Troup, Dave Home, Milton Fishbein, Max Mandelweiser, Morton P. Weiss, David Fisher, Larry Salzman, Edward Kalt, Bob Crane, Dave Bader and Mrs. Salzburg.

Cohen in TV-Digest Post

PITTSBURGH, Sept. 28.—Harold V. Cohen, Pittsburgh Post-Gazette drama critic and columnist, is joining TV-Digest, local television weekly, as a contributing columnist and editorial consultant. Cohen will continue on the morning newspaper in the same post he has held for the last 25 years.

Plymouth’ Opens Nov. 24

M.G-M will observe the 33rd annual “Plymouth Day” at Plymouth, Mass., on Nov. 24 with the world premiere of “Plymouth Adventure” at the Old Colony Theatre. The film was produced by Dore Schary.

Drive-in at Atomic Site

COLUMBUS, O., Sept. 28.—Lee Hof- fmaster Productions, Inc., will open the “Atomic Drive-in” at Richland, Ohio, and Richland S. Theaters here are the first Central Ohio theatremen to announce plans for drive-in construction near the site of the government’s billion-dollar atomic energy plant in Piketon. They plan to build a drive-in on Route 23 at Waverly.

Three Broder Units to Coast

HOLLYWOOD, Sept. 28.—The bookkeeping and advertising display departments of Reahrt Pictures and Jack Broder Productions, Inc., have been transferred from New York to Hollywood by the New York office of Broder at General Service Studios.

Hereafter, direct supervision of these departments will be handled by Jack Broder and his vice-president, Herman Cohen. Helene Hayhurst has been appointed advertising department manager and augmented auditing staff. James Nicholson will be in charge of advertising display and press books.

These units of both Reahrt and Broder Productions will still be maintained in New York under the supervision of vice-president Carroll Puciato and Miss Lee Fein.

Tax Revenue Drops In Ohio Cities

COLUMBUS, O., Sept. 28.—All but one major Ohio city having the three drive-in theatres reported a drop in collections in the first six months of 1952 compared with the same period in 1951. Columbus reported a loss of $3,346, in collections for all amusements.

Akron had the biggest decline, 14.4 per cent, while Dayton was next with 9.6 per cent. Youngstown had 4.7 per cent, and Columbus, 24.2 per cent. Percent drop for Cleveland and Cincinnati are not available. Total collections for the state reached $220,000 and repeated the tax during the past few years. They are Dayton, Bellington, Biffen, Lorain, South Bend, and Shelby.

3 More ‘Iranh’o’ Plays

Three additional feature films have been scheduled for release for M-G-M’s “Iranhoc.” In Denver, the RKO Orpheum will open the film on Wednesday and, in Salt Lake City, which is the next area to start showing the picture on Friday, and in Chicago, the Oriental will open it on Oct. 7. These showing appointments the 35 previous ones announced for Loew’s and other situations.

N.Y. State Sues Circuit

ALBANY, N. Y., Sept. 28.—New York State has charged the Fabian subsidiary Fast Theatres, Inc., with negligence and trespass in a Supreme Court action for $9,796, the roof repair cost of the State Armory, damaged in the November 1945 hurricane when a wall fragment from the adjacent ruins of the old motion picture theatre, Herman’s Bleecker, fell onto the theatre through Schwartz & Frohlich, New York claims it was “an act of God.”

German Films in Ontario

TORONTO, Sept. 28.—All-German and all-Soviet film programs are reportedly making headway in Ontario theatres. The Odeon Savoy at Hamilton recently announced plans for “Gruen Ist die Heide” and “Drei Aus Einem Wuri,” with a special adult price of 70 cents. At the Studio Theatre here a Soviet program was presented, including the Canadian premiere of “Bountiful Summer” and a revival of “Alexander Nevsky.”

40 Productions in Work on the Coast

HOLLYWOOD, Sept. 28.—The production chart shows an increase of two points for a total of 40 pictures in work. Six new pictures were started and brought before the camera this week.

Started were: “The Red Beret” (Warwick), Columbia; “A Woman Is Trouble” (Exclusive Films—Lippert label); and “Jubilant” (Frank Woods—Lippert release), independent; “Little Boy Lost” (Para- mount); “Those Called III” (Selznick International); “Thunder Bay,” Universal-International.

Completed were: “Siren of Bagdad” (Columbia); “Valley of Missing Men” and “The Sun Shines Bright,” Republic; “Come on Texas,” Warner Brothers.

Red Cross Radio Series Available

“Errand of Mercy,” the American Red Cross radio transcribed series, starring top Hollywood talent, is now available to local stations as a public relations feature in a new issue of 26 programs.

Each program, states the Red Cross, is a dramatization of a human interest story, based on facts from the Red Cross files. Stories cover national and community activities such as blood donor recruitment, first aid, disaster relief, nursing, and services to the Armed Forces and veterans.

Stein to Preside at Canadian Meeting

TORONTO, Sept. 28.—Morris Stein, president of the American Players-Canadian Corp., will preside at the convention Oct. 27 at Ottawa of the National Committee of Motion Picture Exhibitors Associations, of which he is national chairman. At a directors’ meeting of the association, found H. C. P. Main of Sutton, Ont., both former presidents, were named delegates for the Ontario unit.

New Production Center for Canada

OTTAWA, Sept. 28.—Due to a predicted steel supply improvement here, a proposed new production center for the National Film Board of Canada. Present board activities are carried on in several locations.

Roberts, MacCunn In New FP-C Posts

TORONTO, Sept. 28.—Famous Play- ers-Columbia has named Harold E. Roberts manager of its real estate department, succeeding Angus Mac- Cunn, who has been appointed secretary of the company.

2 More Houses Reopen

BALTIMORE, Sept. 28.—The Allied of Maryland statement that attendance was up for two suburban theatres to be furthered by the fact that two subsequent-run houses here are opening. William G. Myers is turning-on the lights at his Echo Theatre which the Overlea also is reopening, after being closed all summer, with Louis Resnick as managing director.
**The Lusty Men**

*Wald-Kramar-KK-RKO Radio*

Hollywood, Sept. 28

THE LUSTY MEN referred to in the title of this sprawling, drawing-and-sometimes-brawling production by the show-wise and sure-handed Jerry Wald are the men who earn their living and oft en their dying in the rodeo business. The material for this "mowing" of bodies and nerves by Horace McCoy and David Dortort (from a story by Claude Stairstock) is Robert Mitchum, Arthur Kennedy, Frank Faylen and Arthur Hunnicutt, and the woman with whom the first two of these lusty men are principally concerned is Susan Hayward, who doesn't like rodeo-ing but is stuck with it. Nice billing material.

Director Nicholas Ray seems to have paced the unfolding of his story to the slow and amusing gait of the former rodeo champion played by Mitchum, and it is this quality, in which the rodeo animals galvanize the action on their own volition. The contrast between the plodding progress of the people and the lightening action of the broncs, steers and Brahma bulls is so direct and effective throughout what could have been an overloaded 112 minutes otherwise.

The commercial possibilities of the picture are not readily determinable. The names obviously promise a solid opening. The box-office import of the fact that the picture deals exclusively (also, intimately and extremely well) with the rodeo institution and rodeo people is open to question save in localities where predilection for that subject is known to prevail. There's a certain interest in the story, but it is for the passages in which the rodeo animals galvanize the action on their own volition. The contrast between the plodding progress of the people and the lightening action of the broncs, steers and Brahma bulls is so direct and effective throughout what could have been an overloaded 112 minutes otherwise.

The principal role is played by Ryan, a Texan fresh back from the war between the states, who finds the old home ranch too dull and uninteresting for his taste and sets out to get big money fast by any feasible means. He is hired by all the men to form an expedition into the states, and with it the opposition of the good people of the community (Austin) including his own family. Killed off in the course of his rise to power are Burt, an equally evil but weaker man whose wife loves Ryan at sight, and a number of would-be adventurers who decide to make a Federal case of Ryan and his gang, plus numerous others. Finally, of course, Ryan gets killed, too, but for no more clearly established reason than being a split second late on the draw. It brings the picture to a close, but hardly a conclusion, which small difference so often divides the stories from the tales, the successes from the also-rans.

Running time: 80 minutes. Adult audience classification. For October release.

William R. Weaver

**Apache War Smoke**

*Metro-Goldwyn-Mayer*

BLENDING THE ELEMENTS of humor, farce, sophistication and "corn," this Hayes Goetz production is a Western in format. Its content, however, elevates to high moments of tenderness and humor an absolute rascal and his horse racket. And, it is therefore understandable that those parents have been teaching them the difference between right and wrong.

The story by Jerry Davis has Gilbert Roland enact a Mexican bad man, beloved by women, including those with husbands, and the father of numerous orphans. His future, with one of these is Robert Horton, the upright and dedicated keeper of the Wells Fargo way station. It is the latter's luck that a gold cargo shepherded by company official Gene Lockhart arrives at the same time with that of the Apaches, driven by the mistakes of Roland who did him wrong. Roland captivates the women as usual; and even while disguised keeps trying to get the gold. Continued Apache attacks begin to decimate the little fort; and the men are for throwing Roland to the Apaches. Horton has to make his difficult choice: to drive his bad but charming killing-father-to-death, or continue fighting. He chooses the latter. And Roland resolves the problem; he discovers the actual white man the Apaches are seeking, and by strategy sends out from him the Fort. The Apaches kill him. This leaves peace, and the various romantic complications which had ensued become straightened: Horton is left with a good girl, the bad girl leaves with Lockhart; and Roland leaves after them. It's a heaven serviceable comedy, and the gold, and those who watch him leave are fairly certain he'll get the gold, because the boy who drives the coach also is his son.

Roland's portrayal of the bad man is good and subtle comedy; and the tense moments of gunplay and Apache attack keep the Western pace. Glenda Farrell's part is a bit thin, but is very much her own. Rolfe Royce and Warner Oland as the rascal and his horse racketer have won myself, and with his name on the screen with Roland's, will assure acceptance.


William A. Warr

**Bernard an Importer**

The opening title, "L. Barry Bernard presents, on Manor Films The French Way," marks the entry into the foreign-film importation field of the veteran-art-house publicist. Bernard was for several years associated with Herbert Rosener Theatres on the Coast.

**Horizons West**

*Universal-International*

Hollywood, Sept. 28

UNDER the above innocuous title the experienced and always expert Albert C. Hughes has put together an adult Western in the sparse outlaw, "Duel in the Sun" category that has made exhibitors so much money and cost them so much family patronage. This one, a bit more temperate in some respects but equally violent into the Army-Rogers screen tradition that family folk have been trained by repetition to regard as standard for Westerns, figures to make the same kind of money if similarly exploited, and to cost somewhat less family patronage, although some. From first view of the attraction looks like an easy money-maker for the houses that don't cultivate family trade, and a policy problem for those that do.

The people principally involved in the story are Robert Ryan, Rock Hudson, Reana Blythe, Linda Bright, James J. West, Miss Bertha Brooks, who turn up in strong, steady performances under the competent and sometimes remarkably adroit direction of Budd Boetticher. The story and screenplay are by Louis Stevens, a good man with a line of dialogue and obviously a staunch foe of formula. Charles P. Leland directed the photography, with William Fritzsche as Technicolor consultant, and you wouldn't ask to see finer shots of Texas terrain, streams, saloons, driven cattle, grazing sheep and good-looking women. Mighty pretty.

