New Labor Group
East Council
In Drive For
Basic Pacts

Thirteen N. Y. Locals
Comprise IA Segment

By AL STEEN

The long-planned Motion Picture Council of New York, composed of East Coast studio locals of the IATSE, has swung into operation and, according to members of the various crafts, the organization will launch a drive this year for basic agreements with independent producers of both theatrical and television films here. The Council is patterned in some respects on the lines of the Motion Picture Industry Council of Hollywood. The first independent producer to line up with the new group is Wim Hol-
 gland, who produced the current “Vio-
 leted” in New York.

The 13 East Coast locals that compose the Council follow:
Motion Picture Cameramen, Local No. 644; Motion Picture (Continued on page 5)

Loew Explains New
Single Track Sound

LONDON, Jan. 3.—Arthur M. Loew, president of Loew’s Interna-
tional Corp., has revealed details here of the company’s new single optical track stereophonic sound system. Called the Perspect-A-Sound, the sys-
tem will be used first with British and Continental prints of “Knights of the Round Table,” M-G-M’s first pro-
duction in CinemaScope which will have its premiere at the Empire Thea-
tre here in February.

Sound from the single optical track. (Continued on page 5)

Cantor Lifetime
‘Dimes’ Chairman

Eddie Cantor has been ap-
pointed lifetime chairman of the “March of Dimes of the Air” by Basil O’Connor, president of the Na-
tional Foundation for In-
fantile Paralysis. Cantor is the first to receive such recognition. Others who have received chairmanship posts for the 1954 campaign are Bob Hope, June Allyson and John Daly.

FOR THE RECORD
Motion Picture Daily Presents
The Box-Office Hits of 1953

FROM HERE TO ETERNITY (COLUMBIA)
GENTLEMEN PREFER BLONDES (20th-FOX)
HANS CHRISTIAN ANDERSEN (GOLDWYN-RKO)
HOUSE OF WAX (WARNER BROTHERS)
MOULIN ROUGE (UNITED ARTISTS)
PETER PAN (DISNEY-RKO PICTURES)
THE ROBE (20th-FOX)
SHANE (PARAMOUNT)

(The pictures above are listed alphabetically by title.)

Celler Would Re Define
‘Business,’ ‘Anti-Trust’

WASHINGTON, Jan. 3.—Rep. Emanuel Celler (D., N.Y.), ranking Demo-
crat on the House Judiciary Committee, feels a recent Federal Court decision raises the question of whether the motion picture industry and other entertain-
ment businesses are subject to the Federal anti-trust laws.

Celler was sharply critical of a de-
cision handed down last week in New
York by Federal Judge John C. Knox. Judge Knox dismissed the Justice De-
partment’s anti-trust suit against the Shubert theatre booking interests on the ground that, like baseball, theatre book-

ings are not a business and there-
fore not subject to the anti-trust laws.

Celler said this decision may be fol-
lowed by the dismissal of other anti-
trust suits involving “all manner of activities both in and out of the enter-
tainment world.” Pointing out that motion picture companies, the medical associations and press wire services have in the past all been held subject (Continued on page 5)

SDG to Vote Friday
For Video Citations

HOLLYWOOD, Jan. 3.—The first annual award of the Screen Directors’ Guild for the best direction in television will be determined on Friday by a balloting of the SDG membership following a screening of selected TV films at the Walt Disney Studios in

Chicago Cinerama
Close to $1,000,000

The $1,000,000 mark for “This Is Cinerama’ will soon be passed in Chicago, where the attraction opened at the Palace Theatre on July 29, 1953, and has continued, disclosed here. Chicago will thus join New York. (Continued on page 5)

MPA Tells Court:
Films Cannot
Be Half free,
Half slave

Enters Brief in ‘M’ Case
Denouncing State Censor

WASHINGTON, Jan. 3.—“Motion pictures, as part of the press, can not remain half slave and half free,” the Motion Picture Association of Amer-

ica declared in an anti-trust brief filed with the U. S. Supreme Court on the “M” case.

The brief, filed at the week-
end joint with the Broadcast-

ing Theatre Owners of Ohio, cited evidence to “refute the notion that the framers of the original state constitutions and the First Amendment contem-
plated exceptions to the principle of absolute immunity from cen-
sorship.”

It stated that Ohio theatre owners oppose state censorship “not only be-
cause they consider censorship a viola-
tion of their constitutional rights."

(Continued on page 5)

Para-Dumont Have
Maximum TV Units

WASHINGTON, Jan. 3.—The Federal Communications Commission has authorized Allen P. DuMont Labor-
atories to acquire a UHF television station in Kansas City.

The FCC said DuMont could take over KCTV from Empire Coil, Inc. The Commission declared that Du-
Mont was not paying anything for the station, but was merely taking over Empire’s contracts and obligations.

The Commission has ruled that Du-
Mont (Continued on page 5)

1953 Television Poll
Results Out Tomorrow

Results of the fifth annual “Motion Picture Daily” “Fame” poll of television editors and columnists of newspapers and magazines to select the best programs and performers of 1953 on TV will be published in “Motion Picture Daily” tomor-
row.

Results of the 18th annual radio poll for “Fame” will be published here on Wednesday.
Personal Mention

A DOLPH ZUKOR, Paramount board chairman, left here for the Coast over the weekend.

EVERY AUSTIN, M-G-M exploitation manager, is in Chicago on Jan. 16. He will be accompanied by ELLIOTT FORMAN, press representative for New Jersey and New York.

RICHARD DE LANEY, assistant manager of the Broadway Theatre, has returned from Defiance, Ohio, where he has been drafted into the army. KENNETH SMITH succeeds him at the theatre.

A. W. SCHWAEBERG, Paramount distribution head, is due in New York from the Coast this week.

WILLIAM ZOLLER, head of M-G-M short subjects sales, is in Atlanta on the first leg of a tour of five branches.

ROBERT PROSH, M-G-M director, and his crew will arrive here tomorrow from Cairo on route to the Coast.

YASUO NAKASHIMA, director of the New York Co., left for Tokyo after conferences with Allied Artists executives.

HARRY BROWNING, home office executive of New England Theatres, has returned to Boston from Hartford.

3-D Photographs for 'Money from Home'

As part of the promotion program set for 'Money from Home,' Paramount has made arrangements for theatres to secure for distribution to patrons three-dimensional photos of Dean Martin and Jerry Lewis in a scene from 'The Color of Money.' Accompanying the photos will be conversations that give the scene a stereoscopic slant.

Samples of the photo-and-viewer set are being mailed to exhibitors by Paramount branches. The set is packaged in an envelope on which can be found the theatre's sales message to patrons.

ST. LOUIS MOVEOVER FOR 'FRENCH LINE'

ST. LOUIS, Jan. 3—KOIO Radio's "The French Line," 3-D color in Technicolor musical starring Jane Russell, will move over from the Fox Theatre to the Missouri on Tuesday, where it will be held for an extended engagement. The Missouri has been closed since last May. It is being reopened for "The French Line."

Sherald U.K. Poll Widely Publicized

LONDON, Jan. 3.—The results of the annual "Motion Picture Herald" "Fame" showmen's poll, which lists the top five offices in the United Kingdom at the weekend, as well as on British Broadcasting Co. programs.

Five of Five Were English

Newsmen emphasized that the survey disclosed that, despite Hollywood's dominance of the screens here, the studio's five offices in 1953 were prominently featured in newspapers throughout the United Kingdom at the weekend, as well as on British Broadcasting Co. programs.

Max Bronow Heads Phila. Office Union

PHILADELPHIA, Jan. 3.—Max Bronow, M-G-M booker here, has been elected president of Office Employees Local No. 7-6 of the IATSE.

Ginsberg to Coast

Henry Ginsberg returned to the Coast after the weekend, after conferring with Warner Bros. home office executives for George Stevens' production of "Fugitive's Flight."

Channels for Color-Video Being Prepared by AT&T

The Long Lines department of American Telephone and Telegraph Co. is engaged in a program of equipping television channels for the transmission of color programs. In the requirements of the broadcasting industry, it was revealed at the weekend. For months, the Bell System has been engaged in preparatory work and plans necessary to carry out the job of modifying its TV network routes. Perhaps the biggest obstacles—by one director of operations, said the the transcontinental radio relay was terminated and sent on to California. The Tournament of Rose Parade from Pasadena, Cal., to the East on Friday. These facilities served some 18 cities with color television.

Proved by Experimentation

The type of color signal approved by the Federal Communications Commission has, on a number of occasions, been transmitted through the System facilities. On Oct. 15, at the request of the FCC, an experimental color signal was transmitted from New York to Washington and back on both radio relay and coaxial cable. A color program also was transmitted experimentally to Los Angeles, Calif., on Nov. 1. These demonstrations have proved that good quality color pictures received from the sending camera, can be transmitted over these Bell System network facilities that the requirement for modification of existing networks has been raked to the handle the newly authorized color signals, Helmreich said.

Cost Is Factor

Helmreich pointed out that the facilities and technical operations required to operate a color picture are more costly and complicated than black and white. He said the two types of the same program were transmitted simultaneously on the color relay and coaxial cable—require additional facilities outside the area or adjustment before high quality color signals can be flashed from one city to another.

In addition to equipping the routes with new apparatus, the company must also train personnel in the techniques of color transmission," Helmreich said. The initial training program for necessary personnel was started some time ago and is scheduled to be completed by the end of this month.

Long Lines has about 50,000 miles of video channels in service, with 150 channels interconnected with the networks.

Skouras, Fabian to Phila. V.C. Dinner

PHILADELPHIA, Jan. 3.—Spyros Skouras, president of 20th Century-Fox, and Sir H. Fabian, president of the Variety Club of Philadelphia, Tent 13, at the Bellevue Stratford Hotel here on Jan. 11. The event will mark the installation of the new Variety Club crew headed by Norman Silverman, Republic branch manager, as well as the conclusion of the term by Spyros Skouras, Berko Vending executive. The event also closes the current welfare campaign, to which proceeds will go to benefit the club's principal charity, a camp for handicapped children at Worcester, Pa. In addition to home office executives, city and state leaders are expected to be on hand, with delegations due also from upstate Pennsylvania, New Jersey and Delaware. Jay Emanuel, exhibitor and trade paper publisher, is chairman of the dinner committee.

Plea Made to Halve Guatemalan 20% Tax

The Guatemalan government, according to its weekly report in New York, has been petitioned by the city administration of Guatemala City to reduce by 10 per cent the 20 per cent tax on the profits of film distributors. The petition notes that the heavy burden of the tax American distributors have restricted their output, resulting in sharply decreased revenue for local businesses.

Three Nominated for Re-Election by WB

Nominees for re-election to Warner Bros.'s board of directors are Samuel Carlisle, Stanleug P. Friedmann and Sarnu Schneidew, according to the company bulletin sent to stockholders in preparation for the annual meeting, slated to be held in Warner Theatre on Jan. 3. The terms of the other five directors do not expire at the present time.

Salaries Itemized

The remuneration of officers, according to the proxy, during the six months ended June 30, 1953 was as follows: Harry M. Warner, president, $52,000; Jack J. Warner, vice-president, $52,000; Schneidew, vice-president, $35,000; E HOWEVER, president, $35,000; Albert Warner, vice-president, $39,000; Carlisle, controller and assistant treasurer, $25,010; Stanleug P. Friedmann, vice-president, $32,550; Robert W. Perkins, assistant treasurer, $25,010. The total paid to all directors and officers for the period was listed as $434,910.

Royal Honors to 2 in U.K. Show World

LONDON, Jan. 3.—The annual Royal Variety Show on 1st anniversary over the weekend included a knighthood for George Robey, aged 84, widely known vaudeville comedian and film actor of an earlier period. His last screen appearance was as Falstaff in "Laurel and Hardy's Yer' Vichy." G. Darley Smith, managing director of J. Arthur Rank's Cinema Television Ltd., was made a commander of the Order of the British Empire in recognition of his pioneering achievements in the development of television here.

Legion's Review of 9 Places in Class C

Of the nine films cited in the latest listing of the National Legion of Decency, one—for "Violated"—has been placed in Class C. Five in Class A. The three pictures in Class B are "Act of Love," "Tonga-Tika" and "Wicked Woman." The "lander" and "The King of the Khyber Rifles" and "Knights of the Round Table" have been placed in Class A, Section 1.

Kimler, Exhibitor Pioneer, Is Dead

TOLEDO, Jan. 3—Funeral services were held here for John F. Kimler, pioneer theatre owner, who died following a cerebral hemorrhage. He built and for many years managed the Pantheon Theatre, now operated jointly by the Skirball and Smith & Co. He was also a life-endowment and time associate of Martin G. Smith and James Beidler. He retired some years ago. Surviving are a son, a daughter and a brother.

Buck up, brother... and look at the bright side... of the “good new days” just ahead!... There’s a whole new era in motion pictures on the horizon... with CINEMASCOPE, 3D, WIDESCREENS and STEREOPHONIC SOUND setting the pace!... And some new HIT PICTURES, too... that have been setting some new records... and breaking some old ones!... And the PRIZE BABY’s keeping right in step, too, brother... with the TRAILERS, ACCESSORIES and special display items... that herald the coming of this new era in motion picture history!

Look ahead, brother... and start selling what you’ve got coming... some BIGGER and BETTER Movies... in a BIGGER and BETTER way!

Sell the Bigger SHOWBUSINESS with Bigger SHOWMANSHIP!
<table>
<thead>
<tr>
<th>WEEK</th>
<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV.-INT'L</th>
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<tbody>
<tr>
<td>Oct. 18</td>
<td>(Rev. Releases)</td>
<td>THE BIG HEAT (Stuntman's Sound)</td>
<td>Glenn Ford</td>
<td>Gloria Grahame</td>
<td>D—69 min.</td>
<td>(Rev. 10/25/53)</td>
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<tr>
<td>Oct. 18</td>
<td>JENNIFER</td>
<td>Elia Wijere</td>
<td>Dorothy Dandridge</td>
<td>D—73 min.</td>
<td>(Rev. 11/12/53)</td>
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<tr>
<td>Nov. 1</td>
<td>JACK SLADE</td>
<td>Mark Stevens</td>
<td>Dorothy Malone</td>
<td>D—98 min.</td>
<td>(Rev. 10/21/53)</td>
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<tr>
<td>Nov. 1</td>
<td>VIOLANTE TERROR</td>
<td>Bill Elliott</td>
<td>W—70 min.</td>
<td>(Rev. 12/2/53)</td>
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<tr>
<td>Nov. 15</td>
<td>(Rev. Releases)</td>
<td>PARIS MODEL</td>
<td>Marilyn Maxwell</td>
<td>Pernice Gordon</td>
<td>D—84 min.</td>
<td>(Rev. 12/23/53)</td>
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<tr>
<td>Nov. 29</td>
<td>(Rev. Releases)</td>
<td>PRIVATE EYES</td>
<td>Bowery Boys</td>
<td>C—64 min.</td>
<td>(Rev. 12/31/53)</td>
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<tr>
<td>Dec. 6</td>
<td>(Rev. Releases)</td>
<td>KILLER APE</td>
<td>John Wooten</td>
<td>Coral Thronton</td>
<td>D—12/5/53</td>
<td>(Rev. 12/31/53)</td>
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<td>Dec. 13</td>
<td>THE NERZEREK</td>
<td>Philip Carey</td>
<td>Robert Haynes</td>
<td>W—44 min.</td>
<td>(Rev. 11/30/53)</td>
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<td>Dec. 20</td>
<td>TEXAS BADMAN</td>
<td>Wayne Morris</td>
<td>W—92 min.</td>
<td>(Rev. 12/24/53)</td>
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<tr>
<td>Dec. 27</td>
<td>(Rev. Releases)</td>
<td>HOLLYWOOD THRILL-MARKERS</td>
<td>Philip Carey</td>
<td>Robert Haynes</td>
<td>W—34 min.</td>
<td>(Rev. 11/30/53)</td>
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(Rev. - Motion Picture Daily's Booking Chart)

(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.)
East Council

MPA in Plea to Court

Celler Urges

**East Council**

(Continued from page 1)

**MPA in Plea to Court**

(Continued from page 1)

**Celler Urges**

(Continued from page 1)

Studio Mechanics, Locals Nos. 52, 59 and 366; Film Editors and Cutters, Local No. 771; Motion Picture Laboratory Technician, Locals Nos. 306, 650 and 640; Studio Technicians and Motion Picture Assistant Directors, Local No. 161; Motion Picture Wardrobe Attendants, Local No. 769; Motion Picture Hair Stylists, Local No. 798, and Motion Picture Laboratory Technicians, Local No. 792.

Under the basic pact, the producer agrees that an employee associated in the production of a picture in the East shall be or become a member of one of the East Coast locals on or after the 30th day of employment and that he will be selected from experience personnel among the crafts in the New York area.

Preference of employment will be given to those with experience in production in the East and with seniority, the definitions of which will be incorporated in new contracts which currently are being drafted.

See Cinerama

(Continued from page 1)

Detroit and Hollywood in passing the $1,000,000, and another $1.5 million added. Since "This Is Cinerama" opened in New York on Sept. 30, 1952, it has grossed an estimated $15,000,000 in its seven-month run. Recent additions to the seven cities were San Francisco, where 'This Is Cinerama' opened Jan. 25, and in Boston, on Oct. 30.

Stanley Warner, which now owns exclusive exhibition and distribution rights for the project, plans to open Cinerama theatres in 10 foreign cities by the end of June, Fabian added. He said that at that time there should be from 25 to 25 Cinerama theatres operating throughout the world.

Florida Exhibitors File Anti-Trust Suit

JACKSONVILLE, Jan. 3.—A $600,000 anti-trust suit has been filed in Federal Court here by John R. Sutton, Jr., and L. K. Kasa, partners in Motion Theatre, Orlando, claiming they were denied first-run pictures. Triple damages are asked.

Defendants are Florida State Theatres, Florida Coastal Theatres, 20th Century-Fox Exhibitors and RKO Pictures, Columbia, United Film Exchange, Warner Brothers, Loew's, United Artists.

Set 'Babybon' Plans

HOLLYWOOD, Jan. 3.—Jack Cummings will produce F. Scott Fitzgerald's "Babybon Revisited," with Elizabeth Taylor and Robert Mitchum. Richard Brooks, who will direct the M-G-M picture, will go to Paris in March to arrange for partial production of the film there.

"Law' to Bow Here

"Both Sides of the Law," new J. Arthur Rank Organization production, which opened on Jan. 11 at the Embassy 72nd Street here, it was disclosed by Universal Pictures, U. S. distributor of the film, but because they feel it imposes an inordinate economic burden upon the usual and customary practices of their business, they have to raise their charge fee of $3 per thousand feet of film.

The 28-page document called on the High Court to reverse the recent Federal Court decision which upheld the banning by state censors of "M," a Columbia Pictures production now distributing nation-wide.

Asking the U. S. Supreme Court to rule that state censorship of motion pictures is unconstitutional, the brief contended that Ohio’s censorship fee has an adverse economic impact right the distributors and exhibition of motion pictures in that state. As examples, the brief said that the censorship fees "are such a penalty on the distributor that he often finds it economically prohibitive" to supply an adequate number of prints to Ohio exchanges.

The MPAA, stating its reason for entering the case, said that "for years, the Association has been opposed to government censorship. Indeed, the Association’s Production Code was designed in 1930 as a workable alternative to state censorship. Yet, as more companies and other producers voluntarily adhere to the provisions of the code with the excellent guidance and sponsorship of the public and social and moral values of American culture. The Association’s Production Code Administration issued a certification to the motion picture MLA stating that it was approved as conforming to the Production Code.

The joint brief added: "Were censorship not the stumbling block in transporting prints from one state to another, transportation charges could be drastically reduced." The brief also noted that many motion pictures banned or cut by Ohio censorship are shown on television in the state with full Constitutional freedom from censorship.

The joint brief was signed by Sidney A. Schreiber, general attorney of the MPAA, and Philip J. O’Brien, Jr., formerly on MPAA’s legal staff to the anti-trust laws, the New York Democrat said that Judge Knox’s decision will "raise many eyebrows," and require a careful re-examination of the question of what constitutes "business" under the anti-trust statutes.

"When Congress reconvenes," Celler said, "I shall insist that the House Judiciary Committee take a new look at the definition of ‘business.’ We must nail down a precise definition of activities that now seem to be immune from our anti-trust laws."

Para-DuMont

(Continued from page 1)

Mont is controlled by Paramount Pictures, and the new Kansas City Channel will give the combined Paramount-DuMont set-up the maximum of five television stations now permitted by FCC rules. DuMont already has stations in New York, Washington and Pittsburgh, and Paramount has a Los Angeles station. However, the FCC recently proposed liberalizing its rules to permit one major studio or group to own up to seven stations, providing that no more than five are VHF channels. New Kansas City station is a UHF station, DuMont Paramount could still acquire another VHF and another UHF station if the FCC rules liberalization becomes final.

New Penn. Theatre Company Chartered

HARRISBURG, Pa., Jan. 3.—Viking Theatre Company, of Philadelphia, has acquired, under the name that of two downtown first-run theatre of the Fox Midwest circuit here and may enter business, possibly in the theatre field. Roy Hill, manager of Fox Midwest’s Fairway, succeeds him as manager of the Tower.

Joffte Quits Fox Midwest

KANSAS CITY, Jan. 3.—Bernard Joffte, known as Barney Jobber in theatrical and film circles, has resigned as manager of the Fox Tower, downtown first-run theatre of the Fox Midwest circuit here and may enter business, possibly in the theatre field. Roy Hill, manager of Fox Midwest’s Fairway, succeeds him as manager of the Tower.

SDG’s TV Awards

Burbank. The six directors and their assistants recently nominated for the award by the Guild membership ballot have submitted one film each to exhibit as follows:

Robert Florey, "Last Voyage" (Four Star Productions), CBS, Bruce Beveder, assistant director; Richard Irving, "Private Pushkin" (Reve Productions), CBS, Willard Sheldon, assistant director; "Desert Tragedy" (Meridian Productions), CBS, Ken Walters, assistant director.

Also Lew Landers, "The Masquerade" (Lovetown-Schubert Productions), Topper Series, CBS, William Kissel, assistant director; Ted Post, "Gun Job" (Screen Gems), Ford Theater, NBC, Jack Corrick, assistant director; Jack Velky, "The Christmas Story" (Mark VII Productions), NBC, Sam Ruman, assistant director.

More than 700 members of the Guild will vote on the above selections. The results of the balloting will be released for the first time at the third annual Screen Directors’ Guild Awards dinner dance, Jan. 24, at the Biltmore Bowl, Biltmore Hotel.

It was the intention of the Guild to have a nominating slate of five directors, but due to a tie of two of the directors, six emerged.

'Paratrooper' Defeats Pneumatic Drill

BOSTON, Jan. 3.—Columbia’s "Paratrooper" at the Pilgrim Theatre, defeated, with the help of a pneumatic drill in a next door garage and "Paratrooper" won. However, the Pilgrim Theatre Corporation, owner of the Pilgrim, obtained an injunction in Suffolk Superior Court restraining the garage from using the drills or bullheads without a certificate between 11:00 A.M. and 11:00 P.M.

The theatre company claimed that the noise was too loud for television and dialogue of the screen fare, many of them demanding their money back.

The theatre company had not only compensated the Ohio substance published a new house record by taking more than $21,000 in the first week of the current run.

20th Releases

(Continued from page 1)


February releases are Hell and High Water, starring Richard Widmark and Bella Darvi, produced by Raymond A. and directed by Samuel Fuller, and Siegfried at Red River, starring Van Johnson and Joanne Dru, produced by Leonard Goldstein and directed by Randolph Mate.

March releases are "Night People" in CinemaScope, starring Gregory Peck and Claire Bloom, produced by Frank B. Koenig and directed by Ronald Neame; "The Prince and the Pauper" in CinemaScope, starring Robert Mitchum and directed by Henry Levin.

Loew Explains

(Continued from page 1)

said Loew, "is distributed through the center and side screen horns by means of a small piece of equipment in the projection booth. There is no necessity to make any changes in standard projection sound heads."

"It is simple and foolproof, he continued. "From the rear projection view, it makes stereophonic sound an easier and less expensive process. For early adopters it has all of the advantages of the new sound, with none of the difficulties."

In effect, that it was an all purpose system since theatres not equipped for stereophonic reproduction can run the sound through their speakers without any modification. A trade demonstration of the device is expected to be held at the Empire Theatre here. It is followed by demonstration in other European countries. For U. S. engagements, prints of "Attila" have been incorporated at SDG’s,” with use of its CinemaScope features.

**7 DAYS IN HAWAII**

$4.41

(From New York, including round-trip transportation and hotel accommodations)

Fly United DC-4 air tour from New York, land over on the West Coast, if you like. Only United features 2 first class seats and wide center aisles on all planes.

UNITED AIR LINES

For fare and tax.

COMPARE THE FARE AND YOU’LL GO BY AIR
THE SCREEN'S HOTTEST NEW BOXOFFICE PERSONALITY

in the year's most unusual entertainment thrill!

JACK PALANCE
tops his sensational performances in "Sudden Fear" and "Shane" as he rockets to stardom in MAN IN THE ATTIC

A PANORAMIC PRODUCTION • RELEASED BY 20th CENTURY-FOX
**New Favorites**

**Vote ‘Omnibus’ TV’s Best in ’53 ‘Fame’ Poll**

Critics Designate Donald O’Connor Top Performer

CBS-TV’s “Omnibus” was voted the Best Network Television Program of 1953 by television editors, critics and columnists of American newspapers and magazines voting in the fifth annual motion Picture Daily-Fame poll. Al-

*Alastair Cooke

ister Cooke presides over “Omnibus” pro-

grams as master of ceremonies. In being voted the program “Champion of Champions,” “Omnibus” dis-

abled NBC-TV’s “Your Show of Shows” from the top position in the poll which the latter had held for three years. The CBS show is presented by the Tele-

vision Radio Workshop of the Ford Foundation on Sundays from 5 to 6:30 P.M. (EST.)

O’Connor Named

Donald O’Connor, featured on NBC-

TV’s Colgate-Comey Hour, was voted television’s best individual performer of 1953.

Sid Caesar and Imogene Coca, stars of “Your Show of Shows,” continue popular with the critics, the poll shows. They were voted Best Com-

edy Team, and Miss Coca was ac-

claimed TV’s Best Comedienne. “Your Show of Shows” finished second to “Omnibus” in the Best Network Pro-

gram category, was second in Best Variety Program class, and Caesar (Continued on page 4)

**Complete Results of TV Poll on Page 5**

The complete results of the voting in MOTION PIC-

TURE DAILY-FAME’s fifth annual television poll are pub-

lished on Page 5 of this issue. First, second and third place winners in each category of the 1953 poll are given.

**CREST CASE WON BY DISTRIBUTORS**

**Ohio Defends Censorship**

WASHINGTON, Jan. 4—The tremendous impact of the motion pic-

ture as a medium of communication requires some state censorship of films to protect citizens against certain dangerous films, the Supreme Court was told today.

The statement was contained in a brief submitted by Ohio state censors in defense of their censorship of the film “M.” The court this week will hear arguments challenging the constitutionality of Ohio and New York state film censorship laws. Argument will start Wednesday afternoon and (Continued on page 2)

See MPA Meet on ‘Line’ on Jan. 14

Likelihood of a board of directors meeting of the Motion Picture Asso-

ciation of America on Jan. 14 was held out here yesterday following the announcement that Eric Johnston, MPA president, is due to return from Hollywood on Jan. 13.

The first meeting of company pres-

idents in the new year is slated to tacle the issue posed by RKO Pe-


ciles’ release of “The French Line” without a Code seal, an action which (Continued on page 7)

**Italians Want More Playoffs**

The National Association of the Motion Picture and Allied Industries of Italy (ANICA) in Rome will ask the national legislature to pass a bill requiring theaters to increase the mini-

mum playing time allocated to local product by 50 per cent, from the pres-

ent 90 to 120 days annually, according to information received here by Italian Films Export. The move is said to have resulted from the increasing num-

ber of Italian-produced films and the (Continued on page 6)

**“The Long, Long Trailer”**


“T"HE Long, Long Trailer” is the funniest picture that’s come along in a long, long time. It’s a comedy of situation, of com-

plexion, of dialogue and of characterization and performance, but it’s more and better than the sum of these— it’s a natural! That is to say, a little awkwardly hot to the exact point, it’s precisely the right stuff for the Little Ball and Best Arnaz and they’re precisely the right people for the subject. It is also to say that it’s the joint creation of producer Paulino S. Berman, director Vincente Minnelli and co-writers Albert Hackett and Frances Goodrich, the quartette whose “Father of the Bride” and “Father’s Little Dividend” left this wise, delighted world waiting hungrily for other collaborations in kind—and that the Ball-Arnaz tandem, in addition to being the top attraction in weekly television, fits into the Berman-Minnelli-Hackett-Goodrich pattern as snugly as the Spencer Tracy-Katharine Hepburn duo did on those earlier occasions. “The Long, Long Trailer” figures to equal the box-

office sensation that “Father of the Bride” was, and the reaction of its (Continued on page 6)

**Supreme Court Rejects Baltimore Theatre’s Appeal By 7-1 Vote**

By J. A. OTTEN

WASHINGTON, Jan. 4.—The Supreme Court ruled today that the major distributors had not violated the anti-trust laws when they refused to license first-run films to the neighbor-

hood Crest Theatre in Baltimore.

The court’s decision was a major victory for the distributors and should have important effects on other private anti-

trust suits still pending in lower courts in which neighborhood theatres are seeking to obtain first-run films.

By a seven-to-one vote, the Supre-

me Court vetoed Crest’s appeal from a similar adverse decision by the Fourth Circuit Court of Appeals. The high court ruled that proof of parallel business behavior was not enough to establish an anti-trust law violation, (Continued on page 6)

**Good Gorges Usher in ’54**

Lively business on Broadway and representative circuit theatres throughout the country ushered in the new year, adding to the healthy grosses chalked up at the Christmas week-

end, according to a poll of theatre managers and circuit executives. A spokesman for Loew’s said that its neighborhood theatres in the New York Metropolitan area enjoyed one of the best New Year’s weekends.

Playing Loew’s Metropolitan circuit (Continued on page 7)

‘Fame’ Radio Poll Results Tomorrow

Results of the 18th annual MOTION PICTURE DAILY-FAME radio poll will be published tomorrow.

The winning performers and pro-

grams will represent the choices of American news-
paper and magazine radio critics, columnists and editors of the best material available to radio listeners in 1953.
Personal Mention

ARTHUR KREM, president of United Artists, returned here yesterday from Europe.

Paula and George Fraser, of the Paramount advertising and publicity departments, have adopted an eighteen-year-old girl who arrived here by plane on New Year’s Eve from her native Belgium.

Dr. Thomas G. Goldsmith, Jr., vice-president of Allen B. DuMont Laboratories, in charge of western operations, will be heard as one of a panel discussing color television over WABD, New York, on Jan. 14.


Foster M. Blake, Universal Pictures West sales manager, left here yesterday for Chicago and other Midwestern cities.

Maeve Dohr, secretary to Jeff Livingston, Universal Pictures Eastern advertising manager, will be married on Saturday to Ronald Exnis.

Jay Eisenberg, of the M-G-M legal department, returned to his desk here yesterday following a protracted illness.

— Howard Sturges, co-owner of the Allied Artists West Coast exchanges, returned to Los Angeles yesterday from Phoenix.

Say Nathanson Gets Assoc. Screen News

TORONTO, Jan. 4.—According to well-founded reports, an important deal last week between Nathanson, son of the late L. N. Nathanson, whereby he has acquired control of Associated Screen News, Ltd., Montreal, and outstanding stock of the Canadian Pacific Railway. The reports also indicate that James C. Chadlock, who has been a wealthy real estate developer here for many years, will be transferred to Montreal to become a key executive in the company operations under the Nathanson set-up.

Nathanson sold his Queensway studio in the Toronto suburbs not long ago to Rapid-Grip and Eastman Ltd., a photoengraving company, for its expansion into the moving picture production business.

Wanger, Flinn East For ‘Cell’ Confabs

HOLLYWOOD, Jan. 4.— Walter Wanger, producer of “Riot in Cell Block 11”, and John C. Flinn, Allied Artists advertising-publicity director, will fly to New York tomorrow for conferences with Mercey R. Goldstein regarding the production plans. The picture opens at the New York Mayfair Theatre on Feb. 18.

Selling Away from Cincinnati 1st-Runs

CINCINNATI, Jan. 4.—Product being sold away from first-runs in favor of suburbs here, with the showing of “The Wild”-“War Baby”-“Back Home” going to the Ambassador, Norwood, Covedale, RKO Paramount and Valley, while the Hyde Park, Arena and Entertainment Avenue here are in roadshowing M-G-M’s “Juliet Caesar” on a two-day basis, with all seats reserved at a $1.20-

Altec Has a New Demagnetizer Unit

E. S. Seeley, Altec chief engineer, reported here yesterday the release to the industry of technical developments by Altec for preventing the destruction of magnetic sound recording by a technique that has been certified by the Patent Office.

Seeley announced that after a month of tests, conducted on a nationwide basis because of unexpected difficulties with General Electric-Ford engineers for release to the entire theatre field all details related to Altec Demagnetizer together with the technique for demagnetizing parts in theatre film machines. This action has been taken in the interest of the theatre industry as a whole as a contribution to the successful use of magnetic sound tracks in theatres, he said.

Mich Back to ‘Look’ As Editorial Director

Daniel D. Mich, since 1930 editorial director of “Volk’s Magazine”, formerly a top editor of “Look Magazine”, will return to look at the publication on Jan. 25 as its editorial director. He will succeed Dana Tasker, who has resigned from “Look.”

Gardner Cowles, president and editor of “Look,” in outlining the changes in the editorial staff, stated that William B. Arthur, currently assistant managing editor, has been promoted to the post of managing editor and that the position of editor of executive affairs has been abolished.

Commenting on the departure of Mich from “McCall’s”, Otis V. Wiese, editor of that publication, stated: “His new assignment is a measure of his worth.”

Rudolph Benson, 66

CINCINNATI, Jan. 4.—Services were held yesterday for Rudolph Benson, 66, widely known publicist and advertising man, who died in Jewish Hospital following an operation performed four weeks ago. He was the first public agent for motion pictures in this area. His widow, two sons and a daughter attended.

Arthur Manley Dies

BOSTON, Jan. 4.—Arthur G. Manley, treasurer of the Shubert Trust here for 30 years, died yesterday at Symmes Hospital in Arlington, Mass.

Censorship

(Continued from Page 1)

will probably be concluded early Thursday afternoon.

The vivacity of the medium and its extraordinary causal power for the conviction of thought and emotional stimuli make it the nearest effective of all forms of expression, with the dangers involved in its abuse.” The Ohio brief closed.

The state argued that the Supreme Court has never decided on some prior film censorship. It declared that this was justified by a long-standing principle that it was proper to abolish the 14th Amendment was not absolute, but rather “varies as the expression, the place, the time, the nature of the occasion and the impact of the medium varies.” It said Ohio has sought to protect its citizens from a destructive attack upon the moral fiber of the state, and that this attack could take place in 1,000 theatres in every community in the state, affecting old and young, criminal and demented, calloused and highly irresponsible.

Arguing that Ohio regulates only obscene and immoral films or those tending to incite crime or license, the state added that “the introduction of a motion picture, the unrestricted audience and the subject matter of those which may be rejected by the executive board considered in combination, present an area of danger which Ohio as a state has intentionally regulated.

Specifically referring to its action rejecting “M.” Ohio said that the majority of the audience seeing this film would read the impact of violence, brutality and crime.

Johnston Meets With MPAA, AMMP Staffs

HOLLYWOOD, Jan. 4.—Eric Johnston, president of the Motion Picture Association of America, who arrived here today to stay through Friday, met informally with the MPAA and AMMP staffs and the organization’s headquarters this afternoon.

He discussed informatively his intention of issuing a new report in the summer, and also indicated his intention of disbanding the AMMP.

Wallis-Para, in Joint Malcolm-Lewis Project

In a joint venture with Paramount, Hal Wallis and Joseph Hazen have concluded a deal for the production of one of the most ambitious Martin and Lewis project, titled “The Big Top.” Production is scheduled to start in Phoenix, Ariz., in mid-February on the grounds of the Clyde Beatty Circus.

Services for J. Raibourn

Funeral services for James E. Raibourn, 83, father of Paul Raibourn, vice-president of Paramount Pictures, will be held Thursday afternoon at the Method Church, Eldorado, Ill. He died at Bradenton Memorial Hospital in Bradenton, Fla., on Jan. 31.

Also include his widow, Mrs. Ida Raibourn, and another son, Claude.

British to Plead Tax Cut in Feb.

LONDON, Jan. 4.—Representatives of the country’s four film trade associations will meet with J. Boyd Carpenter, financial secretary to the Treasury, during a meeting in February to discuss the industry’s case for entertainment tax relief.

The group will bring with them a memorandum documenting the industry’s case for a $6,800,000 reduction in the ticket levy. The memorandum will point out, among other things, that unless the tax is reduced, the yield to the Eady Fund will amount to nearly $1,000,000 less than anticipated in 1951.

W.T.O. Trustees Vote To Disband Ass’n

SAN FRANCISCO, Jan. 4.—The Western Theatres Owners, formerly known as the Independent Theatre Owners, formed in 1941, has been dissolved in accordance with a vote of its trustees which it was decided to liquidate all of the organization’s affairs.

The trustees recommended that the member units, located in Oregon and Washington, which recently voted to merge under the tentative name of Northern California Theatre Assn., be merged under the title of W.T.O., or Western Theatre Owners.

Arthur Barwood Dead

BOSTON, Jan. 4.—Arthur Barwood, 60, for 30 years manager of the Barwood Theatre, died Sunday at the Dicks House Infirmary. He was born in Dartmouth, England, and had been in the theatre business for 30 years.

New York Theatres

RADIO CITY MUSIC HALL—Rockefeller Center

“EASY TO LOVE” starring ESTHER WILLIAMS, VAN JOHNSON & TONY MARTIN, presented by Loew’s “The Nutcracker” plus special screening of the Muppets’ Christmas Show Party.

NEW YORK THEATRES

SPECTACULAR STAGE PRESENTATION

The Eddie Cantor Story

New York City Music Hall

SUNSET, Calif.

Paramount

ions

Motion Picture Daily

Tuesday, January 5, 1954
Based on the successful test of the reissue combo of “Little Caesar” and “Public Enemy,” gangster thrillers, at the Holiday Theatre, N.Y., Warner Bros. has lined up additional engagements in key cities for top playing time during January and early February.

Tandem broke the house record at the Broadway house during its first week’s run and maintained a hefty pace during its second and third weeks of what now appears as an extended run.

They’re at it again!

"PUBLIC ENEMY" and "LITTLE CAESAR"

DOUBLE-THRILL-BILL SENSATION! NEW ADS, NEW ACCESSORIES and NEW HOUSE RECORD AT THE HOLIDAY THEATRE (5th!! WEEK) ON BROADWAY!

PUBLIC ENEMY" STARRING JAMES CAGNEY
WITH JEAN HARLOW, JOAN BLONDELL
DIRECTED BY WILLIAM A. WELLMAN
SCREEN ADAPTATION BY HARVEY HABER

"LITTLE CAESAR" STARRING EDW. G. ROBINSON
WITH DOUGLAS FAIRBANKS, JR., MERVYN LEROY
DIRECTED BY M. H. BURNETT
SCREEN ADAPTATION BY FRANCIS EDWARDS
1953 TV Poll

(Continued from page 1)

was in third place in the Best Comedy division.

In the slants of critical approval, Lucille Ball and her "I Love Lucy" program also experienced some changes from their standings of a year ago. O'Connor, critics' choice for Best Television Performer of 1953, holds the title given to Miss Ball in 1952. She also won the Best Comedy designation then, but finished third in that division in the 1953 poll. Miss Ball and Desi Arnaz were third in the Best Comedy Team division this time and their program, "I Love Lucy," was in third place in the Best Comedy Show class, behind Colgate Comedy Hour and the Jackie Gleason Show.

Gleason Popular

Gleason showed his popularity with the critics, being voted TV's Best Comedian of 1953, just ahead of Jimmy Durante. Gleason was third in the Best Performer class, and his program second in Best Comedy Show division.

Jack Webb and his "Dragnet" program also moved up in critical favor in 1953. Webb placed second in the Best TV Performer class, while "Dragnet" was third in the Best Network program voting (both Champion of Champions' categories), and the program was voted TV's Best Mystery Show.

Julius La Rosa, featured on "Toast of the Town" since his separation from Arthur Godfrey late in the year, was tabbed TV's Most Promising Young Star of 1953 by the critics. Audrey Meadows was voted the female counterpart, giving CBS-TV the top male and female prospects for the immediate future, in the opinion of the critics.

Pick U.S. Steel Hour

The U. S. Steel Hour on ABC-TV was acclaimed by the critics as the Best New Dramatic program of 1953, with CBS-TV's Medallion Theatre in second place. The category is a new one; the annual Farm poll, designed to give recognition to new dramatic programs of quality on TV.

In the older established division, Studio One retained first place, followed by Robert Montgomery Presents (now Paragon Playhouse) and NBC Television Playhouse, in that order.

Ed Sullivan and his "Toast of the Town" were strongly supported by the critics in the 1953 poll. "Toast" was voted Best Variety Program, a designation held by "Your Show of Shows" in the 1952 poll, and Sullivan was voted TV's Best M.C. of 1953, a title won by John Daly, the previous year. "Show of Shows" was second in the Best Variety class this time and Daly second in the Best M.C. division.

Best Comedy

The critics considered Colgate Comedy Hour and Best Comedy Show of 1953, a title held by "I Love Lucy" the year before. In addition, Comedy Hour was third in the Best Variety Program class in the current poll, and its occasional guest stars, Dean Martin and Jerry Lewis, were second in the Best Comedy Team voting, in addition to the "champion" vote for Donald O'Connor.

The Danny Thomas Show took first place away from the Kate Smith Hour in the Best Daytime Program division, the latter program dropping from first in 1952 to second place for last year. Ding-Dong School was voted Best Children's Program by the critics for 1953. Kutta, Fran & Ollie, first place holder from the start of the poll until the current one, was in second place, with Howdy Doody third, giving NBC-TV a clean sweep of the juvenile program category.

NBC-TV's George Fenneman was voted TV's Best Announcer of 1953 by the critics, taking the title from Dennis James, 1952 winner. ABC-TV's James was third in the current poll, behind CBS-TV's Tony Marvin.

Winners in most of the other program categories, not previously mentioned herein, were tops in their classifications in the previous polls also. Among such: Perry Como, Best Male Vocalist; Dinah Shore, Best Female Vocalist (the Dinah Shore Show was third in the Best Popular Musical Show division, also); Meet the Press, Best Panel Discussion Program; Voice of Firestone, Best Classical Musical Show; Your Hit Parade, Best Popular Musical Show; You Bet Your Life, Best Audience Participation Quiz Show; What's My Line?, Best Panel Quiz Show; John Cameron Swayze, Best News Commentator; Mel Allen, Best Sportscaster, and Dr. Roy K. Marshall's announcements for the Ford Theatre program, the Best Commercial Presentation from an audience viewpoint.

For the fifth successive year there was a marked increase in the number of ballots entered in the poll, those cast in the 1953 poll far exceeding the number received in any of the previous polls. This reflects not only continuing and growing interest in the annual balloting to determine television's "bests" on the part of the critics, editors and columnists, but also the expansion in telecasting and viewing throughout the nation since the lifting of the F.C.C. "freeze" on new TV stations.
Complete Results of ‘Fame’ TV Poll for 1953

NBC-TV Takes 14 of 26 Firsts, CBS-TV II, in Fifth Annual Poll of TV Critics

National Broadcasting Company’s television programs and performances held 15 of 25 first places in the MOTION PICTURE DAILY-FAME poll a year ago, again led the networks for 1953 in top honors voted by television critics, editors and columnists of American newspapers and magazines, this time taking 14 of 26 firsts.

Columbia Broadcasting System’s television programs and performances which captured eight first places in the 1952 poll, counted for 11 firsts in the current MOTION PICTURE DAILY-FAME poll, was awarded one first place.

The box score on the runner-up positions gives NBC-TV 14 second places and nine third places. CBS-TV captured eight seconds and one second place tie; nine third places. ABC-TV failed to place second in any category but took three third places. The DuMont network had two seconds and two thirds.

CBS-TV swept all three positions in the Best Master of Ceremonies division of the poll; NBC-TV in the Best Children’s Program category. NBC’s publicity service was voted best by the critics and columnists but that citation is not counted among the program and performer firsts.

BEST CLASSICAL MUSICAL SHOW
1. VICTOR HAYWARD (The Firestone Hour, NBC-TV).
2. BENJAMIN HARRIS (NBC-TV).
3. GEORGE FESTINER (ABC-TV).

BEST PANEL DISCUSSION PROGRAM
1. THE LATE SHOW (Revere Copper & Brass, Inc.—St. George & Keys, Inc., and Pan American World Airways;—J. Walter Thompson Co.—NBC-TV—Sundays, 6:00-6:30 P.M.).
2. AMERICAN FORUM OF THE AIR (NBC-TV).
3. THE AUTHOR MEETS THE CRITICS (Dumont).

BEST NEW DRAMATIC PROGRAM
1. THE UNITED STATES STEEL HOUR (United States Steel Corporation—Batten, Barton, Durstine & Osborn, Inc.—NBC-TV—Sundays, 6:00-6:30 P.M.).
2. MEDALLION THEATRE (CBS-TV).
3. BEST PICTURE (CBS-TV).

BEST DRAMATIC SHOW
1. SEACO ONE (Westinghouse Electric Corp.—McCann-Erickson, Inc.—CBS-TV—Mondays, 10:00-11:00 P.M.).
2. MONTGOMERY PRESENTS (NBC-TV).
3. TELEVISION PLAYHOUSE (NBC-TV).

BEST MYSTERY PROGRAM
1. DRAGNET (The American Tobacco Co.—Cunningham & Walsh, Inc.—NBC-TV—Thursdays, 9:00-10:00 P.M.).
2. SUSPENSE (CBS-TV).
3. THE WEB (NBC-TV).

BEST MALE VOCALIST
1. TERRY CONO (Perry Como Show, NBC-TV—Thursdays, 9:15-10:00 P.M.).
2. EDDIE FISHER (NBC-TV).
3. JULIUS LA ROSA (CBS-TV).

BEST FEMALE VOCALIST
1. DINAH SHORE (The Dinah Shore Show, NBC-TV—Dinah Shore, CBS-TV—Mondays and Thursdays, 7:30-7:45 P.M.).
2. JANE FROMAN (CBS-TV).
3. GISELLE MACKENZIE (NBC-TV).

BEST COMERCIAL MUSICAL SHOW
1. THE CAMEL SHOW (Camel Cigarettes, Inc.—Damon Entertainment, Inc.—CBS-TV—Mondays and Thursdays, 7:30-7:45 P.M.).
2. THE BURLINGTON SHOW (CBS-TV).
3. THE GENERAL ELECTRIC SHOW (NBC-TV).

BEST NEWS COMMENTATOR
1. JOHN CAMERON SWAYZE (Camel Cigarettes, Inc.—CBS-TV—Mondays and Thursdays, 7:30-7:45 P.M.).
2. EDWARD R. MURROW (CBS-TV).
3. DOUGLAS EDWARDS (CBS-TV).
Crest Case  

"The Long, Long Trailer"  

Italians Want Reputed developing preference of Italian audiences for motion pictures. The increase, according to ANICA's year-end report, is necessary in order to permit the free distribution of Italian films in Italy and "remove from the crowded market much of the poorer foreign product."

Among the statistical indications of the advance of the Italian film industry embarked upon, the ANICA report are the following:

1. Exhibition and Attendance: Italy's census showed 30,000 motion picture theaters, comprising 70,000,000 operating in 1938. Total attendance last year reached 890,000,000 with film grosses according to 90 million lire ($150,000,000). Italian films drew a total of 250,000,000 spectators (as compared to 70,000,000 in 1948) and accounted for box-office admissions of 30 billion lire ($50,000,000) as opposed to seven billion lire ($116,667,000) in 1948. Average film gross was 50 million lire ($125,000) per Italian picture, 51 million lire ($85,000) for foreign pictures.

2. Italian Production: The 1953 production in production amounted to 30 billion lire ($50,000,000) in foreign pictures. Up to production of features films and the balance to short subjects.

Exports at Four Billion Lire  

Other figures released by ANICA were that Italian cinema technicians worked 2,000,000 hours (eight hour days); export income totaled four billion lire ($666,000,000); and the tax on Italian lire ($36,000,000) in taxes.

Italian production last year included 100 films; among the recommendations in the 1953 production was declared to be the variety of product which included neo-realistic, historical spectacles, adventure, farce, musical and travel films as well as adaptations of popular contemporary and classic novels. Internationale activity was increased, a program was highlighted by the signing of new agreements with Germany, Spain and Argentina. The production of cartoons and the co-production accord with France, and increased activity on the part of IFE in the United States.

Vatican Asks Check On Italian TV Fare  

ROME, Jan. 4.—With the beginning of Italian television's operation yesterday, the Vatican addressed a letter to bishops throughout the country urging that the Vatican established a central office to watch and classify programs for the guidance of viewers. Emphasis is placed on possibilities for contributing to family unity and better understanding among peoples, the message pointed to potential dangers in theмотивные телепрограммы и в частности в фильмах, которыми утвержден. Голландский папа, акцентируя внимание на возможности для содействия в семейном благоустройстве и лучшем понимании народов, в письме указал на потенциальные опасности в телевидении, в частности в фильмах, которые могут быть утверждены.
**Grosses**  
(Continued from page 1)

is "From Here to Eternity" and "The Caddy," both opening for the New Year holiday. Good business also was enjoyed by the later shows of "The Beast of the City," " триquires," also did business very well, with $60,000 seen for the third week of "King of the Khyber Rifles" at the Rivoli and a big $50,000 for "A Millionaire" at the Criterion, where "The Roxy," the big screener, also was very good, with $60,000 seen for the third week of "King of the Khyber Rifles" at the Rivoli and a big $50,000 for "A Millionaire" at the Criterion. Also were very good, with $60,000 seen for the third week of "King of the Khyber Rifles" at the Rivoli and a big $50,000 for "A Millionaire" at the Criterion.

**Television - Radio**

with Pinky Herman

When the Kraft television Theatre presents "Burlesque" Thursday, Jan. 14, TVABC (not in PIX), an extraordinary and lively night side, rather a "Carnevally" and also will take place. Fred Carney, producer-director for Kraft, will direct his "kid" brother, Art (Jackie Gleason Show) Carney, who will be featured in the TV version of the famous story of stageback life. Walter Reade's public relation department will be featured in an exclusive presentation by some isolated producers in the Ashbury Park, N. J., area, is to be commended. The proxy of WTVR terma "as sighted and detrimental to the entire TV industry," the "Cadillac prices" asked to convert sets to receive UHF stations, all Jackson, Beck, one of the morning's brightest thespians, will play "Fullo Vance" Mondays over WOR. Starting next week, with George Petrie doing "District Attorney Markham". Cleverlund will be treated to history, thrillingly depicted. "Victory At Sea" has just been signed by Thom McMahan for 26 weeks via WBNK.

More than a million dollars worth of talent convinced to pay tribute to Martin Block at a special New Year Eve party toss in his honor by ABC, Aventos at the Little Theatre on W. 44th St. whence the popular deepy's "Block Party" midnite series made its debut. The special event featured a great variety of talent from the specially invited audience to the simulcast but the great original "Benny Goodman Trio" (B. G., Teddey Wilson at the piano and Gene Krupa on drums) stole the show. Gilbert Roland, who played the role of the country music "Camille," made his TV debut in the Ford Theatre telefilm production, "The Ardent Woodsmen," set for regional showings all next week.

Catholic TV-fans and kilocalories still talking about the ter-rific series made up by Gene Krupa and Betty Clooney, Blaine-Thompson in the tie-up of Eddie Cantor being profiled on Ralph Edwards' "This Is Your Life," NBC-TV vehicle coinciding with premiere of the Warner Bros. musical, "The Eddie Cantor Story at the (N. Y.) Paramount. The 7-minute pix cut-in of the Paramount Theatre festivities reached an estimated 30 million TV viewers and proved to be one of the most successful promotion tie-ups in motion picture TV relations. Merv Kren, who directed the CBS version of "Pardon My Face," has authored a new TV series, "Woman with A Past," which stars Constance Ford and will be a quarter-hour CBS TV series. Barbra Essaness, next for the regional Cablevision, "South Terific" terorilla, set for the lead on "Opera Canaday," Sunday via Du Mont. ABC Communicator, Art Van Horn seriously loving the notion of producing a drama on Broadway in the Fall.

Eddie Cantor

of its two-a-day stand at the Selwyn, local legist house; "The Living Desert," up to $23,000 in its second week at the Roxy, after an initial session at $2,000; and "Mogambo," bouncing back to $30,000 in the final week of a long run at the Essaness Woods, where it will be followed by "Beneath the 12-Mile Reef."

Also doing well are "The Captain's Paradise," hitting a roasting $4,800 in its 11th week at the Ziegfeld; "Annapurna," clicking off a great $6,500 in its second week at 12-26. "Man From Love," holding well at $15,000 in the RKO Grand, also for the second week; and "Here Come the Girls!" Those Redheads from Seattle giving the McVeckers a pleasing $25,000 in the second week of the run.

"French Line" Grosses $75,000 in Six Days

"The French Line," in six days at the Fox Theatre in St. Louis grossed $75,000. Commenting on the gross, Charles Boasberg, RKO Picture's general sales manager, stated that the figure was the largest six day gross in the history of the Theatre. "The French Line" moves over to the Missouri Theatre today for an extended engagement, due to a previous stage attraction booked at the Fox.

**Baronet Have Festival of Bests**

A festival of 10 of the year's best films will be presented at the Baronet theatre here starting today, Walter Reade, president of the circuit. The films, all of which have appeared on various lists of "10 best" by New York film critics, will each play two days. The films include: "Man on the High Trestle," "A Queen is Crowned," "Shane," "The Band Wagon," "Crash Silence," "Call Me Madam," "Stark," The Beggar's Opera," "Roman Holiday," and "The Crucible."
FLASH!

COLUMBIA'S
"PARATROOPER"
STARRING
ALAN LADD
SMASHED ALL
FIRST WEEK
RECORDS AT THE
PILGRIM THEATRE
IN BOSTON!
MOTION PICTURE DAILY

VOL. 75, NO. 3
NEW YORK, U. S. A., WEDNESDAY, JANUARY 6, 1954
TEN CENTS

Still 'Champ'

Benny Again
Voted Radio's
Best in Poll

Critics' Choice in 18th Annual 'Fame' Balloting

Jack Benny continues to reign as American radio's "Champion of Champions," in the majority opinion of the newspaper and magazine radio editors, critics and columnists of the nation who voted in the 18th annual Motion Picture Daily radio poll for Benny. He received 1,261 votes, compared with 1,016 for Fred Allen. The Jack Benny Show (CBS, Saturday nights) was voted the Best Network radio program of 1953, and Benny himself was voted radio's Best Performer of the Year. Both are "Champion of Champions" designations, highest honors in the poll to a program and an individual. Benny won the personal "champion of champions" award in the 1952 radio poll, also.

Other Awards

In addition, Benny was voted radio's Best Comedian of last year, and the Jack Benny Show was second in Best Variety Program classification (Arthur Godfrey's show was first). Completing the Benny company awards, Mary Livingstone was voted third place in Best Comedienne class, behind Eve Arden and Marie Wilson. This trio, incidentally, gave CBS a clean sweep of that division. In the network program championship (Continued on page 10)

**Myers Warns on Effect of Court's Crest Decision**

WASHINGTON, Jan. 5—While the U. S. Supreme Court's decision yesterday in the Crest case upholds a position outlined by Abram F. Myers at Allied's convention in Pittsburgh in 1950, the Allied general counsel stated here today that distributors should not think that they can resume allegedly discriminatory practices against independent exhibitors. The Supreme Court ruled that major distributors had not violated the anti-trust laws when they refused to license first-run films in the neighborhood Crest Theatre in Baltimore.

In a formal statement, Myers said: "The decision in the Crest Theatre case upholds the position outlined in my speech at Allied's Pittsburgh convention, on Oct. 1, 1950, and thereafter unsuccessfully urged upon the

**Telenews Film Units Bought by Metrotone**

Hearst Metrotone News, Inc., has purchased the television news film services of Telenews Productions and will produce the reels under an expansion program which was disclosed here jointly yesterday by Hearst Metrotone, International News Service and Telenews Productions. Hearst Metrotone, owned jointly by Loew's and the Hearst Corp., while Telenews Productions will

**“The Glenn Miller Story”**

[Universal-International]

Hollywood, Jan. 5

The late, great Glenn Miller made a lot of fine music, a lot of brave history, and duel-like Will Rogers and a few others of the rare ones—tragically, in the prime of life and at the peak of his hard-earned fame. "The Glenn Miller Story" is a great telling of the facts of that life and the earning of that fame, and it would be a great film even if it didn't have—as it so very gloriously has—the great music identified forever with the Glenn Miller band and its world-beloved maestro. But it has this music in rich abundance, played in the original arrangements and orchestrations by a band that includes a number of the original Glenn Miller bandmen, and it has Janice Steward as Miller, June Allyson as Mrs. Miller, together with Louis Armstrong, Gene Krupa, Ben Pollack, Frances Langford and the Modernaires portraying themselves. It is far and away the best picture of its kind ever produced.

(Continued on page 2)

**Dozen Bills**

Taxes No. One Industry Item

In Congress

Chances Promising for Cut in Excise Levy

By J. A. OTTEN

WASHINGTON, Jan 5—The film industry will be directly or indirectly affected by a dozen major pieces of legislation likely to be acted on in the session of Congress which will get under way tomorrow, but the tax field will again take top billing.

Most important this field will be another industry fight to eliminate the 20 per cent Federal admission tax. The President, in his veto message of the Mason tax repeal bill last year, promised to recommend at least a reduction in the tax, but the industry will fight for its complete elimination. Chances are considered promising for elimination of the tax at least on lower-priced tickets.

It is not clear whether the theatre

(Continued on page 7)

**Set Special Events, Product for MGM's 30th Anniversary**

A series of special events will herald M-G-M's 30th anniversary jubilee, launched with pre-release engagements of "Knights of the Round Table," studio's first Cinemascope production. The jubilee, which will be celebrated throughout the world during the first four months of the year, calls for the use of radio, television, newspapers and magazines to tell the story

(Continued on page 7)

**TOA to Seek Voice In Revising Code**

If Board So Rules

The Theatre Owners of America is not opposed to a proposed revision of the Production Code. Walter Reade, Jr., TOA president, said here yesterday following a meeting with general counsel Herman Levy, Reade said that if the TOA board, at its meeting in Washington Jan. 31-Feb.

(Continued on page 7)


**Personal Mention**

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by MAX FELLERMAN and BERNARD LEVY, is in Philadelphia from New York.

Harry Mandell, vice-president of Phinelli, Rellendar and sons, in charge of sales, will arrive here by plane today from Hollywood.

NORMAN ELSON, president of Guild Enterprises, returned to New York with his family Monday aboard the Flinders.

MORGAN HUGINS, M-G-M studio publicist, is flying to New York tomorrow for Hollywood.

ALFRED STARKE, former president of the Theatre Owners of America, was here yesterday from Nashville.


ALFRED E. DAPP, Universal Pictures executive vice-president, has returned to New York from the Coast.

HAROLD POSTMAN, of the M-G-M sales department, is in Boston from New York.

William J. GERMAN is on the Coast from New York.

Republic Launches Regional Meetings

Republic's director of sales, C. Bruce Newberry, and the company's division managers will hold regional sales meetings throughout the country during the next few weeks.

Highlights on the agenda will be promotion plans for "Jubilee Trail," in Tomorrow's World, Thursday, March 15, filmed in Honolulu, and "Johnny Guitar" on Trucolor.

Metropolitan division sales manager JAMES Y. O'BRIEN, who left today for Washington with branch managers and salesmen in his district, Eastern division sales manager Dr. HERBERT C. YATES, company president, at the world premiere of "Jubilee Trail," at the Roxy Theatre in New Orleans on Jan. 14. Southern division manager WALTER L. TITUS, Jr., who is remaining in New York due to the death of his father, will join Republic executives in New York for the opening.

Newberry will then leave for the Coast for a business trip. Eastern division manager Francis Bateman for a meeting of branch managers and salesmen is on Jan. 20.

**“The Glenn Miller Story” (Continued from page 1)**

and can't help making everybody a very happy and a prosperous 1954.

It is hard to know where to begin to particularize concerning this many-sided attraction. Everything about it is excellent. Tip-topmost, probably, is the wonderfully balanced portrayal of Miller by the great James Stewart, who of the year one of the most impressive lists ever assembled by one actor. And alongside him, again, goes June Allyson, as in "The Stratton Story," in a warmly under- standing performance. If this is not the best of the two closest friends of the handiaker doomed to greatness and disaster, head up a big and talented support.

Bennett Pollack's triumph of the mid-thirties is now Pollack of the mid-thirties is a warming touch in the early stretches of the Miller career—the story spans the 1925-1944 era—and this expert use of musical greats portraying themselves comes to full flower in a Harlem sequence where Louis Armstrong and Gene Krupa and the Andrews Sisters and Dinah and the ratters sag and the walls tremble. This sequence, torridly staged with a color-wheel burning flat reds, blues and purples into the scene, is worth publication everywhere you may be charging—for itself alone and apart from the likewise priceless music content face and of it of THE MUSIC PERFORMED, in a variety of ways, as to instrumentation, but always, after the purposely awkward fledging undertakings, in the rounded, melodious, firmly accented and skillfully contoured orchestral arrangements, includes, to name a few, "Moonlight Serenade," the Miller theme, "Looking at the World Through Rose Colored Glasses," "Everybody Loves My Baby," "Chattanooga Choo Choo," "Tuxedo Junction," "In the Mood" and "Pennsylvania 6-500." There's a dozen more as memorable.

The producer of this splendid contribution to the happiness of a music-crazed world is Aaron Rosenberg, who has every reason to be very proud of his accomplishment, and the director, a man who knows music in the way Glenn Miller knew music, and who has directed James Stewart in more than one of that actor's Accessory. Anthony Mann, a sure hand at the helm through this not at all easy-going enterprise.

Joseph Grisheson's musical direction is masterly throughout, which is saying a very great deal on this difficult occasion, and the photography by William Daniels, with William Frittschi as Technicolor consultant, is of the best. The picture is for all ages, and for all types and classes of musical-lovers; just possibly excepting the youngest of the young for the Marchings are still are favorites of the jive-box and disc jockey fans, young or old, and his style is in steady use, under the slightest of disguise, by many of the top bands.

Running time, 116 minutes. General audience classification: For February release.

WILLIAM R. WEAVER

Greene Increases His RKO Theatres Stock

WASHINGTON, Jan. 5 — David J. Greene and various related interests have sharply increased their holdings in RKO Theatres Corp. common during November, a report by the Securities and Exchange Commission reveals.

Greene bought 4,333 shares in his own name, increasing his personal holdings from 14,622 to 19,013, all shares controlled by him bought 11,378 shares, for a total holding of 52,078 shares in RKO, in a similar capacity on all of Kra- mer's independently-produced pictures barring "Double Indemnity." The first film under the newly signed Kramer-United Artists deal, which Schraier will handle, will be "Not As A Stranger," which is to go into production within the next couple of months under Kramer's supervision.

Greene's purchase is in addition to his 12,461 shares of Columbia common, which he owns a total of 13,831 shares. A trust controlled by Jack Colin bought 1,800 Columbia shares, which Colin personally owns 43,351 shares.

Y. Frank Freeman sold 100 shares of Paramount Pictures common, leaving him 1,760 shares. A trust controlled by Brandt bought 1,600 shares of Trans- lomax Corp. common, giving him 114,000 shares of Class A common in his own name.

SCHAEFER REPRESENTS NEW KRAMER FIRM

George J. Schraier has signed with the newly-organized Stanley Kramer film corporation to represent it as a general sales representative.

Schraier, former producer of RKO and sales manager for both Para- mon and M-G-M, is working in a similar capacity on all of Kra- mer's independently-produced pictures barring "Double Indemnity." The first film under the newly signed Kramer-United Artists deal, which Schraier will handle, will be "Not As A Stranger," which is to go into production within the next couple of months under Kramer's supervision.

TheTelnews (Continued from page 1)

continue as an independent company. Ownership and production of the Tele- news daily TV film news, Telnews Sports Weekly and the Telnews Sports Weekly will be transferred to Heat Metrotone, which now owns the TV news service. This product will receive the benefit, it is explained, of expanded film procurement and facilities available through Heat Metrotone, whose "News of the Day" has been a pioneer theatrical newsreel.

Telnews operation will be under the direction of Mr. Newberry, executive vice-president of Heat Metrotone News; Michael O'Gara, vice-president and editor-in-chief of Metrotone News, and W. P. Montague, Telnews production editor. Robert Reid, manager of the INS television sales department, will continue in charge of sales representation.

Telnews Productions, under gen- eral manager Charles D. Ross, will continue acquired in its own TV activities, such as commercial and special pro- grams.

New Para. Method (Continued from page 1)

sure definition and clarity of any method yet provided in the history of the industry.

The production head added that "our new attraction can be shown on any size screen and in any aspect ratio; it need not be shown as a square or rectangular picture. A "new" picture from any aspect ratio; it need not be shown as a square or rectangular picture. When the "new" picture will be shown as a rectangular picture. When the "new" picture will be shown at all theatres, it will be shown in its own screen size on a special "new" television receiver A "new" picture from any aspect ratio; it need not be shown as a square or rectangular picture. When the "new" picture will be shown at all theatres, it will be shown in its own screen size on a special "new" television receiver, Sec.; 2d, 1954, at the post office at New York, N. Y., under the set of March 5, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
THE BIRTHDAY CAKE THAT EVERY EXHIBITOR IN AMERICA WILL SHARE!

M·G·M’s 30TH ANNIVERSARY JUBILEE
1924-1954
"LET'S GET THE CASH AND LET THE CREDIT GO!"

As our 30th Anniversary commences, we want to thank our exhibitor friends whose mutual confidence and cooperation has made it all possible. We’ve got countless medals, awards, statuettes. The annals of film business glow with the achievements of M-G-M attractions, M-G-M stars, M-G-M Showmanship. But our celebration is planned with only one thing in mind — your box-office! Let’s get the cash and let the credit go! We invite theatre men to join with us in what will be one of the biggest promotions of its kind ever held in the industry, to launch a cavalcade of top entertainments, to stimulate your business!

"Come up and see my trophies sometime!"
TIE-IN YOUR THEATRE WITH THE M-G-M PARADE OF GREAT "JUBILEE" HITS!

M-G-M provides the fireworks nationally and locally! It's going to be the most publicized event of the Year. Get your slice of the Birthday Cake. It's an unparalleled opportunity to give your Box-office a LIFT! Here is a partial list of available M-G-M attractions for your local "JUBILEE." Showmanship accessories available FREE!

"KNIGHTS" LEADS THE LINE-UP OF "JUBILEE" RELEASES!

JANUARY

"KNIGHTS OF THE ROUND TABLE" (CinemaScope) (In Color Magnificence) - Robert Taylor, Ava Gardner, Mel Ferrer

"EASY TO LOVE" (Technicolor) - Esther Williams, Van Johnson, Tony Martin

"QUO VADIS" - Greater In WIDE SCREEN • (Technicolor) - Robert Taylor, Deborah Kerr, Leo Genn

"GIVE A GIRL A BREAK" - (Technicolor) • Marge and Gower Champion, Debbie Reynolds

"THE GREAT DIAMOND ROBBERY" - Red Skelton

FEBRUARY

"THE LONG, LONG TRAILER" (Ansco Color) - Lucille Ball, Desi Arnaz

"ROSE MARIE" (CinemaScope) (In Color Glory) • Ann Blyth, Howard Keel, Fernando Lamas

"GYPSY COLT" (Ansco Color) - Donna Corcoran, Ward Bond, Frances Dee, and Gypsy

"FLAME AND THE FLESH" (Technicolor) - Lana Turner, Pier Angeli

AND THESE CURRENT PRODUCTIONS!

"MOGAMBO" (Technicolor) - Clark Gable, Ava Gardner

"TAKE THE HIGH GROUND!" (Ansco Color) - Richard Widmark, Karl Malden, Elaine Stewart

"THE ACTRESS" - Spencer Tracy, Jean Simmons, Teresa Wright

"KISS ME KATE" (Ansco Color) - Kathryn Grayson, Howard Keel, Ann Miller

"ESCAPE FROM FORT BRAVO" (Ansco Color) • William Holden, Eleanor Parker, John Forsythe

"HALF A HERO" - Red Skelton

"ALL THE BROTHERS WERE VALIANT" (Technicolor) - Robert Taylor, Stewart Granger, Ann Blyth

"TORCH SONG" (Technicolor) - Joan Crawford, Michael Wilding

"TERROR ON A TRAIN" - Glenn Ford, Anne Vernon

AND MANY MORE OUTSTANDING M-G-M ATTRACTIONS!

(Including The Industry's Greatest Line-up of Short Subjects)
A GREAT EVENT TO LAUNCH M-G-M’s “JUBILEE”!

M-G-M’s FIRST GREAT PRODUCTION IN CINEMASCOPE!

M-G-M presents in Cinemascope “KNIGHTS OF THE ROUND TABLE” in COLOR Magnificence!

NEXT FROM M-G-M IN CINEMASCOPE

“ROSE MARIE” (Color)
Ann Blyth, Howard Keel, Fernando Lamas

“THE STUDENT PRINCE” (Ansco Color)
Ann Blyth, Edmund Purdom, John Ericson, Louis Calhern, and the singing voice of Mario Lanza

“BRIGADOON” (Ansco Color)
Gene Kelly, Van Johnson, Cyd Charisse, Elaine Stewart

“BRIDE FOR SEVEN BROTHERS” (Ansco Color)
Jane Powell, Howard Keel, Jeff Richards

AND THESE BIG FUTURE M-G-M ATTRACTIONS!

“EXECUTIVE SUITE”

“BETRAYED” (Color)
Clark Gable, Lana Turner, Victor Mature

“JULIUS CAESAR”
Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O’Brien, Greer Garson, Deborah Kerr

“HER TWELVE MEN” (Color)
Greer Garson, Robert Ryan

“BEAU BRUMMELL” (Color)
Stewart Granger, Elizabeth Taylor, Peter Ustinov

“CREST OF THE WAVE”
Gene Kelly, Jeff Richards

“INVITATION TO THE DANCE” (Technicolor) • Gene Kelly, and All-Star Cast

“VALLEY OF THE KINGS” (Color)
Robert Taylor, Eleanor Parker

“PANTHER SQUADRON 8” (Ansco Color)
Van Johnson, Walter Pidgeon

“We’re Saying it With Pictures!”
Mason to Introduce
Tax Measure Today

WASHINGTON, Jan. 5.—Rep. Mason (R., Ill.) said he is ready to drop in the hopper when Congress reconvenes tomorrow another bill to lift the 20 per cent Federal admission tax from motion picture theatres. A simi-
lar Mason Bill was the measure supported by the industry last year and passed by both House and Senate, only to run into a
Presidential veto.

TOA and Code
(Continued from page 1)

2. votes that exhibition could have a voice in revising the Code, the direc-
tors will do what is necessary to pursue its decision.

Reade pointed out that at the TOA convention in Chicago in November, the board reaffirmed its position that the
highest moral standards should be the guide in the production and dis-
tribution of all motion pictures and that it also "reaffirmed its support to
the principles and purposes of the Production Code.

Sees Revision Likely

"However," Reade continued, "as with any act, there are adjudications of principle, it becomes necessary from time to time to reanalyze, re-
evaluate and, perhaps, revise. It may well be that the time has now
arrived in the industry to do just that with the Production Code. If that is so, I feel that TOA will be in favor of
such action."

MGM Anniversary
(Continued from page 1)

of M-G-M's growth. The anniversary program, it was stated, has been
planned by Nicholas M. Schneck, president of Loew's, Inc.; Arthur M.
Loews, president of Loew's International; Charles Reagan, general sales
man for Howard Dietz, Jr., president of publicti
and advertising; Dore Schary, studio production head,
and other studio executives.

Intensive international advertising campaigns have been formulated for the many necessary publicity pro-
portion to "Kings of the Round Table." The others include: "Rose
Marie," the company's first Cinema-
scope musical; "The Long, Long
Trainier," starring Lucille Ball and Desi Arnaz; "Rhapsody in Blue;"
"Executive Suite;" "Flame and the Flesh," and
"Saadia," all of which are in color.

Bernhard Joins SW
(Continued from page 1)

and a director of Warner Brothers Pictures and took leave of absence in
1942-43 to serve as a civilian expert with the Navy.

In 1945 he switched to production, becoming the president, treasurer and
co-founder with Milton Sperling of U. S. Pictures, Inc., resigning from
his company in 1947 to become pre-
ident of Film Classics and the next
year also was elected president of
Cinecolor Corp. He gave him the
direction of Cinecolor in 1949 to devote
his whole time to Film Classics. Since
1951 he has been in independent pro-
duction, making "Journey Into Light;"
"Japanese War Bride" and "Ruby
Gentry."
Old style shooting...

new style showing
"Law and lawless meet on the street and shoot it out." Time-honored script... new style, wide-angle handling—giants figures, cause-and-effect in action, sense of depth—all in one. Made for today's projection—sound and picture—on today's wider screens. Technical problems, there are... problems of film selection, processing and projection... problems which Kodak is helping the industry solve through the facilities of the Eastman Technical Service for Motion Picture Film.

Branches are located at strategic centers, inquiries invited.

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
Radio Poll

(Continued from page 1)

ship division, Lux Radio Theatre finished second, closely followed by Jack Webb’s “Dragnet.”

Completing the best performer championship division, Webb was runner-up, with Godfrey showing.

Julia La Rosa, more in the spotlight than ever since his split with Godfrey, last fall, was the critics’ choice for the Most Promising Male Star in radio in 1953. In the females in radio’s future class, Gale Storm was the pick. With Rosemary Clooney second in that division and Lou Ann Simmons third, CBS drew another divisional sweep.

Fisher to Fore

Perhaps indicating either a change of critical taste or a younger generation of critics now writing about radio, Eddie Fisher was the choice for radio’s Best Popular Male Vocalist, displacing the hitherto perennial favorite, Bing Crosby, and was in second place as radio’s Most Promising Male Star. Perry Como was second in the Popular Male Vocalist division, with Crosby third.

Besides Jack Webb’s and “Dragnet’s” nice showings in the championship groups, the latter was voted radio’s Best Mystery Show of 1953, and was second in the Best Dramatic Program class, behind Lux Theatre.

Groucho Marx also retained his popularity with the critics, being voted third place in the Best Comedian class and his program, “You Bet Your Life,” being voted “Best Quiz Show.”

Godfrey Awards

Godfrey, too, continues in poll favor. In addition to his third place in the individual championship division, the Godfrey show was first in Best Variety Program class and first in Best Daytime Program class. Godfrey also was among the first in the voting for Best Master of Ceremonies, running behind Art Linkletter and Groucho Marx in a close race.

“Meet the Press” was another winner in two separate classifications. This perennially popular program in the annual Fame radio polls was voted Best Educational and Best Public Service program.

More Winners

Other programs and performers which have been at the top in most of the polls in recent years, and which reappear there in the 1953 poll, are: Fibber McGee & Molly (Best Comedy Team); Eve Arden (Best Comedian); Dinah Shore (Best Popular Female Vocalist); Rose Stevens (Best Classical Female Vocalist); NBC Symphony Orchestra (Best Classical Orchestra); Edward R. Murrow (Best News Commentator); Bill Stern (Best Sportscaster); New York Philharmonic Orchestra (Best Classical Musical Show); The Team (Best Musical Show); and Let’s Pretend (Best Children’s Program).

The critics and editors displayed a continuing lively interest in radio, evidence by an increased number of ballots returned in the 1953 poll than in the preceding year, and by spirited comments upon the lotteries.

Pointing out the vast audience still left to radio—the millions who ride with it in automobiles; the millions who buy portable and use them continuously or seasonally; the other millions out of reach of television in the home; millions who turn to radio in the summer TV hiatus, preferring it to substitute and otherwise secondary television programs, and the other millions who listen to it at home or at work, where daily performance of duties rule out the necessity required for concentration on viewing but not on listening, the critics urged broadcasters to keep this vast radio following in mind and give it worthwhile and original programs.

They pointed to the large following of disc jockeys and the continuing popularity of good dance and classical music programs and urged that more and better music be made available to listeners at all hours of the day and into the night.

The critics, who, in the past, have been near to violence in denouncing radio commercials, showed a softening attitude on that score for the first time in the 1953 poll. A few of them may have explained the change of attitude unwittingly—they compared radio commercials with television commercials, to the disadvantage of the latter.

It could be that they are annoyed so often by TV commercials that the radio brand has become more acceptable.

In any event, it is clear from the critics’ interest in radio that the medium is far from “dead” inssofar as they are concerned.

Many of the balloters, displaying their perennial optimism which has been much in evidence over the 18 years in which the Fame radio poll has been conducted, again voiced their hope that radio eventually will concentrate upon the things it does and can do better than television and, in so doing, open up a whole new era to itself.
Complete Results of 1953 ‘Fame’ Radio Poll

CBS, Y & R Publicity Services Voted Best for 1953 By Radio Editors, Critics

Columbia Broadcasting System's radio publicity service was voted the best of the network's press services for 1953 by a majority of the newspaper and magazine radio editors, critics and columnists participating in MOTION PICTURE DAILY's 18th annual Radio Poll for Fame. The CBS department is headed by George Crandall.

The radio editors and columnists also voted Young & Rubicam's Bureau of Industrial Service the provider of the Best Individual Publicity Service for the year. Harry Rauch is Y & R vice-president in charge of the radio-television publicity in the Bureau. Both Crandall's and Rauch's departments are repeaters, this being the fifth consecutive year the CBS radio service has been voted best, and the fourth successive year for the Y & R department.

National Broadcasting Company's press department was second in the Best Network Publicity Service category, and American Broadcasting Company's was third. David O. Alber Associates was in second place in the Best Individual Public Service for 1953.

CBS MYSTERY SHOW

1. Dragnet (Chesterfield Cigarettes—Cunningham and Walsh Advertising, Inc.—NBC Tuesdays 9:00-10:00 P.M.)
2. Suspense (CBS)
3. Crime Classics (CBS)

BEST MASTER OF CEREMONIES

1. Art Linkletter (House Party, multiple sponsors, CBS—Mondays through Fridays 3:15-3:45 P.M. and People Are Funny, Marx, Inc.—Leslie Berrett Company Inc.—CBS—Tuesdays 8:00-8:30 P.M.)
2. Groucho Marx (NBC)
3. Arthur Godfrey (CBS)

BEST NEWS COMMENTATOR

1. Edward R. Murrow (Multiple sponsors)
2. Fulton Lewis, Jr. (CBS)
3. Morgan Beatty (NBC)

BEST ANNOUNCER

1. Don Wilson (Jack Benny Show—CBS—See Best Network Program)
2. Frank Fenneman (NBC)
3. Ken Carpenter (all networks)

BEST SPORTSCASTER

1. Bill Stern (Sports Today with Bill Stern, Anheuser-Busch Co.—D'Arcy Advertising Co.—ABC—Monday through Friday, 6:30-6:45 P.M., transmitted over WABC, 6:45-7:00 P.M.)
2. Wynn Handel (Philharmonic)
3. Telephone Hour (NBC)

THE COMPLETE LIST OF FIRSTS TO CBS, 12 TO NBC IN POLL

1. Groucho Marx Show (You Bet Your Life) De Soto Motor Corp., David De Soto, Inc.—NBC Saturdays, 9:30-10:00 P.M.)
2. Saturday Night Country Style (NBC)
3. Midwestern Hayride (NBC)

BEST QUOTATION

Groucho Marx (You Bet Your Life) "I spent my boyhood in an orphanage. I was never an orphan."

BEST CHILDREN'S PROGRAM

1. Let's Pretend (Sustaining—CBS Saturdays, 2:05-2:30 P.M.)
2. Big Jon and Spooky (ABC)
3. The Lone Ranger (ABC)

BEST DAILY SHOW

1. Arthur Godfrey Time (CBS—See Best Variety Program)
2. The Tonight Show Club (ABC)
3. Dial Dave Garboway (NBC—discontinued)

BEST EDUCATIONAL PROGRAM

1. Meet the Press (Reverie Copper and Brass, Inc.—St. Georges & Keyes, Inc.—NBC —10:30-11:00 P.M.)
2. Invitation to Learning (CBS)
3. The American Forum of the Air (NBC)

BEST PUBLIC SERVICE PROGRAM

1. Meet the Press (NBC—See Best Educational Program)
2. CBS Special Events (CBS)
3. Town Meeting of the Air (ABC)
NEVER IN HISTORY HAVE
NEIGHBORHOOD THEATRES
DONE THE BUSINESS
THAT RKO, SKOURAS,
CENTURY, RANDFORCE,
BRANDT, PRUDENTIAL,
FABIAN CIRCUITS
ARE DOING WITH

CINEMASCOPE

Are you equipped with Anamorphic Lens,
Stereophonic Sound, proper screen and
showmanship know-how...to make it
your most prosperous year!
**MOTION PICTURE DAILY**

**VOL. 75. NO. 4**

**NEW YORK, U.S.A. THURSDAY, JANUARY 7, 1954**

**TEN CENTS**

**warns on bids**

**TOA Points to Danger Signal In Crest Case**

**sees no green light to discriminatory tactics**

The U.S. Supreme Court's decision in the Crest Theatre case giving distributors the right to restrict first-run showings to downtown houses can be a dangerous instrument in view of their "already tremendous discretionary powers," Herman Levy, general counsel of the Theatre Owners of America, stated yesterday for the TOA, in analyzing the court's findings. The high court on Monday ruled that major distributors had not violated the anti-trust laws when they refused to license first-runs to the neighborhood Crest Theatre in Baltimore.

"The Crest decision," Levy said, "is no green light to distribution to indulge in discriminatory tactics. Nor should this decision be taken by distribution as an indirect suggestion that competitive bidding between..." (Continued on page 4)

**allied artists loan**

**For $1,250,000 Signed**

HOLLYWOOD, Jan. 6.—Allied Artists has signed a new one-year loan agreement with the Security First National Bank of Los Angeles, and participated in by Bankers Trust Company of New York, which provide for a revolving loan of $1,250,000, and also permits guarantees up to $500,000 covering bank loans to producers releasing through Allied Artists. The loan replaces the previous arrangement with the same banks, which was for $1,000,000.

**32 will aid the 1954 ‘brotherhood week’**

Thirty-two have accepted posts as national vice-chairmen of the 1954 campaign for Brotherhood Week, to be observed Feb. 21-28. Under the sponsorship of the National Conference, it was disclosed here by Emanuel Frisch, national chairman of the film industry drive. The 32 are: Farley Balaban, Robert S. Benjamin, Charles Boasberg, Steve Brody, (Continued on page 5)

**Justice take issue with blank end of censorship**

By J. A. OTTEN

WASHINGTON, Jan. 6.—Two Supreme Court justices today took sharp issue with a plea that the court declare unconstitutional all censorship of motion pictures prior to showing.

Justices Frankfurter and Jackson flung questions and comments at John C. Harlow, attorney for Superior Films, Inc., whose picture, "M," was banned by the Ohio Board of Censors.

At the same time, however, Justices Frankfurter, Jackson and Chief Justice Warren criticized the "vagueness" of the Ohio statute under which the film was banned.

This afternoon the court heard an hour and 20 minutes of the two-hour argument scheduled on "M." Tomorrow the court will wind up the "31." (Continued on page 5)

**sees foreign market vital**

HOLLYWOOD, Jan. 6.—The foreign market furnisher between 43 and 44 per cent of the American industry's revenue during 1953, said Eric A. Johnston, president of the Motion Picture Association of America, at a press conference held here today.

This figure, said Johnston, is 10 per... (Continued on page 4)

**industry ‘definitely’ on road back, Zukor asserts**

HOLLYWOOD, Jan. 6.—The new projection media that were developed in 1953 will be improved in 1954, further stabilizing the increased theatre attendance that was noted in the last half of last year, Adolph Zukor predicted today on the eve of his 81st birthday.

In his annual birthday interview with Motion Picture Daily, the Paramount board president reiterated his stand that despite the screen innovations, Hollywood must not overlook the importance of story, cast and direction. Those factors, he said, are more important than "gimmicks."

The renewed interest in motion picture... (Continued on page 4)

**Uphold PCA faith in Code reaffirmed by seven studios**

HOLLYWOOD, Jan. 6.—Seven studio members of the Association of Motion Picture Producers have reaffirmed their "complete faith and confidence" in the principles of the Production Code and in its administration, Eric Johnston, president of the Motion Picture Association of America, told the press at a news conference here today.

Johnston said that the companies—Columbia, M-G-M, Paramount, Republic, 20th Century-Fox, Universal and Warner Brothers—"declared the violation of the code by any producer.

Johnston forestalled questioning on RKO Radio's action in opening "The French Line" in St. Louis without a PCA certificate, explaining that anything he might say could be construed as pre-judging a matter on which he will sit as presiding officer... (Continued on page 4)

**‘Stick with the Code,’ says Ohio Paper**

COLUMBUS, O. Jan. 6.—Film producers were advised to "stick with the present Production Code with its minimal restraints," in an editorial in the "Columbus Dispatch," following Samuel Goldwyn's appeal for revision of the code. The "Dispatch" said that the code "might be stiffened a bit."

"The code has served the industry well in protecting the public against grossly salacious pictures," the... (Continued on page 4)

**allied unit urges film firms ‘control’**

INDIANAPOLIS, Jan. 6.—A resolution, calling for the "control" by exhibition of existing producing companies as a means of ending the product shortage, was passed here at the regular monthly meeting of the board of directors of Allied of Indiana.

The acquisition of stock and voting... (Continued on page 5)
Asks ‘Cut’ for Unions In TV-Film Profits

HOLLYWOOD, Jan. 6.—A plan by which guilds and unions would participate in profits earned by producers from the sale of theatrical films to television was outlined to the AFI Film Council here by Robert L. Lippert, special guest at the council’s weekly meeting. Lippert proposed that the sale of theatrical films to television begin after the producer has recouped his original production investment, which he feels is the only fair position to have reached some agreed percentage of television production. This idea was inspired by the distribution among guilds and unions on a pro-rata formula to be worked out by the labor organizations jointly.

Dales Heads Committee

The council, which probably would administer the pool, if the Lippert proposal is acted upon, appointed John T. O’Hara, executive-office Chemical, a vigorous effort to build up new star personalities, the use of established TV personalities in motion pictures is concerted effort to deliver top pictures in the new media.

MGM’s 1st in ‘Scope Bows at Hall Today

The New York premiere of MGM-M-G-M’s first Cinemascope production, “Round the Table,” at Radio City Music Hall will be heralded tonight by a parade of movie stars in period costumes. The picture will open at 10:30 A.M. The costumes, cross-bow lances and other ac-

K.C. Couple Cast for De Rochemont Film

John and Betty Marsh, Kansas City non-professional couple in their early 20’s, have been chosen by Louis de Rochemont to portray the young Andrews who adorn figures in the story of “The Thrill of Your Life,” second Cinemar film now being produced by de Rochemont in Florida and the U.S. The Marshes will be required three months abroad and will finish shooting in the fall. The film is scheduled for release in the spring.

Urges Adoption of ‘Scope Program

CHICAGO, Jan. 6.—A 10-point program for distribution of and distribution of new television pictures was outlined to the council by Charles Brink, general manager of Allied Theatres. The adoption of the Cinemascope Production in Industry’s film production and formation of one over-all exhibition organization were among the steps urged by Brink. Other fields talked about this program include: training courses for theatre personnel in order to give better service; and that the elimination of “rowdymen” in theatres; “fresh- ening-up” of run-down theatres; the importance of eliminating the “lost audience”: uniform admission prices at the present level, and the procuring of proper equipment for correct projection of the new screen systems.

For distribution, Gregory’s program urged for: More advertising at the local level; additional prints, conferences with exhibitors on types of material; a more vigorous effort to build up new star personalities, the use of established TV personalities in motion pictures is concerted effort to deliver top pictures in the new media.

RKO to Trade-show ‘Couldn’t Say No’

RKO Radio will trade-show “She Couldn’t Say No” starring Robert Taylor and Joan Leslie, in San Francisco beginning Thursday, and New York, where it will be shown Thursday night at the RKO 88th street theatre.

$1.06 ‘1’ Preferred Declared

The board of directors of Universal Pictures has declared a quarterly divi-

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322 HAPPY EXHIBITORS
REPORT BIGGEST
NEW YEAR'S EVE
BUSINESS EVER!
MARTIN AND LEWIS +
3D + TECHNICOLOR =
"MONEY FROM HOME"
ALL-TIME
RECORDS!
Zukor

TOA Looks at Crest Case

(Continued from page 1)

theaters for first-run is either permissible or advisable. There is no more occasion now than there was before the Crest case for distribution to use competitive bidding except in those rare instances where particular distributors sincerely and honestly feel that only through the use of competitive bidding can a threat of litigation be dispelled.”

Lever asserted that the Crest decision strengthens the distributors’ position at a time when theaters in general are “pathetic victims of a sellers’ market,” and also widens the “no-man’s land” area that has been developing rapidly between first-run and subsequent-run operations. He contended that “distribution policies over the past few years have resulted in the subsequent-run operator slowly becoming the ‘forgotten man’ of the industry.” He added that the cumulative effect of “enlightened and unemotional distributor practices is taking its toll, and chaos may well result unless distribution alerts itself to the plight of the subsequent-run theater owner and unless distribution makes its primary objective a change in its policies to insure the subsequent-run operator a fair and reasonable opportunity to exist.”

Lever summarized the Supreme Court’s decision in the Crest case as follows:

Distributors do not necessarily conspire in violation of anti-trust laws just because they

all reach the same business decision at the same time; and,

If distributors act individually, and not in combination, whether for the purpose of getting the necessary reissue of theaters for first-run because those theaters offer greater opportunities for showing,” it is better to advertise and exploitation of those pictures, then, the distributors are within their own rights and are under no obligation to offer first-run or first-run day- and-date to subsequent-run or first-run operators even if in some cases where the Supreme Court found that the subsequent-run house that was deserving improvements and appointments.

In effect, Lever said, the Supreme Court held that more than just “parallel business behavior” is necessary to establish a conspiracy under the anti-trust laws. He noted that exhibitors were inquiring whether the Crest decision, on this point, was in conflict with the allowance in the Allentown case where the District Court held and the Circuit Court affirmed, that a “parallel”-run involved merely should be given an opportunity to negotiate for first-runs that were being granted exclusively to conventional houses. Lea said that in the Crest case, the Supreme Court was careful to point out that the only evidence of conspiracy was the alleged conduct of the defendants. However, in the Allentown case, the court found in addition to parallel conduct, these elements: That each distributor, acting with the knowledge of what his competitor’s policies were, that the distributors had a uniform policy to relegate drive-ins to a second-run status and the “past proclivity of the distributors to unlawful conduct.”

NOW IN RELEASE NATIONALLY ★

“The Audience Is in for an Exciting Time”

—ALTON COOK, N. Y. World-Telegram and Sun

Will rank in your memory with the great British thrillers!

...engrossing all the way!

—N. Y. Times

FOREIGN MARKET

(Continued from page 1)

cent above that for 1952. During the present year, he estimated, the Hollywood market yield will be somewhat higher than 1955, but there are signs that greater defense will be experienced in getting revenues out of certain countries.

Production abroad by American companies, which has been protested by Hollywood guilds and unions as causing unemployement here, is among the means by which American companies can convert blocked funds and frozen assets to useful purposes, Johnston said, and is not properly to be charged with causing unemployement here. He said every film-producing nation is undergoing some degree of unemployment in the film industry, due to the making of fewer pictures, and that this is not a local problem peculiar to Hollywood but a world-wide condition.

Asked whether an American industrial recession of 5 per cent as which has been forecast by Washington for 1954, may be expected to affect the foreign office adversely, Johnston said he saw no reason why it should, reminding that film industry always been last to reflect economic letdown, and sometimes has improved, rather than softened, during such periods. On the whole, he said, he believes domestic business will be up from 1953 in 1954.
**National Pre-Selling**

"WALKING MY BABY HOME," is represented by an eye-catching color ad in the January issue of "Holiday Magazine," as is the same issue, "Here Come the Girls" and "Gilbert and Sullivan" are reviewed and recommended by Florence Somers.

"All the Brothers Were Valiant," "Here Come the Girls" and "So Big" are among the pictures reviewed in "Woman's Home Companion's" January issue. In the same issue Anne Baxter, star of "Carnival Story," is featured in a full color page ad promoting Lux Soap.

In a forecast for 1954, "Look's" editors in the current issue make the following predictions: "Major Hollywood producers will be selling even more elaborate pictures, something to the highest bidder in each city for first-run showings—Best Pictures of 1954, "The Glenn Miller Story," "The Caine Mutiny," "White Christmas," "It Should Happen to You," "A Star Is Born" and "Brigadoon."

"Knights of the Round Table" is represented by a novel ad appearing in the February issue of "Photoplay." The ad measures a page and a half. The ad with teaser copy is placed on the table of contents page. The full page ad is placed on the facing page.

In the same issue, the "Photoplay Gold Medal Award" is announced. "The Glenn Miller Story," "Easy to Love," "Calamity Jane" and "Escape from Fort Bravo" are re-announced. "Khartoum" is "Good Housekeeping's" January issue.

"Escape from Fort Bravo," will be awarded the "Medal of Special Achievement" by "Parent's Magazine."

The medal will be presented to Howard Dietz by Phil Wilcox of "Parent's Magazine."

"The Glenn Miller Story" was chosen by Ed Miller, motion picture editor of "Seventeen," as the picture of the month for February.

Rebuts Lisa Wilson in "American Weekly's" Jan. 3 issue: "The Glenn Miller Story," co-star, Jane Allison, was conditioned for the part of Glenn Miller's wife by the near death of her real life husband, Dick Powell, whose appendicitis and who developed personality faults.

**WALTER HAAS**

**SDG Picks Crowther For Critics Award**

HOLLYWOOD, Jan. 6. -- The Screen Directors Guild has selected Bosley Crowther, of the "New York Times," to receive the SDG's annual critics award.

**Ohio High Court Saw 'M' Script, Not Film**

WASHINGTON, Jan. 6. -- Ohio's Attorney General C. William O'Neill today told the Supreme Court that the Ohio Supreme Court had not actually seen the motion picture "M," and that this might be a reason why the Supreme Court could not rule on the case. He explained that the Ohio court had only read the script of the film before coming upon the right of Ohio censors to ban showings.

However, he insisted, Ohio is not giving up its right to set standards for censoring pictures.

**Censorship**

(Continued from page 1)

case argument and then listen to an hour of argument challenging New York State's ban of "La Ronde." Frankforter entered the argument only a few moments after his colleague opened his case, asking, "Do you want us to declare the Ohio statute unconstitutional?" When Harlor replied that he did, Frankforter wanted to know why it was necessary to do this for the "M" case, when the court had not done it in other similar cases.