The principal role is played by Ryan, a Texan fresh back from the war between the states, who finds the old home ranch too dull and uninteresting for his taste and sets out to get big money fast by any feasible means. He is hired by all the men to form an expedition into the states, and with it the opposition of the good people of the community (Austin) including his own family. Killed off in the course of his rise to power are Burt, an equally evil but weaker man whose wife loves Ryan at sight, and a number of would-be adventurers who decide to make a Federal case of Ryan and his gang, plus numerous others. Finally, of course, Ryan gets killed, too, but for no more clearly established reason than being a split second late on the draw. It brings the picture to a close, but hardly a conclusion, which small difference so often divides the stories from the tales, the successes from the also-rans.

Running time: 80 minutes. Adult audience classification. For October release.

W. R. Weaver

**Willie and Joe Back at the Front**

*Universal-International*

Hollywood, Sept. 28

A SERVICEABLE COMEDY, based on the two Bill Mauldin "GI" characters, has been fashioned by Universal under the able direction of George Sherman. Tom Ewell as Joe and Harvey Lembeck as Willie are in enough amusing situations to please most every audience.

Willie and Joe find themselves back not only in uniform, but due to having signed up a second time, under a draft, in the same outfit, as Private First Class. A bit of timing, the out of dodge and having to do this in that the show wisely, probably a touch too quickly and with what seems to be the same group of stock characters, the fact that has a wide range of appeal for various audiences. For the action-minded there are close-ups of a moray eel stabbing, a conflict with a matutu ray, and a crew member riding a white shark. It features an impressive oceanographic expedition by explosives, customers is a Tokyo bathhouse which turns out to be on the course of his rise to power are Burt, an equally evil but weaker man whose wife loves Ryan at sight, and a number of would-be adventurers who decide to make a Federal case of Ryan and his gang, plus numerous others. Finally, of course, Ryan gets killed, too, but for no more clearly established reason than being a split second late on the draw.

Running time, 87 minutes. General audience classification. For October release.

**Under the Red Sea**

*(K.RO Radio)*

UNUSUAL UNDERSEA PHOTOGRAPHY in black-and-white is the factor in this interesting feature that has a wide range of appeal for various audiences. For the action-minded there are close-ups of a moray eel stabbing, a conflict with a matutu ray, and a crew member riding a white shark. It features an impressive oceanographic expedition by explosives, customers is a Tokyo bathhouse which turns out to be on the course of his rise to power are Burt, an equally evil but weaker man whose wife loves Ryan at sight, and a number of would-be adventurers who decide to make a Federal case of Ryan and his gang, plus numerous others. Finally, of course, Ryan gets killed, too, but for no more clearly established reason than being a split second late on the draw.

Running time, 87 minutes. General audience classification. For October release.

L. S. M. W.
Tradewise...

By SHERWIN KANE

WASH., Sept. 28—Theatre television attorneys and engineers will meet here Tuesday with representatives of the American Telephone and Telegraph Co., in an effort to obtain from A. T. and T. cost information on television transmission.

The meeting was suggested last week by A. T. & T. after a series of letters from James Fly, Vincent Welch and Marcus Cohn—attorneys who will present the industry’s telecasting case to the Federal Communications Commission — had failed to elicit the required facts and figures from A. T. & T. When the company suggested the meeting it said that a recent change in the specifications made by the three attorneys might provide a “speculative” forecast of the charges for transmission.

The meeting will take place at the Motion Picture Association of America headquarters here. Representing MPAA will be Welch, Fly, Andrew R. Goldwyn and Stuart Bailey will represent the National Exhibitors Theatre Television Committee. From A. T. & T. will be general counsel Ernest D. North and top-level company engineers.

Healthier Box-office Seen by Branton

CHICAGO, Sept. 28—Ralph Branton, Monogram Pictures vice-president, told company distributors and executive personnel in a closed session at the weekend of the convention of Monogram “called Artists that here and there would be a healthy level of attendance throughout the months ahead. Branton said, “I don’t think that the alarmsists in our industry need look any further for assurance than to the program of expansion by Allied Artists up to date quality.”

N. Dakota Oil Find Lures Neb. Showmen

Minneapolis, Sept. 28—Newly-discovered oil in North Dakota, with its consequent rise in the economic level, has lured numerous Nebraska exhibitors into that state.

There have been theatre purchases in the cities of Bismarck and Valley City and Nebraska theatremen are considering expansion in the oil fields through Williston and Wolf Point and at Kalispel, in Montana.

Companies Hit By European Credit ‘Mess’

A particularly acute, heretofore unpúblicized problem for American distributors has affected the sale of product in France, Germany and Italy. Film export offices here reported at the weekend that they are becoming increasingly concerned that exhibitors in those countries in large numbers are not paying for pictures sold to them on credit.

This withholding of payments by French, German and Italian theatres and circuits was described as widespread and represents a “staggering outstanding sum for the American distribution industry.”

It has been recommended to the Motion Picture Export Association board that it study the problem of overdue accounts in Europe. The MPEA meeting here last week reviewed the situation and agreed that

Business Up, Fox Reopens Theatres

MILWAUKEE, Sept. 28—The Fox-Wisconsin Amusement Corp. has reopened three of the four theatres which it closed for the summer, as a result of increased business. The three are the State, Venetian and Riviera, Harold J. Fitzgerald, president, disclosed.

Mull Weekly Fight Theatre Telecasts

Many theatremen, in the wake of the box-office success of the Walcott-Marciano bout, are thinking in terms of telecasting a boxing match every week.

It was further disclosed that the International Boxing Club had been approached on the subject a number of times. However, an IBC spokesman said that its commitments for the current year are with home TV and nothing would probably be decided now.
Distributors Will Present Product at Kansas City KMTA Meet Tomorrow

Kansas City, Sept. 28.—Each of a dozen distribution offices in Kansas City’s film row will present product at the 34th annual convention of the Kansas-Missouri Theatre Association Tuesday and Wednesday at the Hotel. Each branch manager and staff will have 20 minutes to demonstrate how they would exploit their picture if they were exhibitors. The discussion parts of the two-day convention will take up theatre admission, showmanship, and Theatre Owners of America activities, the latter including a report on the recent convention.

Guest speakers will include Ollie McGee, and Alfred Starr, recently elected president of TOA.

The business session, with C. E. Cook, president, presiding, will be held Wednesday morning. The convention opens at 1:30 P.M. Tuesday. R. R. Biechle, secretary-treasurer for a long a respected aviator in the world of film and national film organizations, will be honored at the testimonial dinner phase of the banquet where Starr will be the speaker.

Kodak Promotes Johnson, Grauel

ROCHESTER, N. Y., Sept. 28, — A. Dexter Johnson and Edwin L. Grauel were appointed assistant directors of advertising at Eastman Kodak by the director of advertising W. B. Potter and associate director L. H. Bartlett.

Johnson has handled the company’s district advertising and sales work of all merchandising operations of the advertising department. Grauel has been the assistant to advertising director, and will be in charge of the advertising department in charge of budget, planning, scheduling, accounting, cost control, media buying and other operations.

$10,000 for Fight Film at Brookton

BOSTON, Sept. 28.—A big estimated $10,000 is on for the Brookton Theatre at Brookton, Mass., the home town of heavyweight champion Rocky Marciano. The World-Wide-Radio’s fight film on Wednesday through the weekend.

Oriental Books Fight Film

CHICAGO, Sept. 28—The Walll- World-Wide-Radio’s heavyweight championship fight film was booked for a one week’s exclusive Chicago run at the Royal Oriental Theatre. The fight telecast was a sell-out at four Chicago theatres and a Hammond, Indiana theatre. The film will be available to outlying theatres on Friday.

4-Theatre ‘Limelight’ Premiere in Paris

Charles Chaplin’s “Limelight” will have its French premiere in four Paris theatres simultaneously, at the Marigny, Normandie, Ritz, and Marigny. It was announced by Arnold M. Picker, United Artists foreign distribution vice-president. The French premiere will follow by a week or two the two-theatre Oct. 23 American premiere in New York at the United Artists Theatre.

Wald Decrees Cuts in Exploitation Crews

SAN ANTONIO, Sept. 28.—Declaring that heavier field exploitation is the only Hollywood needs in film distribution, President William R. Quigley, manager for all branch offices, has addressed 50 exhibitors and RKO Radio executives at a meeting here as part of the ad campaign for the world premiere in Dallas of “The Lusty Man.”

Wald, who is making a week’s tour of South and West Coast cities, is here to implement a new advertising campaign and new advertising methods. Each campaign and new advertising methods have caused cutbacks in exploitation staffs, calling such moves “false economy.”

“There is no question but that the reduction of personnel in the industr, deprives the industry’s selling mechanism of able men whose obligation is to hit the market. Our advertising methods, explore new channels, testi new branch, break new ground and maintain aggressive sales measures as a live, living force in the business end of show business,” Wald said.

“My own belief in the value of exploitation is that, for ‘The Lusty Man’ alone the additional exploiter will be dispatched throughout the country to butter up in regular field force,” he concluded.

MGM to Film Musical Of ‘Golden West’

Dore Schary, M-G-M production chief who will arrive here this morning, blocked out details before he left Los Angeles for a musical screen version of the story of the ‘Golden West.’ Arthur Freed will produce, with Alan J. Lerner assigned to the screen play.

The Belasco play has twice been hit for motion pictures, first in 1930 as a drama in which Ann Harding portrayed the heroine, and in 1950 as a musical with Jeanette MacDonald and Nelson Eddy and music by Sigmund Romberg. Schary will spend about four weeks in New York for conferences and advance plans on “Pymouth Adventure,” his production which he has said is going to the stage later this fall.

Newsreel Parade

THE CLEAN BILLS of health given Richard Nixon by Eisenhower and the G.O.P. is given attention in a recent news story. Other political reporting includes Stevenson’s Baltimore speech, rounding out the presentations is items about a rocket in the sky and the outbreak of a war in Korea.
Texas Star Tours Begin on Nov. 10

Dallas, Sept. 28—Phil Isley, chairman of the Texas Council of Motion Picture Organizations, “Movietime” star tours, reports that starts in Texas will begin on Nov. 10.


Will Not Ask Tour Talent to Entertain

In reply to a suggestion by actor Forrest Tucker that players on “Movietime” tours entertain their audiences, national “Movietime” director Robert J. O’Donnell and Hollywood chairman Marvin Schwartz have issued a statement here, in which they said that under “Movietime’s” policy regarding entertainment, “players may entertain if they wish and if they have a particular talent, such as singing or dancing, but they are not asked to nor are they expected to.”

Would Be Unfair

The statement noted that “the Council of Motion Picture Organizations feels that such a broad policy would be unfair to many players whose talents do not lend themselves to off-the-spot, off-the-cuff entertainment. It is COMPO’s wish and desire to present the personalities in their best light before the public. If the Screen Actors Guild, after hearing Tucker’s arguments for permitting the tours, asks or demands that COMPO adopt this policy, COMPO will act upon it, but otherwise it will continue to operate on what is a proven increasingly successful formula.”

Dixie Papers Hit D. of J.’s 16mm. Suit

NEW ORLEANS, Sept. 28—The question whether government officials or courts of law are competent to say when a motion picture has exhausted its theatrical value and should be shown on television is raised in an editorial in the New Orleans Times-Picayune and States, critical of the government action to force the sale of 16mm. films to television.

The editorial adds: “Movies for the most part have weathered the competition initially offered by TV. Once used to video, many people feel that the motion picture screen still has something to offer that just isn’t available on the screen in the parlors. However, it concludes, you can’t expect them to pay admission to a theatre to see a picture which will be available on TV free later on.

Savannah, Ga., Sept. 28. The Savannah Morning News is commending editorially on the government suit to force the sale of 16mm. films to television expressed the opinion that the government, in its efforts to control the movie industry to contribute to a competitive program which is against its own interests is striking at the very heart of a system (free enterprise) which has made this nation great.