"Do you think that in this case we're right up to it?" Frankforter asked.

Harlor answered that never in the history of the court had it approved any statute which "closed the door, as it were, a constraint on the right to speak, when that restraint involved examination of the content of what would be spoken."

"Are you asking us," Jackson demanded, "to make an absolute rule that a government has no right whatever to make a motion picture in advance of its showing?" Harlor replied that this was exactly what he was asking.

"When you're asking for an absolute rule that nothing can be stopped no how," Jackson said, "You're asking for a lot."

Harlor argued that motion pictures have never been considered by the court in the light of the First Amendment, which protects freedom of the press. The court had not decided "The Miracle" case in the light of the First Amendment, he said, and therefore he was asking the court to do so for the "M" case.

**Compared with 'Miracle'**

Frankforter told him that the court had to "consider your case under the same thing" as "the Miracle" case.

Justice Black declared that if "the 'Miracle' case governed the 'M' case, 'we don't have to go all the way on this case."

Ohio Attorney General C. William O'Neill, defending the state censors' action, said there was "a great difference between the problem that appears on the printed page and action on the screen in a darkened theatre."

He pointed out that "the censor sets up a Code to be followed by the producers of motion pictures," and declared that neither newspapers, authors nor magazines had such a code.

"The Code is far more general, broad, indefinite and vague," he said, "than the Ohio statute." He pointed out that Ohio limits only pictures which are "obscene, immoral and tend to promote crime or riot."

**Queried on Standards**

Jackson wanted to know what standards Ohio used to determine "what tends to promote crime and" asked if "M" fit into that category. When O'Neill said that it did, Jackson said he had seen the picture.

"I didn't see much in it," Jackson said, "You could incite the normal mind to crime and make it attractive." Jackson declared. "The picture made it repulsive."

"Jackson described a hypothetical situation involving two murder pictures submitted to the board. "The board says one can be shown, the other can't be shown," he said, "What is the measuring rod?"

O'Neill repeated the terms of the Ohio statute. Both Frankforter and Jackson then wanted to know how the Ohio statute "avoided vagueness."
My deepest appreciation to the Radio Editors who have again selected me in the Annual Fame Poll as

CHAMPION OF CHAMPIONS

BEST COMEDIAN

and

BEST RADIO PERFORMER

and my program as

BEST NETWORK RADIO PROGRAM

Sincerely,

Jack Benny
Censor Laws

Justices Hit Vagueness of State Statutes

Express Dissatisfaction With ‘Immateriality’ Term

By J. A. OTTEN
WASHINGTON, Jan. 7—U. S. Supreme Court justices today continued to criticize the vagueness of state statutes censoring films.

Both Justices Frankfurter and Jackson expressed dissatisfaction with the word “immaterial,” the New York State statute term under which the picture “La Ronde” was banned in the state. Yesterday both justices and Chief Justice Warren took issue with the wording of an Ohio statute under which “M” was banned in that state.

Today the court finished hearing argument on both censorship cases. Although 20 minutes remained from (Continued on page 4)

Exhibitor Opinion

In Code Changes
Advisable: Snaper

Because exhibition is said to be in the most vulnerable position in regard to public reaction to pictures that violate the Production Code, Allied States president William Snaper believes it would be advisable to have exhibitor opinion reflected in the code itself.

Snaper said here yesterday that he believed the Production Code was necessary but that it should be re-examined from time to time and should be realistic at all times. The (Continued on page 4)

Code Notes Between
Johnston, Herbert

HOLLYWOOD, Jan. 7.—In his capacity as president of the Screen Writers Guild, F. Hugh Herbert today released the text of a letter sent by him to Eric Johnston, president of the Motion Picture Association of America, in regard to the status of the Production Code. The text follows:

“During the past year there has (Continued on page 4)

Jaffe and Lazarus To Vice-President Posts at Columbia

The elections of Leo Jaffe as a vice-president of Columbia Pictures and of Paul N. Lazarus, Jr., as vice-president in charge of advertising and publicity, were disclosed here yesterday following a meeting of the board of directors. At the same meeting all other officers were re-elected, as follows:

President, Harry Cohn; executive vice-president, Jack Cohn; vice-president and treasurer, A. Schneider; vice-presidents, A. Montague, N. B. Spingold, B. B. Kalame, Joseph A. Schenk, Louis Baranoff and Jerry Wald; secretary, Charles Schwartz; assistant treasurer and assistant secretary, Mortimer Wormser; assistant (Continued on page 4)

20th-Fox Prepares Prints for Tests

Single-track prints of “The Robe” will be available for the projected Ohio tests between Jan. 15 and the end of the month.

Work on the monaural sound system, as contrasted to the stereophonic sound process on current prints of “The Robe,” is progressing at 20th-Fox coast studios. It was stated, In the meantime, a company spokesman (Continued on page 3)

Sparked by New Media

Fabian Sees ’54 Outlook For Exhibition ‘Great’

The outlook for exhibition in 1954 was called “great” in light of the multiplicity of media which will be offered by studios this year by Si H. Fabian, president of Stanley Warner. Fabian said that studios now recognize that the story must be fashioned for the medium. This recognition he stated, will result in various media being used, referring to wide-screen, Cinemascope, 3-D and conventional films. Although exhibitors may find it expensive and troublesome to gear their theatres for the various media, he added, it is great for business, offering theatres an opportunity to stimulate the public and increase attendance.

The Stanley Warner president based his observations on conditions at the studios on his recent visit to the Coast in connection with the opening of a Cinerama theatre in San Francisco. He said studios now have a course to follow, unlike the confusing period last spring and summer when only 20th Century-Fox had a CinemaScope policy. Producers now, he explained, are going to continue to look at proprieties with an eye on many media, seizing the best one. Although no one knows at this time which medium will “hit the pot of gold,” there are definite goals in the minds of producers unlike the previous period of confusion, he said.

Research Essential, Agency Executives Tell AMPA Class

The importance of research in motion picture advertising was stressed here last night by three advertising agency executives at a session of the Showmanship School of the Associated Motion Picture Advertisers, held in United Artists’ screening room. Lige Brien, AMPA president, presided. The three speakers were executives of Cunningham & Walsh, advertising agency, which handles the Hearst Pictures account.

Gerald Tasker, vice-president in charge of research for the agency, recommended that theatre managers (Continued on page 4)

Finds Hall ’Scope Screen ‘A Treat’

CinemaScope as seen yesterday at Radio City Music Hall is a treat, with the large screen offering M-G-M’s first production in the medium, “Knights of the Round Table,” one of its finest displays. The screen, measuring 70 feet wide and 28 feet high, is claimed to be the largest in the world.

The all-purpose Magniglow Astro (Continued on page 3)

In Congress

Expect House Will Turn to Tax Bill in Feb.

May Be Part of A New General Excise Measure

WASHINGTON, Jan. 7—Middle or late February is the likeliest time for the House Ways and Means Committee to turn its attention to deciding what to do this year about the admission tax and other excises.

That is the best prediction of committee members and Capitol tax observers. They think the committee will tax a month or more working on the technical tax revision bill which it will take up in February. On the other hand, the committee must do something about excises slated to drop on April 1, and this must be done sufficiently in advance of April 1 to permit both House and Senate to act by that time.

Observers think it unlikely that the (Continued on page 3)

‘Ike’s’ Message to Congress Did Not Mention 20% Tax

WASHINGTON, Jan. 7.—Citing the government’s “present need for revenue,” President Eisenhower today asked Congress to continue the 52 per cent corporate tax rate, instead of permitting it to drop to 47 per cent on April 1, as scheduled, and also to cancel a scheduled April 1 reduction in certain excise tax rates.

The president’s “State-of-the-Union” message to Congress, made no mention of the 20 per cent admission tax or any excises besides those presently (Continued on page 3)

See No Quick Move For Tax Repeat

A warning against any expectation of action on the admission tax repeal before late February or early March was issued yesterday by Col. H. A. Cole and Pat McGee, co-chairmen of the Council of Motion Picture Organization’s national tax repeal committee, to all COMPO state and Congressional district committee mem-
(Continued on page 3)
Carnegie, Keeter, Cooper Win Drive

The first six-week lap of United Artists’ 35th anniversary sales drive has ended, B. K. Cooper, New Orleans manager, has announced. The drive, which started on Jan. 12, was announced by drive-co-capitains William J. Heineman, vice-president, and J. W. G. Baskette, general sales manager.

Managers taking top honors are: Richard Carnegie, Los Angeles; Harold Keeter, Charlotte, and Sidney Cooper, New Haven. The drive, which included two additional national sales weeks, followed by an eight-week stretch concluding May 15, was place-on awards go to Joseph Sugar's New York branch, A. J. Sullivan's Seattle exchange and the St. John branch, headed by J. J. Davis, the Atlanta, New Orleans and Salt Lake City branches, managed, respectively, by B. A. da mas, Alex Mathews and W. W. McDonald, earned the prize money for third spot.

Will Film Gen. Clark For 'Fire' Openings

HOLLYWOOD, Jan. 7.—Gen. Mark W. Clark, former Commander-in-Chief of the United Nations, who is in the Far East, has accepted the victory of Hal Wallis to appear in a brief film segment, "Fire!". The film will be shown at forthcoming openings of the Wallis-Panama images and talk drama, starring at Wednesday at seven theatres in Los Angeles, to be followed two days later at theatres in Boston and Philadelphia.

General Clark will appear personally at the opening of the Pickwick Theatre, Los Angeles, on Tuesday.

'Greatest Love' Bow in 81 Houses Monday

"The Greatest Love," an IFE release, starring Ingrid Bergman and directed by Roberto Rossellini will open simultaneously in engagements Monday in 81 theatres in the Metropolitan area, including the RKO theatres in New York, the Loew's in New Rochelle, and 30 houses in Manhattan, Brooklyn and Queens, as well as key theatres of the Brand, Century, Columbia, Loew's, Rondofields, Skouras and AB-P-T theatre circuits and leading independents. The multiplex premiere also will extend throughout Staten Island, Nassau and Suffolk counties on Long Island.

U.S. to Participate in Argentine Fete

The Motion Picture Export Association yesterday voted to participate in the Argentine film festival, slated for March.

The meeting was also devoted to preliminary talks on the division of the estimated income under the treaty arrangement, in addition to a discussion on technical details concerning the Spanish version of "The Country Doctor". The Argentine delegation is to arrive in New York today.

Anti-Trust Violation

Alleged in Operation of Cal. Teletimer

HOLLYWOOD, Jan. 7.—Investigation by the Department of Justice to determine whether the anti-trust laws are being violated in connection with the Anti-Trust Division in Palm Springs is asked in a letter sent to an anti-trust division head, Stanley N. Barnes, by attorney General J. P. Stewart on behalf of Ben Brauneit, who operates a drive-in in that city.

The letter states Brauneit has been told by Paramount, which owns a half interest in Teleremote, that he must permit the lease of Paramount Pictures simultaneously with his run at his drive-in, or, before, as a condition to his obtaining the project.

Nathanson Acquires Assoc. Screen News

TORONTO, Jan. 17.—Following official confirmation that Paul L. Nathanson and Toronto associates have purchased control of Associated Screen News Ltd., with a head office in Montreal, a statement has been released that the company will contract that operations will be geared for the production of television films in addition to theatre product, which were announced regarding any personal changes.

Johnston, at MPIC, Lauds Europe’s Aid

HOLLYWOOD, Jan. 7.—Reiterating his position voiced at a press conference here Wednesday, Eric A. Johnston, president of the Motion Picture Association of America, today told members of the Motion Picture Industry Council that film industry unemployément is a world-wide condition and that of Europe alone earned in Hollywood, 40 cents from business done abroad by American film interests.

Speaking extemporaneously, Johnston stated that production overseas by American companies is the means by which such companies convert blocked funds and frozen assets to useful and, from an American standpoint, profitable use. Johnston appeared before the MPIC in response to an invitation tendered by Frank M. Cline, MPIC president, at the suggestion of Carey Wilson, chairman of the committee on overseas production.

Stage Hands Settle; Cleveland Strike Off

CLEVELAND, Jan. 7.—A strike in downtown and neighborhood theatres here has been averted by a last-minute agreement to demands of stage hands for three days' back pay, providing for a week of six days with pay for seven days, this being to be achieved by three progressive steps. The pact calls for seven days off during the first year, 34 days of the second year and 87 days of the third. Substitute men for off days will receive the same daily rate of pay as regular. About 50 stage hands are affected.

A strike of stage hands would have included projectionists, and about 100 are to be involved.

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R. A. V. A. TAYLOR GARDNER BERNARD

In Cinemascope

KNIGHTS of the ROUND TABLE

In Colour

THE EDGIE CANTOR SHOW

On the Technicolor

PARAMOUNT

Radio City Music Hall

ROBERT A. TAYLOR, M. FERRER

As H.-G. Picture in COLOR

SPECTACULAR STAGE PRESENTATION

New York Theatres

Footlighters Centre

KNOTS OF THE ROUND TABLE

As H.-G. Picture in Colour

SPECTACULAR STAGE PRESENTATION

New York Theatres

Radio City Music Hall

Footlighters Centre
Tax Bill

(Continued from page 1)

said that no word has been received from either Allied States or the Theatre Owners of America on participation in the tests. At a meeting three weeks ago, Allied and TOA were asked by 20th-Fox to propose box-office yardsticks for the studio.

Further comment on the proposed experiment with and without stereophonic sound is expected with the return here today from the Coast of Sypros P. Sloukas, 20th-Fox president. Prints of the mono version, the process to which current prints of "The Robe" are being converted, require a penhose re-recorder and several equipment adjustments for stereophonic sound, it was stated. The sound in the single-track film, it was explained, is inaudible, but on the optical, the latter process in current use on conventional films.

Civil Aviation was slated for the Star Theatre, Upper Sandusky, O.; the Wellman, Girard, O., and the St. Paul at Dayton.

Big Take for 'Everest'

"The Conquest of Everest," now in its fifth week at the Fine Arts Theatre here, is reported by the management to have grossed over $16,000 for the first five days of the fourth week.

Silvertone, Turnbull

At Hoyts Convention


Currently on the last portion of his overseas trip, expecting the foreign introduction of CinemaScope in key city premieres of "The Robe," Silvertone will also meet with government officials during his stay in Australia. From Sydney, he will go to Wellington, Auckland, Honolulu, and Los Angeles before returning to his headquarters in New York late this month.

New Chromatic Plant

For Color TV Tubes

Chromatic Television Laboratories has scheduled construction of a 21-inch and 24-inch color television tubes with the addition of new grid-producing facilities at Emery, Calif. The grids will be made for use in the large-screen Lawrence color tube, a three-gun cathode-ray tube that is now being licensed by CTL for manufacture in both the 21-inch and 24-inch rectangular tube sizes.

WARNER BROS' TRADE SHOWS JAN.13.

"THE BOY FROM OKLAHOMA"

Starring

WILL ROGERS, JR. • NANCY OLSON

With LON CHANEY, ANTHONY CARUSO • WALLACE FORD

Merv Griffin • Slim Pickens

Screen play by

FRANK DAVIS and WINSTON CARLUS

From a SAT. EVE. FOLL. STORY by MICHAEL FESSLER • Music by Max Steiner • DAVID WEISBART

Produced by

MICHAEL CURTIZ

ALABANY

Warner Screening Room
141 N. St. - 1:00 P.M.

ATLANTA

500 Century Fox Screening Room
127 Nelson St. N.W. - 2:00 P.M.

BOSTON

500 Screening Room
127 Arlington St. - 2:00 P.M.

BURLINGTON

Motor Picture Operators Soc., Inc.
45 Lee St. - 8:00 P.M.

CHICAGO

WAUCHULA

20th-Fox Screening Room
132 W. Washington Ave. - 1:30 P.M.

CINCINNATI

Century Fox Screening Room
505 Western Ave. - 1:00 P.M.

COLUMBUS

Warner Screening Room
131 N. High St. - 1:00 P.M.

DAYTON

Warner Screening Room
104 S. Court Ave. - 2:00 P.M.

DETROIT

Film Exchange Building
2270 E. Michigan Ave. - 1:00 P.M.

INDIANAPOLIS

500 Century Fox Screening Room
335 N. Illinois St. - 1:00 P.M.

JACKSONVILLE

Forida Theatre, S. 1st St.
138 E. Forsyth St. - 2:00 P.M.

KANSAS CITY

70th Century Fox Screening Room
1703 Main St. - 1:30 P.M.

LOS ANGELES

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

MEMPHIS

500 Century Fox Screening Room
130 1st Ave. S. - 2:00 P.M.

MILWAUKEE

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

NASHVILLE

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

OAKLAND

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

ORLANDO

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

PEORIA

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

PORTLAND

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

REPUBLIC

Republic Screening Room
2055 Vermont Ave. - 2:00 P.M.

SAN DIEGO

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

SEATTLE

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

SUN VALLEY

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

THERMAL SPRINGS

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

TUCSON

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

WALNUT CAVERNS

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.

WASHINGTON

Warner Screening Room
2055 Vermont Ave. - 2:00 P.M.
S. W. C.

Censorship Case

(Continued from page 1)

the "M" argument yesterday, it was waived. The court took both cases under advisement, with decisions not expected for many weeks.

Brind said the $10,000 fine levied by the New York State Board of Regents today, attorney Charles A. Brind, Jr., told the court that the state law "cannot be said to be ambiguous."

"Anyone in the United States doesn’t know what immoral means," Brind said, "I would be very much surprised."

"You mean," Frankfurter queried, "something that will make the term immoral means to him."

Brind insisted that there was "generally accepted agreement" on meaning of "immoral" and cited the dismissal of teachers in New York State for.

"I haven’t a doubt in the world as to what is meant there," he declared.

Justice Jackson said he wasn’t "so sure about that" and pointed out that in some places smoking or dancing was "immoral." Brind retorted that any changes to the Code would, therefore, have to be passed upon by the Board.

"If the Guild should have in mind any proposals to amend the Code, I’d like to suggest that you send your representatives to the next meeting, if you wish, of course, receive our careful attention whenever the board should be considering changes in the Code."

Johnston’s Replies

Johnston’s reply to Herbert, text of which was released today, stated:

"I appreciate the interest of the Screen Writers Guild in writing to me about the film."

"As you are doubtless aware, the board of directors of the MPAA has the responsibility of upholding the Code, and any changes to the Code would, therefore, have to be passed upon by the board."

"If the Guild should have in mind any proposals to amend the Code, I would like to suggest that you send your representatives to the next meeting, if you wish, of course, receive our careful attention whenever the board should be considering changes in the Code."

Code Changes

(Continued from page 1)

A hearing on the renewed Jersey City “Moon Is Blue” case in Magistrate’s Court will be held today. The previous scheduled hearing was called off yesterday.

Meanwhile, attorneys for the Stanley Theatre and United Artists are seeking an injunction in New Jersey Superior Court to prevent the banning of the picture in Jersey City. Preliminary arguments were heard yesterday. The city began proceedings in Magistrate’s Court when the film was released on Monday, following the failure of the Hudson County grand jury to indite theatre manager Armand Ponchini for alleged obscenity.

"Any attempt to have the case dismissed was rejected," the judge said, "and the Grand Jury will proceed with the hearing."

A spokesman for Columbia Pictures declined comment on the report that the Memphis censor board had again rejected “Moon Is Blue” for exhibition there.

Jaffe Again Bars ‘Sadie Thompson’

MEMPHIS, Jan. 7—A supposedly toned-down version of the dance sequence in Columbia’s “Sadie Thompson” failed to win the approval of the Memphis and Shelby county board of censors. The board, four of whose members viewed the picture, again voted to ban it entirely.

Meanwhile, M. A. Lightman, president of Malco Theatres, disclosed that the film has been withdrawn from the circuit’s Avon and Sun Valley Drive-in at West Memphis starting Jan. 25. The new mayor of the town, reportedly approved showing the picture there for an indefinite engagement.

A hearing on the “Moon Is Blue” case is now scheduled for the New York court. The hearing is expected to open next week before the Union County grand jury.

The city’s prosecutor will seek an indictment against manager Clement P. Murphy of the Ritz Theatre, a Stanley Warner house, on the charge of obscenity. The fine levied at the state level has been increased from $50 to $10 and there has been provided a special business adjustment from $675 to $708.

The new salary scale is now in effect and will continue until Jan. 2, 1956. Either party to the contract, however, can reopen renegotiations Jan. 2, 1956.

Memphis Again Bars ‘Sadie Thompson’

(Continued from page 1)

AMPA

use "parks" to aid them in their programming, and the "parks" the panels used by the agency to test the early days of "Sightseers" on television. Several executives have asked to watch the show and report their reactions. Tasker said that television management must not fail to cooperate. The studies, he said, could be made by mail or by handling questionnaires to patrons as they leave the theatre. The results from a panel study, he said, would provide a much more authentic picture of audience reception of a new product than would personal interviews or the "squawks of a few cranks.""}

Thursday, Chevlin of the same agency gave an illustrated talk on creative advertising as a result of research, pointing out the necessity of giving certain types of advertising due publicity. In publicising certain types of advertising to which people are accustomed, the agency believes that the Publicity Association has a definite responsibility. The agency believes that the Universal account for six months and "in that time that we have been thinking about the way they seemed to like," adding that "we have done some research and are planning to do much more and on a much larger scale."

Jaffe, Lazarus

(Continued from page 1)

secretary, Duncan Cassell; controller, Arthur Levy; assistant controllers, Harvey Shaw, Bernard Einhorn, Milton Klein and Leonard Ernst.

Jaffe graduated from New York University in 1918, at which time he joined Columbia. In 1945 he was elected to the assistant treasurer, the post he held until his election to a vice- president position in 1951 when he was made executive vice-president of Columbia Pictures International, the company’s foreign subsidiary.

Lazarus received his education at Cornell University and joined the advertising department of Warner Brothers after graduation in 1933. In 1942 he became an account executive with the Buchanan agency and the next year signed on with United Artists as director of advertising and publicity. He was named assistant to the agency’s president in 1946 and continued in that post until he joined Columbia in 1950 as New York studio director, specializing in advertising and publicity.

Spgold, who has headed the advertising-publicity department, is reported to have retained his status upon the completion of his contract in March.

MeSchea Heads RKO Branch Operations

William J. MeSchea has been promoted to the position of branch operations manager of RKO Radio, succeeding the late Abe Schubert, who died last year.

MeSchea had been assistant branch operations manager since 1937. He joined RKO in 1927 as home office representative for Pathe, a position he held for 10 years.
**Review**

"Saadia"  
(Metro-Goldwyn-Mayer)

A LBERT LEWIN, the producer-director who was responsible for the handsome production "Pandora and the Flying Dutchman," took his cameras and crew to North Africa for "Saadia." And he has come up with a tale filled with the flair of his predecessor, which was made in Spain, "Saadia" is a rare, beautiful film which catches the spirit of its locale in a series of arresting scenes in color by Technicolor. However, its narrative is an uneven mixture of melodrama and poetic romance. Isaac D’Autheville is tough enough for the "arab" they look for the action fans who like their desert dramas cut on more predictable lines.

Starting are Corn Wilde, reigning prince in a small Moroccan state: Mal Ferrer, a French doctor, and Rita Gam, in the title role, that of a strange Arab girl, wild and full of elemental passions whose life has been dominated by the local sorceress. This witch, a vengeful outcast in the Arab community, has convinced the girl she has the "evil eye" and that she brings disaster to all who love her.

It isn’t till Ferrer comes along that the girl questions her fate. He takes her to his clinic and in the process of rehabilitating her, falls in love with her, as does his best friend, Wilde. When the witch strikes again, Saadia is convinced she is responsible. In a particularly exciting episode, she rides alone into the mountain country and single-handedly retrieves plague victims which is held for ransom by the local tribe. The love triangle dominates the action, and is happily resolved when the witch’s spell finally is broken and Saadia is married by the prince.

Director Lewin seems to have the edge on actor Lewin, who adapted the screen play from a novel by Francis D’Autheville. The story is full of hints of mysteries never fully revealed or finally resolved. Nevertheless, it is played with honesty by the stars, especially Miss Gam, who succeeds in looking glamourous even unadorned, turning shirts, blouses and mantilla.

The supporting players also give quality to their roles. Standout feature of the film, however, is the photography of Christopher Chais and the color by Technicolor. Indeed, Lewin’s "Saadia" is a measure of idyll, touched with more beauty than excitement.

Others in the cast are Michel Simon, Cyril Cusack, Wanda Rotha, Marcel Picon, Anthony Matrouk, Helene Vallerie, Michael Bernstein, James Dufilho, Bernard Farrel, Richard Johnson, Peter Copley, Marne Maitland, Edward Leslie, Harold Kaske, Peter Bull and Abdullah Memibbi.

Running time, 82 minutes. General audience classification. For February release.

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**Arthur Heads S. Cal. Exhibitors Board**

LOS ANGELES, Jan. 7—Harri C. Arthur, Jr., has assumed the board chairmanship of the Southern California Theatre Owners Association, the formal announcement having come from Arthur M. Argenger, chairman, since the organization’s formation in 1944.

In his first action, Arthur, who is president of Fanchon & Marco, Inc., issued a long statement criticizing the trend toward increase in admission prices and fees levied by the studios. Our publication will campaign for status quo prices throughout the country during the year. Not only will we fight against “special engagement” and so-called “roodway” admission prices; we will do everything in our power to keep theatre prices, at most, at their present levels, or possibly to cause them to be lowered.

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**Parkway Anti-trust Case Is Settled**

A settlement before trial was reached here this week in the $450,000 anti-trust case filed by the Parkway Theatres Corp. against the Amusement Co., in the United States District Court in Spring Valley, N. Y. The defendants were RKO Radio, 20th Century-Fox, Warner Brothers, Universal and the Spring Valley Theatre Corp.

The plaintiff charged that it had opened the Parkway Theatre in Spring Valley in 1946, and that its business was forced to close in it August of the same year because of inability to get patrons to come. The theatre now is a symposium.

Terms of the settlement were not revealed.

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**SIMPP Concerned Over French Pact**

The Society of Independent Motion Picture Producers is "gravely concerned" over the implications in the recently-executed subsidy pact which has been worked out by the Motion Picture Export Association, Ltd., in collaboration with the French government. The French government has agreed to pay 10% of the costs of distribution for each foreign picture which is distributed in France by a French company. The producers are concerned over the possibility that this agreement will be followed by similar agreements with other foreign countries.

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**Industry Leaders at Boy Scout Rally**

Led by Charles Boasberg, Spross & Animal, Morris J. Arentz, Western Distributing and the general chairman of the United Boys' Scouts of America, Griffith Johnson, vice-president of the MPEA, the leaders are expected to be present at the rally.

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**To Stress Legislation At N. J. Allied Meet**

A full agenda with emphasis on legislation will face the annual membership meeting of Allied Theatre Owners of New Jersey. The meeting will be held at the Newark Hotel in Trenton Jan. 18. Members are being asked by president William D’Autheville to consider the need of adding more legislators to the luncheon which will be held in connection with the allied meeting. John D’Autheville, secretary of the N. J. Allied Board, will be a highlight of the legislative discussions.

Other topics on the program are price increases, salary cuts, scarcity of releases, "squeeze" on prices, CinemaScope and new media. Construction of a new international board meeting will be given their instructions by the New Jersey unit at the Jan. 18 session.

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**In the THEATRE Equipment World...**

- with RAY GALLO

Selenium Rectifiers with a capacity range of 70 to 135 amperes have been added to the line of the St. Louis Electric Zonaldi Transformer Co. Unit construction permits easy removal for inspection of any of the various parts, with the transformer, switch and fan forming the top assembly and the rectifier elements a separate unit in the box. The rectifiers are built in single-lamp units and in three sizes adjustable from 70 to 90 amperes, 90 to 110 amperes and 110 to 135 amperes.

"Adjust-a-Curve" is the name of a new line of stretch-knit blankets marketed by First American Products, Inc., Kansas City. As the name indicates, the frame is adjustable, the corners can be pulled out to the bottom and top permitting selection of the desired curvature setting, which can be changed even after installation. Rear support members can be anchored in a choice of positions to provide tilt to any angle. The company also reports that it will design frames for special requirements to individual orders.

The Ampeco Corp., Redwood City, Calif., has just issued a 12-page, illustrated booklet detailing its stereo-phonics sound equipment "packages." Trade-named the "Ampeco Multi-Directional Sound," the equipment is furnished in three basic system packages and with five different power ratings for various sizes of theaters.

Newly designed waste receptacles made of model are made of new materials that have been announced by the Atlas Products Co., Chicago, and are being distributed by Norsat Sales, Inc., New York. Available in green and white colors, the units are made of heavy gauge steel with all-welded construction. They have rounded corners for additional strength and rust-resistant, chrome-plated, individual doors operate simultaneously, and the cover swings back on a chain for easy removal of the contents.

H. R. Mitchell & Co., Hillselle, Ala., reports it recently made a number of installations of its adjustable "Bowline" screen frame for wide-screen projection. The theatres include the following: the McCombs, Mt. Clemens, Mich.; Haven, Brookhaven, Miss.; Oriental, Indianapolis; Loew’s, El Paso, Texas; the Playhouse, Seattle, Wash.; the Green, New York; the Tivoli, in the International in Spring. The Capital at St. Catherine’s, and the Tivoli in Hamilton, both are showing “The Robe.”

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**Scope in FPC Houses**

TORONTO, Jan. 7—Two more Ontario theatres of Famous Players Canadian are operated by FilmScope. The Capital at St. Catherine’s, and the Tivoli in Hamilton, both are showing "The Robe."
NOW! $3995

THE ULTIMATE IN STEREOPHONIC SOUND for CINEMASCOPE

MASTER SERIES by AMPLEX

MULTI-DIRECTIONAL SOUND

GUARANTEES DEPENDABILITY
far above any other sound equipment ever devised, optical or magnetic, with absolute safety against sound failure.

HIGH QUALITY OF CONSTRUCTION
of precision equipment characteristic of any Ampex Stereophonic Sound System. Every part designed and constructed by Ampex.

DEVELOPED TO PERFECTION
by Ampex research engineers, recognized world leaders in the field of magnetic sound.

BEST AT LOWEST PRICE
installed and maintained at lowest cost. No other system offers so much for so low a price.

THE MASTER SERIES IS BEYOND COMPARE

WIRE...PHONE...WRITE...TODAY!

For complete information
SPYROS S. SKOURAS, JR.
233 WEST 49th ST., NEW YORK 19, N. Y.
PHONE: JUDSON 6-0500
Philanthropists
$50,000,000
To Charities
By Variety
Clubs Have $22-Million
Property Investment

HOUSTON, Jan. 10.—The various
tents of Variety Clubs International
have spent more than $50,000,000 to
take care of underprivileged children.

R. J. O'Donnell, ring-master of the clubs and
vice-president and general
manager of the
Texas Inter-
state circuit, revealed here last night at the
presentation of the Heart
Award to Ten.

Schlanger Has A
Plan to Combat
Theatre Vandals

PHILADELPHIA, Jan. 10.—In a
move to check teenage vandalism be-
fore it gets out of hand, Ted Schlanger,
zone manager for Stanley Warner
Theatres in Philadelphia, has sent to all of the
zone's S-W man-
gagers a three-
point plan to curb the
evils.

According to Schlanger, the solution lies with the
individual manager and with the
individual the-
atre. He said the most effective move
would be to re-
use admission to those teen-agers who have been the
ring leaders or the source of the trouble.

"Apparently there is nothing as con-
(Continued on page 6)

Exhibitors Will Get
Questionnaire of
U.S. Census Bureau

WASHINGTON, Jan. 10.—About
the middle of this month the U. S.
Census Bureau expects to send out to
exhibitors the questionnaires being
used to gather vital information about
motion picture theatre business in 1953.
This will be the first government
survey of film exhibition since the
census taken in 1949 to cover 1948
business. Due to congressional ap-
propriation cuts last year, the current
survey will not be as all-inclusive as the
1949 survey.

Census Bureau officials said the
current forms would go out to all
firms operating 11 or more theatres
and to a large, representative
sampling of remaining exhibitors. The 1949
(Continued on page 7)

Harder Than Last Year

Competition for Relief
From Tax Faces Industry

By J. A. OTTEN

WASHINGTON, Jan. 10.—Talks with members of the House Ways and
Means Committee make it clear that the motion picture industry's campagn for
admission tax relief faces far more competition this year than last year from
other industries also seeking excise
relief.

Most committee members say they favor cuts this year in the excise field,
but they also cite many excises which they want to be cut along with the
admission tax.

Rep. Simpson (R., Pa.), a key com-
mittee member, says, for example,
that he will probably support a move to reduce to 10 per cent all excises
now levied at a higher rate. Other
committee members say pressure for
tax relief is mounting from phone
companies, laundry equipment manu-
facturers, the fur and jewelry indus-
(Continued on page 6)

PCA IN MOVE TO
FINE RKO RADIO

Disney Planning
Own TV Program

HOLLYWOOD, Jan. 10.—Walt
Disney is preparing a net-
work television program, possi-
ably under the supervision of
national advertiser. The show, it
is understood, will be designed to
publicize and exploit all of the
company's product as well as to
be a source of revenue to the
organization.

The plan company claims that it has no intention of selling
any of its pictures outright for use on television.

Disney Productions
Profit Increases

HOLLYWOOD, Jan. 10.—Con-
solidated net profit of Walt
Disney Productions in the
year ended Oct. 31 was $510,424,
$907,428, equal to 70 cents per
share on the 752,840 common shares outstanding, company president Roy O.
Disney disclosed in his annual report to
stockholders. This compared with a
profit of $431,899, or 69 cents a
share in the preceding year.
Tax provision in 1953 fiscal year
amounted to $355,000, compared to a
(Continued on page 6)

$25,000 Penalty Involved
In 'French Line' Case; Film
May Be Revised

The Motion Picture Association has
notified RKO Radio that because it
licensed its production "French Line"
for exhibition in the Fashin & Marco
Fox Theatre, St. Louis, without a
Production Code seal, the distribution
company will be held accountable
under Association regulations which
call for a $25,000 fine for violations
by member companies of the Associa-
tion.

Under the regulation the $25,000
penalty imposed for distribution of a
film without a P.C.A. seal may be
appealed to the MPAA board by the
company. RKO Radio has given no
official indication yet whether or not it
will carry an appeal to the board.
A meeting of the MPAA board may
be held late this week following the
arrival here from the Coast on
Thursday of Eric Johnston, MPAA
president.

It is also learned that RKO
Radio intends to withdraw
(Continued on page 6)

Vital Items Facing
Distributor Group
On Early Agenda

Three important items are on the
early 1954 agenda of the distributors' committee of the Motion Picture
Association of America, under its new
chairman, Charles Beaserg, general
sales manager of RKO Radio. The
items are the proposal by the Theatre
Owners of America for joint exhibi-
tion-distribution meetings, periodically,
the plan to set up central shipping
centers in key cities, and consideration of
an industry arbitration system.

Walter Leede, Jr., TOA president,
had a letter to the distributors
committee asking for a meeting to
discuss the proposed joint sessions.
This letter was sent to the MPAA
headquarters here and will be for-
warded to Beaserg. Meanwhile, a
three-man committee will start shortly
on a study of the various ramifica-
(Continued on page 7)
Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., returned to New York last weekend from Hollywood.

Roy M. BREWER, executive assistant to Steve O'Brien, president of Paramount Pictures, will speak tomorrow at Pomona College, Claremont, Cal., on "The Current Problems of the American Labor Movement."

Edward L. HYMAN, vice-president of Associated Exhibitors-Paramount Theatres, and Bernard LEVY, his assistant, are in Denver from New York.

Edward G. ROBINSON, who Wednesday will speak at the Bridgeport Jewish Community testimonial dinner honoring Leo G. Feltman, civic leader. Also on the program: Eric ERICKSON, manager of real estate operations for Paramount Film Distributing Corp., left New York yesterday for Atlanta.

LINDSEY PARSONS, Allied Artists producer here, is spending the weekend at his vacation home in San Fernando Valley home.

SYLVIA RASKIN, of the Theatre Owners of America office here, has announced her engagement to Herbert BAER of Cowellsville, Pa.

BLAIR RUSSELL, of the Russell Theatre, Millburn, N.J., is the father of a son born to Mrs. Russell on New Year’s Eve.

MEL FRANK and NORMAN PANAMA, Paramount Pictures producers, arrived here at the weekend from the Coast.

E. R. HOLTZ, head of the Grand Riviera Theatre Co., Detroit, has left here for the West Coast and Hawaii.

MORRIS ALDERMAN, former booker at the New Haven branch of 20th Century-Fox, has moved to Florida.

TIM BRONI, of the Universal-International sales staff, is in Hartford from New York.

MARJORIE TUDOR, of the M-G-M studio story department, is in New York from Hollywood.

ELLIOTT FOREMAN, M-G-M local field representative, is in Boston from New York.

Schenck Received $116,902 in ’53

WASHINGTON, Jan. 10—Nicholas M. Schenck, president of Loew’s, Inc., received $116,902 for the fiscal year ended Aug. 31, 1953, while Dore Schary, former Roxy executive, who from the studio received $146,799 for the same period, according to a company report to the Securities and Exchange Commission here.

The 1953 salary schedule as compared to the remuneration of officers was increased by $13,928 in salaries and $28,036 in bonuses.

Other officers received the following salaries from the fiscal year: Robert Rubin, vice-president and counsel, $95,185; Edgar J. Mannix, vice-president and counsel, $127,730; William F. Rodger, vice-president, $105,000; Edward A. Moskowitz, vice-president and treasurer, $131,413; Joseph R. Vogel, vice-president, $132,948; Lopold Friedman, vice-president, secretary and counsel, $111,897. All directors and officers as a group received $1,534,079.

$35,444 in Bonuses

In 1953, Schenck received $35,444 in bonuses and a share in the profits, while Rubin received $18,702 and Mannix, $15,909. Schary, who retired in October and is now president of the Continental Distributing Co., is not included in the figures.

Heller Educators Argue Vs. ‘Moon’

Two Jersey City board of education officials, Dr. Vincent J. O’Shea and Dr. Richard J. O’Brien, testified in the Jersey City “Moon Is Blue” case, charging that the film is objectionable. Their testimonies were the highlight of Friday before Municipal Judge George King, who said that he would see the picture before rendering a decision. Also opposing the film was a city police official.

The law firm of Milton, McNulty and Randall, representing the Jersey City Theatre Owners, Loew’s and United Artists, will file a brief in defense of the film. Meanwhile, hearings are expected to be continued today before the Jersey Superior Court on the theatre’s and distributor’s bid to win an injunction restraining the showing of the picture in Jersey City.

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Name Dr. Goldsmith Chairman of NTFC

Dr. Alfred N. Goldsmith, electronic engineer and RCA consultant, was elected chairman of the board of the National Television Film Council at its organization’s first board meeting of the new year. The session also was the first under the new administration held by Melvin Gold, with discussions regarding the NTFC’s 1954 program which includes a membership drive under John J. Bergen, Jr., member-at-large, and under the new administrative format which provides for an executive director and five vice-presidents in charge of various activities. Gold expounded the potential activities with which the council could devote itself during the year.

‘Female’ in Formal Bow Here Tomorrow

“Forever Female” will be given its Broadway opening at the New York Paramount here tomorrow night at an opening-night premiere. Some representatives of the press, radio, television, film and publishing industries have been invited to attend the show, along with Paul Douglas, Joan Sterling, Audrey Hepburn and Charlton Heston.

‘Happening’ to You Bow Friday at the State

“Happening to You” bowing Friday at the State, will have its world premiere at Loew’s State here on Friday. The film, which was produced by Fred Kohlmair and directed by Garson Kanin.

SCHENCK RECEIVED $116,902 IN ’53

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"From a park bench to a penthouse...everything happens so sudden...it's always overnight!"

The crazy-mixed-up "Born Yesterday" cutie...in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon. Story and screen play by Garson Kanin. Produced by Fred Kohlmar and directed by George Cukor. . . . To Be Released In March
"THE GLENN MILLER IS BACKED BY THE NATIONAL ADVERTISING CAMPAIGN IN INTERNATIONAL HISTORY!

57,000,000 INDIVIDUAL ADS ON THE PAGES OF 25 LEADING PUBLICATIONS!

Universal International presents

JAMES STEWART • JUNE ALLYSON

The GLENN MILLER STORY • COLOR BY TECHNICOLOR

with CHARLES DRAKE • GEORGE TOBIAS • HENRY MORGAN
Directed by ANTHONY MANN • Written by VALENTINE DAVIES and OSCAR BRODNEY • Produced by AARON ROSENBERG
Paced to appear during the months of January, February and March!

- LIFE
- LOOK
- SAT. EVE. POST
- COLLIER'S
- WOMAN'S HOME COMPANION
- McCall's
- PARADE
- AMERICAN WEEKLY
- REDBOOK
- SEVENTEEN
- CORONET
- PARENTS'
- TRUE CONFESSIONS
- PHOTOPLAY
- MOTION PICTURE & TV
- MOVIELAND
- DOWNBEAT
- METRONOME
- MOVIE LIFE
- MOVIE STAR'S PARADE
- MODERN SCREEN
- SCREEN STORIES
- SCREENLAND
- SILVER SCREEN
- WEEKEND PICTURE MAGAZINE (Canada)

and these Musical "Greats" as Guest Stars!
FRANCES LANGFORD · LOUIS ARMSTRONG
★ GENE KRUPA · BEN POLLACK ★
★ THE MODERNAIRES ★

Keyed to meet the reading eyes of every potential movie-goer!
“French Line” from distribution shortly and to resubmit the picture to P.C.A.

Such action would presuppose elimination of dance and costume sequences from the picture to which P.C.A. objected originally.

In that event, under the existing regulations, MPAA will be faced with the decision whether or not to authorize P.C.A. to review the picture again. The regulations provide that once a picture has been publicly shown by a member company without a Code seal, any further Association action in connection with it rests with the P.C.A. but with the MPAA board of directors.

Resubmission of the picture by RKO Radio would involve a radical change in the position of Howard Hughes, acting chairman and controlling stockholder, who is presumed by the trade to have been the major factor in the opening of “French Line” in St. Louis, without a Code seal.

In the event the $25,000 fine for licensing the picture without a Code seal should stand, and the company decline to pay it, its membership in MPAA could be revoked under the existing regulations.

State Censorship Law

Asked in Oklahoma

OKLAHOMA CITY, Jan. 10.—An Oklahoma legislator on Friday called for a state law for censorship of “excessively low, lewd and obscene” films. State Rep. Glen C. Collins said in a letter to the state legislative council that he does not necessarily want a censorship law, but if Oklahoma should have a law to block the showing of films disapproved by the industry itself.

Morris Lowenstein, president of the Theatre Owners of Oklahoma, termed Collins’ suggestion “unnecessary and premature.”

“The best censer we have is the public,” Lowenstein said.

State Censorship Law

Missionary Action

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“The best censer we have is the public,” Lowenstein said.

Officers, Crew Installed By Dallas Variety Club

DALLAS, Jan. 10.—At a general meeting held here: John J. Jones, Variety Club second assistant international chief barber, installed for the Variety Club of Dallas the following officers and crew:

Al Reynolds, chief barber; Kendall Way, first assistant chief barber; Charles Darlin, second assistant; Meyer Rachofsky, dough guy; Harold Schwarz, property master; Claude E. Zelle, Phil Isley, R. J. O'Donnell, Clyde Rembert, Ed Rowley and Paul Short.

Variety Club of Illinois

Will Install Jan. 25

CHICAGO, Jan. 10.—The Variety Club of Illinois 1954 officers and crew will be officially installed at a dinner dance to be held Tuesday evening, Jan. 25, at the Commodore Room of the Congress Hotel on Monday evening, Jan. 25, it was disclosed here today. Jack Benny, a past chief barber and chairman of this year's installation committee.

Officers and canvassers scheduled to be installed are: chief barber; Nat Nathanson, first assistant chief barber; Ralph Smith, second assistant chief barber; Harry Balaban, dough guy; Jack Rose, property master; John J. Jones, international canvass, and interna-

PC A vs. RKO

(Continued from page 1)

T. A. W. SKY TOURIST

FASTER 178 Extra Weeks

Twentieth Century-Fox's "How to Marry a Millionaire" has recorded more than 178 weeks of extra playing time, the company reports. The CinemaScope projection is playing its ninth week at the Warner in Los Angeles, eighth week at the Globe in New York and seventh week at the United Artists in Detroit. This is the same pattern as "Lady and the Tramp," for release early in 1955: "Sleeping Beauty," which is also being filmed in CinemaScope, and "The Vanishing Lady," sequel to the company's first full-length True Life Adventure, "The Living Desert."
Schlanger

(Continued from page 1)
ductive to the conduct of proper order in theatres than the prompt eviction of those who are guilty of the trouble, and refusal of admission to them, unless they are accompanied by their parents,” Schlanger said.

For the second part of the program he urged that all managers work closely with neighborhood organizations that are concerned primarily with teen-age problems, particularly P.T.A. groups.

“Where managers have ignored or been indifferent to these groups the impression has gotten around that the theatre helps foster these teenage problems, whereas to the contrary, we are as deeply concerned as the parents, the law enforcement officers, or anyone else.”

Proper distribution of the service staff to give adequate coverage and to watch potential sources of trouble was the third point made by Schlanger.

Pointing out a lack of co-operation in operation, the manager should be on one floor and his assistant on the other, and remain there through the performances, particularly when teenagers are in the theatre in any number. Upholders, he stated, should con- tinue to seek assistance from these rooms, balcony, foyer and other places of congregation.

“The situation gets out of hand, the judicious use of special officers can help bring it into line, but the problem cannot and will not be cured just by the use of a special officer. The manager himself, through the police, can help, represents the only cure,” Schlanger said.

Theatre vandalism, particularly in certain theatres, has reached a point where it has been the principal source of discussion at several recent Stanley Warner meetings.

Census Bureau

(Continued from page 1)
census poll covered every exhibitor. Also due to deportation cuts, no survey is being taken this year of either production or distribution. Sur- vey forms for both have already been mailed before lawmakers chopped the Census Bureau budget.

Field budget cuts have forced the Bureau to cut down the number of questions they had planned to ask exhibitors. The forms will ask only for the number of paid admissions in 1953, total receipts from admissions, total Federal admission taxes, total city admission taxes, total receipts from concessions and seating capacity. Information will be compiled separately for indoor and drive-in theatres, and bureau officials said they hoped the results would be available in May.

Vital Items

(Continued from page 1)
ations involved in the central shipping project. This committee consists of Charles Reagan, M-G-M sales head; A. Montague, vice-president and general sales manager of Columbia, and William Gehring, executive assistant general sales manager of 20th Century-Fox.

The committee’s consideration of arbitration is expected to affect decisions on the number of sub- mitted orders at TOA’s board meeting in Washing- ton on Jan. 31-Feb. 2.

Rotary Club of Bucks County, Pa., ‘Rescues’ Theatre for Community

NEWTOWN, Pa., Jan. 10—When the commercial operators of Towne Hall here, the only theatre within a five-mile radius, were unable to keep the house open for Federal and local ad- missions taxes, the Rotary Club of Bucks County raised sufficient capital to reopen it “for the over-all good of the community.”

Addressing Council president George E. Otto, the theatre will operate the last four days of the week with two changes weekly.

In response the public has been one of appreciation,” Otto said, “for the reopening of the theatre and making recreational facili- ties available once more to our community. But we are not sure how long we can continue without the elimination of excessive taxation which . . . could easily have caused a portion of the increase in juvenile delinquency.”

The borough government exacts a five per cent amusement tax.