Notables to Attend Cinerama Premiere Here Tomorrow

Governor Thomas E. Dewey of New York, Governor Alfred E. Driscoll of New Jersey and former President Herbert Hoover are among the distinguished guests slated to attend the world premiere of Cinerama at the Broadway Theatre here tomorrow evening.


Meanwhile, WCBS-TV disclosed that Cinerama has purchased a 52-annunciation saturation campaign which will close on Oct. 7.

Ernst Langemack, 69

Milwaukee, Sept. 28—Ernst Langemack, 69, former Milwaukee theatre operator, died on Sept. 20 at Green Bay, Wts. Langemack operated the Colonial Theatre here for 30 years. He had left Milwaukee three years ago because of illness. Surviving are a daughter, Mrs. Harrison Brace, of Grand Rapids, Mich., and a son, Dr. William Langemack of Brilliant.

Horan a WB Salesman

Boston, Sept. 28—Dr. George W. Horan, at one time branch manager here and a district manager for Warner Brothers, has returned to the company as a salesman for Northeastern New England, it was disclosed by branch manager Ralph Immuzzi.

Harry Sherman Had Planned New Firm

Hollywood, Sept. 28—Harry Sherman, veteran producer who died here at Cedars of Lebanon Hospital late Thursday night at the age of 68, had plans well underway for a new distribution franchise organization.

The plans, which were disclosed Sept. 8 from Chicago following a meeting between Sherman and a group of independent distributors, called for the release of one picture per month. One feature of the projected organization was that the distribution franchise holders would own a part of the company, in addition to having distribution rights in their territories.

Sherman operated a theatre circuit in the Minneapolis area before turning to distribution and production. He was associated with Pathe and M-G-M prior to his forming Harry Sherman Productions in 1935 to make the Hopkins-Cassidy series. Among his productions were “Ramrod,” “Four Faces West,” “Parson of Sanamint” and “Buffalo Bill.”

S. S. Krellberg’s Mother

Mrs. Leon S. Krellberg, 75, mother of S. S. Krellberg, president of Principal Film Exchange here, died on Friday. Other survivors are two daughters, Mrs. Florence Elber and Mrs. Mary Phillips, Funeral services were held yesterday at Riverside Funeral Parlor.

Tradewise...

(Continued from page 1)

ments should do much to install confidence throughout the industry and dispel any last, lingering doubts whether the recent upturn will last.

PARLAYING a $10,000 loan through a punchboard business into oil, cattle, television and now controlling stock ownership of RKO Pictures in a matter of seven years, suggests that Ralph Stolkin, head of the group which last week replaced Howard Hughes as owners of the picture company, may have more than a bit of showmanship in his makeup.

If so, there will be no lack of opportunity for him to exercise it freely from now on.

Mutual-MGM Shows Back on Air Tonight

WOR-Mutual’s group of 10 M-G-M produced programs will return as a bloc to the Monday through Saturday schedule tonight, it was announced by Julius F. Seebach, Jr., MBS-WOR vice-president in charge of programs.

Five of these shows—“Woman of the Year,” “The Black Museum,” “M-G-M Musical Comedy Theater,” “Modern Adventures of Casanova” and “Adventures of Maisie” — were not heard during the summer. The other five—“Crime Does Not Pay,” “Story of Dr. Kildare,” “The Hardy Family,” “The Gracie Fields Show” and “M-G-M Theater of the Air”— have been broadcast on the WOR schedule weekly since their debut last winter.

Congratulations

To the RCA-equipped and RCA serviced theatres that were so highly successful in presenting the televised heavyweight championship fight. It was a box-office smash hit.

All 37 RCA-equipped and RCA serviced theatres reported excellent sight and sound performance and enthusiastic audience reaction.

For the best showing—it’s RCA all the way
100 More Theatres Join Rogers Drive

More than 100 additional theatres in Massachusetts, New Hampshire, and Connecticut have added Allied Plaque, brought the total to 750 theatres so far. Among the largest circuits which have sent in lists of their theatres to receive the collective bargaining agreement are: The Krumgold, Brooklyn, given well-known Wilbur Mayer-Edward Kingsley release. Branden for the Parson, which recently completed its American premiere at the Park Ave. Theatre, and Jean Cocteau's "The Strange Ones."

Credit 'Mess'

(Continued from page 1)
delayed payments are having a serious effect on the overall remittance record, the hearing officer of the U.S. Post Office Department, which handled the cases, said last week that the three countries have a 15% reduction in the amount paid to them. The larger portion of the money collected is being returned to the United States. The hearing officer said that the credit situation in the three countries is without a doubt a "mess." Colombia was said to be particularly hard hit by the present drop in the amount paid to them.

Further discussion of the problem is expected to take place at the meeting of MPAE officials and foreign operators scheduled for Thursday here.

Southern Cal. Unit Plaque to DeMille

Hollywood, Sept. 28.—Cecil B. DeMille has received a special plaque naming him as "the greatest of all showmen" from the Southern California Allied Unit. At the same time, Paramount's "Just for You" producer, Pat Duggan, and director, Elliott Nugent, were given a similar certificate of award by the Council which selected the film as "a picture of outstanding merit" for the family.

The special award to DeMille, and another to Walt Disney, are the first such honors voted by the Council.

'Stars and Stripes' A Christmas Release

Twentieth-Century-Fox has announced that its "Stars and Stripes Forever" will be used as the Christmas attraction from the company, it was announced here by Al Lichtman, director of distribution.

Second feature of a successful holiday in Washington, scene of Somalia's triumph as head of the United States Marine Service, the picture was shown to hundreds of pictures in various military post offices over the country when Somalia was stationed during his lifetime.

Hollywood Sets 1st 'Live' TV Drama

Hollywood, Sept. 28.—Next Monday, the first of the long-term lease for the Palace Theatre, Netcong, N. J., for David and Willbur Snaper, circuit operators. Willbur Snaper is president of the national Allied States Association. The 800-seat house was acquired from Fred Fulkner, veteran exhibitor, who returned to Florida. The same brothers also recently disposed of Fulkner's Liberty Theatre, Bernardville, N. J.

New Splicer Acquisition

Berk and Krungold, real estate brokers, have consummated the purchase of the Long Island house for the Palace Theatre, Netcong, N. J., for David and Willbur Snaper, circuit operators. Willbur Snaper is president of the national Allied States Association. The 800-seat house was acquired from Fred Fulkner, veteran exhibitor, who returned to Florida. The same brothers also recently disposed of Fulkner's Liberty Theatre, Bernardville, N. J.

Address by Novins

Boston, Sept. 28.—Samuel Pinanski, president of the Sentry Lodge of B'nai B'rith of Brookline, Mass., disclosed last week that Louis Novins, executive secretary of Paramount Pictures, New York, will be the principal speaker at a meeting to be held at the Temple Sinai in Brookline on Monday evening Oct. 6. Novins will speak on "B'nai B'rith and What It Is Doing in the World."
New Westrex Licensees

Nine new motion picture recording and disk licensing agreements with studios in the United States, France, Brazil, India, and Formosa have been concluded within the last month by Westrex Corp., according to E. S. Gregg, vice-president and general manager.

The studios which will install the equipment are: Seaboard Studios, Inc., New York; Gleam Sound Co., Hollywood; World Vision Film Inc., New York; Les Productions Fox Europa S.A.F., Paris; Cinematografica Maristela, S.A., Sao Paulo; Radiola Research, S.A., de Casio Royan, Paris, and Film Studios of Taiwan Information Department, Taipei, Taiwan (Formosa). Hughes Sound Films, Denver, is the new disk recording licensee.

Mexico Appears to Be Underseated

MEXICO CITY, Sept. 28.—Less than one-third of Mexico's nearly 26,000 theatre seats are being occupied, according to a recent report for the Gevaert process. Belgian technicians are teaching Mexicans to film and develop the color. De la Serna will operate independently to provide various studios with the process.

FCC Okays 3 More Video Stations

WASHINGTON, Sept. 28.—The Federal Communications Commission has authorized the construction of three additional commercial television stations. They were for the Winnebago Tele-Communications, Inc., during their application for a station at Rockford, Ill., and the Community Broadcast Service, Inc., of Roanoke, Va., and the Mississippi Publishers Corp., Jackson, Miss.

The FCC also set for hearings the application of Greater Rockford Television, Inc., applying for channel 13 at Rockford along with Rockford Broadcasting, Inc., Milwaukee exhibitor L. F. Gran has a 14 per cent interest in Greater Rockford.

Interesting Women's SMPTF Program

WASHINGTON, Sept. 28.—A White House reception by Mrs. Truman will highlight the program for wives of members attending the Society of Motion Picture Engineers convention here next week.

Mrs. Truman will meet with the SMPTF President at 13 at Rockf eld, and with Mrs. Eric Johnston and Mrs. Joyce O'Hara at an Academy showing. On Friday afternoon, Mrs. Johnston will receive the wives of the French Embassy.

Co-chairmen of the SMPTF wives program are Mrs. Nathan Golden and Mrs. Joseph Aiken.

Party for Salzburg

A party was held here at the weekend for J. Milton Salzburg, president of Pictorial Films, Inc. and of Cornell Film Co., who have arrived for the Gevaert process, Belgian technicians are teaching Mexicans to film and develop the color. De la Serna will operate independently to provide various studios with the process.

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“The Lucky Men”  
(Hollywood, Sept. 28)  

The LUSTY MEN referred to in the title of this sprawling, dra;ling, pro-dramatic production, the showy and side-handled Jerry Wald are the men who earn their living and often their dying in the rodeo business. The men chiefly concerned in this straight-line screenplay by Ace Farrow are a combination of real-life and fictional rodeo figures. (Both a story by Claude Stanish) are Robert Mitchum, Arthur Kennedy, Frank Faylen and Arthur Hunnicut, and the woman with whom the first two of these lusty men are principally concerned is Susan Hayward, who doesn’t like rodeo-ing but is stuck with it by necessity.

Director Nicholas Ray has seen to the unfolding of his story to the slow and ambling gait of the former rodeo champion played by Mitchum, save for the frequent forous passages in which the rodeo scenes gallop through the contrast between the plodding progress of the people and the lightning action of the broncs, steers and Brahna bulls is dramatically effective throughout what could have been an overlong 112 minutes.

The commercial possibilities of the picture are not readily determinable. The names obviously promise a solid opening. The box-office import of the fact that the picture deals exclusively (also intimately, informatively and extremely well) with the rodeo industry and rodeo people is open to question save in localities where predilection for that subject is known to prevail. Neither is it a simple matter to determine in advance whether the thin, leavened family of expert riding, roping, bulldogging and so on in the picture is going to prove as profitable in the theatre as in the rodeo arena, especially under a title that doesn’t state clearly what the picture’s about.

In short, Mitchum plays a former rodeo champion whom Kennedy, the young cowboy wise enough to knowes for the business and manages him in it on a 50-50 basis. Kennedy becomes so successful as a rodeo performer that he refuses to retire and buy a ranch, as his wife and he intended in the beginning, and determines to go on with him and his partners. Kennedy, for reasons that are never made clear, is Miss Hayward of his love for her, but she says she’s still in love with her husband. Next day Mitchum, who hasn’t competed in rodeo since making the deal to manage Kennedy, gets himself killed in the arena, and Kennedy heeds his wife’s wishes about retiring to the relative safety of ranching.

Running time, 112 minutes. General audience classification. For October release.  

WILLIAM R. WEAVER

“Apache War Smoke”  
(Metro-Goldwyn-Mayer)  

BLENDING THE ELEMENTS of humor, farce, sophistication and “corps,” this Hayes Gotz production is a Western in form. Its content, however, elevates to high moments of tenderness and humor an absolute rascal and other choice rascals, and is therefore unsuitable for youngsters whose pa’s have been buying them the wrong kind of movies for the wrong reason.