'53 Amusement Taxes Up 7% in Chicago

CHICAGO, Jan. 10—City amuse- ment tax figures, released to the press, showed an increase of 7 per cent in tax collections on theatre receipts for 1953 over 1952, with the tax office taking in $1,180,039.48 from the in- clusion of the first quarter of 1953, over the previous year for the first quarter of 1952, totaling $1,044,414.48 in ‘52. December theatre tax collections on Novem- ber’s run from $250,000 in December of 1952 and $165,996 last month to $108,789.

About total tax collections from all amusements up $81,300 for the year, theatres alone accounted for almost $74,000, of the increase, as the total $500, of 23 of them, foreign, none was rejected and three were tagged "adults only."

Mullin Sees 1954 as Quality Film Year

HARTFORD, Jan. 10—Keyed to the slogan "Top the Score for "54," house managers of New England The- atres will participate in a cam- paign having for its purpose the pub- licizing of quality output from Holly- wood. Martin J. Mullin, president of NET, in an address to managers at a district meeting here, stressed the fact that the optimism felt by the industry regarding 1954 results as much from the quality of product as from the reviving interest in new techni- cal developments.

"The film industry is cognizant," said Mullin, "of the public’s demand for high standards of quality in sound recording, production and improved elements in acting, stories and direct- ing. The industry is gearing itself more than ever before for a bigger and brighter future."

Fox, Posel Co-chairmen

PHILADELPHIA, Jan. 10—Mich- ael J. Fein and Leo Posel have been named co-chairman of the theatre divi- sion for the 1954 Fellowship Fund drive, which is being conducted from Jan. 8 to March 24. The campaign will provide funds for the inter-group rela- tionship of the Philadelphia Fellowship Commission and Fellow- ship House.

MGM Rewards Final ‘Lucky 7’ Winners

M-G-M has wound up its "Lucky Seven" showmanship contest by des- ignating three winners in the com- petition on the seventh and final pic- ture, “Easy to Love.” The winners are: Cass Smith, of the Music Hall Theatre, Seattle, awarded $500 for the best campaign in cities of over 100,000 population; Pat Heavey, of the State Theatre, Kalamazoo, Michigan, $250 in the 10,000-to-100,000 category, and J. Gallagher, of the Estate Theatre, Marion, Ohio, who won $100 as the best in the under-10,000 group.

In the entire contest, M-G-M awarded $6,200 to 22 winners.

Two Promotions in UA Foreign Field

Two merit promotions and a key appointment involving United Artists’ operations in the Far East and Continental Europe were announced here by Arnold M. Picker, vice-president in charge of foreign distribution.

Terry Lindner, special representa- tive in India, has been named district supervisor in the Far East, with supervision over Singapore and Thai- land, as well as Hong Kong.

Formerly acting manager in Singapore, he has been promoted to the post of manager. Charles (Chuck) Odeh, film publicist and foreign correspond- ent, has been appointed Con- tinental publicity manager with headquarters in Paris.

Moses will work in cooperation with Pierre Well, publicity manager in France, as well as with Richard Condon, who is serving as home office liaison with UA producers making films abroad.

Lorber Will Testify Jan. 21 on Insurance

WASHINGTON, Jan. 10—Benja- min Lorber, insurance manager of Universal Pictures, has been listed as one of the witnesses to testify before the House Commerce Committee hearings on health insurance plans. He is slated to testify Jan. 21.

M-G-M Sets New Musical

HOLLYWOOD, Jan. 10—Gene Kelly will be starred in an as yet un- titled Arthur Freed production featuring a cascade ofカラー music and which has been placed on M-G-M’s schedule for the New Year. Shoot- ing will start as soon as “Brigadoon,” in which Kelly is working, has been completed.
THE SCREEN'S MOST ELECTRIFYING NEW STAR!

THE YEAR'S MOST SHOCK-FILLED THRILLER!

MAN IN THE ATTIC
HIS LIFE...HIS LOVES...HIS CRIMES!

JACK PALANCE

Co-starring
CONSTANCE BYRON SMITH • PALMER

Executive Producer
Leonard Goldstein • Hugo Fregonese

Directed by
Screen Play by
Robert Presnell, Jr. and Barre Lyndon

A Panoramic Production • Released by 20th Century-Fox
Labor Contracts
T-H Revisions
Proposed for The Industry

'Ike' Would Relax the Union Shop Provisions

By J. A. OTTEN
WASHINGTON, Jan. 11.—President Eisenhower today asked Congress to relax the union shop provisions of the Taft-Hartley law as applied to the motion picture and other amusement industries.

He urged that employers be allowed to enter into pre-hire contracts with unions and, more important, that union-shop contracts be allowed under which a film industry employee must become a union member within seven days after the beginning of his employment, instead of 30 days as at present.

This change has long been sought by studio unions, who argue that because of the temporary character of (Continued on page 3)

15,000 Bookings in U.S. for Rank Films

Last Year, Says 'U'

In a survey made in connection with the distribution by Universal Pictures of J. Arthur Rank productions in this country, "indications are clear that the market for these pictures has now developed to a high degree in every section of the country," states the company. In a report prepared by Harry Fellerman, executive sales head of Universal's special films division. (Continued on page 3)

RKO Pulling 'Line' Out of St. Louis Mon.

RKO Radio's "French Line," which has been playing in Faberlon & Marco theatres in St. Louis since Dec. 30 without a Production Code seal, is being withdrawn by the distributor from the Missouri Theatre there next Monday on orders of J. R. Grainger, RKO Radio president.

Discontinuance of the picture's exhibition in St. Louis, reported here yesterday, is said by sources close to RKO Radio to be a preliminary to revision of the picture and its reissuance to the Production Code Administration, presumably in line with rulings made by the... (Continued on page 3)

Shelton Is Named To Government Post

WASHINGTON, Jan. 11.—Turner B. Shelton, former West Coast production official, has been appointed deputy chief of the Government's overseas film program.

The appointment was announced by William C. Shirerback, director of the U. S. Information Agency. Shelton's title will be deputy chief of the agency's film and photography service.

Since the war, Shelton has worked in production posts with Monogram... (Continued on page 3)

Cites Needs

Fabian Outlines Six Point Program for Exhibition

PHILADELPHIA, Jan. 11.—A six-point program for exhibition, citing the need for unified exhibitors' organization, the establishment of arbitration and the elimination of the Federal admission tax, was outlined here last night by Sir H. Fakhian, president of Stanley Warner Corp.

Fakhian, in an address to the Philadelphia Variety Club dinner at the Bellevue-Stratford Hotel here, also called for reasonable film rental terms, the entrance of exhibition into production if the critical product shortage is not erased and the opening up of the theatre TV medium.

A co-sponsored speaker at the dinner, in celebration of the Ten's 20th anniversary, was Spyros P. Skouras, president of 20th Century-Fox. He expressed certainty that the downward trend of the last six or seven years at the box-office has now been reversed, crediting CinemaScope for the upswing. Skouras stated that the disadvantage which motion pictures have suffered because of the competition of television has been largely overcome. The 20th-Fox president also mentioned the future adaptation of the Edidophot theatre TV system to Cine-phonics.

Fakhian, expressing optimism in the future of exhibition, cited his multi-million dollar investment in the Stanley Warner circuit, in association with... (Continued on page 3)
Heavy TV Promotion
For 'Knock on Wood'
Television trailers for "Knock on Wood," which were produced as a result of the film's continued success, are now in progress, thus enabling the producers to stimulate their TV promotion on the Day of the"Knock on Wood" Paramount release, Nor-
man Panama, co-producer, said here yesterday. Panama and Mel Frank, who is in charge of Paramount's television and radio promotion, own the newly formed Dena Productions, are in New York for the promotion of their first film under the Dena trademark.
Panama said that he and Frank are firm believers in television and that they feel that the TV trailers will be an adjunct to Kaye's personal appearance tours in connection with his film. He asserted that he and his partner were "exhibition conscious" and that it was the duty of independent producers to participate in the promotion of a picture.

Have Made 20 Films
Panama and Frank are said to be the only writer-producer-director team in Hollywood, having made approximately 20 films. Panama's Columbia and M-G-M. "Knock on Wood" is the first to be made by Pan-M and pictures that one pictures, or at least one other every year, with Kaye in the top role.
Next on the Dena-Kaye schedule is "Choker," a Technicolor feature involving medieval England. Production will start next summer. However, the program is flexible and Panama said that the company would not be "locked to a commitment" if the story of his picture "situations" will release "Knock on Wood," and no distribution deal has been made for further product, Panama said.
"Choker on Wood" will be in Technicolor and can be projected on an aspect ratio up to 1.85 to 1.

'Amber' Causes Split
Of Memphists Censors
MEMPHIS, Jan. 11.—There was lack of harmony on the Board of Censors as it banned the re-run of "Forever Amber" here. Chairman Lloyd T. Binford called a 20th-Fox substituted another film for the "Amber" picture that he and the other censors passed for Memphis showing in 1947.
Tom Young, 20th-Fox branch manager, said there was a "difference of opinion" and that the charge had been referred to the regional office. When the censors saw the reissue of the film, they decided to reissue it. Binford, seeing that the picture would be approved, did not call for a vote. He asked the censors to think it over. The next day he called the board meeting. Avery Blakeney and Mr. Young, who had been willing to pass the picture, did not attend. Binford, Mrs. B. F. Edwards and Mr. T. Million Newton, voted to ban the reissue. "I don't know whether the other two members are coming or not," Binford explained. Binford said that he that these two might leave the board. Mrs. Gray said she was willing to go; Blakeney said he had no comment.

Colo. Court Upholds
Award to Exhibitor
DENVER, Jan. 11.—The 10th U.S. Circuit Court of Appeals, with three judges, affirmed the award given by a U. S. District Court jury in Feb., 1951, to M-G-M Pictures, Inc., a subsidiary of Metro-Goldwyn-Mayer. The Colorado Supreme Court had refused the request of the defendants for a rehearing in the case of Columbia Pictures, Inc., and the National Film Company, which sued the same defendants.
The defendants, both of whom are alleged to have entered into a conspiracy to deprive the plaintiff of its right to show the film "A Streetcar Named Desire," are alleged to have conspired to deprive the plaintiff of its rights to show the film "A Streetcar Named Desire," brought suit for damages of $250,000.

Filing 'Moon Defense'
Brief in Jersey
A brief in defense of "The Moon Is Blue" is slated to be filed in Jersey City's Magistrate Court today or tomorrow, according to a spokesman for the law firm of Milton, McNally and Angelli, representing Stanley Warner Theatres and United Artists.
Meanwhile, hearings are slated to be continued Thursday in New Jersey Superior Court on the theatre's and distributor's bid to win an injunction against the banning of "The Moon Is Blue" in Jersey City. Hearings were previously scheduled for yesterday.

Edward Mansfield Dies
KANSAS CITY, Jan. 11.—Edward Mansfield, 54, long engaged in theatre work, first as a musician and then as manager of the Regent Theatres here, died Sunday. Funeral will be at 2 p.m. Monday at the Newcomer Chapel.
Motion Picture Daily

RKO 'Line' (Continued from page 1)

Fabian Outlines

P.C.A. prior to the public showing of the film.

The action came as the P.C.A. notified RKO Radio last week that its licensing of the picture for public exhibition on a Code Seal basis made the company liable to a $2,500 fine. The distributor is entitled to appeal the decision to the Motion Picture Association of America board of directors.

Since the film has been shown publicly without a Code seal, the distributors to the Motion Picture Association of America board of directors.

Sam Rosen, Stanley Warner vice-president.

Of all the roadblocks facing exhibition, the strongest are the ones posed by producer-distributors to obtain a Code Seal for what the distributors describe as a "so-called soft picture" for distributors with films in the new techniques in short supply.

The Stanley Warner president urged Hollywood to adopt a positive program to combat home television by concentrating upon subject matter and story material which is non-competitive and outside the limits of TV. He said it was not enough for studios to concentrate on their "signature" pictures. In returning reference to the Production Code revision, he said the agitation for adjustment will result in the opening up of the screens of an "intimate romantic story area...completely denied to TV in the past."

Regarding new media, Fabian said he welcomed the multiplicity of techniques, adding, however, that the conventional form should not be neglected either. "What we want from Hollywood is to choose in the story, but not to abandon any method of proved worth," he declared.

The circuit executive, who is also a member of the board of directors of the Theatre Owners of America, said that the exhibitors' hand would be enormously strengthened if theatre owners stood together "in one national united organization. Distributors must listen to the voice of representatives if it is one voice from all exhibitors—a lesson you can learn from the recent snub to stereophonic sound in small theatre," he declared.

'Moon' in U.K. (Continued from page 1)

P. & M. Charges PCA 'Discriminates on Seals'

ST. LOUIS, Jan. 11.— Asserting that it does not question "the purposes of the Production Code Administration & Marco, in whose Fox Theatre here first, and currently in its Missouri, RKO Radio's "French Line" has been shown without a PCA seal, charges the Code administration with "discrimination among producers in the treatment of pictures." A letter containing the charge, made public today, were written by Edward B. Harkness, E. Ritter of this city and to the heads of the St. Louis Councils of Catholic Men and Catholic Women. All three publishers have been dealing with the pictures in question, and directed their adherents not to see it.

"We know that it (the PCA) has issued seals to many pictures which, in our opinion, are not different in subject matter and treatment from the 'French Line,'" Arthur asserts in the letter. "Having arrived at such a conclusion, it must follow that we cannot deny to a private businessman (RKO) the ordinary right of contract."

Mediate Bidding (Continued from page 1)

Allied, said that while his organization did not propose "to stick its nose into other people's business," it stands ready to settle "impassages and impossible situations."

The committee consists of T. G. Solomon, head of Solomon Theatres, McComb, Miss.; George E. Nall, the owner of a drive-in circuit in Louisiana; L. E. (Jack) Dowhing, Brookhaven, Miss.; and C. L. Montgomery, president of Delta Theatres.

At a board meeting at which the committee was present, plans were made for the unit's annual convention scheduled for March 28-April 30 at Edgewater Park, Miss.

50,000 Bookings (Continued from page 1)

it was pointed out that over 50,000 bookings were made on Rank productions during 1953, said to be the highest number of engagements of these pictures since the Rank undertook their distribution in 1946.

During 1953 there were 145 extended engagements for foreign films, including the Rank pictures. In addition to these extended engagements there were five sequent-runs which held to the same policy. The majority of the bookings were obtained in conventional theatres.

In using the survey as a basis for distribution plans for 1954, Fellenker stated that special arrangements will be made for the RKO film's campaign. National representative Saul Shain reported on current developments. In the absence of J. J. O'Leary, area chairman, Ed Schlegler conducted the meeting, which was well attended.

Heavy Grosses for Warner Reissues

The re-issue combination, "Public Enemy" and "Little Caesar," Warner Brothers, opened over the weekend in Philadelphia, New Haven and Bridgeport. The "take" for four days (Thursday, Friday, Saturday and Sunday) at the Warner, New Haven, was $6,500; for three days (Friday, Saturday, Sunday) at the Sherman, Philadelphia they grossed $10,000; and in its day-and-date engagement at the Warner and Mer- ritt theatres, Bridgeport, over four days (Friday, Saturday, Sunday) receipts were $6,400.

Samuelson Buys for Philadelphia Service

PHILADELPHIA, Jan. 11.—Sidney E. Samuelson, president of Allied Theatres Inc., the firm operating in the Philadelphia territory, is now handling the film buying and booking of independent movie theatre owners in the city, replacing Roy Sullender, who is no longer connected with the company.

Luncheon-Screening For 'Globe Trotters'

More than 60 New York film critics, members of the Basketball Writers and Radio-Television Correspondents Association, are in town operating in the Philadelphia territory, is now handling the film buying and booking of independent movie theatre owners in the city, replacing Roy Sullender, who is no longer connected with the company.

Cinerama Opens in St. Louis Feb. 10

The 10th U. S. theatre to play "This Is Cinerama" will be the Ambassador in St. Louis, which is currently undergoing alterations, in preparation for the premiere on Feb. 10. The first night will be a benefit sponsored by the local Variety Club for crippled children.

In regular public showings, the pictures will be shown on the marquee the next day.

This Is Cinerama," which opened Sept. 14, 1952, New York, is currently on view in Detroit, Holly- wood, Chicago, Philadelphia, Washing- ton, Pittsburgh, San Francisco and Boston.

T-H Changes (Continued from page 1)

much film work, many industry workers need never join unions under the present 30-day grace period.

One of 14 Points

The President's recommendation that Congress send a message to Congress on revision of the Taft-Hartley act. Due to the expected opposition to the subject, odd's are not better than 50-50 that Congress will do anything in the immediate future.

However, there is a better possibility that some limited revision bill, including such relatively non-controversial points as industry change, might get through.

Employees engaged in the construction, amusement and maritime industries have unique problems because their employment is usually casual, temporary or intermittent," the President declared. "I recommend that in these industries the employer be permitted to enter into a pre-line contract, by which the union will be treated initially as the employees' representative for collective bargaining and that in these industries the employer and the union be permitted to make a unilateral contract for which an employee, within seven days after the beginning of his employment, shall become a member of the union.

Among other points urged by the President were these: There should be a secret ballot, under government supervision, before an employer should be permitted to revoke their authorization for check-off of dues; and the investigation of union welfare and pension funds, all of which, it is claimed, would affect the financial integrity of the industry.

Shelton Named

Eagle-Lion and Warner Brothers, and more recently has been consulted and production adviser with the U.S.I.A. Shelton will be number two man in the film program to Andrew W. Smith, Jr., former film industry executive who was recently named chief of the U.N.A. motion picture service.

Commenting on today's appointment, Smith said Shelton "has a thorough knowledge of the global operations of film, as well as experience in production gained at West Coast studios."

Meanwhile, top officials of the Information Agency are scheduled to testify before a Senate Foreign Relations subcommittee on the current status of the overseas information program.

The committee, headed by Sen. Hickenlooper (R. L.), held extensive hearings and an investigation last year on the operations of the film service. Its next set of hearings, Friday's hearings are designed to bring the sub-committee up to date on the progress of operations and to look into the progress of the agency has carried out sub-committee recommendations.
The challenge to the motion picture distributor today is to supply to exhibitors throughout the world the highest quality product in an ever increasing quantity.

A challenge can only be answered by performance—our answer is the greatest list of quality product in the history of this company.

A continuing flow of four or five top pictures a month.

UNITED ARTISTS
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stand on that point at last year's event held in association with the convention of the Theatre Owners of America. However, there are signs that TESMA may relax its position in regard to the convention/trade show locale. This is indicated in a bulletin to members which stated: "Our largest problem is the selection of a site where we can have sufficient display space for the many exhibits we have, the necessary space for social functions and meeting rooms and also enough hotel rooms for the delegates, all under one roof. Very few hotels offer all these facilities."

Meanwhile, TESMA has compiled official attendance statistics on its 1953 convention and trade show in Chicago. The report reveals that 948 manufacturers were registered; 230 supply dealers were in attendance, in addition to 1,106 theatre owners and managers, making a total registration of 2,281. These figures do not include the wives who accompanied their husbands or those registrants whose handwriting was not legible. Therefore, TESMA estimates that more than 3,000 people attended the show.

**Siegel Leaves CBS-TV**

HOLLYWOOD, Jan. 11.—Norman Siegel, West Coast director of publicity and exploitation for CBS Television, has resigned effective Jan. 9. Siegel was formerly public relations director of the Academy of Motion Picture Arts and Sciences.

**Two scores and five years ago when radio was quite young (and so was Jack) — a cub reporter on the old Hollywood Filmograph — the Bell Telephone Company made known to all and sundry the fact that every day at 7:00 P.M. phone calls all over the country practically ceased. That was the time when "Amos 'n' Andy" dominated the airwaves with their Taxi NBCrallation. This date is called to mind by the ad, that appeared recently in the New Brunswick (N. J.) Daily Home News: "Alexander J. Jones earnestly and respectfully requests that his friends, business associates, relatives and all others refrain from telephoning his home, or otherwise disrupting its serenity between 8 and 8:30 o'clock of a Thursday evening. These 30 minutes are regularly observed as the Grouchon Marx Half-Hour." Unquote.

(Tell 'em Grouchon SENDS YOU.)

Jack Lescoulie has been signed to announce all future Buick commercials. Couldn't happen to a nicer guy... Ruth Cade, vice-president of Mavro Television Productions, will fly to London end of the month to set up distribution of the firm's television in England and the Continent. The Student Council of N. Y. U. named Perry Como, 'favorite vocalist,' Jackie Gleason 'favorite comedian' and Bill Silbert, 'favorite disk jockey.' Addy Amor, former Paramount and early gridsiron and football star, who later produced "Boston Symphony," "The Dunninger Show" and others for ABC, has just had his second original comedy titled, "Every Night," recorded by Emil Cote's famed Glee Club on the Ecko Label. Alan "Sands" us a little love note and includes a daffyfion of a Diplomat: "A man who convinces his wife that a woman looks stout in a fur coat." TV and a concert lark Diane Powers, back from a SS. Caronia cruise, deluged with guestlist offers. We argued with Spencer Hare that our memory never fails us, but nonetheless we would tune in on Dr. Bruno Furst's lecture on 'How to Remember,' TVvia WABC, last Saturday (6:30 P.M.). So who-happen? We forgot the time, the station, the program and the good doctor. (Must be a moral here somewhere, eh Spence?)

**Form K.C. Company To Make TV Films**

KANSAS CITY, Jan. 11.—Crest Productions has been formed here to produce television features. Associated in the enterprise are Elmer Rhoden, Jr., Jay Wooten, Ben Adams, Robert Woodburn and Edredge White. Robert Altman, formerly of Hollywood, is handling the scripts, John J. Thompson musical composition and direction. Chester Allen design and William E. Veeck camera.

**John Dreyer Cited**

John E. Dreyer, inventor of the polarizer, gives the 3-D Magic-Yuvers, is the subject of an article in the January issue of "Coronet" magazine.

**How To Get To The Top**

**Howard E. Stark**

Brokers and Financial Consultants

TELEVISION STATIONS

50 E. 58th St., N. Y. 5-5401

Specialists in Motion Picture Industry

**Mitchell May, Jr. Co., Inc.**

INSURANCE

Specializing in requirements of the Motion Picture Industry

75 Maiden Lane, New York

3720 W. 6th St., Los Angeles

**Television—Radio**

with Pinky Herman

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3720 W. 6th St., Los Angeles
Republic Sets 29 Releases On '54 Slate

Republic will release 29 pictures consisting of 22 "deluxe" attractions, three Judy Canova productions and four Rex Allen Westerns, president Herbert J. Yates disclosed yesterday.

At the same time, he pointed out that more than $15,000,000 already has been expended on a backlog of eight Technicolor films which will begin engagements this month. In addition to the features, Republic will release four serials. Last year, Republic had 13 serials and numerous Westerns and other features. Yates said that in keeping pace with the increase in production budgets, an

Schwartz Reelected For His 20th Term

CLEVELAND, Jan. 12. — Ernest Schwartz today was re-elected by acclamation president and general manager of the Cleveland Motion Picture Exhibitors Association for the 20th consecutive year. Also re-elected by acclamation were Ted Verme, treasurer, and all board members.

Scope Information Going to Exhibitors

Twentieth Century-Fox yesterday initiated a CinemaScope educational plan for exhibitors with the aim of giving technical information to the trade. The material will be sent to theatre managers and projectionists in the form of periodic letters. Launched under the direction of

12 'Robe' Openings in U.K.

Provinces Stir Showmen

By PETER BURNUP

LONDON, Jan. 12. — The opening of 12 key provincial cities, yesterday in 12 key provincial cities, was expected to be a significant event in the United Kingdom to uniformly welcome excellent business and to the accompaniment of widespread trade acclaim.

At all 12 openings special first performances were held for theatre owners, local dignitaries and press representatives. This corresponded to the opening of the 25-foot screen in Leeds and William Pay, also of Quigley Publications' London Bureau, attended the pre-public opening performance at the 25-foot Plaza Theatre in Swansea, the largest theatre in South Wales.

A significant circumstance of both screenings was the comment by experienced exhibitors, the effect that Syros Skouras, 20th Century Fox president, may expect many converts to CinemaScope in Britain after the demonstrations of his medium's power and audience response.

Reportedly, this reaction noted at the Leeds and Swansea openings, characterized the screenings in the provinces. Among many shrewd exhibitors present who they do not know where the money is

Million for 'Knights'

At 1st 21 Playdates

M-G-M's "Knights of the Round Table" has grossed approximately $1,000,000 in its first 21 engagements, 16 of which have been held for a second week. Eight of the total are in a second week. Towns holding over for a second and third week include: Atlanta, Minneapolis, New Orleans, Houston, Dallas, San Antonio, El Paso, Kansas City, St. Louis, Cleveland, Detroit, Indianapolis, Pittsburgh, Los Angeles, Portland, Ore., and San Francisco.

In addition, M-G-M's first CinemaScope film is current in Charlotte, Denver, Evansville, Des Moines and Radio City Music Hall, New York.
Full Agenda Faces Compo Trinitrivate

Proposals for the appointment of a Council of Motion Picture Organization, one in Hollywood and one or more in New York will be considered by the CMO of the nation today. The proposals are part of the recommendations submitted to the COMPO by the organizing committee which consists of Maurice Bergman, chairman; Oscar Doob, Harry Mendel, and Abraham Arthurs. The latter representing the Motion Picture Industry Council of Hollywood.

Will Get Dues Report

The triumvirate today also is expected to receive a report on the dues drive which started on Nov. 30 and ended on Dec. 31. Although all of the reports from the field have not been received at the New York office, it is estimated that over $15,000 was reached and this, in turn, will be matched by the distributors. The other reports, as well as other items on COMPO's 1954 program, are also on today's agenda.

The triumvirate consists of Samuel Finan, El Lightman and Willard Snaper.

Bergman Is Eastern 'U' Studio Contact

Maurice Bergman, executive in charge of public relations for Universal-International in New York, will be here as a representative of his company. Bergman is expected to continue his Eastern contact in the field of talent and literary properties, in addition to his present duties. His office will absorb the functions of the contact department in New York previously headed by Jessica Landau, who has resigned.

Three Circuit Heads To Aid 'Brotherhood'

Harry Brandt, president of Brandt Theatres, Eugene Pick- er, president of Loew's, and Joel Schwartz, president of RKO Theatres, have accepted associate- sions in the 'Brotherhood.' Mr. Picker was presented by Emanuel Frisch, national chairman of the 'Brotherhood,' for which National Conference, will be observed Feb. 21-28.

Arthur M. Loew

To Release 'Sadie' In Both 3-D and 2-D

"Miss Sadie Thompson," currently being pre-released in Canada in 3-D, will also be released in a 2-D version. The policy, according to a key 3-D distributor, is to be followed in other countries, it is said. It is not known yet in which countries the pictures will be withdrawn to await their regular engagements.

The festival will be the greatest mass project of its kind in world film history and on a global scale likely to be repeated in the future. Some of the participating countries will use the pictures of all producers of one country; other festivals have drawn upon the production of all the world. This is the first time that one company utilizing only its own pictures will take this step to organize its own film festival of this magnitude," said Loew.

To Expect 750 Thursday At Luncheon of FJP

More than 750 are expected to attend tomorrow's luncheon of the amendment division of the Federation of Jewish Philanthropies at the Hotel Astor. The luncheon, at which Harry Brandt and Leonard Lyons will preside, will be followed by a luncheon on the 16th at which Gus Moshe, director of the radio series, "The Emancipation of Harry Devery," will be the speaker. Eddie Fisher, singer, and Edward R. Murrow, CBS radio newsman, are both expected.


Coast Publicists Get Five Per Cent Raise

HOLLYWOOD, Jan. 12—The Publicists Guild and major studios (AMPF members) last night con- cluded negotiations with the guild directors, giving the publicists a five per cent wage increase and other benefits. The agreement was reached at meetings during the last ten days, with the new agreement running through Oct. 25, 1957, and is renewable as to wages on Oct. 25, 1955, or at any earlier date when living costs in this area are expected to rise five per cent above Oct. 15 last.

The new pact switches senior public- its to $1,500 a year starting Dec. 1 at $210 weekly, but leaves juniors and apprentices on the former $4-hour-week salary. The hierarchy of the guild now consists of Lea J. Bowes, president; Helen Bowes, vice-president; Josephine Shubin, executive secre- tary; and Alvin M. Hatfield, treasurer. The guild now has 417 members.

Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1720 Fifth Avenue, Rochester Center, New York 20, N. Y. Telephone Circle 7-3500. Cable address: "Quigglam."

Worldwide Festival

For M-G-M Tribute

Planned by Loew

Plans for launching of an "M-G-M Worldwide Film Festival," as the high point of the overseas celebration of M-G-M's 30th anniversary year, have been set by Arthur M. Loew, president of Loew's International.
The Robe’ Opens at 28 Subsequent Runs in Chicago Friday

CHICAGO, Jan. 12.—The Robe’, ending a highly-successful 16-week run at the Balaban and Katz State Lake Theatre, this morning began its 28th outlying theatres on Friday, backed with a heavy advertising outlay by 20th Century-Fox. The 28 theaters, 17 in the Chicago city limits and 11 in the suburbs, are planning to raise their admission prices for first-night openings. This is an unusual step for a CinemaScope picture in the Chicago area. Some intend to charge 98 cents from the State Lake Theatre; others, including the B. & K. circuit, will get 74 cents in the afternoon and 98 at night. Children’s prices are due for a general hike during the week raised to as high as 50 cents from a norm of 25. Regular top prices at the 28 theaters range from 47 cents at the State’s 98 cents Saturday nights and Sundays at the Piccadilly. A few of the houses still are on the fence price wise, waiting to see what the others are going to do, but it is a virtual certainty that the tariffs will fall with the 98-cent range.

Twentieth Century-Fox, in an all-out effort to boost the grosses on the picture, has scheduled 28 spot announcements on three local stations for Thursday night, 110 spots on six radio stations. Friday’s ad lines in the daily newspapers on Friday.

Meanwhile, “The Robe” continues to show a healthy box-office pull at the State Lake, and is expected to hit a gross $45,000 for its 13th and final night. The record breaking picture, with a total gross of $850,000 for the premiere Chicago showing, with 20th-Fox collectors over $500,000 on the film for the 16-week run.

company president Sypros P. Skouras, the plan will see the company’s research and development division, headed by Mr. L. Sponaugle, will be providing special reports on the exhibition of CinemaScope pictures.

Material distributed will be comprised of information gleaned from the studies with pictures in the new photographic dimension process and conferences with major Cinemascope equipment manufacturers. The recommendations are intended to provide better exhibition and lower costs.

The initial letter to exhibitors, which has already been distributed, deals with three principal items: Picture damage; splices, and sound damage due to initial installation adjustment practice and maintenance.

Handbook Prepared

The research and development division of the company is also handling queries on theatre problems, and will offer advice on up-to-date methods. The first request for aid to theatremen, a 36-page handbook covering equipment, installation procedures, maintenance practices and receiving considerations has been distributed.

Kits dealing with the new process are available for industry on a busy phononic sound system have also been prepared, adding to the library fund of technical information made available to exhibitors and the press.

Another major segment of this program to aid exhibitors in the better exhibition of CinemaScope include the mobilization of division and branch managers, field exploitation representatives, and home office executives to make periodic theatre visits to see CinemaScope shows and discuss with managers ideas and methods of better programming.

De Luxe to Process 20th’s ‘Scope Films

De Luxe Laboratories in New York will process all prints of the three 20th Century-Fox CinemaScope color by Technicolor productions scheduled for release during the first quarter of 1954 which fall into the subjects being offered during the same period. Previous CinemaScope productions were processed on the Coast.

The titles to be processed are Silver Rifles," a January release, currently showing at New York’s Rivoli Theatre and other first-run engagements; Hell and High Water,” a February release, world premiering Feb. 1 at the Roxy Theatre, New York, and "Night People," a March release. The short subjects are "Veuvius Express" and "Dances of the Deep," both current and showing respectively in the New York at the Roxy and Rivoli.

All prints are being made in Eastman color Technicolor, and Technicolor screen and control cards on the pictures will read "Color by Technicolor-De Luxe."
THE GREATEST HOLIDAY ATTRACTION IN YEARS!

NEVER BEFORE SUCH PROMOTION!

Perfect timing for Washington's Birthday!

By the utmost careful planning, every phase of the gigantic promotion of "THE LONG, LONG TRAILER" in magazines, newspapers, radio and TV and countless other outlets is TIMED TO SYNCHRONIZE WITH WASHINGTON'S BIRTHDAY BOOKINGS IN HUNDREDS OF THEATRES.

FABULOUS AD CAMPAIGN ASSIST!

The New Moon Trailer Company, Mercury Cars and Youngstown Kitchens will each run full-page, 4-color ads in: Modern Romances, Modern Screen, Screen Stories. Additionally, The New Moon Trailer Company will run full page ads in 4-colors topped by great display for the picture in terrific-circulation Sunday supplements: American Weekly, American Magazine; also Look, Woman's Day, Family Circle, American, Argosy, Redbook, True, Mechanics' Illustrated, Christian Herald, Popular Mechanics, Popular Science, Lifetime Living. Also, The New Moon Company will schedule local advertising to be placed through dealers at time of playdates.

KEY CITY OPENING BALLYHOO!

Duplicates of the exact big New Moon trailer used in the picture will be available to spark the ballyhoo launching of the.

(continued on next page)
picture in all key-city openings. Local dealers will work with M-G-M field men and theatre Managers for widest exhibition publicity in area around key cities.

* M-G-M STARLET TRAILER TOUR!
Two beautiful starlets will make national tours, each in an exact duplicate of the New Moon trailer. Each star will make newspaper, radio, TV and other promotional publicity appearances. A New Moon representative accompanies each trailer as MC and all field men have itinerary and special kit for planning glamorous promotion.

* NEW MOON REPRESENTATIVES READY!
See press book for 3 full pages of names and addresses of New Moon trailer dealers. Contact the one in your locality for showmanship tie-up. Inquire about display accessories available for mutual profit.

* CO-OPERATIVE AD LAYOUT!
Co-operative ad layout in press book shows how you can get your newspaper to solicit space from local New Moon dealers, Mercury car agencies and others.

* PHILIP MORRIS GIANT PLANS!
Philip Morris, sponsors of the No. 1 TV program "I Love Lucy" starring Lucille Ball and Desi Arnaz will promote the M-G-M movie that stars these great favorites in an unprecedented campaign.

* TV PLUGS "LONG, LONG TRAILER" REACH 50 MILLION WEEKLY!
During February and March there will be plugs for "THE LONG, LONG TRAILER" on the TV program "I Love Lucy" over CBS-TV reaching 50 million every week. Contact your Philip Morris man for local tie-ins and dates.

* 500 FIELD MEN READY!
Philip Morris representatives will work with you. Their names and addresses are in the press book. 500 field men and salesmen are ready for you!

* CARDS BLANKET NATION!
Philip Morris have prepared tie-in window cards and posters in several sizes which they will plant by the thousands in tobacco stores, supermarkets, drug chains.

* MERCURY DEALERS ACTIVE!
Mercury car dealers nationwide will cooperate in promotion for their car used in the picture. Contact local agency.

* 7-FOOT STANDEE!
Wait till you see the smash standee, 7-feet high, 4-feet wide in 6-colors! At N.S.S. Branches. It's a wow.

* 29 NATIONAL TIE-UPS!
A list of 29 national tie-ups of Desilu Manufacturers (featuring Lucille Ball and Desi Arnaz) is shown in the press book. A wealth of promotional possibilities in this.

* USE THE PRESS BOOK!
The showman campaign book on "THE LONG, LONG TRAILER" is a treasure chest of tie-ups, complete plans easy to apply to any situation, sock advertising.

* EVERYTHING SYNCHRONIZED FOR HOLIDAY BOOKINGS!
Read These Trade Press Raves! Then Call Your M-G-M Branch!

M-G-M presents LUCILLE BALL, DESI ARNAZ in "THE LONG, LONG TRAILER" with Marjorie Main • Keenan Wynn • Screen Play by Albert Hackett and Frances Goodrich • Based on the Novel by Clinton Twiss Photographed in Ansco Color • Print by Technicolor • Directed by Vincente Minnelli • Produced by Pandro S. Berman
**Para’s ‘Female’ Has Gala Victoria Bow**

DESPITE FRIGID WEATHER and the deep snow on the streets of New York, the Victoria Theatre on Times Square last night was filled to capacity with celebrities, top newsmen, columnists and film industry executives for the glittering invitational premiere of Paramount’s “Forever Female,” starring Ginger Rogers, William Holden, Paul Douglas and newcomer Pat Crowley. Miss Crowley interrupted a 35-city U. S. tour to act as hostess at the gala event. Among those present were, (left to right): first photo, Ned E. Depinet, former president of the Council of Motion Picture Organizations, and Mrs. Depinet. Center photo: Jan Sterling, Douglas and Charlton Heston. Third photo: Miss Crowley, A. W. Schwaberg, president of Paramount Film Distributing Corp., and Mrs. Schwaberg, the former Carmel Myers.

**Republic Slates 29 Releases**

(Continued from page 1)

**Film Buying**

(Continued from page 1)

**House Group Today**

To Start Tax Study

WASHINGTON, Jan. 12—The House Ways and Means Committee will start executive session tomorrow on the technical tax revision bill.

Chairman Reed (R. N. Y.) has said that revision of corporate and excise rates would not be considered as part of this bill. While the committee as a whole could overrule him, this is unlikely.

Reed said he thought the work on the revised bill would run many weeks, making it late next month before the committee gets around to excise rates.

The technical revision bill is the product of long staff work by Treasury Department officials and members of the staff of the Joint Committee on Internal Revenue Taxation. Among changes agreed to by these groups and recommended to the committee are more liberal depreciation allowances, relief for firms with overseas branches, a start toward elimination of double taxation of corporate dividends, new rules for taxing corporate reorganizations and many other tax relief proposals.

**Para’s ‘Female’ Has Its World Premiere**

“Forever Female,” Paramount, will begin its regular New York engagement today at the Victoria Theatre following premiere last night for an audience of more than 1,000 celebrities.

“In spite of snow and hazardous weather, the company said the opening proved to be a tremendous success, marked by all the stirring excitement of a gala Hollywood-style first night, complete with a battery of arc-lights, red carpet and radio broadcasters.”

Pat Crowley, new screen discovery, served as director hostess, driving in for the event from Washington, one of the 35 cities on her current nation wide promotion tour on behalf of the film, which, she resumes today in Harrisburg, Pa. The starring cast also was represented at the opening by Paul Douglas, who was attended with his wife, Jan Sterling.

The first night audience included 500 persons occupying key positions in the newspaper, publishing, television, radio and motion picture fields.

**Crescent Application For Drive-in Granted**

NASHVILLE, Jan. 12—Judge Elmer Davies, in Federal Court, today granted a petition of the Crescent Amusement Co. for permission to construct a drive-in theatre on White Bridge Road, near Thayer Veterans Hospital. This was the first such application made involving a theatre site near Nashville and one of the chief questions considered was whether or not, under the anti-trust decree of March 4, 1945, such construction or acquisition of a theatre was restricted to the corporate limits of Nashville or to the “metropolitan area,” which would include the White Bridge site.

Under Judge Davies’ ruling apparently Crescent will have to secure court permission on any application where the site is outside the corporate limits, as he declined to rule whether appropriation of $4,700,000 has been allocated for the advertising, publicity and exploitation of the 29 pictures.

“Our faith in this industry has been substantially proved during the past year by the outstanding public acceptance of truly fine motion pictures. For this reason, Republic has searched the publishing field thoroughly for best-selling novels and has secured top box-office stars and production personnel for its new program, a majority of which will be filmed in Trucolor by Consolidated,” Yates stated.

**Jumping Trail First**

Launching the 1954 schedule will be “Jumping Trail,” a Literary Guild selection, filmed in Trucolor and starring Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Milland and Pat O’Brien. Joseph Iannone Kane is associate producer-director.

Joan Crawford will star in her first production with a Western background, “Johnny Guitar,” produced and directed by Nicholas Ray, with Sterling Hayden, Scott Brady and Mercedes McCambridge.

Other productions awaiting release in the new season’s line-up are: “Make Haste to Live”; Dorothy McGuire and Stephen McNally are starred and William Solter is associate producer-director.


“The Outcast,” starring John Derek and Joan Evans, filmed in Trucolor; O’Sullivan is producer, William Witney is the director.

“Laughing Anne,” first of the productions produced and directed by Herbert Wilcox for Republic, filmed in color by Technicolor and starring Wendell Corey, Margaret Lockwood and Forrest Tucker.

“The Shangai Story,” which marks the return to production of Frank Lloyd, associate producer-director, and starring Ruth Roman and Edmond O’Brien.

One Filmed in Scotland

“Trouble in the Glen,” filming on which has just been completed in Scotland, with Margaret Lockwood, Orson Welles and Forrest Tucker starring. This Trucolor production is based on an adventure story by Maurice Walsh.

Augmenting the completed line-up, Republic’s 1954 production program will be the most imposing in the company’s history,” Yates reported. Highlighting this schedule will be a top-budget production to be directed by John Ford. “The Big Whirl,” a chase story set in Berlin, to be produced there by Virginia Van Upp. “Brother Van,” by Alson Jesse Smith, will be done in Trucolor. “The Life of Richard Wagner” is also slated for production. “The Passion Play” will be filmed in Trucolor.

Republic is now setting production plans for the filming of “The Vanishing American.” “Santa Fe Passage,” a novel which was a best-seller on screen, is “The Great Train Robbery” again based on a story suggested by Bob Considine. “Miss from Texas” based on the “Saturday Evening Post” serial by Bill Gulick, to be filmed in Trucolor. “Punch and Judy,” in which Mickey Rooney will star; “Jesse James Was My Neighbour,” to be filmed in Technicolor. Also, “The Alamo,” to be filmed in Technicolor. “Timber Jack,” outdoor adventure story adapted from the novel by Dan O’Connell, to be filmed in Technicolor on Vancouver Island; a science-fiction story titled “Futon,” which Richard Goldstone will produce.

**ares of Michigan and Jack Kirsch of Allied Theatre Owners of Illinois, Chicago, are prime movers in the project, which has been in the planning stages for a year. With the participation of numerous others prominent in Allied States ranks, it is hoped to get the service into being in the near future.**

Plus contemplate the start of a buying service embracing the entire Midwest, with formation of an Eastern buying service later. Eventually, it is planned, the two organizations would operate jointly and expand to provide a national film buying service.
IT'S AS BIG AS ALL THIS!

AS BIG as the plains and mountain crests that quaked beneath the fury and splendors of a land in the making...

AS BIG as the love that surged across every danger a man and woman could know...

AS BIG as the Warner Bros. Studios—the world's biggest—could make their first production in

CINEMASCOPE

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CINEMASCOPE

THE COMMAND

in WARNERCOLOR and STEREOPHONIC SOUND

"THE COMMAND" GUY MADISON - JOHN WELDON - JAMES WHITMORE

The present situation in movie censorship is a widening breach in a long-standing code—and a salutary lesson to those of us who advocate the free flow of ideas in important art and communications media.

The status quo of movie censorship has seemed unbreakable. Few people have seriously questioned Federal and local laws governing the movies or Hollywood's self-imposed Production Code regulations.

A key reason for these laws is the Code, which is not designed to enforce them too technically.

The Code, however, is facing scrutiny as a result of the recent outbreak of film censorship. Industry leaders, including Samuel Goldwyn, in a letter to Eric Johnston, Motion Picture Association counsel, have recommended that the Code be revised, and some other producers have joined their voices to his, although several major names are holdouts.

The Code, which is intended to guide the industry in avoiding scenes that might cause public consternation, is also intended to check a rising tendency toward local censorship of movies. The code is enforced by the Motion Picture Association of America, which has the right to revoke a film's rating if it is found to be offensive.
**Reviews**

**“Crime Wave”**  
(Forty Brothers)  
Hollywood, Jan. 12

*DRAGNET,* the Jack Webb television and radio show, has so faithfully acquainted the American public with Los Angeles as a hotbed of crime and as the ablest-policied city in the nation that this melodrama, which is nothing with *Dragnet* in anything, looks actually enough like it to be blood brother, has a ready-made public for it. Whether this circumstance is good or bad as to box-office is a matter that could be debated at length, at even-money, and will be debated in the Daily News and other papers here. Sterling Hayden, powerful as the Los Angeles detective; Gene Nelson (not dancing) as an ex-convict determined to stay clean, and Phyllis Kirk as the detective's wife, are good. The show plays real tricks and cartoon tricks, is viciously as viciously as anybody could want them played, and Ray Novello is similarly effective as an alcoholic veterinarian with a stretch in the big house behind him. It opens with a successful sequel of a gas station and closes with an unsuccessful sequel of one, and comes to America.

The script is by the experienced Crane Wilbur, whose avocation is penology, and it derives from a "Saturday Evening Post" story by John and Ward Ward. It is adapted by Bernard Gordon and Richard Wormser. Direction is by Amre de Toth, who manifests here a sense of tempo not previously noted. The production is the work of the Bryan Boy who got himself a reputation earlier in life as the man who could whip up a copper robber film faster than anybody.

In this story, Nelson, former convict gone straight, is visited at night by a dying escape who, with his pals, de Cora and Hastings, has just held up a station and killed a policeman. Hayden, hard-headed detective, puts all possible pressure on Nelson to tell him where the other two killers are, which Nelson doesn't know, and after Hayden stops pressuring him the other two killers turn around and turn on him and make him a two-day and noon-day stickup of the Bank of America in Glendale. Nelson pretends to fall in with their plans, and goes along as getaway-car driver, but has managed previously to tip the police, who are prepared for him, by the Los Angeles, but he is live-in as painted here, and is even better-policied (Chamber of Commerce please note).


WILLIAM R. WEATHER

**“Personal Affair”**  
(Rank-United Artists)

FLAWLESSLY directed and acted, *Personal Affair* has no light moments to bring the comedy home. It is a pernickety matter and because of its quality it should do well in specialized houses and with adult audiences.

Based on a stage play by Lesly Storm, who also wrote the screenplay, *Personal Affair* has very little of the staginess sometimes found in such adaptations. Its basically simple story tells of a teen-age girl, in a small, stuffy English town, who becomes infatuated with her teacher. When caught by his wife, he explains how hopeless his situation is. When the girl doesn't return home, the body is found and the rumors run rampant. He is accused of murder, a miscarriage of justice, and his intelligent secretary are very nearly ruined until the girl returns three days later and clears the air.

The girl's family and their reactions are particularly well detailed. The author of this intelligent man, is torn between his parental love and his basic, vivid, and the end.

Playing the two roles, who also had a hand in bringing the story to the screen, appears rather morbidly pleased with the situation. As Walter Fitzgerald and Pamela Brown enact these roles, they are won.

The stars of the film are Gene Tierney. Leo Genn and Glynn Idox. Miss Tierney, as the wife, gives one of her better performances, and Miss Johns, although given the same role, details her stage name most convincingly. It is Genn, though, as the man caught in a situation not of his own making, who gives the outstanding performance. It is a difficult role and his honest portrayal adds to the overall quality of the picture.

Dan Darnborough produced this presentation of the J. Arthur Rank Organization, which was smoothly directed by Anthony Pelissier.


**Arnall Will Address the MPIC on Feb. 10**

HOLLYWOOD, Jan. 12—Ellis C. Arnall, National President of the Independent Motion Picture Producers, Inc., has accepted the invitation of Arthur Freed, president of the Motion Picture Exhibitors of America, to address the MPIC, and executives of MPCA constituent organizations, on "the need to oppose "oversupply" to the public." Arnall also said that anyone who can ride backbone and draw the stock on the date.

**"Walking My Baby Back Home,"**  
**"Kiss Me, Kate,"**  
**"The Joe Louis Story,"**  
**"and The Robe,"** are recommended by Florence Bonner in "Redbook's" January issue.