The story by Jerry Davis has Gilbert Roland enact a Mexican bad man, beloved by women, including those with husbands, and the father of numerous and often unknown progeny. One of these is Robert Horton, the upright and doting father of the little orphaned Fargo station. It is the latter’s bad luck that a gold cargo shepherded by company official Gene Lockhart arrives at the same time as Roland; and that the Apaches are looking for a white man who died there with the wrong weapons in an unused and even while disarmed keeps trying to get the gold. Continued Apache raids are devastating the little fort; and the men are for throwing Roland to the Apaches.

Horton has to make his difficult choice: to drive his bad and charming killer-father to death, or continue fighting. He chooses the latter. And Roland solves the problem; he discovers the actual white man the Apaches are seeking, and by strategy sends him out from the fort. The Apaches kill him. This leaves peace and the various romantic complications which have ensued become straightened. Horton is left with a good girl, the bad girl leaves with Lockhart, and Roland leaves after them.

Roland rides off after the stagecoach and the gold, and those who watch him say that he must find gold but he’ll get the gold, because the boy who drives the coach also is his son.

Roland’s portrayal of the bad man is good and subtle comedy; and the tense moments of gunplay and Apache attack keep the Western pace. Glenda Farrell’s part as a gunfighter wins popularity with two six-shooters with her and welcomes Roland as a fellow adventurer, is in character.

Davis’ screenplay is based upon a story by Ernest Raycox. Harold Kress directed. In supporting roles are Barbara Ruick, Henry Morgan, Patricia Tierman, Hank Worden, and others.


“Mexican Loans Are Down”  
(Mexico City, Sept. 28)  

The trade’s own bank, the semi-official Banco Nacional Cinematografico, S. A., published the balance sheet as of Aug. 31, for the first time in a long while, and the results are reported loans, credits and discounts of only $1,290,375.25 and $970,000 worth of its bonds in circulation.

Bernard an Importer  
(Motion Picture Daily)  

The opening title, “L. Barry Bernard presents,” on Manor Films’ “The French Way,” marks the entry into the foreign-film importation field of the veteran art-house producer. Bernard was for several years associated with Herbert Rosner Theaters on the Coast.

“Horizons West”  
(Hollywood, Sept. 28)  

UNDER the above innocuous title the experienced and always expert Albert J. Cohen has put together an adult Western in the sparsely “Outlaw” tradition. There are some charts, figures to make the type of money by Simms, but nothing to do with it. It works out well, and cost them so much family patronage. This one, a bit more temperate than those in some respects but equally violent of the Autry-Rogers-Byrd screen tradition that family folk have been trained by repetition to regard as acceptable, figures to make the same kind of money if Simms’ result is exploited, and to cost somewhat less family patronage, although some. From this point of view, the attraction looks like an easy money-maker for the houses that don’t cultivate family trade, and a policy problem for those that do.

The people principally involved in the story are Robert Ryan, Rock Hudson, Raymond Burr, Julia Adams, James Arness and Judith Braun, who turn in good performances. R. W. Sargent, a good man with a line of dialogue and obviously a staunch foe of formula. Charles P. Boyle directed the photography, with William Fritzsche a technical consultant, and you wouldn’t ask to see finer shots of Texas terrain, streams, saloons, driven cattle, grazing sheep and good-looking women. Mighty party.

The principal role is played by Ryan, a Texan fresh back from the war between the states, for finds the old home ranch too unruly and unconservative for his taste and sets out to big money fast by any feasible means. He gets it, by all the means commonly employed by the heavyies in Westerns, including the promotion of the good people of the community (even including his own family). Killed off in the course of his rise to power are Burr, an equally evil but wealthier man whose wife Ryan loves at sight, and a civic officer who decides to make a Federal case of Ryan and his gang. Also haunting Ryan are his former comrades, who are not so easily dissuaded. A more clearly established reason than being a split second late on the draw. It brings the picture to a close, but hardly to a conclusion, which small differentiation so often divides the stories from the tales, the successes from the failures.

Running time, 80 minutes. Adult audience classification. For October release.

W. R. WEAVER

“Willie and Joe Back at the Front”  
(Universal-International)  

A SERVICEABLE COMEDY, based on the two Bill Mauldin “G.I.” characters, has been fashioned by Universal under the able direction of George Sherman. Tom Ewell as Joe and Harvey Lembeck as Willie are again through another bit of hair-raising, and form-revealing, action.

Willie and Joe find themselves back not only in uniform, but having signed up for inactive reserve, but in Tokyo and in assorted trouble, in which the pair receives the type of personal and regimental grilling they like, and are not so well equipped to endure. This time, their grilling, however is not only at the hands of their own officers, but is conducted by the Japanese, and by the Japanese. The script is constantly a laugh producer to the finish.

Leonard Gordon produced. Others in the cast include Mari Blanchard and Barry Kellogg.

Running time, 87 minutes. General audience classification. For October release.

“Under the Red Sea”  
(RKO Radio)  

UNUSUAL UNDERSEA PHOTOGRAPHY in black-and-white is the factor in this interesting feature that has a wide range of appeal for various audiences. There are close-ups of a moray eel stabbing, a conflict with a manta ray, and a crew member riding a whale shark. It features an impressive scientific experiment conducted by expedition head Hans Hass in which is shown that fish ignore all sounds of civilization and are3d by the sounds of the ship’s propulsion. Hass personalized the case of “The Blue Danube.” Other underwater footage includes coral formations, and many types of fish. Attractive Lottie Berl shows to distinct advantage above and below water in various form-revealing bathing suits.

Leo Tovazome speaks the narration that explains all the pantomime action of the film which has a strong suggestion of a story-line. The tale concerns the expedition by Hass and the major conflict seems to be whether expedition ships and the whale sharks are to be the basis of a new species of sea animal. The camera’s “Blue Danube.” Other underwater footage includes coral formations, and many types of fish. Attractive Lottie Berl shows to distinct advantage above and below water in various form-revealing bathing suits.

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Aim to Keep ‘Intent’ of Draft Intact

Want Original Plan Of Arbitration to Prevail

The changes which the distributor attorneys currently are making in the draft of a projected industry arbitration system will not affect the "intent" of the draft as agreed upon prior to the recent meeting in Washington of distributors, Theatre Owners of America and Allied officials, it was revealed yesterday by a distributor spokesman.

This was interpreted as signifying that suggestions which the distributor lawyers will offer for draft changes will overlook those proposed by TOA at the Washington meeting, and at the same time will not be considered enough to "rub Allied the wrong way."

It was pointed out yesterday also that whatever additional provisions the distributor attorneys recommend for inclusion in the final draft will be

UK Cracks Down on Quota Defaulters

LONDON, Sept. 29.—The Board of Trade has begun to crack down on flagrant exhibitor quota offenders, one of the first cases, that of the owner of a 781-seat theatre in Coglington, having been found guilty and fined £30 ($84) and £25 ($98) costs. He was charged with playing only 11 per cent of British first feature films instead of the 30 per cent prescribed by the quota.

Meanwhile, the Board of Trade

Toronto Theatres Stand Up to TV

TORONTO, Sept. 29.—Domestic television, introduced a month ago, does not seem to have been troublesome to exhibitors thus far, as indicated by the current situation in which seven of 12 Toronto theatres have holdovers and two others have moveovers, leaving only three houses with entirely new attractions.

Starr Says TOA Is Looking for Executive Director

Theatre Owners of America is intent on finding an executive director to succeed Gael Sullivan, who resigned Sept. 15, as the TOA annual convention got underway in Washington, Alfred Starr, new TOA president, reported here yesterday following his arrival from Nashville. Starr, who came here for conferences with other TOA officials and Council of Motion Picture Organizations executives, today will hold a trade press conference. He is scheduled to take a plane for Nashville later in the afternoon.

The TOA chief executive could not indicate when the executive director

Record Turnout at Dinner for Blumberg

The volume of advance reservations to the "White Dinner" of the Motion Picture Pioneers honoring N. J. Blumberg at the Hotel Astor on Tuesday, Nov. 23, is greater than in any previous dinner in the history of the Pioneers, Jack Cohen, president, disclosed. At no comparable period in previous years—eight weeks in advance—have so many ticket reservations been received from all over the United States, Mexico and Canada, according to Cohen.

The dinner will honor Blumberg, chairman of the board of Universal Pictures, the founder of 1922.

Senate Group Probe Finds ‘Possible’ Trust Offenses

WASHINGTON, Sept. 29.—The Senate Small Business Committee said its film industry evidence of possible violations of the anti-trust laws was

Paramount Asks for Bids for ‘Sheba’

Hal Wallis’ "Come Back, Little Sheba," starring Burt Lancaster and Shirley Booth, will be offered by Paramount for one exclusive pre-release engagement in the Los Angeles area to open Christmas Day, according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

General release is set for early 1953. Producer Wallis is in New York setting campaign and release arrangements with Paramount home office executives.

NPA CONTROL CUTF ORDER IMMINENT

Can. Building Ban May End by Jan. 1

OTTAWA, Sept. 29.—Rapid expansion of steel production and an improvement in the overall supply may bring an end to present bans on the use of steel for all construction, including theatres, by the year’s end, it is reported here by the government.

Police Are Probing Memphis Drawings

MEMPHIS, Sept. 29.—Police have started an investigation of a new outbreak of "bunk nights" at Memphis theatres to see if state anti-lottery laws are being violated.

A combined "bank night"—with the present jackpot standing at $1,250—is being operated at the Linden Circle, Crosstown and Frayer Drive-in, all owned by M. A. Lightman, Sr., and Malco Theatres, Inc. Separate bank nights are being held at the Prince Theatre, Main Street, also owned by Lightman, and at the Hollywood Theatre, owned by J. A. West.

Lightman said he did not believe the law was being violated because

April 1 Starting Date For Theatres Indicated; Earlier Date Is Likely

By J. A. OTTEN

WASHINGTON, Sept. 29.—The National Production Authority is expected to issue this week—probably Wednesday—its order officially relaxing theatre construction controls effective April 1.

It was learned, moreover, that the agency has scheduled for the end of October, on Oct. 29, the exact meeting of top construction industry officials to survey the materials situation and decide whether the April 1 date can be safely advanced, say to Jan. 1 or Feb. 1.

The agency late in August announced its plans to relax construction controls, but never officially issued the order. Once before the agency had announced plans to relax the theatre building ban, effective last

An MPAA spokesman said here yesterday that the MPAA will probably not attempt to move against the Maryland State Board of Censors while the Ohio new rore censorship case is finally decided. The MPAA contemplated an attempt to hit the Maryland board on the legislative level, and not through a court test.

VANCOUVER, Sept. 29.—With theatres and other indoor entertainment places requested to prohibit attendance of children due to a polio epidemic, business in Western Canada theatres has dropped off. Cases of polio are on the increase in British Columbia with a total of 340 to date.
**Personal Mention**

RUSSELL V. DOWNING, president and managing director of New York’s Radio City Music Hall, is in Hollywood for his annual review of new product and will return here Oct. 13.

AL DUFF, Universal executive vice-president, arrived in London from Paris yesterday and will return here over the coming weekend. DOUGLAS THOMAS, the Universal London office will leave here soon for a New York visit.

JAEFF RUSTEN, story analyst for the M-G-M story department here, and daughter of ESTHER RUPPIN, president of the Radio City Music Hall, has been engaged by E. W. BANGS, Jr., with a Thanksgiving wedding planned.

C. J. LATTU, managing director of Associated British Picture Corp., and D. I. COULAUDE of Associated British Cinemas are expected here from London shortly.

TED R. GAMBLE, head of Gamble Enterprises, who has been in New York from Milwaukee, was in Washington yesterday.

ARNOLO WILLIAMS, head of the National Screen Service in Quinlan, will leave here tomorrow for a New York visit of several weeks.

RUSSE JACOBY, Columbia assistant general sales manager, will leave here today for Kansas City and Des Moines.

ERIC JOHNSTON, Motion Picture Association president, returned to Washington by plane yesterday from the Coast.

J. A. MARYCITY, Universal Southern and California sales manager, left here yesterday for St. Louis.

DAVID O. SELZNICK will leave here today for Italy to begin work on several new pictures to be made there.

JOAQUIN GALLEGO, RKO Radio manager in Portugal, is undergoing hospital treatment in Barcelona, Spain.

CHARLES BRESBRE, RKO Radio’s North-South division manager, will be in Dallas today.

**Services Here Today for Adolph Brecher**

Funeral services will be held at the Riverside Cemetery in Yonkers, New York, today for Adolph Brecher, former director of New York’s 6th Street Playhouse and brother of Leo Brecher, Brecher Theatres president. He died here at the weekend.

Other survivors include his widow, Mrs. Mary Brecher; brothers Philip and Joe; a daughter, Elizabeth, and two sons, Sidney and Robert.

**House Group Opens 10-Day ‘Red’ Investigation on Coast**

Hollywood, Sept. 29.—Opening expected to run 10 days, the House heard screenwriter Roy Huggins testify for two hours regarding his membership in the Communist Party from 1940 to 1947.

Huggins named about 20 names, mostly writers, who heard his hearings, and added Val Burton, former British author, composer and playwright whose recent Hollywood pictures include “Merry Downing, and ‘Time of Their Lives’” and “Bedtime for Bonzo,” to those reported previously in the Times. Huggins credits include “Fuller Brush Man” and “Good Humor Man.” He said he had found it impossible to continue in the Communist Party and loyal Americanism.

At the opening, chairman John S. Woods of the statements of Motion Picture Industry Council and AFL Film Council denouncing locally published publications said “Hollywood” that “Hollywood,” and “Merry Downing” would oppose the committee hearings. It is believed no picture people are scheduled for tomorrow’s session.

**Buchman Contempt Trial Postponed**

WASHINGTON, Sept. 29.—The contempt of Congress trial of producer Samuel Buchman has been postponed again, this time from Oct. 1 to Feb. 9. Buchman has been cited for refusing to appear before the House American Activities Committee. William Hitz of the district attorney’s office here said the new postponement was due to the unavailability of key witnesses. He said Buchman wanted the testimony of committee member Rep. Jackson, and that the latter would be busy campaigning on the Coast. The government, he said, wanted testimony from committee member Rep. Dingley, also on the Coast for committee hearings. It was finally decided to put off the trial until after a new session of Congress starts, Hitz declared.

**Loew’s Sets a Big Campaign for N.Y.**

Loew’s New York theatres will launch a “Big 5” campaign in October to sell what the circuit’s executives believe to be one of the strongest lines in years. Pictures included are “High Noon,” “The Quiet Man,” “Affair in Trinidad,” “Somebody Loves Me” and “The Mirror Way.”

Details of the campaign were mapped at a recent meeting presided over by management. Director Joseph R. Vogel, Oscar A. Doob, Eugene Picker and ad-publicity department men headed by Ernest Esterman, Bruce Bergman and Neal Mitchell, included lobby displays and theatre-front decorations.

**Bergman to Speak at Critics’ Meet**

Maurice Bergman, assistant to the president of Universal-International, will be the guest speaker at the luncheon to be given tomorrow to honor the motion picture critics of the New York press. The meeting will be held in the Hotel Pennsylvania.

Among the guests will be A. H. Weiler, Times; William Zinsser, Herald-Tribune; Kate Gerwin, Evening American; Ben Rosenberg, Post; Jim O’Connor, Journal-American; Frank Quinn, Daily Mirror; Jane Corby, National; Peter F. Whyte, Telegram-Sun; and Leo Mishkin, Morning Telegraph.

Nearby, 3,000 Houses Are Enrolled in Rogers Campaign

Close to 3,000 theatres throughout the U. S. have already enrolled in the drive to place collection-cans on candy stands for funds for the Will Rogers Memorial Hospital.

The various independent Paramount theatre circuits throughout the country are cooperating in the project. With green light from Paramount president, Robert Weisman, and Ed Hyman, the circuits are enrolling daily. Interstate Circuit, Texas, came in with 141 houses, Utah added 12; Norththio Theatres (Ohio-Kentucky) enlisted nine houses; Florida with 127 houses; by 76 theatres; six theatres of the Buffalo Paramount circuit are in.

Other enrollments include: Dipson Theatres, Buffalo, with 15 houses and the Schad theatres in Reading, Pa. Additional New England circuits include the Lockwood and Gordon circuit; Phil Smith Circuit, Graphic Circuit, Robert Curzan.

**Curry, N. E. Circuit Executive, Retires**

BOSTON, Sept. 29. — Edward A. Curry, an executive of New England Circuit for 40 years, has announced his retirement in the industry, will retire on Wednesday, the circuit reports.

**20th Pays Quarterly Div.**

A quarterly cash dividend of $.25 per share on the outstanding common stock of 20th Century-Fox has been declared payable Oct. 1, 1952, to stockholders of record at the close of business on Oct. 15, 1952.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

Rockefeller Center

*LAZIO MUSICH* in

**“BECAUSE YOU’RE MINE”**

introducing DORETTA MORROW

Color by **TECHNICOLOR**

An M-G-M Picture

**SPECTACULAR STAGE PRESENTATION**

JOHN WAYNE

**BIG BUM**

M1AIN

**DARREMENT**

**HOBARD HUGHES**

“ONE MINUTE TO ZERO”

presents

Starving RBERT MITCHUM ~ ANN BLYTH

CRITERION

BROADWAY and 42nd St.
Check List

of recent or forthcoming releases featured in advertising in

MOTION PICTURE DAILY *

(alphabetically by title)

<table>
<thead>
<tr>
<th>Title</th>
<th>Distributor</th>
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<tr>
<td>AFFAIR IN TRINIDAD</td>
<td>Columbia</td>
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<td>ASSIGNMENT PARIS</td>
<td>Columbia</td>
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<td>BECAUSE YOU'RE MINE</td>
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<td>BEWARE MY LOVELY</td>
<td>RKO</td>
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<td>BIG JIM McLAIN</td>
<td>Warner</td>
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<td>BONZO GOES TO COLLEGE</td>
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<td>CAIRO ROAD</td>
<td>Realart</td>
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<td>DREAMBOAT</td>
<td>20th-Fox</td>
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<td>EVERYTHING I HAVE IS YOURS</td>
<td>MGM</td>
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<td>FEARLESS FAGAN</td>
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<td>O. HENRY'S FULL HOUSE</td>
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<td>SOMEBODY LOVES ME</td>
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<td>THE SNOWS OF KILIMANJARO</td>
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<td>THE STORY OF WILL ROGERS</td>
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<td>THE WORLD IN HIS ARMS</td>
<td>Universal</td>
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<td>UNTAMED FRONTIER</td>
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*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”.*

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.

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. Its cost is dimes that bring dollars. *It is the vital spark* for the power that produces greatest results!
Senate Probe

(Continued from page 1)

tions" having been turned up. 

Exhibitor complaints were summarized as follows: That small exhibitors can't get the same advantages as larger theatres; that they are being accused of being too high handed in some areas, branch managements of the distributors also own shares of the theatres and favor these theatres in distributing the company's films, and that distributors use competitive bidding unnecessarily to get higher prices from all theatricals.

Meanwhile, William D. Anis, investigator for the committee, has postponed for another month at least a projected cross-country trip in connection with the committee's investigation of exhibitor complaints against distributors.

Anis declared that complaints from exhibitors all over the country are still coming in to the committee, but said that since the committee is short-handed now he will be unable to check into them for some time. When he does take off, he said, he expects to travel along lines investigated by the San Francisco area and in New York, with visits to Chicago and Atlantic City.

Gillis W. Long, special investigator for the committee, recently returned from Los Angeles, Mr. Anis said, with similar complaints from representatives of the Southern California Theatre Owners Association. SCTOA is working up some additional information for the committee, the investigator said.

NFA Control Cut

(Continued from page 1)

July 1. But the order was not issued and when the steel strike came along, the order just never did come out. Industry officials have indicated, therefore, they would be a lot happier when NFA follows up its promise of an April 1 relaxation with an official order.

As previously promised, the relaxation would permit steel builders to self-authorize up to five tons of carbon steel per quarter project, up to 500 pounds of copper and up to 300 pounds of aluminum. At present, no self-authorization is allowed except minimum amounts for maintenance, repair and operating work. In addition to the self-authorizations under the new order, would-be theatre builders could apply for NFA allotments of additional amounts. Once that's done, the NFA would consider the application.

Even though the relaxation would not be until April 1, builders could start lining up their materials now and placing orders for delivery after April 1. So the steel building season really starts.

The O. 29 meeting of top construction industry officials will look over the steel, aluminum and copper supply situation and see if the April 1 date can be moved up.

NFA has an extra copper for some drive-ins, it was learned. An agency spokesman said that in recent weeks it had approved additional copper for the drive-ins that just needed copper but no steel.

NSS Shipping Change

BUFFALO, Sept. 29.—National Screen Service branch manager Jack Goldstein reports that henceforth trailers for this territory will be shipped to exhibitors from Buffalo instead of from New York.

Reviews

“The Hour of 13” (Metro-Goldwyn-Mayer) Hollywood, Sept. 29

ALTHOUGH PETER LAWFD is the only player in this London-produced picture whose name has billing significance in this country, he is seen here with a splendid cast assembled in one of the most interesting pictures of the year. Of fact, a little picture save in the sense that its name-power is slight, so far as American audiences are concerned. In point of actual scale, other than that, it is an exceptional picture, filmed in and around London in and around the finest streets and buildings, and the interiors measure up to the exteriors in particular. It is a melodrama in which a jewel thief and a pathological killer Scotland Yard most unhappily meets the thief's path as the killer's cross eventually. Both are smart and in their finished form.

M-G-M's Hayes Goetz, a relatively new but fast becoming addition to that studio's producer list, turned out the picture, with Harold French contributing approximately one-third of the $1 million budget. Time and again, the pictures must be utilized to advantage, and in fact, he takes the greatest care in his finished form.

Lawford plays the Jewish thief and Miss Alland portrays the daughter of Commissioner Bond of Scotland Yard. He successfully steels an emerald worth under circumstances which lead police to believe that it was stolen by Miss who's father, a London worth, is but an object. Since Lawford can't free his hoot safely until the killer's been apprehended, he ingratiates himself with the girl, then with her father, and takes part in the quest for the killer, whom he finally catches up with and takes to the police. But he is taken up with Lawford also and take him off to jail. (This all happens in 1890.)


WILLIAM R. WEAVER

“Night Without Sleep” (20th Century-Fox) Hollywood, Sept. 29

RUNNING CONFIDENTLY counter to the trade-wide conviction that the psychological melodrama cycle was among the principal causes of the post-war decline in theatre attendance, producer Robert Bassler offers here a typical example of the category, complete with all the standard fixtures including the psychoanalyst (treated seriously this time) who foretells the murderer. The producer has given the picture the gloss of painstaking production, professional photography, and so forth, but there's no chance of deceiving the ticket shoppers as to the kind of picture it is.

The picture has Linda Darnell as its best billing name, but the foremost figure is Garry Merrill, who came to favorable public attention in “All About Eve.” Hideyarm Neff, who's been getting excessive publicity, and Jane Vincent, now getting a build-up also, are the others whose names an exploitation-determined exhibitor may utilize helpfully in the picture's box-office behalf. Perhaps it is the 18th century locale that plays its part in making the picture, but it is so engaging, to exploit the picture as the story of a drunk's black-out, although that is what it really is. Merrill portrays the drunk, the camera opening on him as the act of coming awake in his home after a night of alcohol which he has spent strolling around the town.