WALTER HAAS

**Arnall Will Address the MPIC on Feb. 10**

**Patriot Stage Coach For 'Command' Bow**

An authentic stage coach, drawn by four horses abreast, will be a feature of the Paramount Theatre here on Friday a group of events to attend the world premiere of Warner Brothers' first cinematic presentation of the true story of the old West starring Guy Madison, Jo Welden and James Whitmore. The program of special events planned for the premiere will start at 6:00 P.M., with the Paramount box-office opening at 5:30 for general admission ticket sales at regular prices.

Polaroid Lists 3-D Factors Which Aid Medium's Popularity

Better pictures, better projection and better viewing were cited yesterday as three factors that are said to have resulted in the 3-D box-office attraction in the United States.

Assenting that 3-D had finally "found a secure place as a medium to command public interest," J. Har- old Booth, executive vice-president of the Polaroid Corp., stated that the cur-rent "sag of 3-D" sales, as "Kiss Me Kate," "Hondo," and "Miss Sadie Thompson" marks the beginning of the end of the 3-D entertainment which first captured the public imagination a year ago, and then had a short decline in popularity due to hastily-produced pictures, faulty projection and uncomfortable viewers.

**Quotes 'Wall Street Journal'**

Today, Booth pointed out, first-rate Hollywood productions have restored 3-D to a position where the "Wall Street Journal" estimates its box-office advantage at 15 per cent or more, as well as massive running costs as much as 60 per cent ahead of conventional film showings. Top box-office stars such as Rita Hay- -lendar, "Sadie Thompson" and Jane Russell in "French Line" have taken on a new excitement in 3-D. Five companies, who have not been equipped for regular 3-D projection, added, and Hollywood has ready for release in early 1957, more 3-D features than were shown throughout the entire preceding year.

"I'm an executive of a movie of Hollywood," Booth declared, "have begun to think in terms of the new realism that depth provides, and are taking advantage of the unique and otherentertainment opportunities that 3-D makes possible." At the same time, he added, increased technical know-how has vastly improved the quality of stereo-photography.

**Cites Improved Projection**

The standards of projection have been thoroughly improved, he said, due in large measure to the Polaroid technical service program, under which projection aids have been supplied to theatres throughout the country. M. D. O'Grady, director of projection and sound for Loew's, is said to have credited the Polaroid equipment with "revolutionizing 3-D projection by making possible almost instant corrections in sync that otherwise would seriously impair the quality of the image on the screens," adding that he has received letters from exhibitors across the U. S. praising the results they have had with the new devices.

**'Pinocchio' Drive on National, Local Scale**

Six major national tie-ups, in addition to hundreds of merchandising tie-ups have been made by RKO Radio Pictures and Walt Disney's all-cartoon film with color in Technicolor, which RKO will re-release next month.

In a national tie-up with RCA Victor, the April issue of "Women's Home Companion" will feature a "Pinocchio Play Room" in a two-page spread.

Other national tie-ups have been arranged with Peter Cooper, Inc., Kennedy & Perkins Co. and K. J. Quinn & Co.
The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon. Story and screen play by Garson Kanin. Produced by Fred Kohlmar and directed by George Cukor. To Be Released In March
Set Film Festivals
In South America, Europe for 1954

ROME, Jan. 9 (By Airmail).—The schedule of international exhibits for 1954 film festivals has been set by the board of directors of the International Federation of Film Producers Association.

In Class A, which includes competitive events, the festivals will be held in Cannes from March 25 to April 9 and in Venice from Aug. 25 to Sept. 10. In Class B, non-competitive international exhibit festivals will be held in Sao Paulo, Brazil, from Feb. 12 to 26, in Mar Del Plata, Argentina, from Jan. 25 to Feb. 10; in Berlin from June 18 to 28 and in San Sebastian from July 10 to 27. Exhibits of special films, which constitute Class C, showings of sports pictures will be held in Cortina D’Ampezzo, Italy, in February; in Berne, Switzerland, from July 8 to 21; and in Amsterdam, Holland, from July 26 to Aug. 15.

The board also voted to promote the production and free exchange of pictures for children among the countries which are interested in this problem. The decision was adopted by France, Germany, Spain and Italy. Great Britain and Sweden will give an answer after a study of the question.

K.C. Curfew Asked; Would Hurt Theatres

KANSAS CITY, Jan. 12.—Difficulties to managers of motion picture theatres in the event that a proposed curfew law be enacted here have been pointed out by the "Kansas City Star." The proposed curfew would require all persons under 17 years of age to be out of streets by midnight before 5:30 A.M. Managers of motion picture theatres would have to clear the house of such persons before midnight or be guilty of a misdemeanor. It would be necessary for managers, as a precautionary measure, to so advertise the films in the house some time prior to midnight.

Collins Again Loew's Publicist in Toronto

TORONTO, Jan. 12.—Gerald Collins, manager of Loew's Uptown Theatre here, has been designated by Charles E. Kurtzmann, Loew's North-eastern division manager, to resume his former post as publicist for the Loew's theatres in Toronto. Collins will succeed James McCracken, who has resigned to join Universal Pictures of Canada.

Gerald Mooney, for several years assistant manager of Loew's Theatre in London, Ont., has been promoted to the managership of the Uptown here.

McPherson in Smith Post

BUFFALO, Jan. 12.—Howard McPherson, for 15 years with Monogram here, has been named Syracusan representative for RKO Radio, working out of the local branch. He succeeds Ed Smith, for 13 years a member of the RKO sales force, who is retiring and will reside in Florida.

Asides & Interludes
—by James Cunningham

WE profusely apologize for our inability to display more vividly the plentiful pulchritude of the world's most famous dancers, Radio City's Rockettes; their gams, etcetera. But, darn it, science calls our attention in these scopic days to the WORLD'S LARGEST SCREEN, at New York's Music Hall, where Magnaglo-Astrolite built a piece of cloth, plastic and silver 70 feet wide and 28 feet high, covering an area of 1,960 square feet, to introduce Metro's "Knights of the Round Table," which put Nick Schenk in the CinemaScope business.

P. S. Will the Wolves please stay away from that gal over near the end? After all, there are 36 on that Music Hall stage. The Music Hall screen is not curved; the girls are.

Install CinemaScope In Three Theatres Of British Circuit

LONDON, Jan. 12.—Three of the key theatres of the Essoldo Circuit have been equipped with CinemaScope for early February bookings of "The Red Skelton Movie," "My Friend A Millionaire," Sol Sheekman, managing director, announced.

The screen circuit is the third largest in this country, and the largest independent circuit here. Houses CinemaScope equipped were the 1,920-seater Troxy at Portsmouth; the Essoldo, Brighton, 1,877 seats; and the Essoldo, Stockport.

The decision, said he, had the greatest faith in the ability of CinemaScope to "revive and rejuvenate theatre business" in this country as it is doing in other parts of the world.

While negotiations for additional installations are continuing on all sides, 20th Century-Fox has firm contracts for CinemaScope openings in around 60 theatres by the end of February.

Asks Special 'Oscars' For 'Train-Blazers'

HOLLYWOOD, Jan. 12.—Most special "Oscars" for those who open new production frontiers were urged by director Hugo Fregonese in an address before UCLA's drama department.

Fregonese cited George Pal as a "pioneer" in the history of the producer's achievements in the science-fiction field. A special production award for such men as Pal by the Academy of Motion Picture Arts and Sciences, he argued, would encourage other forward-looking executives.

Fregonese, whose recent directorial job, "The Man in the Attic," is a current release, has just launched the filming of "The Raid" for Leonard Goldstein's Panoramic Productions.

Cifre Retires, Sells Firm to 3 Employes

BOSTON, Jan. 12.—After 49 years with New England theatres, Joe Cifre, equipment dealer, has retired and has sold his business to three employees, Dave Fox, Art Porter and Mack Paul. Cifre and Mrs. Cifre are moving to Coral Gables, Fla.

Cifre is a member and past president of Local No. 182 and has long had his office in the building where the Variety Club of New England. A farewell luncheon will be given for him later this month by the Variety Club.

Canadian Imports In A Sharp Rise

OTTAWA, Jan. 12.—Canadian film imports in the first three-quarters of 1953 advanced sharply to $5,791,000 compared with $3,578,000 in the corresponding period of 1952, the Canadian government discloses.

Fictional imports have been rising in value since the recent signs of report discloses, increasing to $362,000 in the ninth month against $159,000 in the preceding month; $599,000 in the month before, and $333,000 in the ninth month a year ago.
No Decree Changes Sought

Justice Won't Reopen Para. Consent Edicts

(Continued from page 1)

UK Tax Meet

(Continued from page 1)

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(Continued from page 1)

UK Tax Meet
...ONE FOR ME, AND ONE FOR THE WIFE. I'M PLAYING *CINEMASCOPE PICTURES NOW!!

* Have you seen the grosses, in theatres large and small, on 20th's "THE ROBE," "HOW TO MARRY A MILLIONAIRE," "BENEATH THE 12-MILE REEF" and "KING OF THE KHYBER RIFLES"!
Okay Proposals
Compo Votes To Expand Its Press Relations
Agents for N.Y. and D.C.; Tax Drive Is Stressed

The Council of Motion Picture Organization's governing committee yesterday voted to expand its press relations to put the industry's message on a firmer foundation, especially as it relates to the campaign to repeal the 20 per cent admission tax. The COMPO triune made the recommendation by its public-relations committee, voting to engage a press contact in Washington and New York as well as to begin an advertising campaign in "Editor & Publisher."

A proposal to appoint a press representative in each of the council's four legs under the Motion Picture Industry Council was deferred temporarily because it was believed that all efforts should be directed toward the tax campaign. A budget, the amount of which was not revealed, was adopted by the council yesterday. (Continued on page 6)

SLATE THEATRE TV SHOW OF 'TROTTERS'

The first theatre TV presentation of "The Harlem Globetrotters" is tentatively slated for Feb. 18 from Dallas, where it was disclosed here yesterday by Bill Rosensohn, vice-president of Box-Office Television Inc.

Rosensohn said he will soon begin lining up theatres for the basketball series, indicating that if enough theatres book the event, the series will be launched on Feb. 18.

Meanwhile, he announced that Peter Strand, executive producer of WXYZ, has taken over the production of the series. (Continued on page 6)

Offer New Conversion Plan For Drive-ins

OMAHA, Jan. 13.— Owners of drive-in theatres using the Boyer outdoor screen towers will be able to convert for the showing of wide-screen pictures with the use of prefabricated wing sections of eight and 12-foot widths now being offered by the Ballantyne Co. The manufacturer points out that while conversion can be accomplished by other methods, the cost will be higher than by the use of these towers. (Continued on page 6)

Excise Bills Are Delayed

WASHINGTON, Jan. 13.— The House Ways and Means Committee yesterday voted to put off any action on excise and corporate tax rate bills until after it finishes work on the technical revision bill.

An executive session voting on the technical revision bill, which started today, is expected to last well into February. The committee action today thus confirms early reports that it will be late February before the lawmakers will turn to considering the excise tax and other excises. Chairman Reed, (R., N. Y.), em- (Continued on page 6)

No Time Wasted
Legislators Now Hearing KMTA Tax-Repeat Plea

KANSAS CITY, Mo., Jan. 13.— Exhibitors belonging to the Kansas Missouri Theatre Association already have begun contacting their congressmen and senators on behalf of KMTA (Continued on page 6)

China OK's Imported "Progressive" Films
"Progressive" motion pictures from non-Communist countries may be imported into China in accordance with a ruling just issued by the Chinese government.

Reports current here yesterday indicate that the ruling stipulates that the total number of imported films may not exceed the total of Chinese productions and that the imported films must be "progressive" in character.

American films and those from other non-Communist nations have been barred in the past from Communist-controlled China.

Paramount Retains Production Level With 10 in Work

HOLLYWOOD, Jan. 13. — Ten Paramount productions are currently before cameras or on stages, indicating the high level of production that Paramount is maintaining. The studio disclosed here today. "Filming is now underway on the following: "The Bridges At Toko-Ri," written by Paul Verhey and director George Seaton version in Eastman color of James Michener's novel. The picture stars William Holden, Grace Kelly, Fredric March and Mickey Rooney, "Mambo," which is being filmed in Rome and Venice with Silvana Mangano, Shelley Winters, Vittorio Gassman and Kath- (Continued on page 6)

He's Confused
D. of J. Letter 'Meaningless,' Says Myers

Senate Group Will Decide On Future Action Shortly

WASHINGTON, Jan. 13. — Expressing a sense of confusion over Assistant Attorney General Stanley Barnes' letter to the Senate Small Business Committee, released here yesterday for publication, regarding industry trade practices, Abram F. Myers, general counsel of Allied States Association, stated today that "it does nothing to dissipate the fog that is slowly enveloping Washington."

"I do not know whether the Department of Justice thinks pre-releases are unlawful or not. I cannot get disturbed about the letter because apparently it doesn't say anything or mean anything."

In the wake of the Justice Department's letter, one official summarized the Department's stand as follows: "The Department feels that obviously all (Continued on page 4)

20th Stand on Stereo Remains Unclarified

The attitude of 20th Century-Fox toward the presentation of "The Robe" in Walter Reade's Community Theatre in Morristown, N. J., without stereophonic sound but using a "mixer" to channel the four sound tracks through a single horn, remains unclarified. Meanwhile, Reade is reported to be preparing to install the "mixers" in his theatres in Perth Amboy and Kingston. In commenting on the Reade installation, Wilbur Snapper, president of Allied States Association, in a bal- (Continued on page 6)

N. J. Allied Sets Back Meet to 25th

Annual membership meeting of Allied States of New Jersey in Trenton, scheduled for the Tracy Trent Hotel on Jan. 18, has been postponed until Jan. 25. Legislative measures are expected to highlight the discussions. (Continued on page 6)

United Artists Gets Another Picture

United Artists has concluded an agreement with producer Reginald Le Borg under which U. A. will release "The White Orchid" scheduled to start production next month in Mex- ico, it was disclosed yesterday by Arthur B. Kurtz, company president. To be filmed in Eastman color and... (Continued on page 4)
Personal Mention

GEORGE WELTMAN, president of Paramount International, left New York yesterday for Los Angeles en route to Honolulu on the first leg of a round-the-world tour of the company's branches.

ERIC A. JOHNSTON, president of the Motion Picture Association of America, will discuss “Movies, Morals and Censorship” in the Martin Agronsky program over the television network of American Broadcasting next Wednesday. Johnston will leave New York today for Washington.

ABB BERENSON, president and national director of Allied Theatre Owners of the Gulf States, and T. G. SOLOMON, treasurer, will leave New Orleans early in February for Cincinnati.

JOHN FRIEDMAN, of the Warner Brothers office, a studio field exploitation department, has left here for Iowa and Missouri.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has arrived in Chicago from Des Moines, enroute to New York.

CHARLES Simonelli, Universal Pictures Eastern advertising and publicity department manager, will leave here today for Miami.

WALTER GOLDBERG, foreign film distributor, has returned here from Hollywood.

ALBERT MARGOLIES is in Boston from here on premiere details for “The Living Desert.”

JOSEPH A. WALSH, Paramount Pictures branch manager in San Francisco, has left here for Portland, Ore.

AL LICHTMAN, 20th Century-Fox director of distribution, returned here yesterday from the Coast.

CHARLES SWADJA, continental manager of the Fox, has arrived in New York from Paris.

IRVING SOCHIN, Universal Pictures short subject department, has been transferred to New York from Europe.

WILLIAM J. GERMAN, now in Hollywood, is scheduled to leave the end of this week for Honolulu.

GEORGE J. SCHAFFER has returned to New York from a Florida vacation.

AFM Pact Extended
Pending Jan. 25 Meet

Negotiations on a new studio contract with the American Federation of Musicians will get underway in Miami on Jan. 25, as scheduled. Heading the AFM team will be James A. Petrolio, president. The studios will be represented by Miami vacationing company presidents or their designees. The vacationing presidents who participated in the AFM talks included: M. Scherka of Loew's, Barney Dalban of Paramount. Stated to represent Universal at the projected current talks is J. J. O'Connor, president. The current contract, which expires tomorrow, has been extended another 30 days, pending negotiations on a new pact.

Meanwhile, Petrolio held preliminary talks with radio and TV network representatives here yesterday. The AFM contract with the radio and television networks expires on Jan. 31.

AFM pact extended pending Jan. 25 meet.

Walker Coming Here
For Product Confabs

Card Walker, Walt Disney's studio advertising-publicity head, will arrive in New York Monday with Leo Samsells, Disney world wide sales manager; Charles Levy, eastern publicity director, The Picture Show and Jack Pauley, RKO Radio Eastern advertising-publicity director, on forthcoming Disney promotions.

Chief topics will be the month's tour by Roy Williams, Dave Detiege and Al Bertini, Disney artists, who returned here through New England on behalf of "Pinocchio" beginning Jan. 24, and "Rob Roy," which will open Feb. 4 at the Criterion here.

S-W Still Must Sell
4 Connecticut Houses

HARTFORD, Jan. 13.—Stanley Warner Theatres has dropped its lease on the Tremont Theatre at Ansonia, reducing the number of theatres to be disposed of from six to four. The four are the Capitol, Danbury; Circle, Middletown; Palace, Torrington, and Center, Willimantic.

In all five cities, the S-W interests control other theatres.

Pick Top Swedish Film

The Nostalgia Award, given in Stockholm, Sweden, every January to motion picture leaders in each of three categories—best Swedish-made film, best performance and best box-office grosser—has been won this year by "Il lid Detritti" and its star, Max Brit. Selections are made by the Scandinavian National Newspaper Association through a poll conducted by newspaper critics and exhibitors throughout Sweden.

Canadians Pioneers to Meet

TORONTO, Jan. 13.—The annual meeting of the Motion Picture Producers and Managers Association will be held Jan. 20 at the King Edward Hotel here. A. N. Tay- lor, president, is chairman. The meet-


Mexican Production
Headed for New High

MEXICO CITY, Jan. 13. — Production this year promises to reach new heights as a result of the 144 pictures scheduled to the program announced by Cesar Santis Galindo, president of the Producers Association. The 1953 output was 78, mostly because of long strikes. In 1951, production hit 126, very few of which were successful.

That 1954 pictures are being pro-
inated in Mexican pictures will be received with interest by the many pictures that will make.

The Mexicans have arranged a $50,000 investment for pictures that will make in 1954. Their 1953 outlay was $3,560,000. The trade, generally, is optimistic about the production pro-

Mexican production headed for new high.

Boy from Oklahoma
For 615 Theatres in
Heavy WB Booking

Warner Bros.’ “The Boy from Oklahoma,” starring Will Rogers, Jr., and Nancy Olson, will be accorded a saturation booking campaign in 615 theatres in the Northwest and Southwest and Midwest territories following a special world premiere at the Yankton Theatre in Claremore, Okla., on Jan. 26.

Within three weeks following the premiere, the film will be in 615 theatres in Iowa, Nebraska, Missouri, Illinois, Oklahoma, Arkansas, Kansas, Texas South Dakota, Colorado, Ken-

Boy from Oklahoma for 615 theatres in heavy WB booking.

Services for Krim's Father Here Today

Funeral services will be held today for Maurice J. Krim, 1953 president of Arthur B. Krim, president of United Artists, at the Riverside Memorial Park. Krim died yesterday afternoon, having been retired from the theatrical business at the time of his death. He had taken to his Long Island home.

Interment will be at the Mount Pleasant Cemetery in Westchester. Krim was a leader in the entertainment business for more than 40 years, had been the head of the Hanover Cafeterias chain, which he operated in New York. He married the former Rose Ocko in 1897 and, following the death of his first wife, remarried in 1948. He is survived by his widow, Mrs. Sonya Krim; three children by his first marriage, including Al Krim, Mrs. Beatrice Woodrow of Yonkers and Mrs. Florence Staub of Scarsdale, N. Y., and two grandchildren, Paul Woodrow and Susan Staub.

Kramer Retains Beck
As Eastern Publicist

Merry P. Beck has been engaged by Stanley Kramer as Eastern publicity and advertising director for Stanley Kramer Pictures Corp. Beck has represented Kramer since 1947 on various films. His first assignment under the new contract was on "Not as A Stranger," which will be Kramer’s first picture under his new contract with United Artists.

Ohio Publ's Next
Meet

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin R. Kang, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays and Sundays, and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-1800. Cable address: "Quigpubco, New York." Martin Quigley, President; Marion Quigley, Secretary; James P. Cunningham, News Editor; Herbert V. Pecks, Advertising Manager; Gus H. Fasoul, Production Manager, Hollywood Bureau, 500 Vine Street, Hollywood 38, California; N.Y. and London representatives, 40 East 42nd Street, New York 17, N. Y.; 100 Brompton Road, London SW1; T. J. L. Pybus, Manager, London; Hal B. S. Tupper, Editor, cable address: "Quigpubco. London." Other Quigley Publications: Motion Picture Herald; Better Theaters and Theatre Sales, each published: as a section of Motion Picture Herald; Motion Picture and Television Almanac; Femme. Entered as second-class matter, Sept. 21, 1928, at the post office at New York, N. Y., under the act of March 3, 1913. Subscription rates per year, $6 in the Americas and $12; single copies, 50c.
This is one of the ads now appearing in the New York newspapers. "The Command" will appear first at the Paramount, N.Y. tomorrow.
An "all-purpose" wide-screen frame of tubular alloy steel has been marketed by Raytone Screen Corp., Brooklyn. It has special adjustable features designed to provide quick accurate cabinet fitting and permit any changes in tilt or curvature that may be desired in the future. Extremely lightweight, the frame is available with casters or it can be flown. It can also be secured with an attachment to raise or lower it off the floor.

Additions to the "Marlite" line of prefinished wall paneling made by Marsh Wall Products, Inc., Dover, Ohio, have been made by adding a tongue-and-groove joint. The planks are 16 inches wide and eight feet long and are available in various Daytonite inches square. Both are 3/16ths of an inch thick. They are available in 10 color combinations and can be finished to order. The panels are designed for speedy and simple installation and can be applied over furnish panels or wallboard, or by means of backers such as plaster or plywood.

Edward H. Yale, manufacturer of theatre equipment and parts in Chicago, advises that his new catalog, which is designed for theatre directors, will be added to the line, come off the press the first of the year and is now available.

Six new lines of Gulistan carpets are being introduced this year by A. & M. Karagheusian, Inc., New York. They include two new Wilton and two new Velvet qualities, plus a new cut-pile tuxedo cotton line and an Axminster. In addition to these entirely new lines, Yale will also present new patterns in several qualities which have proved consistently popular with consumers.

Re-styling and re-engineering of its line of packaged air conditioners has been reported by the United States Air Conditioning Corp. of Minneapolis. The new equipment, available in 2, 3, 5, 7 1/2 and 10 tons sizes, is designed to permit a choice of intake and discharge panels for front, side or rear installations to fit any field requirement.

To instruct and entertain employees of industry, a series of lectures, exhibits, and sales meetings, a new 16mm, portable projector unit has been developed by the Theatreservice Motion Picture Projector Co. of Skokie, Ill. The unit will show up to 1,000 feet of film per hour on a 10 x 12-ft. screen through rear projection. It is designed to repeat a film continuously for up to 200 hours without receiving for an automatic stop at the end of the film, it may be set to run only once and then repeated, by pushing the 13-key button. The camera comes in three cabinets: a heavy-duty case with a handle, a "knock-down" cabinet, and a compact fortune teller machine cabinet.

**Reviews**

"The Cowboy"
Cupertino, Hollywood, Jan. 13
THIS is the story of the cowboy, his work, his play and his philosophy. With a great authority and with a great sense of craftsmanship by Elmer Williams, who won an Academy Award for his film editing of "High Noon" and who created "The Cowboy" almost single-handed.

That is to say, he produced, photographed and edited it, using a scene as written by his wife, Lorraine Williams, and employing genuine cowboys, ranging in age from teens to 80s, instead of actors. His picture tells in Eastman color that in some scenes seems to improve on even the incomparable color schemes West has that of the men who broke the wild horses to bride, rode them to round up the roving herds of range cattle, and lived the full life that made the swift 70 million men in the United States long to repeat.

The Williams creation, filmed in part in all the Western states, but naming none, is richly accompanied by narration intoned off-screen by Bill Conrad, one of the greatest radio stars, and by Gen. Will Rogers, too, and conducted by Carl Brandt. Into the score are worked three songs, by Axel Johnson and Lorraine Williams.

The cowboys who perform the work of the typical cowboy, from the original cow men of post-Civil War to now, are genuine, practicing cowboys, wearing the utilitarian garb of the real range hand. They are asked to do no more nor less than what cowboys do, and did, and they make the cowboy and his profession a good deal more understandable than most of the fiction Westerns ever undertake to do. For everybody isn’t an avowed Western interloper.

"The Cowboy" is a film treat.


"Both Sides of the Law"
(Rank-Universal)
WOMEN police and their daily routine are stressed in this British import which has a pseudo-documentary quality. There is a three-pronged story, all interwoven but none of them related. An interesting feature might have been made from any one of them, but combined they tend to make the picture choppy and confusing. However, it is well-made, beautifully acted and full of kooky crime calculated character detail so prominent in British pictures.

The most footage is given to Peggy Cummins and her story. She is picked up for shoplifting but let off lightly. Only 18, she is the mother of a little girl and her husband's name is made up as "law." If she becomes involved with a young hoodlum who commits a jeweler robbery and then tries to extort money from the "fence" that bought the jewels. It is unconsciously through the girl that the gang is captured.

The other two stories are more sentimental affairs. A young woman deserts the Army to marry a boy who needs her and by doing so commits bigamy. Her many problems are solved with the help of the police and the courts. The final story tells of a baby who is badly mistreated by her father and stepmother. The real mother is located and by the final reel she is willing and able to care for the baby herself.

As has been said all of the intrude on each other and, combined with a personal anecdotes about the police, it becomes a station-house pot-pourri. An extremely large cast enacts its roles almost flawlessly. No actor stands out, but in addition to Miss Cummins the leading parts are played by Terence Morgan as the thief, Anne Crawford and Rosamund John as police women, and Roland Howard and Eleanor Sumnerfield as the young married couple. Muriel Box directed the individual scenes effectively and she and Sidney Box wrote the screenplay. The picture is based on a original story by Jan Read and was produced by William MacQuitty. It is a presentation of the J. Arthur Rank Organization.


**Sol Fisher Fighting School Competition**
MINNEAPOLIS, Jan. 13—The University of Minnesota's Board of Regents today will take action to halt showings of motion pictures by its Film Society in competition with outside operators, who have been operating in the Twin Cities Film Society just off the campus, in Minneapolis, but their refusal to act proved a strong argument against film that is so-called "competitive" business practices.

The Regents heard complaints from Sol Fisher, owner of the Campus and Varsity theatres, who said the University had outbid him for art pictures by the University Film Society and charged that tax money was used to support the University Film Society.

Fisher specifically made mention of the French film, "La Ronde," as one case where the University had taken away from him by outbidding.

**Say Rossellini Plans 'Joan' Film in Scope**
Roberto Rossellini will direct a Cinemascope version of "Joan at the Stake," filmed version of the Santo Carlo Opera's production of the Arthur Honegger work, according to reports received in New York by Italian Films Export. The film will star Ingrid Bergman and three opera singing roles played by Roberta Caro, Gino Caccioni and Giacinto Prandelli.

**Beresin to Baltimore**

**Myers Says**
(Continued from page 1)
pre-releases are not illegal, as argued by some exhibitors; but in the letter to senate, where it wants to serve notice that the distributors might be opening themselves to new anti-trust action if they extend the pre-release practice too widely.

Meanwhile, the Senate Small Business Committee probably will decide in the next four days whether it should continue to keep an eye on film industry practices.

The committee said they thought most members would feel that the committee had already devoted enough time to the film industry and that small business committee energies should now be turned to other fields.

A subcommittee headed by Sen. Schoeppel (R., Kansa.) held hearings last year on trade practices and submitted a report in August. Last fall it asked the Department of Justice for a progress report on sub-committee recommendations, and yesterday Schoeppel released the Department's answer.

Asked today whether this wound up the subject of inquiry in the senate, Schoeppel said the committee's agenda for the coming year would be mapped out at a meeting next week or the first of the new Congress.

However, the full committee's annual report is due shortly, and it is understood that the report will imply that there is no point in keeping up the film investigation any further.

Justice Department officials expressed pleasure that Schoeppel had indicated the Department's stand. They said they felt the letter set forth in detail for the first time the Department's views on pre-release practices, and that distributors should be in a position of knowing these views.

**Another to U.A.**
(Continued from page 1)
wide-screen, "The White Orchid" will be produced and directed by Leo Barra, who wrote the screenplay with David Lean.

Meanwhile William J. Heineman and Max E. Youngstein, vice-presidents of United Artists, will fly to Hollywood today to meet with producers preparing films for UA release.

Among the producers with whom Heineman and Youngstein will meet, are Harold Hecht and Burt Lancaster, who is finishing "Apache," and will soon start their $3,000,000 production of "Vera Cruz." Clarence Graham, who is preparing "New York Confidential," told completion of "Wicked Woman," Victor Saville, who is editing Mickey Spillane's "The Long Wait"; Aubrey Schenck and Howard W. Koch, who are finishing "Beachhead," with target "Yellow Tomahawk" under way; Chester Erskine, who recently completed "Wit's End," and Edward Swanson, whose production roster includes "The Lope Gun," "Canals West," "Overland Pacific," and "Yellow Tomahawk," and "Wit's End," with whose production roster includes "The Lope Gun," "Canals West," "Overland Pacific," and "Yellow Tomahawk.

Heineman and Youngstein will also confer with Robert F. Blume, UA's West Coast representative, and Leon Roth, West Coast policy-exploitation coordinator.
Gee, but it's Great in Every Date!

WALKING MY BABY BACK HOME

"WALKING MY BABY BACK HOME" • Color by TECHNICOLOR • Starring DONALD O'CONNOR • JANET LEIGH with BUDDY HACKETT
LOIS NELSON • SCAT MAN CROTHERS • KATHLEEN LOCKHART • GEORGE CLEVELAND • Directed by LLOYD BACON • Screenplay by DON McGUIRE and OSCAR BRODY • Co-Producer LEONARD GOLDSTEIN • Produced by TED RICHMOND • A UNIVERSAL-INTERNATIONAL PICTURE

"...Pictures with that Universal appeal"
Excise Bills (Continued from page 1)

phrased that he still wanted the committee to consider excise and corporate taxes in ample time for Congress to act on rates which it is anticipated will drop April 1. This would also confirm late February as the likeliest time for committee action on excises and corporate rates.

On April 1, corporate income tax rates are slated to drop from 52 cents to 47 cents per dollar. The drops in rates for liquor, tobacco and certain other items, President Eisenhower has asked Congress to postpone these cuts for another year.

The decision to put off excises and corporate rate questions was the first action the committee took as it started work on the revision bill. Reed said this procedure made it essential that the committee act speedily on the revision bill, and denied that this procedure had been adopted to stall work on the April 1 tax rates until it was too late for Congress to act.

Drive-in Conversion (Continued from page 1)

the Balintyme screen wing sections.

The company also stated that it is equipped to convert present Boyer screen towers to giant curved screens through engineering changes that can be made on the site of the present towers.

Janitors in Chicago Win Pay Increases

CHICAGO, Jan. 13—Hourly wages for theaters, Drive-ins, and similar establishments have increased 9½ cents, from $1.405 to $1.30, as a result of negotiations completed between exhibitors and the Chicago Theatrical Janitors Union. The new agreement includes continuation of payments by theaters of 3 cents per hour worked by the janitors into the health and welfare fund of Local 25. The increase is retroactive to Jan. 1, 1954.

Law Halls Obscure Film

ATLANTA, Jan. 13—W. M. Patrick, Jr., owner of the Sylvia Drive-in, Rock Hill, S. C., was convicted of showing “Ding Dong” which has been called an “obscene, indecent and improper picture” at his theatre. The manager was arrested while showing the picture.

‘Riot’ to Morgan-Brennon

The publicity firm of Helen Morgan and Ellen Brennon has been engaged by John C. Filim, Allied Artists, to advertise the film, which is being handled by special magazine and newspaper publicity in the Metropolitan area for “Riot in General.” It is scheduled to open at the Mayfair Theatre here on Feb. 18.

20th Stand on Stereo (Continued from page 1)

letin to members, said that the cost was about 35 per cent of full stereophonic equipment, adding that the exhibitor does away with “the impossible costs for the average exhibitor.”

He asserted that the regular stereophonic prints cost “the very best he can get,” and that the three-CinemaScope pictures can be used.

Snaper pointed out that by using the “mixer,” it amounts to using only one track, “just what we have demanded for many weeks.” The Allied exhibitor went on to insist that the “mixer” is permissible, “why not in its stead serve thousands of theatres with much needed pictures on regular one-track film?”

Continuing, Snaper said, “Speaking for myself, I like the CinemaScope size screen or wide screen as I believe it makes for a better presentation. But I must repeat that in my opinion that stereophonic sound adds little if anything to a picture. As a matter of example, the 20th Century Fox in its latest release for “Knights of the Round Table” makes no mention of stereophonic sound and certainly with the type of show—knightly adventures—they have always maintained, if they believed that stereophonic sound would be a great incen-

tive or attraction, it would have been advertised. It is a sincere hope of every exhibitor that 20th Century-Fox realizes its position so that all theatres may take advantage of and profit by this new presentation.”

'Scope 'Shorts' (Continued from page 1)

program, “Vesuvius Express,” a train tour through Italy, is in current re-

Lang, who personally produced “Vesuvius Express,” has scheduled the following for release: “The New Millionaires,” made as a favor to the Venezuelan government by producer Frank McCarthy, director Robert Coble and camera operator Peter MacDonald, and “Tournament of Roses,” for which star Dan Daily was assigned to narrate, photographed by Joseph LaShelle under Lang’s supervision.

Planned are “A Day Abroad A Jet Caravan in which the audience will ride a jet plane; and “Movie Stunt Pilot” in which they will crash right through the roof, stunt by stunt.

Already completed are “Final of Tschikowski’s Symphony Number Four” and “Polonovet Dances From ‘Prince Igor’ by A. Borodin,” photographed by Academy Award winner Leon Shamroy. Composer-conductor Alfred Newman leads the 20th Century-Fox Symphony Orchestra in both films. The latter subject also features the studio’s chorus, under the direction of chorus master Ken Darby.

Italo-French Films Grossing Heavily

In five out of France’s six distinction aréas, Italo-French co-productions top the lists of box-office grossers, reports Italian Films Export here.

A new trio of bi-national films with their titles is reported: “Checco,” “The Small Engineers” (title under which movie will be distributed in this country), and “The Five Yellow Hats” (title under which “Patter of Societe Generale Cinematographique," featuring Yvonne Simon and Gio Sarno. The latter film grossed $18,756,656 in six weeks.

New Missouri Drive-in

KANSAS CITY, Jan. 13.—The zoning board of Independence, Mo., has approved plans for the erection of a drive-in theater by Associated Theatres, after a 30-day waiting period.

KMTA Tax Drive (Continued from page 1)

(Doc) Cook to represent the association at the Washington meeting of exhibitors and leaders of the American theatre industry.

He was named as a member of the board, Leo Hayoh, president of the association, told plans to make each member responsible for the viability of a member of the board, with committees for special projects based on the membership reports, as the occasion arises.

The board was informed about the use by manufacturers of trade magazines by subject, “Contagions! Out of theaters for a month,” “Dimes” drive, arranged for steps to secure running of the “Dimes” trailer in theatres.

Cinerama Likely for Minneapolis Lyceum

MINNEAPOLIS, Jan. 13—The possibility that the Minneapolis Lyceum Theatre here, last legitimate house in the city, may be converted to a Cinerama is being followed by Excise, the President of the board, James, however, the board, will take over operation of the 2,082-seat house from James Nederlander of Detroit.

The board has been informed in its attempts to book “live” roadshows, will return to Detroit.

Weekly Average Up For Studio Workers

HOLLYWOOD, Jan. 13.—Craft union workers in studios here aver aged $118.83 per week in earnings in November, with the week averaging 42 hours, a California Department of Industrial Relations report has disclosed. The corresponding figures for October were $116.40 and 41½ hours.

Franklin, Jr., to AA

HOLLYWOOD, Jan. 13.—Sidney Franklin, Jr., formerly a producer at M-G-M, has joined Allied Artists as story editor.

triumvirate. The appointment of a technological committee was de-

Theuric Bergman, chairman of the press relations committee, asked to be relieved of the chairmanship due to health. A new chair-

mated Harry Mandel, Art Arter, Oscar Dool and Harry Goldberg. Other public and press relations work will be handled at a later governing committee meeting.

Paramount Level (Continued from page 1)

Eastman Color, and “Conquest of Space,” George Pal’s science drama. The following pictures are in various stages of editing: Hal Wallis’s “About Mrs. Leslie,” starring Shirley Booth and Robert Ryan; “Secret of the Incas,” in color by Technicolor, starring Charlton Heston, Robert Young, Nicole Maurey, Yves Samoun and Robert Mitchum; and “Sabrina Fair,” produced and directed by Billy Wilder with Humphrey Bogart, Audrey Totter and William Holden. Also, Irving Berlin’s “White Christmas,” filmed in Eastman Color with Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen as the stars under Michael Curtiz’ direction; “Liv-


‘Trotters’ TV (Continued from page 1)

Detroit, has been retained as a director for the Ford Theatre TV two-hour program, scheduled for Jan. 28. The Ford show is slated for 12 theatres, including the Interna-

tional Theatre in New York.

Sports Writers, Trade Press See “Go, Man. Go!” Here

United Artists was the host yesterday at a luncheon and preview of “Go, Man. Go!” starring the Harlem Globetrotters, at Toots Shor’s Re-

Here, Abe Saperstein, who has guided the basketball team to many international attractions, was among the speakers.

Entirely re-styled... a new
**Alaska Seas**

Starring

ROBERT RYAN
JAN STERLING
BRIAN KEITH
GENE BARRY

Produced by MEL EPSTEIN • JERRY HOPPER
Directed by GEOFFREY HOMES and WALTER DONIGER
Screenplay by GEOFFREY HOMES and WALTER DONIGER
Based on a story by Barrett Willoughby

**JivarO**

Starring

FERNANDO LAMAS • RHONDA FLEMING

And Co-starring

BRIAN KEITH

Directed by FLORIDA FLORIDA

Written for the Screen by WINSTON MILLER
From a Story by David Duncan
Directed by EDWARD LUDWIG
Produced by William H. Pine and William C. Thomas

---

**Feb 2**

**Paramount**

1 P.M.

8 PARAMOUNT

2.20 PARAMOUNT

Directed

ROBERT ROBERT

January

PARAMOUNT

10:30 PARAMOUNT

2 P.M.

Directed

12:15 PARAMOUNT

2:30 PARAMOUNT

Written by

MEL EPSTEIN • JERRY HOPPER

Screenplay by

GEORGE HOMES and WALTER DONIGER

Based on a story by Barrett Willoughby

---

**City**

**Place of Screening**

**"Alaska Seas"** January 14th

**"JivarO"** January 14th

**"Red Garters"** January 15th

<table>
<thead>
<tr>
<th>CITY</th>
<th>PLACE OF SCREENING</th>
<th>&quot;Alaska Seas&quot;</th>
<th>&quot;JivarO&quot;</th>
<th>&quot;Red Garters&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY</td>
<td>FOX SCREENING ROOM, 1052 Broadway</td>
<td>4 P.M.</td>
<td>2:30 P.M.</td>
<td>2:30 P.M.</td>
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<tr>
<td>ATLANTA</td>
<td>PARAMOUNT PROJ. ROOM, 135 Col St., N. W.</td>
<td>10:30 A.M.</td>
<td>2 P.M.</td>
<td>10:30 A.M.</td>
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<td>BOSTON</td>
<td>PARAMOUNT PROJ. ROOM, 58-62 Berkeley St.</td>
<td>10:30 A.M.</td>
<td>2:30 P.M.</td>
<td>10:30 A.M.</td>
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<td>BUFFALO</td>
<td>PARAMOUNT PROJ. ROOM, 644 Franklin St.</td>
<td>.2 P.M.</td>
<td>3:30 P.M.</td>
<td>.2 P.M.</td>
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<td>CHARLOTTE</td>
<td>PARAMOUNT PROJ. ROOM, 305-7 S. Church St.</td>
<td>.10 A.M.</td>
<td>11:20 A.M.</td>
<td>.10 A.M.</td>
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<td>CHICAGO</td>
<td>PARAMOUNT PROJ. ROOM, 1306 S. Michigan Ave.</td>
<td>.3 P.M.</td>
<td>1:30 P.M.</td>
<td>1:30 P.M.</td>
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<tr>
<td>CINCINNATI</td>
<td>FOX SCREENING ROOM, 1214 Central Parkway</td>
<td>.1 P.M.</td>
<td>2:30 P.M.</td>
<td>.2 P.M.</td>
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<td>CLEVELAND</td>
<td>PARAMOUNT PROJ. ROOM, 1735 E. 23rd St.</td>
<td>.815 P.M.</td>
<td>9:34 P.M.</td>
<td>.8 P.M.</td>
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<td>DALLAS</td>
<td>PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway</td>
<td>10:30 A.M.</td>
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<td>DENVER</td>
<td>PARAMOUNT PROJ. ROOM, 2100 Stout Street</td>
<td>.2 P.M.</td>
<td>3:30 P.M.</td>
<td>.2 P.M.</td>
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<tr>
<td>DES MOINES</td>
<td>PARAMOUNT PROJ. ROOM, 1125 High Street</td>
<td>.10 A.M.</td>
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<td>DETROIT</td>
<td>PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.</td>
<td>.2 P.M.</td>
<td>3:30 P.M.</td>
<td>.2 P.M.</td>
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<tr>
<td>INDIANAPOLIS</td>
<td>PARAMOUNT PROJ. ROOM, 116 West Michigan St.</td>
<td>.1 P.M.</td>
<td>2:20 P.M.</td>
<td>.1 P.M.</td>
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<tr>
<td>JACKSONVILLE</td>
<td>FLORIDA THEATRES SCREENING ROOM, Florida Thea, Bidg.</td>
<td>.8 P.M.</td>
<td>.2 P.M.</td>
<td>.8 P.M.</td>
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<tr>
<td>KANSAS CITY</td>
<td>PARAMOUNT PROJ. ROOM, 1800 Wyandotte St.</td>
<td>2:30 P.M.</td>
<td>.1 P.M.</td>
<td>.11 A.M.</td>
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<td>LOS ANGELES</td>
<td>PARAMOUNT PROJ. ROOM, 1613 W. 20th St.</td>
<td>1:30 P.M.</td>
<td>.3 P.M.</td>
<td>1:30 P.M.</td>
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<td>MEMPHIS</td>
<td>PARAMOUNT PROJ. ROOM, 362 South Second St.</td>
<td>2:15 P.M.</td>
<td>12:15 Noon</td>
<td>12:15 Noon</td>
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<tr>
<td>MILWAUKEE</td>
<td>PARAMOUNT PROJ. ROOM, 1121 North Eighth St.</td>
<td>.3 P.M.</td>
<td>1:30 P.M.</td>
<td>.2 P.M.</td>
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<tr>
<td>MINNEAPOLIS</td>
<td>PARAMOUNT PROJ. ROOM, 1201 Currie Avenue</td>
<td>.3 P.M.</td>
<td>1:30 P.M.</td>
<td>.2 P.M.</td>
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<tr>
<td>NEW HAVEN</td>
<td>PARAMOUNT PROJ. ROOM, 82 State Street</td>
<td>3:30 P.M.</td>
<td>.2 P.M.</td>
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<tr>
<td>NEW ORLEANS</td>
<td>PARAMOUNT PROJ. ROOM, 215 S. Liberty St.</td>
<td>10:30 A.M.</td>
<td>.2 P.M.</td>
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<tr>
<td>NEW YORK CITY</td>
<td>PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)</td>
<td>.11 A.M.</td>
<td>2:30 P.M.</td>
<td>2:30 P.M.</td>
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<tr>
<td>OKLAHOMA CITY</td>
<td>PARAMOUNT PROJ. ROOM, 701 West Grand Ave.</td>
<td>10:30 A.M.</td>
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<td>OMaha</td>
<td>FOX SCREENING ROOM, 1502 Davenport St.</td>
<td>2:30 P.M.</td>
<td>.1 P.M.</td>
<td>1:30 P.M.</td>
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<tr>
<td>PHILADELPHIA</td>
<td>PARAMOUNT PROJ. ROOM, 248 N. 12th St.</td>
<td>.11 A.M.</td>
<td>.2 P.M.</td>
<td>.2 P.M.</td>
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<tr>
<td>PITTSBURGH</td>
<td>PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies</td>
<td>.2 P.M.</td>
<td>.11 A.M.</td>
<td>.2 P.M.</td>
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<tr>
<td>PORTLAND</td>
<td>PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue</td>
<td>3:30 P.M.</td>
<td>.2 P.M.</td>
<td>.2 P.M.</td>
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<tr>
<td>ST. LOUIS</td>
<td>PARAMOUNT PROJ. ROOM, 2949-2953 Olive St.</td>
<td>.1 P.M.</td>
<td>2:18 P.M.</td>
<td>.1 P.M.</td>
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<td>SALT LAKE CITY</td>
<td>PARAMOUNT PROJ. ROOM, 270 East 1st So. St.</td>
<td>.1 P.M.</td>
<td>2:30 P.M.</td>
<td>.1 P.M.</td>
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<tr>
<td>SAN FRANCISCO</td>
<td>PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.</td>
<td>1:30 P.M.</td>
<td>.3 P.M.</td>
<td>.2 P.M.</td>
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<tr>
<td>SEATTLE</td>
<td>MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.</td>
<td>10:30 A.M.</td>
<td>.1:30 P.M.</td>
<td>1:30 P.M.</td>
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<tr>
<td>WASHINGTON</td>
<td>PARAMOUNT PROJ. ROOM, 306 H Street, N. W.</td>
<td>.11 A.M.</td>
<td>.2 P.M.</td>
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</tbody>
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*Jacksonville—"JivarO" will be shown at 2:00 P.M. on January 15th, 1954*
START '54 WITH THE BIG 4 FROM I.F.E.!

INGRID BERGMAN
in her 1st picture in 4 years
"The Greatest Love"
with Alexander Knox
Directed by
ROBERTO ROSSELLINI

Mammoth nation-wide
Kick-off with 86 theatre
day-and-date New York
Premiere Jan. 11th

SILVANA MANGANO
that "Anna" gal has that
ey again in
"Lure of the Sila"
with that "Anna" guy
Vittorio Gassman

The new Mangano Hit
now making Hit-story at
the New York Theatre!

ANNA MAGNANI
in her 1st English speaking
role in
JEAN RENOIR'S
"THE GOLDEN COACH"
color by TECHNICOLOR

2-A-Day Roadshow
Engagement starts
Jan. 21st at
Normandie, N. Y. C.

GINA LOLLOBRIGIDA
Vittorio de Sica in
"TIMES GONE BY"
... an adult Film Sextette!

5 Months in L.A., 13
weeks in S.F.—now in its
long-run engagement at
the Guild, N. Y. C.

SEE YOUR LOCAL I.F.E. REPRESENTATIVE FOR THE FULL LINE-UP OF AVAILABLE, DIVERSIFIED PRODUCT FOR YOUR THEATRE
Upward Trend
S-W Quarterly Net Earnings Hit $523,100

Fabian Tells Holders of 'Rebirth' at Annual Meet

WILMINGTON, Del., Jan. 14.—Stanley Warner Corp. earned a net profit of $523,100 for the first quarter ended Nov. 28, 1953, SI H. Fabian, president, reported here today at the company’s annual stockholders’ meeting. He coupled the report on earnings with the announcement that S-W box-office receipts continue to show an upward trend.