From the beginning the flashbacks it's made clear that Merrill suspects he must have killed one of these women during his night of drunks, and it's this uncertainty that presumably is supposed to build suspense. But the total confusion narrative prevents suspense from forming. It turns out that it was his wife murdered.

Frank Partos and Elick Moll wrote the screenplay, from a story by Moll. Roy Baker directed it too deliberately for its own good. Running time, 77 minutes. Adult audience classification. For October release. W. R. WEAVER

U.K. Cracks Down

(Continued from page 1)

announced that 2,118 theatres applied for relief and exemp- tion orders by the year beginning Oct. 1, compared with 2,157 applications in the year now concluding. In paying degree was granted to 1,439 houses against 1,428 this year. Total exemption was given to 1,227 theatres. Rehearses and exemp- tions granted will reduce the average first feature quota for the country as a whole from the prescribed 30 to 26.2 per cent, the Board estimates.

Aim to Keep

(Continued from page 1)

very few in number. For the most part, it appears to have been working with changes in wording, changes which the layman would regard as insignificant but which lawyers believe are necessary for the precise meaning of a particular definition. Substitution of words, rephrasing and punctuation were said to be made, with the purpose that they have dealt in the main.

Turned “Thumbs Down”

Apparently, the distributor attorneys have turned “thumbs down” on the proposal made at the Washington gathering by Alfred Starr, TOA pres- ident, that the distributors be given the right to initiate arbitration proceedings to increase clearance. Meanwhile, vice-president of the Motion Picture Association of America member companies and non-members will be invited to review and act on the changes the directors of the presidents give their approval, then TOA and Allied will be asked to look into the plan and indicate whether or not they are acceptable from their standpoints.

Meanwhile, of course, TOA and Allied are at liberty to alter the bill to better suit themselves. Whether either organization has been acting in this direction is not known at present. Mcity's indicated at the Washington meeting that Allied may have suggestions but that it's members should have them acted on.

Hereman M. Levy, TOA general counsel, is due here today from New York to attend a trade press con- ference which will be held by Starr. It is expected that reporters will ask Levy about any TOA plans for re- commended changes. One particularly knotty problem which has been tackled by the distrib- utors is the concern possible ar- rangements for carrying on unfinished arbitration business after the 18-month agreement trial period has ended. It has been given permission to set up a temporary, when the period expires, some arrangements will have to be made to accommodate complaints involved in ongoing proceedings, they remind.

TOA is Looking

(Continued from page 1)

ship will be filled since the organization is faced with the problem of finding someone who will accept the right salary.” At the convention Sullivan's resignation was attributed primarily to the fact that he could not meet his salary expectation. Sullivan was executive director for several years.

Funding the hiring of a new execu- tive director, Sullivan's former duties are being handled by Herman M. Levy, TOA general counsel, and Dick World Bryant, administra- tive assistants.
NBC's DECISION last year to build its own West Coast TV centre rather than continue renting theatres with the resulting confusion as regards to transportation of cameras, sound equipment, lights, etc., will be highlighted Saturday, Oct. 4 at 8:00 P.M. (E.S.T.) when a special All Star Revue will be held at the newly completed studios located at Burbank, Cal. Stars will include Milton Berle, Phil Harris, George Jessel, Dinah Shore, Harno Marx and Fisher & Ross. Jane Wyman, winner of an Academy 'Oscar,' will be Bing Crosby's first guest when his radio series returns to the air CBSPlanting Thurs., Oct. 9, Jane will sing. (You didn't know, did you, that singer even before becoming an actress) . . . By special assignment, Gary Stevens moves over to CBS to work on the "Mike & Bull" TV program which has been increased to 45 minutes daily. . . Telenews will film the World Series for TV use under the supervision of Harry Roberts, film's sports director. A new merchandising dept. has been set up by George F. Foley, Inc. to effect product tie-ins and special promotion with the acquisition of J. F. Kelly, Jr. formerly with Lord & Taylor.

After two 13-week drives, Dennis James has been signed to a long term contract to continue an emcee of Old Gold's "Chance of a Lifetime," ABC-TVehicle. Show's ratings have been showing consistent rises. Denny's genial and fine work has been tops in our book for years. . . Latest film luminaries to appear on TV is Disney's "Jiminy Cricket," released last month. "It's a Small World," the second of the "Singer Four Star Playhouse," CBSeries, Thurs., Oct. 9. . . Sylvania's 1952 Television Awards will take place early in December in New York. Denny Taylor has again accepted the chairmanship of the judges committee. . . Another 15-minute NBCgigie program will be TViewed starting Tues., Oct. 7, at 10:30 P.M. when Bob & Ray star in "The Embarrassed Gentleman," sponsored by Embassy Cigars and placed thru Lennen & Mitchell. Violinist Florian Zachab and Broadway Musical Comedy star Audrey Meadows round out the cast. . . Peter's Backyard Bistro in Greenwich Village is rating a TV Disc Jockey show. Alan Sands postcards this description, quote: "A man with a wonderful vocabulary is he who can describe Marilyn Monroe without using his hands." Unquote. . . And from Hollywood comes this from Jack Kirkwood. Quote: "Don't tell me hard work never killed a man, I've seen it work on you twice." Unquote. . . "The Garry Moore Show" will be CBStreamlined to a half-hour daily telecast, Monday, Oct. 6. Dancing star Ray Malone becomes a regular member of the cast which, with G.M., includes Denise Lor, Ken Carson and Durward Kirby. . . DuMont will feature a Western as "The Rifleman" which will take place for the 28th year at San Francisco, Dec. 27, proceeds to go to the Shriners Hospital for Crippled Children. Program will be sponsored by Chrysler. Mutual will carry the radio broadcast of the game. . . A new NBC Camel radio series, "Walk A Mile" precede John Hury, will take over the Wednesday at 8 P.M. slot starting Oct. 8.

John Murray Anderson is preparing a two-hour program for submission to CBS, ultimately to be the special Christmas show for the Ford Foundation this year. . . After six years as emcee of "Luncheon At Six," Bill Stevens will bow off a series of five consecutive noontime series. Program will be streamlined to a half-hour next month. . . Credit Gary Stevens with the baseball crack of the year. "The Giant's slogan is 'Wait Till LAST year,'" Unquote. . . Dean Elliott, formerly musical director for "All-Star Revue," "Jack Carson Show" and "Jerry Letter Show," in collaboration with the judging committee, completed the score for the forthcoming Broadway Musical, "Herald Square," to be co-produced by Ben Segal and Robert Alda and starring Alda. . . If the first of the series, "How Death Valley Got His Name," is symbolic of the other stories of "Death Valley Days," then this new series of Flying A Productions which will be sponsored by The Pacific Borax Co. over DuMont stations starting Oct. 7, should rank high in Western type presentations. Scripter Ruth Woodman is doing a Flying A job.

Meetings Open Here On 'Pan' Campaign

Roy O. Disney, president of Walt Disney Productions, and Card Walker, advertising director, will meet to-mor- row from the Coast to finalize plans for the release and promotion of Walt Disney's forthcoming $4,000,000 cartoon feature, "Peter Pan."

While in New York, Disney will meet with Robert Morheim, RKO Radio distribution vice-president, and Leo Samuels, Disney sales supervisor, on plans for pre-releasing the picture in a limited number of cities.

The "Peter Pan" promotional campaign will be discussed in meetings Disney will hold with Disney sales executives Charles Levy and Irving Ludwig; character merchandising division representatives Hal Heiser, Chester Feitel, Vincent Jeffers and Harold Reckless, Disney Music Co. official Phil Kahl, S. Barret McCormick and Don Prince will represent RKO Radio at the meetings.

The campaign for the picture reportedly will exceed anything in Disney annals. At least 140,000 "Peter Pan" books will be placed on sale, starting early in November, and RCA Victor and Simon & Schuster will press 3,350,000 Peter Pan records. More than 30 newspapers throughout the country, with at least 30,000,000 readers, will run a story Sunday comic strip syndicated by King Features, beginning the first of the year. "Millions of pieces of "Peter Pan" merchandise will be featured by stores during the coming Yule season, the company said.

'Gaucho' Premiere on Board Ship Tonight

Representatives of all branches of show business and leading New York, U.S., and Argentine government officials will be guests of 20th Century-Fox and the Moore-McCormack Lines for tonight's world premiere of "Way of A Gaucho" aboard the S.S. Argentine, moored at Pier 32.

Among the notables who are said to have been signed for the screening are Florence Chadwick, swimmer, Nils Astor, Ann Bancroft, Yolande Beteeze, Vicki Cummings, Bette Davis, Lisa Ferrand, Bert Lahr, Patricia Alford, William Gaston, Coleen Gray, Nancy Guild, Wanda Hendrix, Celeste Horne, George Montgomery, Jane Meadows, Gary Mervell, Ava Merrill, Jack Palance, George Price, Gregory Ratoff, Herb Schirmer, Mel Torme, and Cornelia Vanlent, Jr.

Memphis Drawings (Continued from page 1)

it was not necessary to buy a ticket to get a chance on the jackpot. Patrons are registered outside the theatre, in the lobby, and in various places all about town and as they enter or leave the theatre, they are entered in the drawing, which is held by the Four Light- man theatres in the single operation. If the drawing is not won, the ticket is carried over and added to for the next week.

Police banned bank nights at Memphis theatres in 1936 but at that time it was necessary to buy a ticket to get a chance at the drawing. Police Chief Ed Reeder said that the Laver, vestigate and confer with City At- torney Gianotti.

Another Suit Hits Ohio Censorship

COLUMBUS, O., Sept. 29.—Superior Films, distributors of the remake version of the old German film, "M," has issued the Ohio division of film censorship in the Ohio Supreme Court in another effort to knock out Ohio's censorship board. Dr. Clyde Hissong, chief film censor, was ordered by attorney general Strayer to defend the board for a second time, following a mandamus action by Superior which asked that the board be required to review the film, since it has been cut to conform with censorship in other states. O'Neill ruled that the censor board's refusal to review the film a second time was "indefeasible."

After the second viewing, the Ohio board again rejected the film. "M" was originally rejected by the board on April 23, 1951, because it was said to be "permeated with crime."

The producers, Ernst Lubitsch and George Schaffner, have passed by every censor board in the country, except the Atlanta board, which was not submitted.

The law on the books in Harlor, Purpus, Morris & Arnold is represent- ing Superior. The attorneys, asking a review of the latest rejection order, based their case on two points:

1. The film censorship statute is unconstitutional in the state and the United States since it is a "subordination of free speech and free press."

2. If the statute is valid, then the censorship and the board's abuse of discretion in rejecting the film.

Approve Banning Of Dope Picture

ALBANY, N. Y., Sept. 29.—The Board of Regents has upheld a decision by Dr. Hugh M. Flick, director of the State Education Depart- ment's division of motion pictures, who refused a license to the Argo- time-made "Slaves of the Underground" on the ground that its public exhibition would "result in corrupt morals and in- cite to crime."

A special committee consisting of regents W. Kingsland Macy, John F. Brown and R. E. Roman has ordered that a screening in New York and heard an attorney for the A. J. Film Distributing Co. make a plea for a state license. The committee officially recommended to the regents that Flick's ruling be approved, and the board so voted.

A letter from Federal Narcotics Commissioner H. J. Andlinger de- claring "Slaves of the Underworld" to be a "dangerous" picture for public exhibition was made part of the record. The film is described as being of the racketeering type, to glorify the use of marijuana and then commit crimes.

Italian Dignitaries Here for Festival

The first group of Italian film stars and officials who will participate in "September," the film festival in New York, Oct. 6-12, has arrived here from Rome. Among the Party are Dr. Renato Gualino, general director of Italian Films Export, and Dr. Enmanuele Cassuto, managing director of Unitela, Be, B & S. Details of their visit are scheduled for consecutive nights of the festival.
The Branch Managers of Twentieth Century-Fox are proud to designate the week of October 12-18 as Spyros P. Skouras Week in honor of his Tenth Anniversary as President of our Company.
NPA CONTROL CUT ORDER IMMINENT

Can. Building Ban May End by Jan. 1

OTTAWA, Sept. 29.—Rapid expansion of steel production and an improvement in the overall supply may bring an end to present bans on the use of steel for all construction, including theatres, by the year's end, it is reported here by the government.

POLICE ARE PROBING MEMPHIS DRAWINGS

MEMPHIS, Sept. 29.—Police have started an investigation of a new outbreak of “boob nights” at Memphis theatres to see if state anti-riot laws are being violated.

A “boob night”—with the present jackpot standing at $1,250—is being operated at the Linden Circle, Crosstown and Frayer Drive-ins, all owned by M. A. Lightman Sr., and Malco Theatres, Inc. Separate bank nights are being held at the Princess Theatre, Main Street, also owned by Lightman, and at the Hollywood Theatre, owned by J. A. West.

Lightman said he did not believe the law was being violated because

MD. CENSOR ATTACK AWAIT OHIO ACTION

The Motion Picture Association of America will probably not attempt to move against the Maryland State Board of Censors until the Ohio newsreel censorship case is finally decided, an MPAA spokesman said.

The MPAA contemplated an attempt to hit at the Maryland board on the legislative level, and not through a court test.

The state of Ohio still has until Oct. 10 to appeal the decision of Judge Wiley of Toledo.

PARAMOUNT ASKS FOR BIDS FOR ‘SHEBA’

Hal Wallis’s “Come Back, Little Sheba,” starring Burt Lancaster and Shirley Booth, will be offered by Paramount for one exclusive pre-release engagement in the Los Angeles area to open Christmas Day, according to A. W. Schwaberg, president of Paramount Film Distributing Corp.

General release is set for early 1953, Producers Wallis is in New York setting campaign and release arrangements with Paramount home office executives.

SENIOR GROUP PROBE FINDS ‘POSSIBLE’ TRUST OFFENSES

WASHINGTON, Sept. 29.—The staff of the Senate Small Business Committee said its film industry investigation so far has “turned up evidence of possible violations of the anti-trust laws.”

The assertion came in a confidential report prepared by the committee staff for the committee members. No details were given as to who had done the “violating,” but presumably the violations would be by distributors, Committee officials refused to discuss details of the report.

The report pointed out that the committee has had under investigation for some time now the trade practices of the distributors, following complaints from small theatre owners. It said the preliminary investigation showed that relations between small exhibitors and distributors were “strained,” and then the report made the statement about “possible viola-

UK CRACKS DOWN ON QUOTA DEFAULTORS

LONDON, Sept. 29.—The Board of Trade has begun to crack down on flagrant exhibitor quota offenders, one of the first cases, that of the owner of a 781-seat theatre in Congleton, having been found guilty and fined £30 ($84) and £35 ($89) costs. He was charged with playing only 11 per cent of British first feature films instead of the 30 per cent prescribed by the quota.

Meanwhile, the Board of Trade

TEDDING THEATRES STAND UP TO TV

TORONTO, Sept. 29.—Domestic television, introduced a month ago, does not seem to have been troublesome to exhibitors thus far, as indicated by the current situation in which seven of 12 Toronto theatres have holdovers and two others have moveovers, leaving only three houses with entirely new attractions.

PARAMOUNT ASKS FOR BIDS FOR ‘SHEBA’

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STARR SAYS TOA IS LOOKING FOR EXECUTIVE DIRECTOR

Theatre Owners of America is intent on finding an executive director to succeed Gael Sullivan, who resigned Sept. 15, as the TOA annual convention got underway in Washington, Alfred Starr, new TOA president, reported here yesterday following his arrival from Nashville.

Starr, who came here for conferences with other TOA officials and Council of Motion Picture Organizations executives, today will hold a trade press conference. He is scheduled to take a plane for Nashville later in the afternoon.

The TOA chief executive could not indicate when the executive director

(Continued on page 4)
Personal Mention

RUSSELL V. DOWNING, president and managing director of New York’s Radio City Music Hall, is in London today to inspect the new product, and will return here Oct. 15.

AL DAFF, Universal executive vice-president, arrived in London from Paris yesterday and will return here over the weekend. DOUGLAS GRANVILLE of the Universal London office will leave there soon for a New York visit.

JANET RUTSTEIN, story analyst for the M-G-M story department here, and daughter of Radio City’s headkerchief writer and mastermind RUTSTEIN of Radio City Music Hall, has become engaged to WILLIAM BANGERT, executive assistant to a Thanksgiving weekend wedding planned.

C J. LATTA, managing director of Associated British Picture Corp., and D. J. GOODATLLE of Associated British Cinemas are expected here from London shortly.

TED R. GAMBLE, head of Gamble Enterprises, who has been in New York for several days, was in Washington yesterday.

ARNOLD WILLIAMS, head of the National Screen Service office in London, will leave there tomorrow for a New York visit of several weeks.

RUBE JACKER, Columbus assistant general sales manager, will leave here today for Kansas City and Des Moines.

ERIC JOHNSTON, Motion Picture Association president, returned to Washing-ington by plane yesterday from the Coast.

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

DAVID O. SELZNICK will leave here today for Italy to begin work on several new pictures to be made there.

JOAQUIN GALLEGU, RKO Radio manager in Portugal, is undergoing hospital treatment in Barcelona, Spain.

CHARLES BOODY, RKO Radio’s North-South division manager, will be in Dallas today.

Services Here Today For Adolph Brecher

Funeral services will be held at the Riverside Memorial Chapel here today for Adolph Brecher, former director of New York’s 68th Street Playhouses and brother of Joe Brecher, Brecher Theatres president. He died here at the weekend.

He is survived by his wife, Mrs. Mary Brecher; brothers Philip and Joe; a daughter, Elizabeth, and two sons, Sidney and Robert.

House Group Opens 10-Day ‘Red’ Investigation on Coast

HOLLYWOOD, Sept. 29.—Opening expected to run 10 days, the House

read screenwriter Roy Huggins tes
tifies to two house investigations in

hearing here this afternoon that are

Un-American Activities Committee

hearsings.

dismiss Symphony

Suite vs. UA, Brandt

The Supreme Court action by the Symphony Theatre here against United Artists and the Brandt cir-

cuits is in the Symphony charged

United Artists and Brandt with hav-

ing improperly conspired to withhold

the reigns of Charles Chaplin’s “City

Lights” and other pictures.

On the eighth day of hearings, Justice Greenberg, with the following obser-

vations:

“there is not the slightest evidence in this case, giving plaintiff every reasonable inferences which is entitled, that the defendants or any of them entered into a conspiracy to

violation of Section 340 of the General Business Law or of the common law

which this court is bound to adjudge,

that any contract was entered into between plaintiff and United Artists.

... hence there could be no breach of contract nor the induction of

the breach of a contract which in fact had never been entered into.”

An attorney for George Martin, son of Ralph Martin of the firm of Phillip Benjamin & Krim represented United Artists and the firm of Weissman, Greenberg, as well as 340 represented Brandt. Monroe Stein repre-

sented the Symphony Theatre.

Stolkin Expected Here on RKO Visit

Ralph Stolkin, head of the group which acquired stock control of RKO Pictures from Howard Hughes last week, is expected to arrive in New York from Chicago today or tomor-

row for his first visit to the company’s home office. During his visit, it is believed a new board of directors for the company may be named although no date for a board meeting had been set up to yesterday.

Neil E. DeVincent, RKO Pictures press director, arrived here here Thursday afternoon.

Bergman to Speak At Critics’ Meet

Maurice Bergman, assistant to the president of Universal-International, will be the guest speaker at the luncheon to be given tomorrow to honor the motion picture critics of the New York press. The luncheon will be held in the Hotel Piccadilly.

Among the guests will be A. H. Weller, Times; William Zinser, Herald-Tribune; Charles Lederer, The New Yorker; objcets; News; Ben Rosenberg; Post; Jim O’Connor, Journal-American; Frank Quinn, Daily Mirror; Jane Corby; Sy Barlett, New York; Clair Tido; Telegram & Sun, and Leo Mishkin, Morning Telegram.

Nearly 3,000 Houses Are Enrolled In Rogers Campaign

Close to 3,000 theatres throughout the U.S. have already enrolled in the drive to place collection-cans on candy stands for funds for the Will Rogers Memorial Hospital.

The first Paramount theatre circuits throughout the country are cooperating in the project. With a green light from such as Gerald Goldsen, Robert Weitman and Ed Hyman, the circuits are enrolling daily. Inter-

state Circuit, Texas, came in with 141 added; (Utah-Idaho) added 12; Northio Theatres (Ohio-Kentucky) enlisted nine houses; Flor-

ida for the full roll by 76 theatres; six theatres of the Buffalo Parmo-

n circuit are in.

Other enrollments include: Dipson Theatres, Buffalo, with 15 houses and the Schad theatres in Reading, Pa. Additional New England circuits include the Lockwood and Gordon circuit; Phil Smith Circuit, Graphic Circuit, Robert Curzan.

Curry, N.E. Circuit Executive, Retires

Boston, Sept. 29. — Edward A. Curry, an executive of New England Theatre for more than 40 years, a 40-year veteran in the industry, will retire on Wednesday, the circuit reports.

20th Pays Quarterly Div.

A quarterly cash dividend of $.25 per share on the outstanding common stock of 20th Century-Fox has been declared payable Oct. 31, 1952, to all stockholders of record at the close of business on Oct. 15, 1952.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ROYALTELLER CENTER

MARIO LANZA in

"BECAUSE YOU’RE MINE"

introducing ORRETTO MORGAN

COLOR BY TECHNICON — AS A .M-C. PICTURE

SPECTACULAR STAGE PRESENTATION

THE MARRIAGE OF FIGARO

BY MAKIKIOTI

BARBARA STANWYCK

MUSIC BY LAZAR BERNSTEIN

STAGE DIRECTION BY MICHAEL BRENNER

DARWIN HAMILTON

JUNE ALLMONT

WILLIAM TAYLOR

CHARLES FRANKEL

LUCY STERN

HOWARD HUGHES presents

"ONE MINUTE TO ZERO"

STARRING RICHARD MITCHELL - ANN BLYTH

CRITERION

BROADWAY AND 46th ST.
Check List

of recent or forthcoming releases featured in advertising in

*MOTION PICTURE DAILY*

(alphabetically by title)

<table>
<thead>
<tr>
<th>Title</th>
<th>Distributor</th>
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<tr>
<td>AFFAIR IN TRINIDAD (3 Pages)</td>
<td>Columbia</td>
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<tr>
<td>ASSIGNMENT PARIS</td>
<td>Columbia</td>
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<td>BECAUSE YOU’RE MINE (2 Pages)</td>
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<td>BEWARE MY LOVELY</td>
<td>RKO</td>
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<tr>
<td>BIG JIM McLAIN (5 Pages)</td>
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<tr>
<td>BONZO GOES TO COLLEGE</td>
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<td>CAIRO ROAD</td>
<td>Realart</td>
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<tr>
<td>DREAMBOAT</td>
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<tr>
<td>EVERYTHING I HAVE IS YOURS</td>
<td>MGM</td>
</tr>
<tr>
<td>FEARLESS FAGAN (2 Pages)</td>
<td>MGM</td>
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<tr>
<td>HANS CHRISTIAN ANDERSEN (3 Pages)</td>
<td>RKO</td>
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<td>HORIZONS WEST</td>
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<td>IVANHOE (21 Pages)</td>
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<td>O. HENRY’S FULL HOUSE</td>
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<td>SOMEBODY LOVES ME (2 Pages)</td>
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<td>SON OF PALEFACE</td>
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<td>SUDDEN FEAR (2 Pages)</td>
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<td>THE CRIMSON PIRATE</td>
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<td>THE LUSTY MEN</td>
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<td>THE QUIET MAN (13 Pages)</td>
<td>Republic</td>
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<td>THE MERRY WIDOW (2 Pages)</td>
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<tr>
<td>THE MIRACLE OF OUR LADY FATIMA (3 Pages)</td>
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<td>THE SNOWS OF KILIMANJARO (10 Pages)</td>
<td>20th-Fox</td>
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<tr>
<td>THE STORY OF WILL ROGERS (4 Pages)</td>
<td>Warner</td>
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<td>THE WORLD IN HIS ARMS (7 Pages)</td>
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<td>UNTAMED FRONTIER</td>
<td>Universal</td>
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*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”.