No strict figures are available for the same period last year, Fabian stated, explaining that the Stanley Warner Corp. commenced business on March 1, 1953, the date that the Warner Brothers’ divestiture took effect. An upward trend at the box-office continues to evidence itself, he said, comparing receipts for those theatres which were operated during the same period both this year and last year.

The first annual Stanley Warner (Continued on page 4)

House Group Would End Dual-Taxing of Corporate Dividends

WASHINGTON, Jan. 14.—The House Ways and Means Committee approved a proposal to make a start toward eliminating double taxation of corporate dividends. Treasury and committee officials said the reason was to make it easier for firms to raise capital by making investing more attractive.

The proposal approved by the committee would authorize stockholders to exclude from their income subject to a 50% of dividend income in 1954 and $100 of dividend (Continued on page 4)

Salt Lake Properties To Oldknow, Skouras

SALT LAKE CITY, Jan, 14.—William H. Oldknow and Charles P. Skouras, Jr., executives of the Los Angeles Drive-In Theatres Corp., have organized the Utah Drive-In-Theatres Corp. and will operate the Gem in downtown Salt Lake City and five drive-ins in this area. The (Continued on page 2)

Cinerama Needed New Ad Tricks, Joseph Tells Ampa

The problems connected with selling Cinerama to the public on initial engagements were described here last night by John Joseph, advertising-publicity director for the new medium, in an address to the Showmanship School of the Associated Motion Picture Advertisers at the United Artists home office.

Joseph pointed out that there was necessary to create new tricks because there were no publicity stunts except a few location shots and no advertising still and no pictorial material of any kind. He explained that it was not possible to take blowups from the film itself because “we can’t bend the three strips of film well enough in a still photographs. (Continued on page 4)

4-Track and Single
For WB’s ‘Command’

Warner Brothers’ “The Command” will be available both in four magnetic track stereophonic sound and in single track, Ben Kalminson, distribution vice-president, disclosed here yesterday.

“The Command,” starring Guy Madison, Joan Weldon and James Whitmore, will begin its world premiere engagements at the New York Paramount Theatre this evening, with additional play dates scheduled to begin shortly in key situations throughout the country.

Arc lights and newsreel coverage will highlight premiere festivities which will include the arrival of celebrity. (Continued on page 4)

S-W Plans Diversification Through TV Licenses and Other Interests

WILMINGTON, Del., Jan. 14.—The Stanley Warner Corp. is planning to obtain as many TV licenses as the Federal Communications Commission regulations will permit, SI H. Fabian, president, informed the annual stockholders meeting here today.

Fabian, commenting on the need for diversification of corporate interests, said the acquisition of an interest in the New TV station WTRI in Schenectady is a step in that direction. Other moves include the corporation’s interest in Cinerama and plans to enter other fields outside the entertainment business, he continued. The amendment to the certificate of incorporation authorizing the company to engage in business outside the entertainment field was overwhelmingly approved.

One of the 20 stockholders attending suggested that it might be a good idea for the firm to “stick to its knitting” and specialize in motion pictures. But another stockholder, alluding to the nearby DuPont Building, said that the DuPont company had not done so badly through diversification and said he was in favor of it.

20th Policy
To Bar Houses Minus Stereo
From ‘Scope

Firm Official Hits Use of Sound Converting Unit

By MURRAY HOROWITZ

Tenth Century-Fox will not book CineramaScope films in the future in theatres which employ a “converting device,” changing the stereophonic sound to conventional sound was disclosed here yesterday by a top 20th-Fox executive.

The company official, commenting on the use of such a device with “The Robe” presentation at the Walter Reade company’s home office in New York, N. Y., said nothing much could be done by the company to correct the position there at this time. He added that 20th-Fox was not sure that a converting system at the Community would be employed with “The Robe.”

The top executive stated that 20th-Fox engineers have visited the theatre and will report on the sound reproduction to President Spyros P. Skouras shortly. Following the rendition (Continued on page 2)

20th Seeks ‘Scope Rights to Magna Films in Talks

About $5,400,000 is involved in a projected deal, now being negotiated, under which 20th-Century-Fox would acquire distribution and production rights of Magna Theatre Corp., film properties, it was disclosed here yesterday by a top 20th-Fox executive.

He said the deal is currently being negotiated here by representatives of 20th-Fox and Magna Theatre Corp. The highlights of the projected agreement include the payment of an estimated $4,500,000 by 20th-Fox for the distribution rights to “Oklahoma.” (Continued on page 2)

Blumenstock Coming For Product Confabs

Fortcoming product of Warner Brothers will be discussed next week by the company’s executives in a series of conferences presided over by Mort Blumenstock, vice-president in charge of advertising and publicity, who will come to New York over the weekend from the Coast.
Says 'Act of Love' Ads Will Defy Code

Myer P. Beck, representative of Benignos Productions, producer of "Act of Love," yesterday released the payment of over $37,000 in advertising expenditures under the terms of a judgment recently rendered in favor of United Artists, distributor of the picture, in which it is charged that the industry Advertising Code Administration had engaged in unfair practices against a non-member of the Association in disapproving advertising material for the picture.

"Official Position"

"Act of Love" has been granted a Production Code seal but some of the advertising material prepared for the release has been disapproved, according to statements that Benignos "is taking an official position of defying the Advertising Code Administration's position on several of its ads."

"Sadie in 2-D Form For B&K Chicago"

CHICAGO, Jan. 14.—Taking advantage of Columbia's recently announced optional policy on "Sadie in 2-D," Balaban & Katz are expected to show the film in 2-D, instead of in 3-D as originally planned, in its theatres here at the latest. The decision is based on a belief that the picture is powerful enough to draw well without 3-D. The consequent saving to the exhibitor in glasses, and personnel, also is an important factor in showing it conventionally, it was stated yesterday.

Another top film, "Knights of the Round Table," M-G-M's first CinemaScope production, will open at State Lake here last night. Although B & K and M-G-M executives would not disclose figures, there was indication that the day's receipts will top $10,000, with a top of $1.80 from P.M. to closing in effect.

Sheffield, Northwest Distributor, Is Dead

SEATTLE, Jan. 14.—Jesse Thomas Sheffield, 09, long-time film distributor in the Northwest, died here after a long illness. Sheffield, who retired from active business in 1946, organized the Sheffield film exchange system which had offices throughout the Northwest at various distributors for Warner, Columbia, Monogram and Republic. Through his good will, Sheffield was survived by two daughters and a brother.

Mrs. Emma Meyer, 93

MIAMI, Jan. 14.—Mrs. Emma Meyer, 93, a co-owner of the Wometoc circuit and of radio station WTVJ, died here yesterday after a brief illness.

Achievement Awards Presented by F.I.P.

Deborah Kerr, Eddie Fisher, Edward R. Murrow, Bishop Fulton J. Sheen, the radio program "The Eter-

20th Magna

(Continued from page 1)

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Beyond Every Vastness Ever Beheld In The
Motion Picture Theatre Comes The First Story
Of The American Frontier in

CinemaScope

The Command

From Warner Bros. in WarnerColor and the engulfing realism of Stereophonic Sound

Tonight at 6 PM! World Premiere for All! Paramount Theatre

Regular Prices! Doors Open 5:30 P.M.
Celebrities! Brightlights! Festivities!
Continuous Performances Following Premiere at 8 P.M., 10 P.M., 12 Midnight

This is one of the ads now appearing in the New York newspapers.

The Command appears first at the Paramount, N.Y. today.
Cinerama
(Continued from page 1)

to get usable art" for advertising.

Giving a bow to Lynn Farnol, whose public relations firm handles the Cinerama account, Joseph said that Farnol tackled the job by getting the message over with words. Even words describing the content of Cinerama were dangerous, Joseph said, because they could make Cinerama sound like a travelogue which, in a way, is, "but such an exciting, different, sensation-filled sort of travelogue."

"So the advertising foundation," Joseph said, "was built around a few salient points: that Cinerama was a film with a new dimension, that this dimension put you—the spectator—right in the picture. And since only a very few advertisements—especially in our business—are effective without illustrations, somebody came up with a bright idea. Composite stills were made to illustrate the point that Cinerama puts you in the picture."

'Education' Necessary

The public in other cities, as well as in New York, had to be educated to the fact that the picture would not be reaching neighborhoods or to surrounding towns, said Joseph.

Despite the fact that the theatres playing Cinerama give only 16 to 18 shows a week and have an average capacity of about 1,200 to 1,400, the medium turned in a net profit of more than $500,000 in 1953, Joseph said. This week, he added, Cinerama will have finished 68 weeks in New York, 43 in Detroit.

Review

"It Should Happen to You"
(Columbia)

Hollywood, Jan. 14

JUDY HOLLYDAY'S third picture is another laugh-producer of high yield, landing man, together with Peter Lawford, as darkness for a New York, Charlie Gilkeson, Walter Kluven, Whit Bissell, Arthur Gilmore, Rex Evans and Hayswork Hall Brown, contributing supporting performances that background most favorably her specialized talents.

Previous audiences at the Hollywood Pantages Theatre, present to witness "Cinerama's" innovative in using the fact that knowledge of the picture to be previewed, gave the predicted film a fine reception expressed in reactions ranging from pleased chuckles to outright howls. On the basis of this presentation, the story begins with the story moving through her leaving the advertising space, her surrendering it finally to a young millionaire (Lawford) with special need of it in return for six other similar spaces around town (one in Grand Central Station, for instance) and being swept up, after the billings makes her famous enough, in the swirl of television, the advertising agency business, and the amorous attentions of the millionaire. How the point of fame is not any good unless it has been earned is for audiences to discover in good time.

The pictures include a brief sequence showing a panel of TV experts composed of Constance Bennett, Ilka Chase, Wendy Barrie and Melville Cooper and a song-and-dance number, "The Theme Song." Fred Kohlmans, the producer, and George Cukor, the director, share here, a screen credit matching some of their respective best in point of proficiency. A detailed seduction scene limits the audience to adult for most exhibitors.


WILLIAM R. WEAVER

She lives up to every scarlet letter of her name!

WICKED WOMAN

38 in Los Angeles, 25 in Chicago, 15 in Philadelphia, 10 in Washington, six in Pittsburgh, three in San Francisco and two in Boston.

S-W Earnings
(Continued from page 1)

stockholders' meeting was told by Fabian that the industry is experiencing a revival through technological progress. For his one-3 week period, he cited an operating profit of $1,105,200 after deducting depreciation of $1,105,200, but before deducting provision for Federal income tax, contingencies and losses on sales of assets. During the quarter, provision for Federal income tax was $500,000, providing a net profit of $575,000 and the net loss on sales of fixed assets was $7,100. Gross income was put at $13,794,100.

Conversion Underway

Fabian said that an extensive installation program for CinemaScope and other wide-screen productions is underway in S-W houses. One hundred and fifty S-W theatres have, or are installing wide-screens, plus the necessary supplementary equipment, with 100 more installations to be made in the near future, he said. The number of theatres converting to wide-screens is rapidly increasing, he said.

In this address, Fabian underlined that his optimistic forecast for the future hinged to a degree upon the belief that the industry will be afforded relief from oppressive taxes, referring to the 26 per cent Federal ad-

Dual Taxation
(Continued from page 1)

mission tax, which is based upon stockholders to wire and write their Congressmen urging elimination of the tax.

Regarding S-W's Cinerama operations, Fabian reported that two camera crews are now shooting "The Thrill of Your Life," the tentative title of the second Cinerama feature.

More than 82 per cent of the stock entitled to the meeting was represented by stockholders in person or by proxy, numbering 1,456,976 shares of common stock, it was stated. Harry M. Kaline, Maurice A. Silver and Lester Crown were reelected directors for two years and the employment agreement with Fabian Enterprises, Inc., calling for the services of Fabian and Samuel Rosen, Jr., was renewed, was approved by a vote of 1,003,716 to 35,145.

Pete Smith Leaving
(Continued from page 1)

he leaves the studio in April, Smith will have 10 subjects ready for release in 1954, with an additional six to be released in 1955.

"I am resigned to the most amiable basis after 29 years of happy association," Smith said. "My plans for some subsequent months involve only rest, relaxation and recreation.

After quite a few years in show business, I am now into a period of entire freedom from business pressure during this entire time, I am looking forward to continued vacation."

"My warmest thanks go to everyone associated with M-G-M, and particularly all the people who directly contributed in making Pete Smith specialties the top live-action shorts in all exhibitor polls over the past 11 consecutive years."
Forsoth, millions of couples today are in complete accord on going to a movie that's Companion-approved. In two words that means—box office.

And that's all because four-and-a-half million women every month turn to the pages of the Companion for authoritative movie news and guidance. These wonderful ladies, in fact, happen to be the most steadfastly loyal movie audience in our happy land.

The point of this story being: Hollywood has invested more money in the Companion over the past seven years than in any other monthly magazine!*

*Except, of course, the fan magazines.

Currently advertised in the COMPANION

Rob Roy....................Walt Disney Productions

The Glenn Miller Story
Universal-International

Knights of the Round Table..............MGM

"Where goest thou, Romeo? After all both are COMPANION-approved movies!"
The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March
Tradewise...  
By SHERWIN KANE

ONE OF THESE YEARS the vocal element in independent exhibition, which actually is not a very considerable proportion of it, will come to the realization that there are no magic cure-alls for their recurrent problems to be found in the blind alleys of legislation and litigation.

The long drawn out industry anti-trust suit inspired by that vocal element, find independent exhibitors, some nine years after entry of the decree, beset with as many problems, charged with the same dissatisfactions, as in pre-decree years.

Nor, despite a record volume of litigation, have the courts come up with any substitute for diligent application and intelligent showmanship for achieving success in the operation of theatres.

The Senate Small Business Committee report of last summer rekindled independent exhibitor ranks for forestalling introduction of an industry arbitration system which might have gone far toward resolving many of the problems of which independent exhibition complaints.

Apart from that, the committee's report offered nothing in the way of a box-office panacea or anything that could improve the independent exhibitor's bank balance.

Last week, the Department of Justice's reply to the Senate Small Business Committee's interrogation concerning issues raised at last year's hearings were made public.

There was nothing in the Justice Department's letter which would give any of those exhibitors who inspired the S.S.B.C. hearings, or who testified at those hearings, the slightest cause for satisfaction. The entire adventure can be marked down to time wasted.

How much better off today those vocal exhibitors might have been had their time been devoted (Continued on page 2)

Would Own 67% Decca Nears Position to OK 'U' Merger

Reports that a merger of Universal Pictures with Decca Records will be proposed and adopted at the annual meeting of Universal stockholders in March were widely circulated on Thursday as Decca offered 145,812 shares of its stock in exchange for Universal stock in the ratio of two shares of Decca for one of Universal. If the full tenders of Universal stock are received, the additional 72,921 shares which Decca would then hold would give it 66.88 per cent of the 1,900,000 shares of Universal common outstanding.

Inasmuch as a merger of Universal with Decca needs to be approved by 66 2/3 per cent of the outstanding stock, Decca would be in a position to approve the merger without support. (Continued on page 3)

V.C. Here to Admit Associate Members

The New York Variety Club Tent No. 35 will permit associate members to those who are not identified with the amusement industry, chief among them Edward L. Fabian revealed at the weekend following a meeting of the board. Associate membership will require a $15 initiation fee and annual dues of $35.

The directorate also designated Ed Lachman, international representa- (Continued on page 7)

Elect Durwood Head Of the MPA of KC

KANSAS CITY, Jan. 17—Stanley Durwood, general manager of Durwood Theatres, was elected president of the Motion Picture Association of Greater Kansas City, by the board of directors.

Louis Patz, division manager of National Screen, was elected first vice-president, and Robert Shilton, general manager of Commonwealth Theatres, second vice-president. William Ga-(Continued on page 7)

“The Command”

[Warner Brothers] (CinemaScope)

A RIP-ROARING WESTERN, the first to be offered in the CinemaScope medium, is presented in the “Command.” Warner Brothers initial panoramic screen entry. The film has virtually all the ingredients that have made Westerns popular with the theatre-going public. And with the addition of CinemaScope, it should make for handsomely at the box-office.

Credit should go to director David Butler for keeping the film smartly paced, for building suspense and for realizing the most out of the Indian battle scenes. The competent cast is headed by Guy Madison, Jean Wildon and James Whitmore. Whatever they may lack in martial strength is made up by the sincerity of their performances, the projection values of the wide-open scenes as filmed in WarnerColor, and the multiplicity of action-packed scenes. This David Weisbart production is not a “highbow” Western, full (Continued on page 3)
Personal Mention

BERNARD JACOBS, vice-president of I. F. E. Releasing Corp., in charge of sales and distribution, will return to New York today from a Coast-to-Coast trip.

ERIC A. JOHNSTON, president of the Motion Picture Association of America, on Friday will discuss current film censorship problems on "This Is New York," over radio station WCBS. He is due here today from Washington.

WILLIAM ZOLNER, M-G-M short subject and newsreel sales chief, will return here today from a tour of company exhibitions.

CHARLES LESTER, Southern district manager for National Screen Service, has returned to his Atlanta bureau following hospitalization.

MORRIS BAILEY, of Bailey Theatres, New Haven, has been elected president of the Woodbridge Country Club.

DAVID TIBBETT, M-G-M publicity-exploitation manager, is scheduled to return here today from the Coast.

NORMA ROSENBAUM, United Artists field exploiter, left New York over the weekend for Pittsburgh.

JOSEPH L. ROBERTS, vice-president of Sport Films, has left New York for Miami Beach.

R. J. MACREEL, of the Star Theatre, Hartford, has returned there from Miami Beach.

Braden to Promote U. A. Production

Frank Braden, veteran publicist and advance man for the Ringling Brothers, has been retained by United Artists to make a promotion junket in behalf of "Act of Love," it was announced in New York by Frank M. Wis- bus, UA director of advertising-publicity.

Braden's swing will ballhoo the release in Boston, Washington, Pitts- burgh, Cleveland, Detroit, Chicago, Atlanta, New Orleans and Dallas.

‘Jubilee’ Press Book Prepared by M-G-M

A special press book for the "30th Anniversary Jubilee" of M-G-M is being prepared by the company, it was disclosed here by Howard Dietz, vice-president and director of advertising-publicity. It will consist of 12 pages made up of special publicity and production material and will be limited to an edition for advertising.

N. Y. Bookers to Install

The Motion Picture Bookers of New York tonight will hold its annual installation of officers at the Tavern-on-the-Green in Central Park.

Ray Moon, universal executive, will be the toastmaster.

D. of C. Gives Scroll To Julian Brylasky

WASHINGTON, Jan. 17.—Julian Brylasky, president of the Theatre Owners of Metropolitan Washington and veteran Stanley Warner Theatres executive, has received an engraved scroll from District of Columbia officials for his civic activities in the District over many years.

The scroll, presented at a ceremony on the District Building here, cited his work on traffic safety, building code revision, housing and aid for the physically handicapped.

Federal Ticket Tax Collections Drop

WASHINGTON, Jan. 17.—Federal general admission tax collections for July through September, 1953, ran about 7.4 percent behind the same period in 1952, the Internal Revenue Service said. The collections are not strictly comparable, however, due to a switch in July, 1953, from a quarterly to monthly tax reporting requirement.

The IRS said that in the fiscal year which started July 1, general admission tax collections for November amounted to $135,887,000, compared to $146,600,000 in the earlier year.

November, 1953, collections amounted to $55,073,000, compared to $25,000,000 in November, 1952, the agency said. However, this is a completely meaningless comparison, since very large amounts were collected during the year in which actually were collected in August, September and October.

29-City Tour for MGM’s ‘Trailer’

A two-day meeting on the 29-city tour planned for M-G-M’s "The Long, Long Trailer" was held in Chicago over the weekend, following the ar- rival of Emery Foreman, M-G-M exploitation manager. The tour, featuring two starlets in the film, will begin in Chicago Monday and wind up in New York on Feb. 26.

Meeting with Austin in Chicago were Ivan Fuldauer, E. C. Bills, Coleman, Ineke Williams, E. C. Pearson, M-G-M divisional field press representatives. Elliott Foreman of the New York press field staff also attended the session and will be in charge of the tour. The starlets making the promotional tour will be Perry Shepard and Kathryn Reed.

Blass to Des Moines As WB Manager

Herbert T. Blass, salesman in the Minneapolis exchange of Warner Brothers, has been promoted by the WB vice-president in charge of distribution, to the post of branch manager in Des Moines, Haw. Most everything universal will be the provincial.

Tradewise...

(Continued from page 1)

(to improvement of plant and operation and the showmanly introduction of new techniques and screen merchandise, rather than to drilling in testifying before a Senate sub-committee, attendance at the hearings and the testifying itself, is anyone’s guess.

Certainly, it would have been far more rewarding to such exhibitors than anything their efforts have won thus far from the legis- lative body.

WB’s First ‘Scope Picture Launched

Celebrities, CinemaScope, searchlights and a stagecoach and forces more than 3,500 persons filled the Paramount Theatre in Times Square for the world premiere of "The Gunmill," Warner Brothers’ first Cine-maScope production, Friday night. Some of the outdoor dispersion in the outdoor production are played by Guy Madison, Joan Weldon and James Warren.

Highlighting the opening was the arrival of a stagecoach with entertain- ment stars Martha Raye, Denise Darvi, Jerry Lester, Lisa Ferraday, Lisa Kirk, Dagmar, Phyllis Kirk, Maggie McNelis, the dance team of Davus and Julia, Movita and a group of show girls from the Latin Quarter. Driving the coach in frontier style was Bud Crable, screen and television star.

Editor-Realignment For 6 at ‘McCall’s’

John English, art editor of ‘Mc- Call’s Magazine’ since July, 1950, has been named managing editor of the publication, with the appointment completed by Otto Lee Wiese, editor and publisher. Otto Storch will take over as art director.

Other staff changes include the moving of John W. Bailey, from the Washington bureau of the Mail and Mercury, to New York, and the appointment of Peggy Bell, beauty editor, to New York, as chief of the beauty section. Now, the art department, which has been in charge of the fashion section, has been broken up and assigned to a picture editor. Barbara Law- rence, formerly an associate editor, will be senior copy editor under the realignment.

Films on Federal Overseas TV Shows

WASHINGTON, Jan. 17.—The U. S. overseas information program is making full use of this now in the government’s collection for showing on television stations overseas. The U. S. Information Agency told that over 300 films have so far been released for television use in 19 countries. The agency is producing three or four motion picture programs of half-hour length for TV, the report stated.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher: Shawrin Sundays and holidays, by Quigley Publishing Company, Inc., 150 South Avenida, Rockefeller Center, New York, N. Y. "MOTION PICTURE DAILY," published daily except Saturdays, as a weekly periodical at 45 cents a year, $5.00 per year. Entered at the post office at New York City, N. Y., as second-class matter, Feb. 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 312 countries; single copies, 10c.

Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, by Quigley Publishing Company, Inc., 150 South Avenida, Rockefeller Center, New York, N. Y. "MOTION PICTURE DAILY," published daily except Saturdays, as a weekly periodical at 45 cents a year, $5.00 per year. Entered at the post office at New York City, N. Y., as second-class matter, Feb. 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 312 countries; single copies, 10c.

Senate Group Lauds Industry’s Aid to U. S. Film Program

WASHINGTON, Jan. 17.—The motion picture industry has given excellent cooperation to the government’s overseas film program, even though the administration’s film information films, a congressional investigat- ing sub-committee was told at the hearing today.

The statement was made in a lengthy report submitted by the U. S. Senate Select Senate Foreign Relations sub-committee, which is studying the overseas information program, to the committee, headed by Sen. Hendicker (R., Ia.), wound up its investigation of USIA on Friday with testimony from agency director Senator C. Streibert. The report was released when Streibert took the witness stand. The Senate sub-committee will now work on its final report and then disband.

Asks Liaison with Industry

One of the sub-committee’s earlier recommendations was a closer liaison between USIA and the motion picture industry and other private media. "During the last six months,” the committee observed, “several major contributions to the develop- ment of the motion picture program have been made by the motion picture industry, the result of close cooperation through continuing liaison. The industry has made available its world-wide commercial distribution facilities to obtain a quick play-off on important picture subjects of current in- terest.

The industry has also made available film writers and technicians for terms of which government, and top industry executives serve as government consultants, the report said.

Some Pictures ‘objectionable’

Another earlier Senate sub-comittee recommendation was that the USIA get industry cooperation "to lessen the number of objectionable pictures abroad." "We have been told,” the USIA report said, the agency is trying to get industry cooperation "in the interest of wider and quality of the films it distributes abroad.

In order to help the industry appraise their films UNRRA has reported, USIA makes available information reported by agency missions abroad concerning local reactions to U. S. films. "This information is forwarded to the Motion Picture Association of America for use in considering objections raised by local pro- ducers to limit a film’s circulation,” the report said.

An MPAA official told the government and Motion Picture Export Association in New York a digest about once every two months of overseas reactions to U. S. films, and that these digests "occa- sionally get passed around to foreign embassies.” However, he emphasized, there is no formal set-up to handle these government reports and it is impossible to discover—if any they actually have on individual companies.

 Tradewise...
The Command

(Continued from page 1)

port from any other Universal stockholder.

As of Dec. 31 last, Decca owned 600,075 shares of Universal common, or 5.99% of the outstanding stock, and would receive 67,753 shares of preferred stock, or 11.5%, of the 581,753 shares authorized under a plan announced last May. The 30,000 shares of preferred stock are to be sold to the public at $45 per share. The plan is one of many designed to increase the net worth of the company and to reduce the amount of debt and preferred stock outstanding. The plan is expected to reduce the net worth of the company by approximately $10 million.

The company expects to use the proceeds from the sale of the preferred stock to purchase additional shares of preferred stock outstanding, to retire debt, and to invest in new projects.

Stock Selling Well

Universal common, which has been in good demand on the New York Stock Exchange, is selling at 19 and a fraction per share. Decca is selling at 10 and a fraction. Universal's annual financial report for the fiscal year ended last Oct. 31 is scheduled to be released within the next few weeks, and it is expected to show a net profit in excess of $2,500,000, after provision for taxes and dividends. The company has also set aside a substantial reserve for possible liability under pending anti-trust suits.

Decca's 1953 financial report has not been released yet. In 1952 it reported a net profit of $853,665, of which dividends received from Universal accounted for $421,466. Since then, Decca's added holdings of Universal common have increased its dividend participation to approximately $1,000,000.

Several proposals for a merger of Universal with Decca have been initiated during the past two years but were withdrawn or held in abeyance.

N. O. in Festive Mood
For ‘Jubilee Trail’

NEW ORLEANS, Jan. 17—With this city's famous Canal Street renamed "Jubilee" for the occasion, the idea for a film, which name opened here Friday night at the Saenger Theatre following an intensified campaign of both radio and television appearances of film stars and an impressive program of civic activities, has materialized.

Vera Rashin, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton, and Pat O'Brien, co-stars of this Trucolor production, and Buddy Baer, featured in the film, were introduced to the throngs in front of the theatre as well as to radio and television audiences over WDSU and WDSU-TV.

Herbert J. Yates, Republic president, flew from the Coast last night for the premiere, as did his executive assistant, William Martin Saal. Geen Bristow, author of the novel "Jubilee Trail," from which the picture was adapted, was among those present. C. Bruce Newbert, director of sales, brought his list of home office executives, including Walter L. Titus, Jr., southern division sales manager, and branch managers from all over the divisions.

On Saturday, following a luncheon at the clubhouse at the Fairground Racetrack in New Orleans, and all guests were given a horseshoe to wear for the winner of the Jubilee Trail handicap.

100 Iowa-Neb. Days For ‘Go, Man, Go!’

"Go, Man, Go!" starring the Harlem Globetrotters basketball team and directed by John Saylor, will set off soon for a state territorial saturation campaign in Nebraska and Iowa beginning Wednesday. Its premiere was held Saturday at the Grand Theatre and Webster theatres in Denver.

The film, which also stars Rosemary O’Brien, is a tragi-comedy which will be open at other Interstate theatres following the Austin premiere. It will be presented by Metro-Goldwyn-Mayer, the studio which produced it.

SPG Board Meet Jan. 25

HOLLYWOOD, Jan. 17—The first board of directors meeting in 1954 of the Southern Producers Guild will be held here on Jan. 25 in the commissary of 20th Century-Fox.

Bill Would Drop Tax
On Low-price Tickets

WASHINGTON, Jan. 17—Rep. Saylor (R., Pa.) has introduced in the House a bill which would exempt from the Federal 20% tax on movie ticket sales tickets costing 45 cents or less.

Magna-20th

(Continued from page 1)

Artists Theatre Circuit houses as originally indicated when Magna was formed, but to all exhibitors who are willing to equip for the process. Ten engaged in saturation engagements of Magna pictures in large metropolitan area theatres that are Magna-equipped will appear, and other situations which do not have a Magna-equipped house. The timing of the first picture release and the CinemaScope version release as it was explained, as an example, will be similar to the time elapsing between the close of "The Robe" at the New York Roxy, and the picture's playing Metropolitan area houses.

The proposed program of Magna debuts were considered in some trade circles as of having the consequence of protecting the interests of the general exhibitor, assuming him of CinemaScope versions of a competing process and the opportunity to equip for Magna if he so desired.

It is reported that approximately $4,500,000 is involved in the transfer of the Magna properties to 20th-Fox. "Old Oklahoma" is scheduled to be the first picture to be made with the 20-Fox process, with production slated to get underway within the next few weeks. In addition, rights to other Rodgers and Hammerstein properties committed to Magna will pass to 20th-Fox if the deal is consummated, it is understood.

Meanwhile, 20th-Fox stock closed at 22 on Friday, a new high.

Six Texas Openings For ‘Red Garters’

"Red Garters," Paramount's newest musical, will open simultaneously at two theatres in Austin, Tex., on Feb. 1. The State and the Paramount theatres will play host to a galaxy of stars featured in the film, including Pat Crowley, Joanne Gilbert, Gene Barry, Buddy Ebsen and Frank Faylen, all of whom were. Among the properties committed to Magna will pass to 20th-Fox if the deal is consummated, it is understood.

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NOW!

Four great from Twen

The screen's three most exciting young stars!
Panoramic Productions presents

MITZI KEFE JEFFREY
GAYNOR- BRASSELLE- HUNTER

THREE YOUNG TEXANS
TECHNICOLOR

Produced by LEONARD GOLDSTEIN
Directed by HENRY LEVIN
Screen play by GERALD DRAYSON ADAMS
Released by 20th Century-Fox

Your hottest new boxoffice personality!
Leonard Goldstein presents

JACK PALANCE
in
MAN IN THE ATTIC

co-starring
CONSTANCE SMITH- PALMER
BYRON

Produced by ROBERT L. JACKS • Directed by HUGO FREGONSE • Screen play by ROBERT PRESNELL, JR. and BARRE LYNDON
A Panoramic Production • Released by 20th Century-Fox
exploitation naturals atieth Century-Fox!

Leonard Goldstein presents

The year's top 3D thriller!

GORILLA AT LARGE
TECHNICOLOR

Cameron MITCHELL
ANNE BANCROFT

Produced by ROBERT L. JACKS • Directed by HARMON JONES • Written by LEONARD PRASKINS and BARNEY SLATER
A Panoramic Production • Released by 20th Century-Fox

Big Stars! Big Outdoor Action!

VAN JOHNSON • DRU

in

THE SIEGE AT RED RIVER
TECHNICOLOR

with RICHARD BOONE
Produced by LEONARD GOLDSTEIN
Directed by RUDOLPH MATE
Screen play by SYDNEY BOEHM
A Panoramic Production • Released by 20th Century-Fox
Libraries Order 'New Screen Techniques'

A steady stream of orders continues to arrive in the New York offices of Quigley Publishing Co. for copies of "New Screen Techniques," the 20th volume of 26 articles on new production and projection techniques edited by Martin Quigley.

Libraries all over the world have ordered copies, the latest being the New York Public Library, which has just ordered 24 copies for all of its branches in Greater New York. Orders from 50 countries around the globe have been received to date.

Sealtest TV Sales
Meet to Be Musical

A musical variety show with sales promotion integrations will feature the televised sales meeting of the National Dairy Products Corp.'s Sealtest division on Thursday. The show, to be produced by Theatre Network Techniques, Inc., will emanate from the Center Theatre in New York under the supervision of Alexander Lavender.

The Sealtest market which will be tied together in the TV sales conference are New York, Boston, Philadelphia, Albany, Syracuse, Buffalo, Pittsburgh, Washington, Charlotte, Jacksonville, Atlanta, Detroit, Chicago, Cleveland and St. Louis.

Kaufman Republic's
'Man-of-the-Month'

Republic's "Man-of-the-Month" award for December has been won by Chicago branch manager Herbert Kaufman. Kaufman is the third manager to receive this monthly award, which is based upon accomplishments in branch operating efficiency and community effort. He will receive a portfolio, a letter of commendation, and a special framed gift selected by Republic president Herbert J. Yates and C. Bruce Newberry, director of sales. December runners-up were branch managers Joseph Zahl, New York, and George Kirby, Cincinnati.

Reviews

"She Couldn't Say No"
(RKO Radio)

This is an amusing little story comprising a series of trivial incidents. The leads are shared by Robert Mitchum and Jean Simmons.

The story presents Miss Simmons as a light-brained young woman who decides to go to a small Arkansas town and play the role of Santa Claus. It seems that when she was a small girl traveling with her impoverished father, she became a symbol of the town's saving her life by giving her money for medical treatment. Thus the desire to be the anonymous benefactor.

In the town she meets Mitchum, an easy-going doctor who enjoys his fishing and the unburdened pace. Presto, there is a romance, but one that is more marked by initial differences than harmony. As the story concluded by William Bowes and Richard Flournoy proceeds, Miss Simmons' gesture of lavish giving and money backfires in an assortment of ways. Most annoyingly the town becomes the objective of every wayward traveler and fortune seeker and the problem grows out of hand.

When the conclusion finally is put under control Mitchum finds time to pop the romantic question to Miss Simmons and the answer is "yes." And that is another accident in the story which is skilfully produced. Others in the cast are Arthur Hunicutt, Edgar Buchanan, Wallace Ford, Raymond Walburn, Jimmy Hunt, Ralph Danke, Hope Landin, Fredric March, Eleanor Tosh and Pinky Tomlin.

Running time, 89 minutes. General audience classification. Release date, Feb. 15.

"Three Young Texans"
(20th Century-Fox)

Produced in color by Technicolor, Panorama's second production for 20th-Fox is a release in a theme from the first, "The Man in the Attic." This is a hard-hitting, fast-shooting Western, although somewhat different in theme than the previous work on story with too many pat situations. It has three fine players in the title roles of Mitzi Gaynor, Keefe Brasselle and Jeffrey Hunter, all up-and-coming stars.

The three young Texans are close friends and try to help each other as Hunter's father gets into trouble. Hunter helps the men, helping some crooks pull a train robbery. The boy overexerts and stages the holdup himself to protect the older man. He hides the money and intends to return ereeverything to normal. But Brasselle finds it and wants to split with him.

The bandits suspect Hunter of pulling the robbery and corner the two of them. Brasselle rides off with them and Hunter seeks Miss Gaynor's and some legal help. The finale reveals a big gun battle, Brasselle's death, the bandit carried off and for the remaining two young Texans.

The three leads perform well with Hunter coming off best. Since Brasselle's appearance in "The Eddie Cantor Story" his marquees is certainly brighter. And Miss Gaynor, heroine of a comedy and musical performer, adds her pleasant tomboy quality to her role. The color is good and the film should please Western fans if they overlook the stock situations. It is a well made, well directed, well produced and enjoyable film, from a screenplay by Gerald Drayson Adams, on a story by William MacLeod Raine.

Others in the cast are Harvey Stephens, Dan Kiss, Michael Ansara, Aaron Spelling, Morris Ankrum, Frank Wilcox, Helen Wallace, John Harmon and Alex Montoya.


"Go, Man, Go!"
(United Artists)

While aimed primarily at sports fans in general and basketball enthousiasts in particular, this picture has sufficient appeal to satisfy those who are not sports-minded. It has a sort of semi-documentary approach, it being the story of the trials and tribulations of the Harlem Globetrotters, who have been the Harlem Globetrotters from a barnstorming group of cage players into one of the "greatest" among professional basketball teams. Not only are the Globetrotters skilled in their chosen profession but they have plenty on the comedy side.

Dane Clark, who portrays the real-life Abe Saperstein, gives a convincing performance, and he has been surrounded by a capable cast which includes such other standouts as Pat Breslin as the wife of Clark, Sidney Potter as the loyal spokesman for the team and Edmond Ryan as a newspaper sports writer who helps to battle the basketball monopoly.

The story traces Saperstein's efforts to build his Negro team into a great attraction, a goal which he eventually achieves after many heartaches and disappointments. The incidents work toward an exciting climax, the final match not a mere challenge tournament, which should keep audiences on the edge of their seats.

Recommendable is the manner in which the producer, writer, director and cameraman have blended fiction, semi-fiction and factual data into an enter- taining production. For his producer, producer Anton Ingriodoff, photographer Bill Steiner and writer Arnold Becker can take bows, as well as editor Faith Elliott for a good cutting job.

Others in the cast are twins Antul Winogradoff, Celia Goodkin, Carol Sinclair, Elssworth Wright, Slim Gaillard, Art Altman, Mort Marshall, Jean Shaw, Jule Benedict, Jerry Hauer, Marty Glickman, Bill Sturm, Jack Terry, and Dorothy Long.

Running time, 82 minutes. General audience classification. Release date, Jan. 22.

In the THEATRE

Equipment
World . . .

Paints MADE ESPECIALLY
for all sections of drive-in
theatres and color schemes for using them
have been introduced by Spatz Paint
Industries, Inc., St. Louis. The
company explains that the color plan,
amount and type of paint for each individual unit, is based on the assumption that the structure and the size of average drive-ins are similar. Each of the paints is made for a specific area, including the refreshment stand, restrooms, screen, fence, posts, loud speakers, road marking and marquee. Cards showing the color selections and samples of the plans may be obtained at branches of National Theatre Supply.

Theatre owners, managers and circuit executives are being offered a combination portfolio and file in which to collect data on theatre operation and equipment by First American
Products, Inc., Kansas City. They call it the "Theatre Owner's Manual of Equipment and Supplies" and it is made in the form of a binder that expands on the "ac
ord-

It contains nine pockets for insertions, protected by a removable oblivious tab which carries the main subject or classification in bold letters. The leading divisions include General, Projection and Sound, Marquees, Screens, Lighting and Signage, Playhouses, Concession Equipment, Buildings and Furnishings, and Maintenance. The file is being supplied by the companies free of charge to theatremen requesting it on their letterheads.

New and larger business quarters in New York City have been acquired by Sinclair & LaChiciote, Inc., export distributors for manufacturers of theatre equipment, according to an announcement by W. B. LaChiciote, president. The firm is now in the Fish Building, 250 West 57th St.

Curved, metal wide-screen frames, constructed to individual order with the tilt and radius specified permanently built-in, have been marketed by D. T. St. Louis, Co., a division of Dit-Mo, Inc., Kansas City. Vertical members of the frames are of heavy-gauge square steel tubing with angle bracing in all four corners of each of the sections. The top and bottom horizontal arms are constructed of a wide-gauge channel, properly arched, and then the channel is secured to a stiffener plate. The completed frame is painted flat black.
Theatres Support 'March of Dimes'

Motion picture theatres throughout the country on all-out support to the 1954 March of Dimes campaign during last weekend that has been named here by the National Foundation for Infantile Paralysis.

Baldwin O'Conner, president of the Foundation, was on hand to receive the letters of support from exhibitors assuring him that they not only will show the 1954 March of Dimes short subject, "Look for the Silver Lining," but will also take up audience collections.

Snaper Urges (Continued from page 1)

cost is, to all intents and purposes, a regular expense for a theatre.

Snaper charged that there is a "tremendous" margin of profit between manufacturers’ cost of the lens and the price being asked by 20th Century-Fox. According to Snaper, it is reported that the cost will be less than $700, while the cost to a theatre is about $1,700, but he added that he did not think the price would be lowered shortly.

"I wish to put you on notice that it will take a lot of pressure because of the claimed problem on the part of distribution," Snaper wrote. "There is little doubt that this will be straightened out. It is unlikely that they will make the stereoscopic, non-superimposed, and regular prints, so it is suggested that exhibitors purchase themselves with the lens and screens."

Okla. Theatres Sued When Patron Dies

TULSA, Jan. 17—A Tulsa widow filed a $24,420 suit in district court here Friday against The Oklahoman Metropolitan Theatres, Inc., operations of the Circle Theatre, and its manager, Mr. Rea. The suit was filed by Mrs. Lois Altbach, alleged that negligence on the part of Puckett caused the death of her husband, S. D. Altbach.

The petition said that Altbach became ill at the Circle Theatre, and Puckett was helping him to a taxi when Altbach fell. Puckett, she said, then called police and said Altbach was drunk.

Altbach was taken to jail, and a few hours later taken to a hospital, where it was found he had suffered a cerebral hemorrhage. He died a few hours later.

New Bank Nite Plan Follows Ban in Iowa

DES MOINES, Jan. 17—The Iowa Supreme Court on Friday reaffirmed a Nov. 17 decision holding that theatre bank night, as practiced in Iowa for many years, is illegal.

At the time, Chief Justice anderen said the law which has been held invalid by the State Supreme Court, is being followed by Tri-States, Central States and the independents, and it was learned Friday.

Review

"The Boy from Oklahoma" (Warner Brothers)

WILL ROGERS, JR., displays the same charm native to his family as he evidenced in the screen biography of his father last year. Playing the title role in his first starring film, "The Boy from Oklahoma," he assumes the role of a genial plumpman who triumphs over shabby business with the use of a lasso and an abundance of homespun epigrams. It is an appealing performance and one which lifts a standard Western out of the routine category.

Michael Curtiz, who directed the film, seems to have worked a lot more substance into the story than existed in the screenplay which Frank Davis and Willard Miller adapted from a Saturday Evening Post piece by Michael Curtiz. In this film, one finds the character performance by Lon Chaney, as a psalm-quoting rancher driven amok by a nagging wife, and by Clem Bevan, an old porter's assistant, who has lived to cause the young man a lot of chumishness but his own. Generally, the film is as predictable as it is pleasant.

It opens as Rogers rides into the little town of Blue Rock to mail some examination papers for a law degree, for which he is studying by correspondence. The mayor, however, reckons not on the influence of pretty Nancy Olson, daughter of the late sheriff, who persuades Rogers to try and take down the killer of her father, whom she worshipped.

The question which ensues fairly eventful, including a brush with the original juvenile delinquent, Billy the Kid, and the revelation that Miss Olson's father was not the tower of virtue he was reputed to be. The fade-out, nevertheless, finds the mayor unmanned as the arch-criminal and Rogers and friends escaping on the daily betroth.

As produced by David Weisirth, "The Boy from Oklahoma" is gentle entertainment for the whole family.

Others in the cast are Wallace Ford, Clem Bevan, Merv Griffin, Louis Jean Heydt, Sheb Wooley and Slim Preston. Running time, 88 minutes. General audience classification. Release date, Feb. 27.

Durwood Elected (Continued from page 1)

Doni, branch manager of M-G-M, was reelected secretary, and Ed Hartman of Hartman Buying and Booking Agency, was reelected assistant to the committee of appointments.

The board discussed plans for the year's activities. Another meeting will be held on March 10. The Legion's Latest List Has 6 in 'B,' 10 in 'A'

Six pictures were placed in Class 'B,' and 10 in Class 'A' in the latest list of the National Legion of Decency. In Class 'B' are "Act of Love," "The Bigamist," "The Pleasure," "Garland," "Sink or Swim," "Tanga-Tiga" and "Wicked Woman."

The 10 films in Class 'A' are divided evenly between sections one and two. In the latter section are "John Bull," "Drums of Tahiti," "The Golden Coach," "His Majesty O'Keeffe," and "The Spirit of Life."

Six pictures are in Section One are "The Eddie Cantor Story," "Horse's Mouth," "Kings of the Rhythm," "Knight of the Round Table," and "Path to the Kingdom."

Tax-End Would Aid Musicians: Petrolio

CHICAGO, Jan. 17—James C. Petrolio, president of the Federation of Musicians, following a press conference with vice-president Nixon, today said, "It looks as though some reduction will be made in the per cent federal amusement tax. He asserted that thousands of musicians and those employed out of work would be able to find employment if the tax was reduced or abolished.

S-W Board Meets Here Tomorrow

The board of directors of Stanley Warner Corp., is scheduled to meet here tomorrow for the purpose of electing officers. It is expected that all present officers will be reelected.

Drive-in Conclave

(Continued from page 1)

Wife of Columbus are co-chairmen of the convention. It is planned to devote a full day to a discussion of film problems and another to a symposium on equipment. It is understood that space for equipment exhibits has been sold out. Other topics on the agenda are new methods of operation, advertising methods adapted to the present market, trade practices as they apply to buying, booking, availability, prints and selections; advanced techniques in concession management and ways to increase individual receipts. Among the speakers will be Herbert Barnett, president of the Society of Motion Picture and Television Advertising Directors.

Following the convention, the Allied board will hold its annual meeting in the Terrace Plaza Hotel, Cincinnati.

Rhoden, Jr., in New Commonwealth Post

KANSAS CITY, Jan. 17—Ember C. Rhoden, Jr., has been appointed director of publicity and public relations for Central Theatres, in charge of promotion campaigns, its new position. He has been film buyer, in which position he is succeeded by Lloyd Morris, for several years in charge of the Western division of the circuit.

Paoloni in Hollywood

Otto Paoloni, a supervisor at Pathé Laboratories, here, arrives in Hollywood today to discuss operations and to bring about various purposes related to Pathé processing.

AMPP Host to 380 From Abroad in '53

HOLLYWOOD, Jan 17.—The international committee of the Association of Motion Picture Products was host to 380 official representatives of 46 foreign countries during the convention, which is meeting with the State Department's "Foreign Leader" program, the committee revealed on Friday. Japan, Brazil, India and Russia, were last in point of visitors entertained.

Committee chairman William Gorgan, representing "The Miami Times," was regarded as one of this country's finest and high officials abroad, primarily because of the interest in an exchange of visitors presents opportunity for cementing favorable impressions gained through films."
Available NOW For March 1 Bookings!

BEAT THE DEVIL

Academy Award Winner

JOHN HUSTON ...directed it...
on location in Africa and Europe, topping anything he's ever done before, including "Moulin Rouge" and "African Queen"!

Academy Award Winner

HUMPHREY BOGART ...stars in it...
the Academy Award adventurer... in his biggest adventure of all!

Academy Award Winner

JENNIFER JONES ...co-stars in it...
a great actress in the most challenging role of her career!

Firebrand

GINA LOLLOBRIGIDA ...smolders in it...
a torrid new talent makes her American debut in a role as fiery as the Mediterranean sun!

And a Cast Headed By

PETER LORE
ROBERT MORLEY
EDWARD UNDERDOWN... as a sinister, treasure-hunting conspiracy ruthlessly battling for the greatest fortune of the age!

"Looks like money-maker! 'BEAT THE DEVIL' is in the same classification as the smash hits 'THE AFRICAN QUEEN' and 'MOULIN ROUGE'.” —Variety

AND it's backed by a high-powered, showmanship campaign that beats them all... newspapers, national magazines, radio, TV, tie-ups... everything and anything you need for SURE-FIRE, BIG BOXOFFICE GROSSES!
**MOTION PICTURE DAILY**

**VOL. 75, NO. 12**

**NEW YORK, U.S.A., TUESDAY, JANUARY 19, 1954**

**TEN CENTS**

**Sales Up, Too**

Loew 12-Week Net Rises to $1,133,893

**COMPARES WITH $332,206 IN '52; YEAR'S NET DIPS**

A net profit of $1,133,893, after all charges and taxes, was reported here yesterday by Loew's, Inc., for the first 12 weeks of the fiscal year ended Nov. 26. This is equivalent to 22 cents per share on 5,142,615 shares of common stock and compares with a net income of $332,206, or six cents per share, which was reported for the corresponding period of the previous year, an increase of $801,687.