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.

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. Its cost is dimes that bring dollars. It is the vital spark for the power that produces greatest results!

*Pictures featured in M. P. Daily advertising during past 6 weeks.*
Senate Probe
(Continued from page 1)

tions" having been turned up.

Exhibitor complaints were summarized as follows: That small exhibitors can't get the same availabilities as larger theatres; that they are being forced to buy blocks of pictures; that in some areas branch managers of the distributors also own shares of the theatres and favor these theatres in distributing the company's films; and that distributors use competitive bidding unnecessarily and get higher prices from small theatres.

Meanwhile, William D. Amis, investigator for the committee, has postponed for another month at least a projected cross-country trip in connection with the committee's investigation of exhibitor complaints against distributors.

Mr. Amis declared that complaints from exhibitors all over the country are still coming in to the committee, but said that since the committee is short-handed now he will be unable to take the trip at that time. When he does take off, he said, he expects to spend considerable time in the San Francisco area and in New York, where, with visits to Chicago and Alabama, where he spent some time with representatives of the Southern California Theatre Owners Association, SCTOA, is working up some additional information for the committee, the investigator said.

NPA Control Cut
(Continued from page 1)

July 1. But the order was not issued and when the steel strike came along the order just never did come out. Industry officials have indicated, therefore, that they will not follow when the NPA follows up its promise, of an April 1 relaxation with an official order. As was previously promised, the relaxation would permit theatre builders to self-authorize up to five tons of carbon steel per contract, 3,500 pounds of copper and up to 500 pounds of aluminum. At present, no self-authorization is allowed except minimum amounts for maintenance, repair and operating work. In addition to the self-authorizations under the new order, would-be theatre builders could apply for NPA allotments of additional amounts of the three metals with much better chances of success than when the strike was being held.

Even though the relaxation would not be effective until April 1, builders could start lining up materials now and placing orders in the belief that April 1, when the theatre building season really starts.

The Oct. 29 meeting of top committee members was attended by about 75 per cent over the sted, aluminum and copper supply situation and see if the April 1 order is backed.

NPA has been looking extra copper for some drive-ins, it was learned. The preliminary survey showed that in recent weeks it had appropriated additional copper for "some 10 or 12 drive-ins that just needed copper but no steel.

NSS Shipping Change
BUFFALO, Sept. 29.—National Screen Service branch manager Jack Goldsmith reports that negotiations for this territory will be shipped to exhibitors from Buffalo instead of from New York.

U.K. Cracks Down
(Continued from page 1)

announced that 2,118 theatres applied for quota relief and exemptions for the year beginning Oct. 1, compared with 1,117 applications in the year now concluding.

Relief in varying degree was granted to 1,459 houses against 1,428 which appealed for a quota. The relief and exemptions granted will reduce the average quota for the country as a whole from the prescribed 30 per cent to 26.2 per cent, the Board estimates.

TOA Is Looking
(Continued from page 1)

ship will be filled since the organization is faced with the problem of "getting the right man at the right salary. At the convention Sullivan's resignation prompted primary efforts to the fact that TOA could not meet his salary expectancy. Sullivan was employed by TOA for several years under the Lawford name.

Pending the hiring of a new executive director, Sullivan's former duties are being handled by Herman M. Levy, TOA legal counsel, and Dick Pits and Howard Bryant, administrative assistants.

Review

“The Hour of 13”
(Metro-Goldwyn-Mayer)

Hollywood, Sept. 29

ALTHOUGH PETER LAWFORD is the only player in this London-based picture to have a name that signifies his English heritage, he is seen here with a splendid roster of cast associates in a splendid little picture. It is not, as a matter of fact, a little picture save in the sense that its name-bearing is slight, so far as American audiences are concerned. A good picture, filled in and around some against extremely good-to-look-at British streets and buildings, and the interiors measure up to the exteriors in every particular. It is a melodic voice and a pathological killer in Scotland Yard most unhappy until the thief's path and the killer's cross eventually. Both are exposed and meet their merited finish.

M-G-M's Hayes Goetz, a relatively new but fast-coming addition to that clan of film players, is featured with Harold French contributing a fine job of timed and counter-timed direction. An extremely graceful script by Leon Gordon and Howard Emmett Rogers is based on a novel by Philip Carr, with Lawrence Tibbett furnishing the music, which shouldn't be regarded as indicating a long-haired score.

Others in the cast are Dawn Addams, who's to be used over here as a contract star by M-G-M soon, Roland Culver, Derek Bond, Leslie Dwyer, Michael Hordern, Colin Gordon, Heather Thatcher, Jack McNaughton and Campbell Cotts. All are fine.

Lawford plays the jewel thief and Miss Addams portrays the daughter of Commissioner Bond of Scotland Yard. He successfully steals a priceless sapphire necklace and which leads police to believe that it was stolen by a killer who's been knocking off policemen all over London without seeming object. Since Lawford can't hide his booty by itself until the killer's been apprehended, he ingratiates himself with the girl, then with her father and takes part in the quest for the killer, whom he finally catches up with and dispatches. But the Scotland Yard people catch up with Lawford also and take him off to jail. (This all happens in 1890.)


WILLIAM R. WILLARD

“Night Without Sleep”
(20th Century-Fox)

Hollywood, Sept. 29

RUNNING CONFIDENTLY counter to the trade-wide conviction that the psychoanalytic melodrama cycle was among the principal causes of the post-war decline in theatre attendance, producer Robert Bassler offers here a typical example of the category, complete with all the standard fixtures including the psychoanalyst, a pathological woman and the inimitable in the picture’s box-office helmsman.

Probably it wouldn’t be wholly honest, and in some places it could be damaging, to exploit the picture as the story of a drunk’s black-out, although this is what it really is. Merrill portrays the drunk, the comedian who goes to Hollywood to be an actor, is caught in the act of coming awake in his home after a night of alcohol which he cannot remember, and with a scratched fist. The picture goes then into a series of flashbacks in which it is shown that he is the discomfited husband of a woman he learned to know in Hollywood. Lawford shows for him, and the occasional associate in amour of a girl of vague designation, with both of whom he spent a part of the night he doesn’t remember.

It is a picture that he spent a good deal of time with Miss Darrall, playing a Hollywood star who’s long had a crush on him which he hasn’t known about.

In the sections between the flashbacks it’s made clear that Merrill suspects he must have killed one of these women during his nights of drink, and it’s this that maintains the picture supposed to build suspense. But the totally vital conversation nature of the picture prevents suspense from forming. It turns out that it was his wife he murdered.

Frank Partos and Eileen Heckart wrote the screenplay, from a story by Moll. Roy Baker directed it too deliberately for its own good. Audience classification. For October release.

W. R. WEAVER

Tuesday, September 30, 1952
Meetings Open Here 
On 'Pan' Campaign

Roy O. Disney, president of Walt Disney Productions, and Card Walker, advertising director, arrived here yester-
day from the Coast to finalize plans for the release of "Peter Pan," Disney's forthcoming $4,000,000 car-
toon feature, "Peter Pan." While in New York, Disney will meet with Robert Morichie, RKO Radio dis-
tribution vice-president, and Leo Sansdell, Disney sales supervisor, for planning purposes for a picture in a
limited number of cities.

The "Peter Pan" promotional campaign will be expanded in meetings Disney will hold with Disney sales
executives Charles Levy and Irving Ludvig; character merchandising division representatives Hal Heiser,
Chester Feltel, Vincent Jeffers and Harold Kidemour, and Disney Music Co. official Phil Kirk, B. Parrel
McCormick and Don Prince will represent RKO Radio at the meetings.

The campaign for the production will be patterned on Disney
annuats. At least 14,000,000 "Peter Pan" books will be placed on sale, starting early in September. Victor and Simon & Schuster will press 3,350,000 "Peter Pan" records, at least 30 records per
state, and 4,000 or more recordings throughout the country, with at least 30,000 readers, will run a "Peter Pan"
Sunday comic strip syndicated by King Features Syndicate. In addition, "Peter Pan" will be featured in the
year. "Millions of pieces" of "Peter Pan" merchandise will be featured by stores during the coming Yule season, the
company said.

Another Suit Hits 
Ohio Censorship

COLUMBUS, O., Sept. 29—Superior
Films, distributors of the remake ver-
sion of the old German film, "M," has
sued the Ohio division of film censor-
ship in the Ohio Supreme Court, in
another effort to knock out Ohio's
censorship laws.

In a complaint, filed by Attorney
General William O'Neill, the Ohio
board, in September, will review the
film. It was originally rejected by the board on
Oct. 9, on the grounds that the film is "in
the public good" and toxic. The board
ruled that the board's refusal to review the
censorship laws. The producers of the
version of the film has been transferred to the Ohio
board, where it will not be submitted.

The law firm of Wright, Harlor,
Burton & Daniel is representing the
Superior. The attorneys, asking a review of the latest rejection order, based on two points:
1. The film censorship standards are unconstitutional in the state and the
United States since it is an abridge-
ment of the Constitution. The suit asks for a
2. If the statute is valid, then the censorship board has acted arbitrarily and
abused its discretion in rejecting the film.

Approve Banning 
Of Dope Picture

ALBANY, N. Y., Sept. 29.—The
Board of Regents has upheld a de-
cision of Dr. Hugh M. Flick, direc-
tor of the State Department of
Education's division of motion pictures, who refused a license to the Argenti-
aire-made "Secrets of the Screen" on the ground that its public exhibition would "tend to corrupt morals and in-
cite to crime,"

A special committee consisting of regents W. Kingsland Macy, John F. Broxson and Roger W. Straus wit-
nessed a screening of the film this week and recommended its rejection. Flick's ruling has been approved,
and the board has voted.

A letter was issued by Federal Narcotic
Commissioner H. J. Anslinger declar-
ing "Slaves of the Underground" to be a "dangerous" picture for public exhibition, and a ban was made.

The film is described as being of the
racketeer type in which characters
smoke marijuana and then commit crimes.

Italian Dignitaries 
Here for Festival

The first group of Italian film stars 
and officials who will participate in
"Salute to Italian Films Week" in
New York, Oct. 6-12, has arrived here.

Among the arrivals are Dr. Renato
Gualino, general director of Italian Films Export, and Dr. Emilio Casotto, managing director of Unital-
ia. The first seven Italian films are
scheduled for consecutive nights of
the festival.
The Branch Managers of Twentieth Century-Fox are proud to designate the week of October 12-18 as Spyros P. Skouras Week in honor of his Tenth Anniversary as President of our Company.