**GROSS SALES AND OPERATING REVENUE DURING THE FISCAL YEAR'S INITIAL PERIOD ALSO WAS UP SUBSTANTIALLY OVER THE CORRESPONDING 12-WEEK PERIOD OF THE PREVIOUS YEAR, RISING FROM $38,075 TO $41,099,887.**

The net for the fiscal year ended (Continued on page 7)

**Consolidated Takes Over Wichita Houses**

**KANSAS CITY, Mo., Jan. 18.—** Consolidated Agencies, Inc., Kansas City, Mo., Clarence A. Schulz, president, takes over operation of six conventional theatres and two drive-ins at Wichita, Kansas, shortly.

Nick Sondak, an assistant manager of Fox Midwest's first-run Midtown Theatre, the Uptown, has joined Consolidated as general manager of the theatres it operates including the eight in Wichita. Heretofore, Schulz has handled the (Continued on page 6)

**M-G-M To Release 30 IN FISCAL YEAR**

Loew's interim report to stockholders reveals that M-G-M will release 30 features, 24 of which will be in color, during the current fiscal year. Many of these productions have been completed, the report states.

Last fall the company announced it would have a minimum of 18 releases this year but that the schedule would be flexible and could be added to from time to time.

**Technicolor Ties In With Polaroid's 3-D Single-Strip System**

An agreement between the Polaroid Corp. and Technicolor, looking toward realization shortly of 3-D motion pictures in color on a single strip of film, was disclosed here yesterday.

The process, it was pointed out, requires only one projector with no attachments whatever.

Asking the agreement were Dr. Herbert K. Kulka, president and general manager of Technicolor, and Dr. Edward H. Land, Polaroid president. Under the pact, Technicolor is licensed to make full color stereoscopic motion picture prints on Polaroid's Vectorgraph base film material.

If this application of the Polaroid invention proves successful, executives of both companies believe that the Vectorgraph process should provide a fresh impetus to production of 3-D pictures by making them more comfortable to view and by making it (Continued on page 4)

**Decision Reversed In Adelman Suit**

NEW ORLEANS, Jan. 18.—The U. S. Circuit Court here has reversed a Dallas District Court decision in the anti-trust case brought by J. B. Adelman, Texas exhibitor, whose suit against major distributors and Texas Interstate and Texas Consolidated circuits, was dismissed Jan. 14. (Continued on page 6)

**Halts Negotiations**

RKO to Release 'Line' Sans Seal; L of D Condemns It

HOLLYWOOD, Jan. 18—RKO Radio officials over the weekend broke off negotiations with the Production Code Administration here on revision of the production "French Line" to qualify it for a Production Code seal and indicated the picture will be released in the near future without a seal.

Simultaneously, in New York the National Legion of Decency announced that it had placed the picture in the "C" classification and charged, in doing so, that RKO Radio had violated a pledge it had made in writing to the Legion earlier that the film would be withdrawn from exhibition pending its revision to satisfy objections on moral grounds.

RKO Radio officials had negotiated (Continued on page 4)

**HIGH COURT OKs 'M,' 'LA RONDE'**

**SAYS COURT LIMITS CENSORS FURTHER**

The U. S. Supreme Court decisions on the "M" and "La Ronde" cases were hailed here yesterday by Eric A. Johnston, president of the Motion Picture Association of America, who said the rulings "certainly have narrowed the area where the government censor can operate Constitutionally."

Johnston, in his brief comment, expressed delight that the "Supreme Court of the United States has knocked down motion picture censorship in two more cases," Continued Johnston, "It is my hope that the day may not be far off when the court will go further and eliminate all political censorship of motion pictures so (Continued on page 4)

**NT's Skouras Urges Adherence to Code**

HOLLYWOOD, Jan. 18—Charles P. Skouras, president of National Theatres, today sounded a warning against overzealous interpretation of the Supreme Court's ruling on censorship.

Skouras said in formal statement, "The Supreme Court decision is sound (Continued on page 4)

**But Stops Short of Freeing Films from All Prior Censorship**

By J. A. OTTEN

WASHINGTON, Jan. 18.—The Supreme Court today unanimously reversed two lower court decisions upholding state film censorship.

The court's action involving the "M" and "La Ronde" cases, was a major victory for the opponents of censorship, though a majority of the justices still refused—for the time being, at least—to go all the way on the argument that all film censorship prior to screening is unconstitutional.

The court's decision was apparently based on the grounds that the statutes used in the two cases before it were too vague and indefinite. The court issued no detailed opinion giving its reasons for reversing the lower courts, merely reporting that the lower court judgments were reversed on the basis (Continued on page 4)

**Harris P. Wolfberg, 71, of Denver, Dies**

DENVER, Jan. 18.—Harris P. Wolfberg, 71, president of Wolfberg Theatres, will be buried in Kansas City, probably tomorrow.

Wolfberg, who died Saturday in a Chicago hospital after an illness of several months, was president of the company which owned two first-run theatres in this city, in addition to five drive-ins, also in Denver, and had interests in several theatres in Southern California. He was active for years in Allied States Assn.

Entering show business as a rider for the old Essanay Film Co. in Chicago, he soon switched to the selling end, and prior to World War I, (Continued on page 7)

**Magna-20th Deal Parleys Continue**

Principals of Magna Theatre Corp. met yesterday to discuss the deal whereby 20th Century-Fox would acquire distribution rights to Magna's film properties, but it is understood that final action was not taken and the sessions will continue today.
Personal Mention

A. MONTAGUE, Columbia Pictures general sales manager, and RUBE JACOBS, assistant general sales manager will leave New York today for Canada.

HOWARD DIETZ, M-G-M vice-president, will return to New York tonight from the Coast. CHARLES M. KEAN, distribution vice-president returned here yesterday. NICHOLAS M. SCHNECK, president, will remain at the studio for several days more.

ELMER F. LUX, head of the Elhart Theatres circuit and president of the Buffalo Common Council, has been named a vice-president of the management board of Kleinhans Music Hall.

JULES LIVINGSTON, formerly branch manager for Republic Pictures in New Haven, has been named branch manager in Cleveland, succeeding IRWIN POLLARD, who has resigned.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and DON LEE, assistant, have returned to New York from Chicago.

LEON BACK, president of the Allied MPTO of Maryland and manager for Rome Theatres, Baltimore, has returned there from California.

GOTTFRIED REINHARDT, M-G-M director, arrived here Thursday aboard the "Queen Mary" from Europe.

LOUIS WEINBERG, Columbia Pictures circuit sales executive, has left for a trip through the Midwest.

EMERY AUSTIN, M-G-M exploitation director, returned to New York yesterday from Chicago.

ANATOLE LITVAK, producer-director, will arrive in New York today from Paris.

P. T. DANA, Universal Eastern sales manager, left here last night for Scranton and Gloversville.

ERICH SCHREIBER has resigned as manager of the Blue Water Drive-in Theatre, Port Huron, Mich.

HUGH J. CAMPBELL, of the Central Theatre, West Hartford, has returned there from Orlando Beach, Fla.

WILLIAM MOORE has resigned as manager of the E. M. Loew's Theatre, Hartford.

John Zimmerman Dead

BUFFALO, Jan. 18—John A. Zimmerman, a policeman by day and a theatre manager by night, died at his home here Saturday following a long illness. He was manager of the Niagara Drive-in Theatre for 11 years under both Shea and United Paramount.

Italians Move For Protective Laws

WASHINGTON, Jan. 18—Proposed by the United States Film Producers indicate a growing tendency toward measures designed for the protection of the Italian American films. TheExpiration of the 5 per cent minority stock interest, it is disclosed in Loew's financial statement to stockholders released yesterday.

Poli-Circuit Now Owned by Loew's

Poli-New England Theatres, a circuit of 200 screens in Maine and New Hampshire, has become a wholly-owned subsidiary of Loew's as a result of an agreement whereby Poli purchased a 25 per cent minority stock interest, it is disclosed in Loew's financial statement to stockholders released yesterday.

Col. Issues Stock Under Option Grants

WASHINGTON, Jan. 18—Columbia Pictures executives have just announced that they will pay a total of 34,735 shares issued by the company, the Securities and Exchange Commission has been informed. Columbia reported that during the month of December, common stock purchase agreements went to A. Schneider, vice-president and treasurer; A. Montague, vice-president; Joseph A. McCollum, vice-president; and Irving Brickin, production executive. The SEC was informed that Schneider received 13,461 shares for net $10,506 for which he paid $12,100; McColm, 3,584 shares for a total of $28,000; and Brickin, 10,906 shares for which he paid $76,000.

740,948 Shares Outstanding

The company reported that as of Dec. 31, 1953, before giving effect to the 2 1/2 per cent common stock dividends payable January 15, 1954, 740,948 shares outstanding. The payment of the stock dividend, which was predetermined, increased the number of outstanding shares to 759,472, which compares with 688,988 shares outstanding as of June 27, 1953.

Ohio H. & S. Theatres Partnership Is Ended

COLUMBUS, Jan. 18—The H. & S. Theatres partnership of Columbus, in which Charles Sugarman, Charles Sugarman and Lee Holmhein have been associated, has been dissolved. Sale of the North Plaza Theatre, for which Mrs. Ethel Miles, operator of several local indoor and drive-in theatres, has been advertised, it is believed that Sugarman is operating the World and Little theatres in association with Vance Schwartz, of Cincinnati. Last year the partnership closed the Champaign and Avondale and sold the indoor Indiana and Waverly, Ohio.

Fitzgibbon Dies; Was Movietone Manager

Funeral services have been set for 10 A.M. tomorrow at St. Malachy's Church here for Stephen P. Fitzgibbon, who died Sunday. Mr. Fitzgibbon was manager of a Movietone studio in New York, who died Sunday. He was 71.

For five years Mr. Fitzgibbon was manager of Paramount's studios in Paris and London. He retired six years ago. He is survived by his widow and one son, Stephen J. Fitzgibbon of Boston.

Chicago’s First Runs Are Off Slightly, But Still Strong

CHICAGO, Jan. 18—First-run business continues good here, although off a bit from recent weeks. Two new entries, "Slightly" and "Terror of the Round Table" and "Paratrooper", which is dubbed with "El Alamein," are making excellent headway with "Lightnings," heading off for a round of fast to $60,000 at the State Lake and "Paratrooper" likely to top $25,000 at the Wickers.

Leading holdovers are "This Is Cinerama," "The Holiday," "Sail Through," and "Technyf," with "Lightnings," "Hondo," and "Deep Cover" running. "Debut," "Holiday in Dixie" and "Deep Cover" are expected to wind up its second and final week with $80,000 or better at the Chicago.

Important new pictures bowing here in the next week include "Sadie Thompson" at the Chicago, "King of the Khyber Rifles" at the Oriental and "Giibert and Sullivan" at the Ziegfeld.

Shapiro Leaving A.A. For Hecht-Lancaster

HOLLYWOOD, Jan. 18—Harnett Shapiro, who organized the Allied Artists radio, legal department 10 years ago and has been its operating head since that time, has resigned, effective next Monday, to accept a legal and executive post with Hecht-Lancaster Productions.

New Crosby Sound to Be Exhibited Friday

HOLLYWOOD, Jan. 18—Bing Crosby Enterprises, Inc. has scheduled for Friday the demonstration of a new magnetic sound recording technique for motion pictures and television.

MOTION PICTURE DAILY

Tuesday, January 19, 1954

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Tuesday, January 19, 1954
PARAMOUNT'S EXCITING NEW ADVENTURE HIT... SET IN AN EXCITING NEW ADVENTURE LOCALE

BOOK IT NOW... THE BIG STORY OF THE PLUNDERING BRAWLERS OF THE NORTH FRONTIER WHERE NO MAN OR WOMAN IS SAFE FROM THEIR TERROR!  

*ROBERT RYAN* - *JAN STERLING*  
*BRIAN KEITH* - *GENE BARRY*

Produced by Mel Epstein - Directed by Jerry Hopper  
Screenplay by Geoffrey Homes and Walter Doniger  
Based on a story by Barrett Willoughby
here last week with PCA officials on charges of failing to meet and comply with the Production Code. The changes which RKO agreed to make, however, were not satisfactory to Joseph I. Breiten, Production Code administrator, last Friday and RKO subsequently declined to make any further changes.

**Fine $25,000**

RKO has been fined $25,000 by the Motion Picture Association of America for licensing the film for exhibition in 800 exhibitors.

The company has not indicated whether it will pay the fine or appeal it to the Supreme Court. The company's expulsion from the MPAA was reported as scheduled for withdrawal from its St. Louis run today, will continue in exhibition at that point.

**Legion of Decency Puts 'Line' in 'C' Class**

The National Legion of Decency yesterday put RKO Radio's "French Line" in "C" or condemned classification.

Reasons given were that the film "feels" strongly subjective and indecent action, confusing and dialogue. In incidents of subject matter and action, the scenes are said to be gravely offensive to Christian and traditional standards of morality and decency and are potentially dangerous to the young, who, upon whom they patronize, especially youth," the Legion said.

The Legion's announcement was also noted and RKO Radio gave the Legion written assurance that on Jan. 18 it would withdraw "French Line" from exhibition pending revision to satisfy objections on moral grounds.

"In violation of this pledge, the company has informed this office of its intention to continue exhibition without revision," the office's world premiere in New York, Willard added, "It is most strongly offensive to the industry's own system of self-regulation, which has denied approval," the Legion said.

**ST. LOUIS, Jan. 18—**The French Line" motion picture is due at the Fox Theatre here for at least another week, according to Edward B. Arthur, general manager of Fanchon & Marco Service Corp.

It had been previously announced that the film's run would be discontinued without revision. The office's world premiere in New York, Willard added, "It is most strongly offensive to the industry's own system of self-regulation, which has denied approval," the Legion said.

**NT's Skouras Urges (Continued from page 1)**

and in keeping with our tradition of democracy and free expression. However, our industry, more than ever, must strive to protect the public to offer only fine, clean and wholesome entertainment. It is the duty of every exhibitor to respect the principles of the Motion Picture Producers Association production code.

**Polaroid 3-D**

(Continued from page 1)

easy for all exhibitors to show them. Clearly, the cost and effort were worthwhile. It was pointed out, and no longer need interlocks, polarizing projection filters be an obstacle. However, if Patrons, it was added, will still be required to use polarizing spectacles.

Agreement was also stated, calls for the manufacture of release prints by Technicolor and the manufacture and sale of raw stock by Patrons. In the payment, the certainty of royalties to Technicolor to Patrons.

**Says Court Limits (Continued from page 1)**

that the screen will enjoy the same freedom of expression as the press under our Constitution.

The MPAA president was slated to leave here last night for Washington.

**Ruling Expected to Affect Illinois 'Miracle' Decision**

CHICAGO, Jan. 18—The first hearing of a censorship case following today's Supreme Court ruling against state and city censorship boards will be heard at Springfield, Ill., tomorrow when the Illinois Supreme Court begins arguments in "The Miracle" appeal. "The Miracle" was banned by the Chicago Police Board, whose president here was made up by a court ruling, last appealed by the City of Chicago corporation counsel, head of the ruling by the U.S. Supreme Court, general opinion here is that it is just a matter of time before the State court will come to a decision against the city censorship board.

Attorneys Richard Orlikoff and Sanford Woff are representing the American Civil Liberties Union, which originally took the case to court when film was banned here.

**Wild One** Banned By Memphis Censors

MEMPHIS, Jan. 18—Columbia's "The Wild One" has been banned in Memphis and Shelby County by the Supreme Court, said County Attorney T. B. Bihm, chairman of the board, said that all members of the group, with the exception of Avery Blakney, were present at the screening, adding that he believed Blakney had resigned. Blakney, however, denied that he had withdrawn from the board.

Norman Colquhoun, Columbia branch manager here, said that efforts were made to have the film shown in West Memphis, Ark., across the Mississippi River, where "Miss Sadie Thompson," which was banned from being shown, had been doing regular business in the Avon and Sunset Drive-in Theatres.

Ohio film censor. He said he is seeking an opinion from General William O'Neill on how the ruling will affect the Ohio censor laws. He said O'Neill's opinion will be issued later he had no alternative but to issue a license despite the fact that the board's reviewers had adjudged the film "immoral and tending to corrupt morals."

**What CAN You Ban**, Ohio Censor Asks

COLUMBUS, Jan. 18—Apparently the Supreme Court ruling on "M" and "La Ronde" has limited Ohio film censorship but has not entirely knocked it out, said Dr. Clyde Hissong, chief

**French Line** Supreme Court Decision

(Continued from page 1)

of the high court's earlier "Miracle." In that earlier case, the court held the term "sacrilegious" to be too vague and indefinite and then applied the same standard to the Films 401 and 402. The court specifically said it was not then reaching the basic question of constitutionality of any censorship.

Two justices — Black and Douglas — today issued a separate opinion which did go all the way and declare that all film censorship is unconstitutional. The mere fact that Black and Douglas, in this opinion underlined the fact that the rest of the court was leaning so far in its decision today.

What the court in effect said today as this: We will throw out any film censorship based on a vague and indefinite statute, or possibly modify such laws.

Further court cases will be needed to establish the basic question of the constitutionality of film censorship.

**Difference Recognized**

"The same result in the case of motion pictures necessarily follows as a consequence of our holding in Burgle that film pictures are within the free speech provisions of the First and Fourteenth Amendments," Douglas declared. He admitted that upon pictures are a different medium of expression from the speech, the radio, the novel or the magazine, but said: "The freedom of expression of film therefore draws no distinction between the various methods of communicating thought and ideas.

"Which medium will give the most excitement and will have the most enduring effect will vary with the content and the actors," Douglas asserted. "It is not for the censor to determine in any case," he said. "The First and Fourteenth Amendment do not say that Congress and the states shall make no law which abridges freedom of speech or of the press. In order to sanction a system of censorship, I would have to say that no law does what makes it mean some. I cannot take that step.

"I am in this nation, every writer, actor or producer, and that writer who maligns of expression of any kind should be used, should be freed from the censor."
Congratulations to MGM for its 30 years of showmanship on parade! 1924-1954

MGM 30th Anniversary Jubilee

from the N.S.S. Prize Baby
Trust Action

(Continued from page 1)

1952 in the District Court of Dallas. According to some legal interpretations of the decision, the Circuit Court ruled that the leases were void and that the U. S. v. Paramount, et al, are admissible as evidence in private suits even though the cases militate against the Paramount. The Circuit Court was advisory to the District Court of Dallas, and the decision was based on a summary of the case. However, with this decision, the theaters are being forced to close, as evidenced by the closing of the 1952. The appeals court decision was later reversed, and the theaters were allowed to stay open.

Conspired Charged

In a directed verdict last year, District Court Judge William Howley dismissed the case against both the distributors and the circuits. Adelman had sued Dallas first-run for the Declan, alleging conspiracy to prevent him from continuing to own the theater. At that time, the court considered whether there was sufficient evidence to warrant giving the case to the jury, excluding the evidence of the understanding that the Declan allowed a seller to choose his customers. While the question was raised against the distributors, it upheld the District Court’s dismissal of the circuit defendants.

Portland Houses Get Set for CinemaScope

PORTLAND, Ore., Jan. 18.—Five of Portland’s seven first-run theatres are now equipped for CinemaScope and stereophonic sound. An eighth house, Contemporary, owned by Mayfair, is being rebuilt for either CinemaScope, 3-D or wide-screen. Also equipped for wide-screen is the United Artists of the J. J. Parker circuit which has a 27-foot curved screen. A new wide-screen will be installed at Harkins’ Rosy Theatre according to Warren Goodwin, manager.

‘Robe’ to 8 Theatres

MILWAUKEE, Jan. 18.—“The Robe” will open in eight neighborhood houses here on Jan. 22. All are now instituted in CinemaScope. They are the Oriental, Tower, Avalon, Fox Bay, Garfield, Uptown, Majestic and Paradise.

Reade Praises WB

Warner Brothers release of its first CinemaScope production in one-track and multi-track sound received congratulations here yesterday of Walter Reade, president of Theatre Owners of America. In a wire to WB, Reade praised the Mayfield Reade, president of Theatre Owners of America. In a wire to WB, Reade praised the Mayfield

Squeamish Patron Finds 3-D ‘Indecent’

SAN FRANCISCO, Jan. 18.—A recent patron who found the name of John Novak thinks 3-D much too realistic. After seeing the past Bengal scene’ at the Paramount Theatre, he wrote a letter to the chief of police asking that the picture be banned on the grounds the film is "3-D Indecent” to have the “magic of 3-D" throw screaming women and smoking oil at the audience. Novak wrote the letter after he had punched the nose of the matinee at the Paramount Theatre.

AMPQL of Canada Will Meet Jan. 30

TORONTO, Jan. 18.—With the situation clarified in connection with the acquisition of control of Associated Screen News, by Paul L. Nathanson and Toronto associates, the AMPQL of Motion Picture Producers and Laboratories of Canada will be held here on Jan. 30. The president of the association is S. Dean Peterson of Peterson Productions, Toronto, and vice-president is J. W. Goodwin of Montreal, who succeeded B. N. Farleigh last year as president of Associated Screen News. The organization meeting will be held at the King Edward Hotel here.

AMPA Luncheon Jan. 27 at Piccadilly

The Associated Motion Picture Advertisers will hold its first luncheon meeting of 1954 at the Hotel Piccadilly here on Jan. 27. The theme of the gathering will be “Great Books Make Great Movies.”

“The meeting will be devoted,” said Lige Brien, president of AMPA, “to the cooperation development over 3-D years between the motion picture and the book publishing industries.”

L. I. House Leased

Mimi Amusement Co., headed by Charles Friedman, has acquired a long-term lease on the 800-seat Little Theatre, known as the Strand, at 22 and 33 from Gedney Amusement Co., headed by Mrs. Irving Trencher. Herk and Krugmold were brokers in the deal.

“Sunday” Bill in Virginia

RICHMOND, Va., Jan. 18.—A bill introduced in the Virginia Legislature would amend the law relating to Sunday work to permit motion picture theaters to operate on Sundays. The measure was offered by Sen. George M. Warren of Washington County.

Bowman to Empire Films

SPOKANE, Jan. 18.—Marc Bowman, pioneer theatre executive of Pueblo and recent president of public relations for the Red Cross, has been named director of sales for Empire Films Corp. here.

N. Y. Bookers Install

A dinner party highlighted the annual installation of officers of the Motion Picture Bookers of New York. The festivities were held at the Tavern-on-the-Green here last night. Ray Moon of Universal was toastmaster.

4 Start at Studios, Complete 2 Others

HOLLYWOOD, Jan. 18.—Hollywood producers announced slightly later this week with the starting of four pictures, offset by completion of only two others.


The completions of the week were: “Four Desperate Men,” a Benedict Bogeaus production in Eastman color for RKO released as “The Mighty.” A Wayne-Fellows production in CinemaScope and Warnerv-Color for Warner release.

‘Miller’ Opens Today

At 3 Miami Houses

MIAMI, Jan. 18.—“The world premiere of ‘The Glenn Miller Story’ will be held here tomorrow at the Brown Theatre, climaxing a heavy advance promotional campaign. The opening will be carried by key theatres in the Uni-

Say 91 Theatres Closed in Ohio

COLUMBUS, O., Jan. 18.—Independent Theatre Owners of Ohio has informed the state’s 91 theatre owners that the conversion to 3-D will be made imminently. The changeover will be made in cooperation with the Theatre Owners of America.

L. E. Cooley Joins Raytone Screen Co.

L. E. Cooley, Sr., veteran in screen manufacturing, has joined the Raytone Screen Corp. as Midwest representative. Cooley is an executive of the Da-Lite Screen Co. for 24 years and was president of the Pola-Ray Projection Screen Co. and in charge of research for the Radiant Manufacturing Co.

Films for Cleve. Legit

CLEVELAND, Jan. 18.—P. E. Essick, and Howard Reit, who head Modern Theatres circuit in Cleveland, Berea, Medina and Willoughby, have informed the owners of the Hanna Theatre, Cleveland’s only legitimate house, to present first run pictures whenever there is no legitimate show booked. This season the number of legitimate shows has been fewer than six, Modern Theatres takes over the Hanna on Feb. 14.

Pathe Names Cooper

The appointment of Leonard Cooper as publicity director of Pathé Laboratories, Inc., was announced yesterday by James L. Wolcott, executive vice-president of Pathé Laboratories, a subsidiary of the Southern California Film Corp. Cooper will continue to head the personal and labor relations department of Pathé Laboratories in New York.

Wichita Units

(Continued from page 1)

general management of theatres that Consolidated operated, which include drive-ins at Kansas City and Des Moines as well as the Skylight, Marshalltown and Mason City, Iowa, L. F. Durland, assistant to Schull, will continue to operate the theatres operated by Consolidated.

The new arrangement includes the purchase of the Wichita Corp., which now holds Amusement Enterprises Corp. of Wichita, operating the Fifty-Four and the Eighty-One drive-ins at the site was the Multiscop Theatre, which leased, with option to buy at the end of five years, the six conventional theatres at Wichita, the Palace, Crawford, Crest, Tower, Civic, now open and the West, recently closed. Leonard Kane continues as city manager for the theatres it operates including the eight Wichita theatres included in the new set up. The theatres at Wichita in this deal are among those in the O. F. Sullivan operations in Kansas. Schull bought both of the 3-D theatres of Va and the Multiscop corporation.

$551,303 to Maryland As Censor Surplus

BALTIMORE, Jan. 18.—The Maryland State Board of Censors turned in the state treasury a surplus of $551,303 for 1952, a decrease of $8,613 from the total returned to the treasury in 1951. The decrease was said by Sydney R. Truham, chairman of the board, results from the introduction of projection techniques which, in turn, resulted in the production of fewer pictures.

A total of 2,172 films were reviewed by the board during the year. Decisions were ordered in 50.

McKeever Halves Its Amusement Tax

MCKEESPORT, Pa., Jan. 18.—This city has cut its amusement tax from 12 per cent, effective today. The City Council, by a three-to-two vote, reduced the levy, in the opinion of Democratic mayor Andrew J. Jakomas, “to give the theatre operators some badly needed relief.” The estimated loss to the city of $40,000 annually from McKeever’s four theaters, the Memorial and Victory Park, operated by Stanley Warner, and the Liberty and Capitol, independent Al Weiss houses.

Everetts’ Interests Bought by Essanite

CHARLOTTE, Jan. 18.—Essanite Theatres, Inc., of this city, has purchased for $100,000 the Everett and Mrs. Everett their stock and management interests in approximately 65 theatres in North and South Carolina. In retiring from the theatre field, Everett stated that he wishes to give more time to his role as acting president of Queens College.

Name ‘Luther’ Salesman

Joe Kennedy has been named sales manager of the general sales and operations manager of Louis de Rochefort Associates, as sales representative for “Marlins on the Rocks” and exchange territory. Physical distribution continues through the National Screen Service exchanges.

Tuesday, January 19, 1954
**Television--Radio with Pinky Herman**

**EUGER BERGEN** has his Charlie McCarthy, Paul Winchell, his Jerry Mahoney and Jimmy Nelson his Farfel, so likewise has Arthur Tracy, "The Street Singer," whose after ego, "Marx," has finally, after seven years retirement, coaxed him to again don the comedy cap, and knock on the Chicago. Arthur will hit the comeback trail, opening at the Casino Royale in Washington Feb. 26 and into the Big Time with a looking for an indefinite stay at the Caflion Room of the Hotel Pierre in New York, starting March 1st. Mr. Benjamin the "Producer Gordon Miller," in last week's "Broadway TV Theatre" production of the Allen Borety-Jack Murray comedy, "Room Service," TV's WOR, added thespian laurels to his acknowledged talents to tickle the funnybone. . . . Produced by Lee Bohker of Dynamic Films for American Airlines, the 15-minute telefilm, "Invitation to New York," shot in 35mm Eastman color with narration by the Connecticut Sinfonia, ranked with the best 'travelog' type films, . . . Robert Perkins has penned an interesting profile on Ed CBSullivan in next month's issue of Screenland-TV-Land mag. . . Big Jon Arthur, the ABC Cincinnati kiddie program whiz (runner-up in this year's FAME Award) in N.Y. for a short time.

**Pinky Herman**

Maestro Paul Lavalle, conductor of the "NBCities Service Band of America," was cited with a Christopher Award for his original March, "The U. S. Air Force," written at the suggestion of Maj. Gen. John B. Montgomery. . . . It had to come—masters Al Kop- peld and Lee David have penned "Scrapple," a ditty inspired by the new indoor game rage of the same name, published by Joe Davis. In a story we printed last week, we inadvertently credited TV producer Wlibor Stark as closing an eight and one-half million dollar deal involving the sale of TV stations WXEL-TI (Cleveland, Ohio) and KPTV (Portland, Oregon) to the Storer Broadcasting Corp. To keep the record straight and give credit for the record TV deal, we hasten to set forth this correction, revealing that the agent in the deal was Howard E. Stark, N.Y., theatrical, radio and TV broker. (Fortunately, the STARK truth of the matter is that both Howard and Wlibor accepted the error with grace and understanding and the proverbial reminder to 'spell the name correctly.'
"WHAT DO YOU MEAN WHEN YOU SAY A GIRL LIKE ME IS OVER 21—FROM THE NECK DOWN?"

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon. Story and screen play by Garson Kanin. Produced by Fred Kohlmar and directed by George Cukor. To Be Released In March
Seek Compliance

State Censors Meet to Mull Court Rulings

Delegates of 6 States to Confer Here Tomorrow

The "M" and "La Ronde" U. S. Supreme Court decisions will highlight the agenda of the two-day meeting of state censors slated to get underway here tomorrow, it was disclosed yesterday by Dr. Hugh Flick, director of the New York Education Department of the Motion Picture Division.

Flick, who called the meeting of censors from six states, said they would discuss suggestions on how to make state statutes conform to the latest U. S. Supreme Court rulings.

That state censors may still feel that the "M" and "La Ronde" decisions do not alter the banning of a picture on grounds of "obscenity," "incestency" or "immorality," was evidenced in comments by Dr. Flick.

The New York state censor head said that Monday's Supreme Court ruling (Continued on page 6)

Md. Censoring Rules Will Not Vary: Traub

BALTIMORE, Jan. 19 — The Supreme Court reversal of New York and Ohio censorship boards is not likely materially to affect Maryland's existing censorship rules, Sydney R. Traub, chairman of the Maryland State Board of Motion Picture Censors, said. "I see nothing so far which in any way indicates we cannot ban or delete a picture on grounds that (Continued on page 6)

Pickman, Clark Join
Compo Press Group

Appointments to the press relations committee of the Council of Motion Picture Organizations have been accepted by Jerry Pickman, Paramount Pictures' vice-president in charge of advertising and publicity, and Kenneth Clark, vice-president of the Motion Picture Theatre Owners of America. Pickman and Clark were named following the resignation of Maurice Bergman, of Universal, committee chairman.

Balaban Named N. Y. State Chairman of Crusade for Freedom

The appointment of Barney Balaban, president of Paramount Pictures, as New York State chairman for the Crusade for Freedom was announced here yesterday by Henry Ford II, national Crusade chairman.

Barney Balaban

The film industry leader will direct the work of county campaign volunteers in listing the moral and financial support of New York residents for Radio Free Europe's broadcasts to 7,000,000 people in the satellite countries.

Radio Free Europe is an independent (Continued on page 7)

Washington Officials To Welcome 'Years'

WASHINGTON, Jan. 19 — White House officials, Supreme Court justices, Cabinet members, diplomatic chiefs and Congressional leaders have accepted invitations for the first showing here of the reissue of "The Best Years of Our Lives." The "premiere" will be held Feb. 3 at RKO Keith's Theatre under the auspices of the White House Correspondents' Assn. (Continued on page 7)

Third This Month

TNT Books Dodge Sales Show for Theatre TV

The booking of Dodge Motors for a commercial theatre telecast on Friday was disclosed here yesterday by Theatre Network Television, marking the third commercial theatre telecast slated for this month.

Murray Takes Over Pathe Coast 'Lab'

LOS ANGELES, Jan. 19 — Otis W. Murray tomorrow will take over as vice-president in charge of operations of Pathe Laboratories' West Coast plant.

Murray formerly was vice-president and general manager of the Color Corp. of America. Plans are under way to expand the laboratory's Patho-color processing here.

Plan Dropped

No Magna-20th Deal Now; New Cash Involved

Report $1,000,000 Put Up Here Yesterday

The Magna Theatre Corp., board of directors yesterday tabled the offer of 20th-Century-Fox to acquire distribution and production rights to Magna's screen properties and will proceed on its own. Whether Magna subsequently will enter into a deal with 20th-Fox remained problematic yesterday but there were indications that an agreement may be made later with some other organization.

Reason for the switch in events, it was learned, was that Magna yesterday acquired an additional $1,000,000 to proceed on the production of "Oklahoma!" in the Todd-AO process and it was reported that the picture was going to be released by a different company.

Mike Todd, head of Todd-AO, said that Magna "was flattered" by the 20th-Fox offer, as it reflected a faith and confidence in the possibilities.

Reelect Fabian as President of S-W

S. H. Fabian was reelected president of Stanley Warner Corp. yesterday at a meeting of the company's board of directors.

Other officers reelected were: Samuel Rosen, executive vice-president; David G. Laird, chairman of the finance committee; Harry M. Kalmine, vice-president and general manager; Nathaniel Lapkin, vice-president; W. Stewart McDonald, vice-president and treasurer; David Fogelson, secretary; Frank Krieman, comptroller; James M. Brennan, assistant treasurer; and Miles H. Allen, assistant secretary.

Three Miami Houses

Premiere 'Miller'

MIAMI, Jan. 19 — WOMETCO's Miami, Carib and Miracle theatres at Miami, Miami Beach and Coral Gables were headed for new opening day house records at 5 P.M. today as the much-awaited Universal-International "The Glenn Miller Story," starring James Stewart and June Al-lyson, had a world premiere at the
Reserves Decision in RKO 'Holders Suit

The Appellate Division of New York ruled yesterday in the "repose phase" of the RKO Pictures minority stockholders' suit involving the late receiver, Jacob Sachs. At issue was the appointment of a referee by the court to determine the validity of the majority shareholders' suit, another action now pending in the Nevada courts, is "born false.

Roy M. McDonald, of Donovan, Learson, Newton and Irwin, representing RKO Pictures, argued that the appointment was improper because "the Scharf action in Nevada should be held in abeyance pending the outcome in the Nevada action, claiming that all the facts in the Nevada case are on the record and need not be examined by a referee. The expenses in time and money was also pointed out, as the court in the Scharf suit seeks an accounting from the company and a court-appointed receiver, in addition to damages from Hughes and other directors.

Receiver Asked

Harry Halperin, attorney representing Scharf and Sachs, argued for an appointment of a receiver and for a rejection of a stay in the suit, maintaining that all of the activities in the Casteleman action should be stopped. He also argued that the Nevada action for a hearing in the stockholders suit was forced by Howard Hughes, board of directors of the company, which seeks an accounting from the company and a court-appointed receiver, in addition to damages from Hughes and other directors.

A.A. Trade-Screens

'Cell Block '11' in Boston

BOSTON, Jan. 19.—Allied Artists screened Walter Wagner's "Riot in Cell Block '11" at the Metropolitan Theatre here this morning for exhibitors, circuit heads, buyers and bookers.

A group they attended a luncheon at the Hotel Bradford, where Moe Greenstein introduced Wagner and Terry Turner, who is handling the radio and TV promotion of the Yankee Network. This was the first picture the film has been shown to the trade.


Chiniquy of NTS Retires

SEATTLE, Jan. 19.—Oscar Chiniquy, chief manager here for National Theatre Supply, has retired. He will be succeeded by Larry Plumkett, who has been with NTS here for two years, New York and Los Angeles offices.

New Conn. Drive-in

HARTFORD, Jan. 19.—Morris Kepner here, has acquired the new
team, building their first drive-in theatre, a $125,000 project, at Mansfield. Conn., plan an early spring completion. The theatre will have capacity for 750 cars.

U.K. Trade to Hear Skouras on C'Scope

LONDON, Jan. 19.—Exhibitors here are awaiting confirmation from Spyros Skouras, 20th Century-Fox president, of Feb. 10 as the date on which he will address this company's CinemaScope process.

The Cinematograph Exhibitors Association here, while receiving word from Skouras a message correcting some general misinformation in the trade concerning single-screen photographic sound for "The Robe," which 20th-Fox had agreed to make in America. Of those tests, now included in the negotiations, Skouras had aimed to arrange in various key situations of "The Robe" to be filmed for stereo sound. The film will be shown two days with stereo photographic sound and two days without.

Walsch Labor Head of Brotherhood Week

Richard W. Walsh, international president of the IATSE, has accepted the chairmanship of the labor committee of the 1954 Brotherhood Week campaign, it was announced here yesterday by Emanuel Frisch, national chairman of the film industry's part.

The campaign will be highlighted by a dinner at the Hotel Waldorf-Astoria this Brotherhood Week, sponsored by the National Conference, will be observed from Feb. 21-28.

Named Editor of U.K. Movietone

LONDON, Jan. 19.—Sir Gordon Craig, general manager of British Movietone, has been appointed its editor also by Lord Rothermere, owner of a substantial interest in the newsrel, of which 20th-Century-Fox also is an owner. Sir Gordon replaces Gerald Sanger as editor, now becomes an executive in the Rothermme newspaper operations.

'Soon' in C'Scope

For Warner Release

HOLLWOOD, Jan. 19.—With George Cukor starring in the title role, "Daniel Boone," based on the career of the American frontiersman, will be produced by Millard Sperling's United States Pictures for Warner Bros.

The adventure drama will be produced in CinemaScope and color. Philip Yordan is now developing the screenplay.

Simpson Joints O'Brien

TORONTO, Jan. 19.—With a 1954 construction program consisting of a second five-screen drive-in and several drive-ins in Ontario, the Ottawa Valley Amusement Co., a subsidiary of J. M. O'Brien, Ltd., has appointed Russell Simpson of Toronto as circuit supervisor.

Mr. R. J. Simpson was assigned as Toronto branch manager of Paramount Film Service, Ltd., where he has been appointed head of Al Jacove, previously with United Artists, as acting manager.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Skewery Kane, Editor; Terry Ramsey, Consulting Editor, Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 10 East 46th Street, New York, N. Y. 10022. Subscription rates, per year, $15 in the United States $2; foreign exchange, single copies, $1.
Everybody's getting into M-G-M's "Jubilee" parade!

The exhibitors of America agree it's the biggest opportunity in years to capitalize locally on an enthusiastic nationwide celebration!

And M-G-M's saying it with pictures!

M-G-M's great CinemaScope attraction "KNIGHTS OF THE ROUND TABLE" (in COLOR magnificence! — Robert Taylor, Ava Gardner, Mel Ferrer) is terrific at Music Hall, N.Y., and is a sensation in every engagement!

Hundreds of theatres are getting set to launch the Lucille Ball-Desi Arnaz comedy smash "THE LONG, LONG TRAILER" (gorgeous in COLOR!) for WASHINGTON's BIRTHDAY on the wave of a million-dollar advertising, TV and promotional saturation!

And already the Coast is buzzing with golden whispers about the industry's FIRST BIG MUSICAL in CINEMASCOPE, M-G-M's wonderful COLOR-glorious "ROSE MARIE" (Ann Blyth, Howard Keel, Fernando Lamas.) Followed by two great attractions filmed in authentic locations abroad: the thrilling Technicolor romance "RHAPSODY" (Elizabeth Taylor, Vittorio Gassman) and the powerful Technicolor drama "FLAME AND THE FLESH" (Lana Turner, Pier Angeli, Carlos Thompson.)

And everything you've heard about M-G-M's coming "EXECUTIVE SUITE" is true. One of the all-time Greats, each role enacted by a top star! (William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern.)

That's just a part of what is destined to be M-G-M's Biggest Year!
National Pre-Selling

IN contradiction to the policy of most national publicists, which tends to seize upon every opportunity to make sensational news out of the occasional shenanigans of Hollywood celebrities, an incident reported in the February issue of "Woman's Home Companion," going into the public eye with the same lethargy as a Hollywood story which naturally does not often get the kind of play usually accorded to the missives of some of the "Czarina's" harem, has led to the alibi of the Dick Powell-June Allyson family. In its illustrated article, the "Companion" brings its four-and-a-half million subscribers the family story of Dick and June. Their lives are centered around their two children, one of whom was adopted by them. This is the kind of thing that is helpful to the industry in building good relations with the public through influencing their improved opinion of Hollywood people.

"Rob Roy" is represented by a full color page ad in "Look's" current issue. The same issue is replete with contents-page advertisements "Knights of The Round Table." "Easy to Love's" star Esther Williams, reports "Life" in the current issue, "has sworn under a fictitious name, has even operated in a carnival tank by customers, who throw baseballs at her." "Lady Esther" follows her usual and highly profitable course, swimming her way through the usual plot. But she also does something she has never done before: she water skis. This big switch comes in the finale, which is so colossal in scope that it had to be filmed from a helicopter flying 150 feet over Cypress Gardens in Florida where the picture was made.

"Rob Roy" reports Ed Miller in "Screen." "Suez," February issue, is "a bold tale told to the skirling of bagpipes, the sound of clashing steel and the lovely sight of the Scotch heather. Richard Attenborough is the vigorous and romantic "Highland Rogue" of the eighteenth-century Britain.

"Easy To Love's" star Esther Williams, told her side of the Hollywood Women's Press Club interview to Louella Parsons for publication in the January 24th issue of "Pictorial Review."

Edna C. Kennedy, advertising director of "American Weekly" said: "Adapted up through the biggest advertising gain in our 57-year history," Advertising for 1953 was 37 per cent greater in the previous year.

"The Man Between," starring James Mason and Cicely Courtneidge, directed by Florence Jossins of "Redbook" as the movie of the month for February. In review Miss Jossins cites James Mason, even "shining" and yet most attractive. He is also convincing in a role which requires a "Four Turret Bishop," beautiful and at all times believable in a role which can happen to any young girl in Berlin today.

WALTER HAAS

Reviews

"The Golden Coach" (I.F.E.)

A victim of grand scale series casting, Jean Renoir's production and beautiful Technicolor photography, make this Anna Magnani starring vehicle one of the best released here to date by Italian Films Export. It is a prestige item opening in New York on a two-day, reserved seat policy, at advanced prices of $3.50 and might be the means of enlarging the American audience for Italian films.

It is a different type of role for Miss Magnani, being the story of the adventures of an Italian theatre troupe in the New World in the early part of the 18th Century, which restricts her to a more subdued, nonetheless impressive performance in this, her first English-speaking role.

The story concerns itself mainly with the lineaments of the company, Miss Magnani, and her three authors. A swordsmen and soldier is the first to desire breaking her heart by the 3 temperaments of the Vicerey, the ruler of the Spanish colony. The ending finds her more involved with the theatre-life than with real life, though perhaps she's a trifle sadder.

The title refers to the magnificent vehicle which the Vicerey owns and which he prefers to this and his companions lead. Lamas and Rhonda Fleming in the stellar roles, aided by a good supporting cast; and is in color by Technicolor.

"Jivaro" (Paramount)

A story of a South American Indian tribe of head-shrunkers known as the Jivaro, this William Pine-Wilhelm Thomas production has obvious exploitation possibilities. However, most of the action takes place in the final third of the picture and audiences bent on finding screen excitement may be somewhat slow-paced. It offers Fernando Lamas and Rhonda Fleming in the stellar roles, aided by a good supporting cast; and is in color by Technicolor.

The picture sets a historical setting and aids Miss Fleming in a search for her fiancé, played by Richard Denning, a gold prospector who has deteriorated into a drunkard under the spell of the tropics. Denning and his companions have been reported killed by the Jivaro. The search for Miss Fleming, and the story of their careers, is one of the highlights of the film, is from the works of Vivaldi and some traditional airs from the Italian theatre. It is a Delphinesque Hooge Production, produced by Panaria Films.


First 7 Openings

Set for 'Rob Roy'

Walt Disney's "Rob Roy, The Highland Rogue" will have its premiere at the Criterion Theatre here on Feb. 4 and will be followed by six other playdates, constituting the first seven engagements of the production.

The picture subsequently will play the following engagements: on Feb. 12; the Melba, Birmingham, Feb. 17; Rialto, Atlanta, Feb. 18; Strand, Niagara Falls, Feb. 19; Hippodrome, Feb. 26, and Circle, Indianapolis, March 4.

Form Tallas Productions

George Tallas Productions has been formed here and will call its first "Stranger" on location in Greece this summer. The story of the film is based upon a poem by Niki Pefylis. Tallas will direct and produce.

To Use Stage Shows

PORTLAND, Ore., Jan. 19 — Dick Newport, manager of the Portland Paramount Theatre, announced that stage presentations will be used again to supplement screen fare.

Legion Reviews Nine; All in Class A

Nine films were reviewed this week by the National Legion of Decency. Milwaukee leaders put in either the A-1 or A-2 classification. Those listed under A-1 include: "The Glenn Miller Story," "Universal-International; "Pickwick Papers," "Mayer-Kingsley; "Riders to the Stars," "Universal; "Saadat, X-G-M; and "Secret of Old Oak Flats," "Monogram."

The following were put in the A-2 category: "It Should Happen to You," "Columbia; "The Passionate Sentry," "British; "Fine Arts; "Personal Affair," "United Artists; "and "Three Young Americans," "20th Century-Fox.

Milwaukee Rejects Tax on Theatres

MILWAUKEE, Jan. 19 — A proposal for a three per cent municipal tax on motion picture theatres and other entertainment forms here to raise an estimated $300,000 in new city revenue has been rejected by the Milwaukee Common Council's special taxation committee.

Circuit Court Finds Lower Court Erred in Adelman Case

That the U. S. District Court in Dallas was in error when it gave an injunctive order in favor of the defendants in the antitrust case brought by Texas exhibitor I. B. Adelman against eight major distributors appears to be the issue for the reversal of the judgment last week by the U. S. Court of Appeals in New Orleans.

The New Orleans Circuit Court decision were here yesterday to the legal department of the defendant distributors and the Motion Picture Association of America.

Operates in Houston, Dallas

Adelman, who operates the Delman Theatres in Houston and Dallas, had alleged conspiracy to prevent him from obtaining first-run product. At the trial in Dallas, the court ruled that there was insufficient evidence to show a conspiracy to the jury and dismissed the charges against the distributors and Interstate Circuit and Texas Exhibitors.

The New Orleans Circuit Court on appeal, however, expressed the opinion that the evidence was sufficiently suggestive to justify a directed verdict in favor of the defendants. The Circuit Court stated that it believed the Dallas court committed "prejudicial errors" in excluding the testimony of the U.S. vs. Paramount Witnesses from the records.

"It was found and adjudged," the Circuit Court ruled, "that the evidence as a whole is sufficient as has the same as the eight distributor defendants named in this suit, had entailed a conspiracy to establish uniform system of running, clearances and admission prices . . . in order to prefer their first-run licensees from competition."

Suggests Jury Be Instructed

In this connection, the Circuit Court said that "we conclude that the excluded judgments should have been given to the jury and had been fully instructed as to the issues therein determined.

"Evidence was also offered by appellants seeking to establish that defendants had colluded with the other single theatre owners to play all of their films first in a given competitive area. The ground of the exclusion was that the defendants' practices in licensing Interstate's Houston theatres had nothing to do with Dallas people, although the illegal acts in Houston were alleged to be an integral part of a nationwide conspiracy.

"The Circuit Court further criticized the Dallas court for "arbitrarily" restricting the cross-examination of witnesses for the defendants."

Evidence Seen

"Except as to the estoppel by the Paramount judgments," the Circuit Court stated, "the gist of the appeal depends upon the extraneous circumstance, which requires that much latitude be given the parties to the evidence."

"The judgment appealed from is affirmed as to the exhibitor defendants . . . It is reversed and the cause is passed for proceeding in accordance with the opinion of this Court. It is inconsistent with this opinion as to the eight distributor defendants. Costs of the appeal were taxed against the defendants."
IMPORTANT ANNOUNCEMENT FROM PARAMOUNT FOR EVERY EXHIBITOR!

MARTIN AND LEWIS—IN TECHNICOLOR FOR FIRST TIME, IN HAL WALLIS’ ‘MONEY FROM HOME’ WILL BE RELEASED NATIONALLY IN 3-D BEGINNING FEBRUARY 3rd. ALSO AVAILABLE FOR 2-D SHOWINGS STARTING MARCH 4th.
three theatres in Hollywood-type premiere atmosphere.

Special police ceremonies took place during the day and were highlighted tonight by parades and motorcades to the various theatres. Stewart made personal appearances at all three. During the day, the Plaza in front of the Carib Theatre in Miami Beach was renamed "Glenn Miller Plaza," and a special time capsule was buried beneath the pavilion containing a collection of Glenn Miller record collection and a series of newspaper columns saluting the premiere.

A crowd of about 700,000 fans and natives of the Florida resort of all ages and both sexes jammed the three theatres early as they opened their doors for the first public exhibition of the picture, which had previously received a series of invitational previews in New York, Hollywood and Clifton, Iowa, birthplace of Miller.

Universal's top-chief, headed by Milton K. Rieckh, president, Alfred E. Dall, executive vice-president and Edward Muhl, vice-president in charge of production, were on hand for today's premiere.

**Warn Against Mass. Operators Bill**

BOSTON, Jan. 19.—Exhibitors of Massachusetts were urged to contact state legislators in an effort to block the passage of a bill which would require two licensed operators in the booth at all times. The advice came in a bulletin of the Independent Exhibitors and Drive-In Theatre Association.

The bulletin said that House Bill 267, which will be heard by the Committee on Public Safety, would virtually wipe out all of the benefits that we now are enjoying." It was pointed out that exhibitors in the state can present any film with only one operator, pending the outcome of the organization's suit against the Commissioner of Public Safety.

**Censors Mull Court Rulings**

**in next column**

MOTION PICTURE DAILY

**Wednesday, January 20, 1954**

**Chicagoland**

Jan. 19.—Despite yesterday's anti-censorship ruling of the U. S. Supreme Court, the City of Chicago is pressing to appeal of the recent circuit court decision vetoing the banning of “The Miracle” here. Claiming that the picture is obscene, the City, pre-empting a broadcast of the City's case before the State Supreme Court in Springfield today, took charge of obscenity by-passing an earlier U. S. Supreme Court decision on “The Miracle” stating that films may be censored on the grounds that they are sacrilegious.

Feeling in legal circles here is that the State Supreme Court will rule on the constitutionality of anti-obscenity or pre-censorship of a motion picture.

**Chicago Continues 'Miracle' Appeal**

CHRIS CARDOZO, Jan. 19.—Bitter disappointment at the “near” U. S. Supreme Court decisions in the “M” and “La Ronde” cases occurred here today by Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, the organization which pressed the “M” case until it reached the high court.

Wile said the court did not outlaw state censorship but simply ruled that “M” and “La Ronde” must be allowed to be shown. Wile called the decision the “right thing,” since the cost of pressing this case through the courts was about $100,000 to the contesting producers. He said the only way censorship in Ohio can be removed is for an innocent film to be run without a censorship seal. Then it might be possible to push the case to the Supreme Court, he explained, with the only question before the court being the right of the state to impose censorship.

Questions of crime, indecency or sacrilege would hereafter be a nullity added. Wile said such a course of action would not be likely because “no distributor would be willing to run the risks of being able to show the picture in theatres unwilling to participate in the test.”

Several Ohio theatres are expected to show “M” as soon as it is made available. Ohio Attorney General H. B. Zilkha said there is no question that “M” can be shown in Ohio.

**CBS Drops Garrick; No Plans for House**

CHICAGO, Jan. 19.—Balaban and Katz has made no plans for the Garrick Theatre and the television studio in the State Lake Theatre Building, which LeslieAtlatt of the Columbia Broadcasting System announced company will vacate following completion of facilities in the Chicago area, purchased by CBS yesterday for use as television center at a cost of over $3,000,000.

The Garrick, originally one of B. K. Loopy-Rush Loop houses, was erected to use as a television production studio for WBBK several years ago and the studios in the State Lake building also were used by the station prior to the United Paramount Theatres merger with the American Broadcasting Co., and the resultant trading of facilities with CBS. The Garrick could be used again by WBBK as an audience studio, with the recent relaxation of the Jackson Park decree, which limited loop runs in B. K. E. Garrick, because of the federal dispensation from the Federal district court, there is a possibility the circuit may reopen the house as a motion picture theatre.

**Md. Board**

(Continued from page 1)

it is immoral." Amplifying this point, Trumbull said that even if the Supreme Court order is construed as ending the use of the word "immoral" in banning pictures, Maryland still can ban pictures which are obscene and indecent.

In an opinion given Trumbull Jan. 13, Maryland's attorney general, Edward Rolling, stated that immorality appears to be the practical equivalent of indecency and obscenity.

In addition, he regrets that the Supreme Court has not thus far clarified the whole matter but, speaking for himself, he stated he does not think there would be any reluctance to use the word "immoral" should the occasion arise.

**Mexico Legion Cites Objectionable Films**

MEXICO CITY, Jan. 19.—Of the 400 Mexican and foreign pictures it reviewed in 1953, the Mexican League of Decency branded 22 percent "contrary to the public morality." The League appeals to producers in Mexico and abroad to make moral pictures. It says, "Pictures need not be dirty to be successful. It is apparent that most box office successes are clean and pleasing to all."

**Senate Group Okays R. E. Lee for FCC**

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**Sets Fashion Film**

Vyyan Donner, fashion editor of Fox Movietone News, will present her recent production, "Carolyn Fashion," at the invitation of the fashion world today and tomorrow at the 20th Century Fox home office screening the latter will be shown at Arnold Constable's fashion auditorium.

**Lease 2 Bronx Houses**

The Circle Theatre and the Globe, in the Bronx, both held by Raymond Theatres, have been leased through Berk and Krumgold to the Endicott Circuit, headed by Kantor, Remer & Namerson, the latter organization operating in Brooklyn and Long Island.

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SEVENTEEN's February picture of the month

the GLENN MILLER STORY

starring JAMES STEWART • JUNE ALLYSON

Color by Technicolor

Glenn Miller's immortal trombone and the teens' own magazine in a combo that makes wonderful music for exhibitors: the steady jingle of admission coins.
OMAHA!
DES MOINES!
ALL SET TO
Go
with......

HARLEM GLOBETROTTERS
and DANE CLARK in

"Go, Man, Go!"

All New!
All True!

200 day-and-date bookings... Jan. 20 and Jan. 29... key to the sensational, headline-grabbing HARLEM GLOBETROTTERS IN PERSON! And that's just the beginning... to be followed by the same kind of smart showmanship selling! Dates have been set in key cities throughout the country following the same pattern—tieing in with the team's local appearances! You can't miss with this kind of sure-fire exploitation! Book it now!

"Fast-moving! Thrilling! Stacks up as strong... particularly with its timely release!"
—HOLLYWOOD REPORTER

with
PATRICIA BRESLIN · SIDNEY POITIER
Produced by ANTON M. LEADER · Directed by JAMES WONG HOWE
Screenplay by ARNOLD BECKER · Released thru UNITED ARTISTS

Hear SLIM GAILLARD sing "Go, Man, Go!"
Stereo-Sound Feud Ends In Pact to Make Tests

House Group Votes Five-Year Statute Of Limitations Bill

WASHINGTON, Jan. 20. — A House Judiciary subcommittee approved legislation to set up a uniform five-year Federal statute of limitations on private treble damage anti-trust suits.

The bill now goes to the full Judiciary Committee. The subcommittee backed the full committee without recommendations another proposal to give Federal courts discretion to award less than treble damages in private suits.

This latter proposal has been backed (Continued on page 4)

"Line" Denounced by Protestant Council

The magazine "Christian Herald" and the Protestant Motion Picture Council's national reviewing board yesterday characterized Howard Hughes' "The French Line" as "completely objectionable in theme and treatment."

The picture has been denied a Production Code Seal and has also been (Continued on page 5)

Pinanski Asks No Serious 'Tampering' With Code

WASHINGTON, Jan. 20.—Expressing hope that there will be no serious tampering with the Production Code, Sam Pinanski, president of the American Theatres Corp. of Boston, has informed Eric Johnston, president of the Motion Picture Association of America, that in his opinion, the need for the Code is greater today than at any time since its adoption.

Meanwhile, Abraham F. Myers, general counsel of Allied States Association, expressed the opinion that the time has come when the industry should consider a "Code for Adults Only"

20th-Fox Cancels Court, Other Actions Against Walter Reade for Playing 'Robe' With Sound 'Mixer'; To Make Comparisons

By MURRAY HOROWITZ

The Walter Reade-20th Century so-called "sound mixer" with "The Robe" was expected to be the subject of a Federal court trial with theCASE of regional tests "within the next 30 days" of stereophonic sound, with a committee representing every branch of the industry slated to be

Major Problems Face Drive-in Convention

CINCINNATI, Jan. 20. — A wide range of topics will come before the National Allied Drive-in Theatre Association convention here Feb. 2-4, but the possible insistence on stereophonic sound by some distributors may highlight the proceedings, according to Ruben Shor, co-chairman of the convention. Shor said that the heavy advance registration was an indication that drive-in operators were "fighting mad" over the threat of being relegated to the status of "step-children" because of the possible shut-off of A

Other problems that will face the (Continued on page 4)

See Drive-ins with Scope This Spring

Hope that 20th Century-Fox will solve the technical problems of drive-in theatre presentation of CinemaScope productions by this spring was expressed yesterday by Al Lieberman, 20th-Fox distribution director.

"They're important to us," Lieberman emphasized, "representing 15 percent of our income." The distribution head went on to explain that research on the problem is now being conducted at the studio, under the direction of Earl Spannagle, research director. En- (Continued on page 4)
Personal Mention

NICHOLAS M. SCHENCK, Loew's president, will leave Holly- wood at the weekend for Miami.

MAX YOUNGSTEIN, United Artists vice-president, has returned to New York from Hollywood, where he and William Heimann, distribution vice-presi- dent, will return here next week fol- lowing visits to Western exchanges.

HERBERT YATES, president of Repub- lican, will leave here for Europe in early February.

JEAN C. CONEY, daughter of Mrs. Jean Connolly Coney, owner of Coney Theatre, Ravana, N. Y., has become engaged to Tom Pottenburg, Siena College student and athlete.

JOHN P. BYRNE, Eastern M-G-M sales manager and captain of the company’s Southern Jubilee Cam- paign, is in Charlotte from New York.

ALEX COPPES, recently signed by M-G-M, will arrive here today on the “Queen Mary” and will leave New York tomorrow for Hollywood.

JUSTIN HERMAN and Ed Fay, pro- ducers of Paramount short subjects, will return to New York at the week- end from Dallas.

BERTE ORTE, of “Redbook Magazine,” will leave here on the weekend for Hollywood.

STANLEY GOLDSMITH, M-G-M unit manager, will arrive in New York by plane on Sunday from Egypt.

GEORGES ROUVIER, United Artists managing director in France, has ar- rived here from Paris.

F. A. Mccarthy, Universal Picture’s distributor in the Pacific, is back in New York from Cincinnati.

PHIL GERARD, Universal Pictures Eastern publicity director, left New York last night for Washington.

GOTTfried RENHARDT, M-G-M di- rector, will arrive here today aboard the “Queen Mary” from Europe.

SAM FULLER, 20th Century-Fox director, and Mrs. Fuller will arrive here from the Coast on Tuesday.

WALTER WANGER has returned to New York from Boston and Wash- ington.

Fire in Tennessee House

CLEVELAND, Tenn., Jan. 20.—Causely apparently by a short circuit in an exhaust fan, fire damaged the Prince and Theatre, leaving heavy addi- tional damage to the lobby and manager’s office by smoke and water. Manager Calvin Harvey was able to clear the theatre of the small crowd attending a late show.

MOTION PICTURE DAILY, Martin Quigley, Editor-In-Chief and Publisher: Sharwin Kane, Editor; Terry Bumaye, Consulting Editor; Published daily, except Saturdays, at the Hotel Savoy, New York, N. Y. Entered at the Post Office at New York, N. Y., as second-class mail matter, July 29, 1915. Subscription rates per year, $6 in the United States and $2 foreign; single copies, 10¢.

Gould Will Address Showmanship Class Of AMPA Tonight

Joseph Gould, advertising-publicity consultant, tonight will address the 1954-1955 Show- manship School conducted by Associated Motion Picture Advertisers, Ltd., at 671 United Artists building. Mr. Gould will illustrate his lecture with selections from the current “Martin Luther.”

Slate Skouras Trip To U.K. by Jan. 31

Spryos P. Skouras, 20th Century-Fox president, is slated to leave here for England at the end of this month. No exact date for his departure has been set yet.

While in England, the 20th-Fox president is scheduled to confer with British exhibitors, many of whom have complained of the requirement for stereophonic sound. The Cinemat- ograph Association has suggested in a message to Skouras that he address a meeting of British exhibitors on Feb. 10.

Tower Theatre Suit Settlement Reached

CHICAGO, Jan. 20.—Attorney Seymour Simon disclosed here tonight that he has settled the Tower Theatre case out of court. The Tower, in Chicago, Ill., was $160,000 damages from Fox Midwest and eight major film companies an d in a December action. Simon in the case was Solbert Wassertrom, Kansas attorney.

Seadle to Preside at Orinstein Luncheon

A luncheon will be given William Orinstein, MGM trade press contact, at the Local 972 Club, 125 West 48th Street, today, to mark the publication of his second book of short stories, “Deep Currents.”

Representatives of the trade press and the home offices will attend. Si Sandler, MGM advertising manager, will be master of ceremonies. The literary merit of the book will be ap- proved by Manny Herskind, the editorial staff of “Motion Picture Herald.”

Mrs. Eva Wayne, 90

CLEVELAND, Jan. 20.—Mrs. Eva Wayne, mother of Aaron Wayne, United Artists salesman, died after a long illness. She recently celebrated her 90th birthday. Two other sons are a fighter pilot and survive. Mrs. Wayne was a sister of the mother of the Skirball brothers.
The Two Most Ruthless Mob Monarchs
Who Ever Terror-Reigned Across the Screen!

NOW ON ONE DOUBLE-THRILL BILL!

PUBLIC ENEMY

JAMES CAGNEY

WARNER BROS. RE-RELEASE

LITTLE CAESAR

EDW.G. ROBINSON

DANIEL L. JURAWSKI • JEAN HART • JOAN HAMM
DIRECTED BY MERVYN LE ROY

Brawling!
Mauling!
Murdering!
A little guy with a big gun—out to cut the world down
to his size!

Raw! Rough!
Violent!
The cold-blooded hot-head who
brass-knuckled his way to the
top of the Underworld!

STARRING
JAMES CAGNEY • JOAN HAMM • MARY O'HARA
DIRECTED BY MERVYN LE ROY
SCREEN ADAPTATION BY HARRISON Thayer

The Two Most Ruthless Mob Monarchs Who Ever Terror-Reigned Across the Screen!
by distributors and opposed by certain exhibitor leaders. At present, Federal judges must award treble damages in private suits whenever the defendant is found guilty.

The subcommittee action in bucking this decision to the full committee indicates that if the full committee decide to approve the proposal, it will tack the change on as an amendment to the statute of limitations bill. At present, 10-year statute for private anti-trust suits is set by state statutes, which range from one to 20 years. Exhibitors had urged a Federal statute of at least five or six years; producers had sought a two or three-year statute.

Would Not Be Retractive

Under the subcommittee bill, the new statute would not go into effect until six months after the bill becomes law. It would not be retractive, either — that is, the time allowed for the bill becomes law and by a two or three-year state statute, it would not be revised by the longer Federal statute. This provision is a victory for the distributors, who had feared that a Federal statute might revive claims barred under state laws. However, any case which would not be barred by the state statute six months after the bill becomes law would get the full five years of the Federal statute.

Other provisions would change the present law's provision on the effect a government suit has on antitrust actions. The time limit for private cases and would give the government power to sue for actual and treble damages instead of interest imposed injury by an anti-trust violation.

Drive-ins

(Continued from page 1)

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Drive-ins

(Continued from page 1)

drive-in exhibitors, Shor said, will be Cinemascope. Man-made, outdoor theatres, price-fixing, advertising methods, insurance rates, in-car heaters and equipment will be extended.

The stock-purchase plan recommended at the Allied convention in Boston last October also will be brought up at the meeting, and other topics probably will be discussed at the national Allied board meeting which will follow the drive-in convention.

Among the speakers will be Herbert Barnett, president of the Society of Motion Picture and Television Engineers; Albert Smidinger, business analyst; Marc Wolf, one of the first to install in-car heaters, and Rex Carr, film buyer for drive-ins.

U-1 to Re-Issue ‘Hamlet’

“Hamlet” will be re-released by Universal pictures, which has opened an extended-run engagement at the Guild-50th Street Theatre here soon.

To Change Wording In 3-D Glasses Bill

ALBANY, Jan. 20.—Opposition by exhibitors to Assemblyman Daniel M. Kelly's bill requiring theatres showing 3-D films to post a sign at least one foot high, on or about the stereoscopic object "polarized," as required to view film," was reported at the same time that the sponsor revealed he would amendment to change "polarized" to "polarized." The New York City legislator explained that the Public-Use Co. had prevented him from adopting a name that was trade mark. The concern centered, in a letter, that its use in the measure might have "polarized," as a kind of glasses from being distributed by theatres. Kelly continued that he had employed "polarized," in the "polarized" sense, but would make the required change, nevertheless.

Rogers Hospital Plea With Fabian Passes

ALBANY, Jan. 20.—A personal plea for contributions to the Will Rogers Memorial Hospital is included with the distribution of season passes to the Fabian theatres in this area. Division manager Sam Ullman, in his accompanying letter, suggests a small contribution towards the health of Edward, the patient, in their work so hard to make your hours of entertainment truly enjoyable.

Braxton in New Post

PORTLAND, Ore., Jan. 20.—Jack Erath, former manager of the United Artists Theatre here, has been named manager of the Bagdad Thea tre, also of Portland. He recently was associated with the Antioch Drive-in at Carnas.

light on possible distribution of Magna products; invitations have been made to United Artists, Warners and others by a go-between to discuss Magna 6mm, films and possible conventional versions of Magna productions.

No Direct Talks Yet

As yet, says the Wall Street source, there have not been direct UA-Magna talks, but theagnetic offer of the equipment and mechanical operations and expansion, with production financing being handled through a bank. It was the hope of C. B. Lichtman, president of Magna, to press sales nationwide and to have a Magna production planned for the 40th Magna Company's 50th-anniversary drive-in in Morristown, N. J., Chancery Division, where the company procured a temporary reforming order against Reade.

Crown Leaves RKO

(Continued from page 1)

ing, he stated, have set up a drive-in theatre on the studio lot for experimentation.

In addition, Lichtman continued, company officials here and elsewhere are inspecting many different devices designed to make CinemaScope applicable for drive-in situations. For example, April 1, at the beginning of the drive-in season, he concluded, 20th-Fox hopes to solve the technical problems.

Academy Selections

Being Mailed Today

HOLLYWOOD, Jan. 21.—The Academy of Motion Picture Arts and Sciences tomorrow will mail nomination ballots to 13,075 members in the industry whose votes will determine eligibles for the Academy’s 26th annual awards. The ballots, returnable before February 20, will go to 1,313 members of the Academy, 9,058 members of the Screen Actors Guild, 737 members of the Screen Directors Guild, 679 members of the Screen Writers Guild, and 998 members of various other organizations. Nominations will be announced, February 15.
**Church Group**

(Continued from page 1)

conceded by the Catholic Legion of Decency.

The Council's national review group, claiming that it speaks for 48,000,000 American Protestants, called the picture 'an offense to all decent people' and 'a shock to the ground of morals and plain good taste.

RKO Radio is distributing the film without a Production Code Seal.

**Levy Sees Censor Laws Ineffective**

The Ohio censorship statute is now ineffective and the New York statute has been left tottering as a result of the U.S.-Supreme Court's action in the "M" and "La Ronde" cases, in the opinion of Herman Levy, general counsel of the Theatre Owners of America.

In a "case digest" of the Supreme Court decisions, Levy said yesterday the courts are admissible to all municipal, county and state censorship groups that the Supreme Court "will not use "another, separate censorship" by non-definite, vague and indefinite standards.

In all fairness, he added, those "governments must be sure they are not applying such standards in the censoring of motion pictures should, of their own volition, remove the cause of their being, and not require further appeals to the courts by distributors, producers and exhibitors."

**Sees No Formal Opinion**

Levy pointed out that the Supreme Court did not write a formal opinion in the "La Ronde" and "M" cases, explaining that "it stated merely that the judgments of the lower courts were reversed and it cited the The Miracle case as an authority for its decisions.

Now, then, Levy continued, "since the primary basis of its holdings in The Miracle case was that the standard 'sacrilegious' was too vague and indefinite, then it can be stated that in the instances of 'La Ronde' and 'M', it felt, too, that the standards applied were too vague and indefinite."

In his "concurring" opinion, Justice Douglas took the position that "La Ronde" "should not have been banned not only because the standards of censorship were vague and indefinite, but primarily because no motion pictures should be censored before they are shown. This means, in effect, according to Levy, that motion picture should be given the same full protection from censorship that is enjoyed by other media of communication.

**Great Advance**

Levy asserted that the decisions handed down this week by the Supreme Court do not accomplish complete freedom from censorship, but, he continued, they must be regarded as a great advance toward an ultimate goal.

"Now, more than ever before," Levy said, "the entire industry has a great obligation to itself to guard zealously its rights in this field and to bring to the attention of the courts of this nation all infringements on freedom of expression with the objective in mind that ultimately the U.S. Supreme Court will accept as its decision the philosophy and conclusions of the 'concurring opinion.'"

**Category System Of Censoring Asked**

A new system of film censorship for the State of New York was suggested yesterday by Dr. Hugh M. Flick by which pictures would be censored with regard to obscenity, brutality and moral content, replacing the current system of approving or banning outright.

Four categories would be listed as follows:

1. "For the whole family"  
2. "A little less than entirely suitable"  
3. "For adults only"  
4. "To be shown under very restricted conditions."

His suggested system said Dr. Flick, has been used for many years in England.

**Editorial Says High Court Curbs Censors**

WASHINGTON, Jan 20 — The Washington Post today called Supreme Court's "M" and "La Ronde" decision "the most authoritative" by non-definite, vague and indefinite standards. In all fairness, he added, those "governments must be sure they are not applying such standards in the censoring of motion pictures should, of their own volition, remove the cause of their being, and not require further appeals to the courts by distributors, producers and exhibitors."

In an editorial supporting the high court's decision reversing Ohio's ban on "M" and New York's ban on "La Ronde," the Post said, "Bad films may be troublesome, but censorship is more likely to be more useful. The choice of what to see in motion picture theatres can best be left freely to a free people.

The "M" and "La Ronde" decision, the editorial said, "fortifies the doctrine, enunciated by the court two years ago in 'The Miracle' case that expression by means of motion pictures is included within the free speech and free press guaranty of the First and Fourteenth Amendments."

**Mexico to Extend Film Censorship**

MEXICO CITY, Jan. 20—Pictures here will be subject to increased censorship. The Ministry of Public Education informed the picture branch of the Association that it will assign an inspector to view all pictures while in production so as to avoid anything getting into them that "could harm the culture of the people." The inspector will give particular attention to costumes, history and Mexican customs.

Unlike other government departments, the Ministry will pay its inspector.

**Sunday Section Started**

The Richmond (Va.) "Times-Dispatch" has inaugurated a new Sunday section titled "Leisure," with news and art on films, stage, radio, and TV. Hitherto, entertainment news was not anchored to any special section. Captain of the Sunday, Edith Lindsey, is editor of the new section.

**Wide-Screen to Drive-in**

HARTFORD, Jan. 20—The 850-car drive-in theatre being built by Perkasie Theatre Associates at Plainville, Conn., will have a 114-foot widescreen, according to Sperie Perkasie, general manager. An Easter Sunday opening is planned for the $200,000 project.

She's nothing but trouble... every voluputous inch of her!
"I think New York is a very friendly city. People are always talking things over with me — men, mostly!"

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon. Story and screen play by Garson Kanin. Produced by Fred Kohlmar and directed by George Cukor. To be released in March.
Officials React
State Censors Uphold Right Of Regulation
Say High Court Ratings Substantiate Their Roles

State censors are of the belief that the Supreme Court decisions, including those on "The Miracle," "La Ronde" and "M," have "substantiated the constitutionality of pre-restiction of motion pictures," Dr. Hugh M. Flick, director of the New York State censor board, said yesterday.

Dr. Flick made this statement following the opening session of the two-day meet of censors from six states. He said that representatives of each state reported on the effect of Supreme Court decisions on individual statutes, adding that there was "general agreement."

Theatres Begin Aid For 'Dimes' Today
Beginning today, motion picture theatres throughout the country will aid the 1954 March of Dimes campaign by showing the special trailer, "Look for the Silver Lining," featuring M-G-M's Howard Keel.

The short has already been distributed by National Screen to exhibitors who have assured Basil O'Connor, president of the National Foundation (Continued on page 6)

Find Stereo Sound In 363-Seater Vital
The adaptability of stereophonic sound to small theatres was pointed out here yesterday by National Theatres Supply which reported it has installed stereo sound equipment in the 363-seat Vogue Theatre, in Elwood, Ind., owned by Truman T. Rembusch, of Indianapolis, former president of Allied States Association, and former member of the COMPO triumvirate.

NTS quoted Rembusch as saying that following the installation of the system he became one of its most enthusiastic supporters, convinced of its practicability for a smaller house.

Says Court Added New Responsibility To Self-Regulation
WASHINGTON, Jan. 21.—Senator Johnson (D., Cal.) said that the people must now depend upon the motion picture industry to regulate itself, since the Supreme Court has denied states the right to ban "immoral" films.

Johnson, who some years ago proposed a Federal film censorship bill, inserted in the Congressionel Record a telegram from the Legion of De- centcy announcing the Legion's condemation of RKO's "French Line."

"Now that the Supreme Court has denied to the states the right to protect their citizens from immoral exhibitions—I do not quarrel with their interpretation of the Constitution—we must depend upon the motion picture industry to regulate itself," Johnson said.

"This industry depends upon the Congress for tax relief, and that industry is therefore interested in the Administration's position on admissions tax relief." (Continued on page 6)

Theatre TV Gets Lively Dairy Show
A lively, colorful show with a business message was produced by Theatre Network Television for the National Dairy Testcast yesterday, which was carried by 14 theatres in a closed-circuit hook-up for National Dairy salesmen.

The show, which emanated from NBC's Center Theatre here, was well integrated and had all the professionalism (Continued on page 6)

Boost for Commerce
Higher Budgets Asked for U.S. Film Program, Others
WASHINGTON, Jan. 21.—More government's overseas film program is submitted by President Eisenhower to Congress today.

The budget proposes that $890,000, be appropriated for the U.S. Information Agency for the year starting July 1, 1955, compared with an actual appropriation of $78,194,655 in the current year. The motion picture service would get $6,963,000 under the request for the coming year, compared with the $5,90,117 it is operating on this year. Last year it had $7,557,582.

Appropriations for the Justice Department's Anti-Trust Division could be reduced slightly under the new budget, going from the $3,325,000 voted this year to a request of only $3,100,000 for next year. Larger funds are sought, however, for the Federal Trade Commission.

A sizeable increase is requested for the Commerce Department's Business and Defense Services Administration, which includes the film section headed by Nathan D. Golden. The President asked $7,400,000 for this administration in the coming year, compared to $6,900,850 voted this year.

A slight increase, from $7,400,000 voted this year to $7,544,000 next year, is asked for the Federal Communications Commission. The President de- clared, however, that the FCC should be "substantially current" in handling applications for TV stations "by the end of June, 1954."

No Aid Offered
PRESIDENT SILENT ON TICKET TAX

Goetz Closes Deal To Produce for Columbia Release
HOLLYWOOD, Jan. 21.—William Goetz, for his William Goetz Productions, Inc., will produce a series of features for Columbia release in accordance with an agreement com- pleted today by Goetz and Harry Cohen, president of Columbia.

The first of the three picture deals already scheduled for production by Goetz on the Columbia lot is the screen version of the Broadway musical, "Guys and Dolls." This will be followed by "The Maurice Chevalier Story" and "Dawn in the Sky."

Goetz resigned as head of production for Universal late last year after a seven-year association.

'54 Tax Program Makes No Reference to Relief Promised Last Summer

By J. A. OTTEN
WASHINGTON, Jan. 21.—President Eisenhower outlined his 1954 tax program to Congress today, and still left up in the air the Administration's position on admissions tax relief.

At one point in a tax-budget message to the House and Senate, the President seemed to rule out completely any admissions tax cut. At another point, however, he seemed to be saying that the Administration would go along with a reduction in the admissions tax if the Congress in- creased other excises or levied new excises to make up the revenue loss.

At no point in the message was there any specific mention of the ticket tax. This was a (Continued on page 6)

Film Heads Leave For AFM Pact Talks

Industry representatives who will sit in on the negotiations for a new contract with the American Federation of Musicians will leave today for Miami to hold preliminary conferences with Nicholas M. Schenck, Loew's president and a top figure in the pact talks. Parleys with James C. Petrillo, (Continued on page 6)

Compo Silent; Strong Eort Seen Needed

Official comment by the Council of Motion Picture Organizations on the absence of any specific provision for Federal admissions tax relief in the President's tax message to Congress yesterday was withheld in the absence of Robert Coyne, special counsel, from the city and the lack of an official text of the message for study by the COPO governing triumvirate.

However, a regional chairman of COMPO's tax repeal committee said: "We expected another hard fight. This means we will have to redouble our efforts to win Congressman to our side."
Motion Picture Daily

Friday, January 22, 1954

U's Insurance Plan Directed by Lorber Gets Solons' Study

WASHINGTON, Jan. 21.—Benjamin Lorber, director of insurance for Universal Pictures Co., outlined company’s new insurance plan to an interested House Commerce Committee today.

"Committee is conducting comprehensive hearings on health legislation," Lorber said that on the basis of his company’s operations, "A major medical expense insurance plan, soundly conceived and sanely administered, should be the answer to the ever-present fear of financial bankruptcy that faces each American family as a result of major medical expenses."

Committee chairman Wolverton (R., N. J.) said the committee staff is putting together a "package of selectiveness" to which would be incorporated..."}

Six Special Films Need A New Slant: Gould

The necessity for marketable promotion for pictures most favored by specialized audiences in general and "Martin Luther" in particular was outlined by Dr. Walter Gould, advertising consultant and publicity director for Louis de Rochemont Associates, New York, Shoup, of the Associated Motion Picture Advertisers in the United Artists preview room.

In pointing out that "Martin Luther" was "being distributed," sold, promoted, and advertised without the benefit of a major company’s facilities, Gould said it was necessary to arouse the interest of the "special publishers" in order to attract the "general audience."

"It is not enough that the special audience endorses your picture, or give it national publicity, or do special, shiny plaques, or anything of the routine sort," Gould said. "You must engage in active local promotion for the picture and, of course, they must be supplied with the conditions—the plans and tools—which make it practical for them to do so.

Washington Honors For 'Miller Story'

WASHINGTON, Jan. 21.—Actor James Stewart, making a three-week tour of Maine to promote Universal’s "Glen Miller Story," was honored at a congressional luncheon today.

Hosts at the Capitol Hill luncheon were House Speaker Martin and Senators Martin and Duff of Pennsylvania, Stewart’s home state. Other Senators and members of the House were guests. Making the main luncheon speech, Speaker Martin praised Stewart and the motion picture industry and stressed the industry’s need for federal aid and aggressively sell its product.

Tomorrow afternoon, Stewart, Mrs. Stewart, and Helen Miller, Stewart’s stepmother’s widow, will take part in a ceremony presenting various Glen Miller memorabilia to the Library of Congress.

Tomorrow evening, Stewart and the arts will be guests of honor at a dinner given by Motion Picture Associates America, sponsored by the industry.

President John F. Kennedy is expected to attend.

State Censors

(Continued from page 1)

that the Supreme Court decisions upheld pre-censorship.

The reasoning of the state censors in rejecting such a convention as described by Dr. Flick in this fashion: "The burden of distributors’ briefs in each case urged the complete freedom of the Independent, and the independence of the individual with the ‘Caronia’ for a three-month cruise to the South Pacific and the Orient."

J. P. Byrne, M-G-M Eastern sales manager and captain of the company’s 30th Anniversary Jubilee drive, today is in Washington and will return to New York on Monday.

Milton R. Raskin, Universal president, is expected back in New York early next week from Miami and will leave for the Coast shortly thereafter.

William B. Zellner, head of M-G-M short subject and newsreel sales, will be here at the weekend for Dallas.

Elliot Foreman, M-G-M home office representative on the "Long, Long Trilby" tour, is in Omaha from New York.

Edward Mulh, Universal vice-president and studio head, has returned to Hollywood from New York.

A. P. Henkant, North Carolina circuit manager, who is recuperating in Atlanta following an illness.

James A. Fishbard, Allied Artists Southern division sales manager, has arrived in Hollywood from Dallas.

Seals Presides at Luncheon for Orinstein

The importance of the trade press to the industry was underscored here yesterday when Vice President and M-G-M advertising manager, at a luncheon honoring William Orinstein, M-G-M trade press contacts, in the publication of his second book of short stories, "Deep Currents," Orinstein is an alumnus of the industry trade press.

Seals, who was master of ceremonies, told trade press representatives that he had attended the luncheon at Trader Tom’s Steak House that "the trade press is very important to us.

Mrs. Fanny Blumoffe, 74

Funeral services will be held today at Riverside Memorial Chapel here for Mrs. Fanny Blumoffe, 74, mother of Robert Blumoff, West Coast representative for Universal Pictures. Mrs. Blumoffe died Wednesday. Besides her son, she is survived by two daughters.

Edgar Hamrick Dead

SEATTLE, Jan. 21.—Edgar Louis Hamrick, 68, brother of John Hamrick, who operates a circuit of theaters in the Pacific Northwest, is dead from a heart attack. He recently was associated with several Seattle theaters.
NEW
High
IN EXCITEMENT!

NEW
High
IN ENTERTAINMENT!

NEW
High
IN CINEMASCOPE

20th Century-Fox proudly presents

"Hell and High Water"

TECHNICOLOR-DELUXE

IN CINEMASCOPE
From London to Manila... from Paris to Tokyo Bay... from

CinemaScope crashes through uncharted frontiers of high adventure... engulfs you in drama unprecedented... of a beautiful woman in the captive-world of a submarine who had to be all things to 29 mutinous men... as they defied hell and high water on the most desperate mission ever filmed!

Produced by RAYMOND A. KLUNE
Directed by SAMUEL FULLER

World Premiere Presentation
Here, on CinemaScope's scientifically created screen, in the wonder of 4-track, magnetic Stereophonic Sound is action unparalleled, emotion unrivalled, as CinemaScope rides the crest of staggering realism from depth charges to the collision of submerged submarines.

Roxy Theatre, New York • February 2nd
**AFM Talks**
(Continued from page 1)

AFM president, and the union's executive board will start on Monday.

Representing the industry, apart from the newsmen were Tom Aban and Y. Frank Freeman of Paramount; Sam Schneider and possibly Major Albert Wernes of Warner Bros., Abe Schneider and possibly Jack Colin of Columbia; John J. O'Connor, vice-president, and Maurice Wein, studio manager, and Joseph Gershenson, head of the "U" studio music department, Theodore Blank of the American music.

Wage scales and re-tracking charges are on the agenda for discussion today. Tuesday A. F. of M. expired last Monday but Petriello agreed to a 30-day extension.

**President Silent on Tax**
(Continued from page 1)

surprise, since in his veto message on the Mason admission tax repeal bill last year, Eisenhofer had promised to support some admission tax reduction this year.

I do not believe that the budget situation justifies an admission tax beyond those involved in the proposed (technical) tax revision and in the program which the President called the tax reduction. This seemed the only way to reduce the deficit.

Later, however, repeating an earlier request that Congress cancel corporate tax cuts and excise cuts on liquor, tobacco and other, the President April 1, the President said he also recommended that any adjustments in the other excise taxes be such as to maintain the full yield which we are now receiving from this source.

That seemed to leave the way open for the Administration to go along with, or even recommend, admission tax relief. If Congress made up the same loss by voting higher excises on other items.

Quick Action Unlikely

Treasury Secretary Humphrey told a press conference that the Treasury would study the entire question and would make appropriate recommendations to the Ways and Means Committee when the proposals are ready. He has assumed this would be sometime this session, but the implication was that it would not be very soon.

Several reporters pointed out that President Eisenhower had promised last year to ask for admission tax relief in this year, and wanted to know whether this was still the Administration policy. Humphrey irrefutably refused to answer these questions, declaring that he had said all he was going to say on the subject.

Of course, Congress does not necessarily have to go along with the Administration's recommendations, and is still concerned over the admission tax relief, even if the money cannot be made up. But the message's strong stand in favor of maintaining the current revenue levels again raises the question of what the President would do about approving or vetoing a bill that would result in a substantial loss in excise revenue.

The budget message also indicated that the Treasury Department do not expect any major drop in admission tax collections, assuming the rate stays the same. The budget predicted general admission tax collections of $300,000,000 in the fiscal year starting July 1, 1954, compared with an estimated $313,000,000 in the current year and collections of $312,830,598 in the year ending last June 30.

**Republic Stockholder Dented Look at Books**

A motion by Rose Steinberg, a Republican representative, was favored by Republic's books for the last six years was denied here yesterday by Supreme Court Justice Henry Greenberg.

The plaintiff claimed that she was seeking details of expenses credited to selling, administrative and general expense amounting to $68,000,000 and for advertising, publicity expense amounting to $1,000,000, both for the 1952 and 1953 fiscal years she contended, were not in the annual statement. The court, in denying her motion, ruled that the plaintiff was on "fishing expedition," hoping to discover some wrong doing by the management.

**Technicolor Plant Head, Consultant Set**

HOLLYWOOD, Jan. 21—A. E. Coms Schneider, who was special consultant to the officers of Technicolor Motion Picture Corp., and L. B. French has been designated as plant manager. The appointments were announced here today by Dr. Herbert T. Kahnns, Technicolor president.

**Dimes' Drive**
(Continued from page 1)

for Infantile Paralysis, of their support.

To call attention to the trailer, a special half-hour radio program, "The Silver Lining," will be carried Coast-to-Coast on March 10,11 to 11:00 P.M. (EST), starring Keel and Kathryn Grayson. Keel will sing songs from recent and current March Dimes motion picture trailers and along with Miss Grayson will sing hits from M-G-M's "Kiss Me Kate." The films trailers are slated to be exhibited through Jan. 30.

**Says Court**
(Continued from page 1)

public for support and is very sensitive to public reaction. It is in this connection that such alert and responsible organizations as the Legion of Decency serve not only the public interests, but in the long run serve the best interests of the motion picture industry as well. Since the states and cities are important, the public can only comment on their views through such organizations as the Legion of Decency.

**Film Board of Trade Installs New Officers**

New officers of the New York Film Board of Trade were installed here Wednesday. Elected as officers are: president, Louis Allerand, of Luc's; 1st vice-president, Fred Meyers, of United Artists; 2nd vice-president, Robert Fannin, of Republic, treasurer, Saul Trauner, of Columbia; secretary, Henry Raudel, of Paramount, and sergeant-at-arms, Abe Dickstein, of 20th Century-Fox.

Following installation, the wives of the officers were entertained at a dinner at the Beverly Hills Hotel by the wives of the directors, with the program of the evening after which the group attended a performance of "The Almanac" at the Imperial Theatre.

**Will Appeal 'Moon’ Jersey City Fine**

An appeal against the Jersey City decision on "The Moon Is Blue" of Magistrate George W. King will be handled by Warren Theatre there and United Artists, distributor of the film, it was stated here yesterday the film was placed at $100 for showing the film. The case will be appealed to the County Court of Hudson County.

**Dairy Show**
(Continued from page 1)

touches of a top performance. It would win other business adherents to the medium.

**Extensive Hookup Used**

The network of theaters taking the top feature will run 12 to 12:30 P.M., stretched from New York to Chicago and South to Jacksonville. For the format of the telecast was built around Jack Sterling, the TV star who does the Seaboard Theatre's telecasts. The theatre telecasts were other "Big Top" performers, commercials for the product, and sales messages rendered by M. H. Moline, owner of WOR., June E. Stewart, president. The production supervisor for the show, titled "Follow Through," was Richard Romney. The telecast went to the following theaters: Guild, New York, Grant, Albany, N. Y.; Loew's State, Boston; Center, Buffalo; Stanley, Philadelphia; Detroit, Dimes, Los Angeles; The Caroline, Charlotte, N. C.; The Florida, Jacksonville, Paramount, Atlan-ta; Loew's State, St. Louis; Atlet-ic, Atlantic City; Stanley, Pittsburgh, Uptown, Chicago, and Palm State, Detroit. In addition, the show was displayed on television screens in 15 theatres, in addition to hotels and TV stations, which will augment the network to 30 cities from coast to coast in theatres, which includes Franklin's Fox in New York, will close their doors from about 4:30 to 7:30 EST (so that Dodge dealers and salesmen can join a national meeting on the company's advertising and merchandising program for 1954. This is the first commercial television program scheduled for an ordinary business hour. Other similar television programs have been held in morning off-hours. M.H.

**German Heads Group For Brotherhood**

William J. German, president of William German, Inc., has accepted the chairmanship of the supplies and services committee for the industry's World Brotherhood. Emmanuel Frisch is chairman of the film industry's drive.

A booklet, to be observed from Feb. 21 to 28, is sponsored by the National Conference of Christians and Jews.
B.O. Impetus
$71,000,000
Seen for 1st 6 'Scope Films

Estimate Domestic Gross
On Basis of Totals Now

The six CinemaScope productions currently in release are expected to rack up a total gross of $71,000,000 domestically before the completion of their runs, it is estimated by industry sources.

The estimate was made on the basis of business already chalked up by the six releases, four of which are 20th Century-Fox productions. "The Robe," the initial picture in the medium which bowed only about four months ago on Sept. 16, already has registered a resounding $20,000,000 in about 510 play-dates throughout the country, according to 20th-Fox. The other releases whose grosses are included in the estimate are 20th-Fox's "How to Marry a Millionaire," "Twelve Mile (Continued on page 3)

M-G-M to Release
15 in Seven Months

M-G-M will release 15 pictures for the seven months starting on Feb. 5 and ending on Aug. 27, the close of the company's 1954 fiscal year. The schedule does not include "Juliet Caesar," which is being given special handling.

There will be 14 in color which will be released at the rate of two a month with the exection of April, which will have three releases. "Saadia" heads the list of February (Continued on page 3)

RCA Stereo Sound
Set Orders Grow
CAMDEN, N. J., Jan. 24.—One hundred additional installations of RCA stereophonic sound systems are scheduled this week, it was disclosed here by A. J. Platt, manager of RCA theatre equipment sales.

The additional 100, it was added, maintains the already high installation rate established by the RCA Service Co. The theatres slated to install stereo sound are located in virtually every state of the union, it was disclosed.

Rule 1 Man in
Booth With
Safety Film

BOSTON, Jan. 24.—In what could be a precedential decision for other situations of the country, the Massachusetts supreme judicial court late last week ruled that motion picture theatres using safety film no longer have two operators on duty in the projection booth during a show.

The decision was made in a suit brought by more than 200 Massachusetts theatre owners against the Commissioner of Public Safety, Otis M. Whitney.

The theatre owners charged that the provisions of the law concerning the employment of two operators (Continued on page 3)

Depreciation Tax
Would Aid Theatres

WASHINGTON, Jan. 24.—Theatres installing new equipment or doing substantial remodeling would benefit greatly under a new depreciation formula approved by the House Ways and Means Committee Friday.

So, too, of course, would any other industry firms installing any new equipment or buying any new property or building.

The change will permit businessmen to write off more of the cost of (Continued on page 3)

Branson Temporary
RKO Foreign Head

Walter E. Branson, RKO assistant general sales manager, has temporarily assumed the duties formerly held by Alfred W. Crown, who resigned last week as RKO foreign manager, it was announced by J. R. Grainger, president of RKO, in Hollywood on Friday.

The permanent appointment to the post will be made in the near future, Grainger said.

To Name Committee

Slate Skouras-Reade Meet
On Sound Test This Week

Preliminary meetings to form an all-industry committee to conduct the stereophonic and non-stereophonic CinemaScope sound tests will get underway here this week, with initial conferences slated between Spyros P. Skouras, president of 20th Century-Fox, and Walter Reade, president of Theatre Owners of America and head of the circuit bearing his name.

The composition of the committee, which is set to consist of representatives of the public, was learned, which would be inability to interview the total number of members to be named up to 35, it was added on addition to 20th-Fox and TOA, the other segments of the industry which will be represented include other CinemaScope producing companies and equipment manufacturing companies.

The function of the committee will (Continued on page 3)

New Drive-in Screen
Allows Showings in
Late Afternoons

BOSTON, Jan. 24.—The new "Twi-Nite" drive-in theatre screen which is capable of reflecting clear pictures in daylight, or at least in the late afternoons, was demonstrated at the Natick, Mass., Drive-In Theatre last week with highly satisfactory results, according to those who were present.

The new screen was developed by the Open-Air Development Corp., of which Phil Smith is president. At the demonstration, a portion of the Twi-Nite screen was held by two men alongside the regular drive-in screen. Pictures, in both black-and-white and color, were projected so that part of the frame appeared on the old screen and part on the new. Observers said that the difference was "remarkable." On the new screen the (Continued on page 3)

Allied Opposes
D of J Backs
Discretionary
Trust Damages

But Asks Treble for
"Willful" Violations

By J. A. OTTEN
WASHINGTON, Jan. 24.—The Justice Department favors giving Federal judges the right to award less than treble damages in certain private anti-trust suits but wants to retain mandatory treble damages in cases involving the anti-trust violation was "willful."

The Department's stand was outlined in a letter from Deputy Attorney General William P. Rogers to the House Judiciary Committee. A judiciary subcommittee last week bucked to the full committee the question of what to do about a pending bill to give Federal judges discretion in all cases to award up to treble damages. At present, treble damages is mandatory whenever a defendant in a private anti-trust suit is found guilty.

Rogers' letter was actually written (Continued on page 3)

State Censors Seek
Support of Public

An open bid for public support of state censorship was made here at the weekend by the conference of state censors, which concluded its two-day meeting sponsored by Dr. Hugh Bick, director of the New York Education Department of the Motion Picture Division.

The conference, following its final session Friday morning, issued a state- (Continued on page 2)

Skouras to Meet U.K.
Showmen on C'Scope

LONDON, Jan. 24.—The Cine-
matograph Exhibitors Associa-
tion here announced that it has received an acceptance from Spyros P. Skouras, president of 20th Century-Fox, to its invita-
tion to address British ex-
hibitors Feb. 10 on his com-
pany's CinemaScope policy.

The address is expected to be on exhibit opposition to the requirement of stereophonic sound for CinemaScope presentations.
State Censors (Continued from page 1)

accept, defining the points of agreement reached by the representatives of the six states which impose pre-regulation of motion pictures. The fourth point dealt with the public and read as follows: "Since the recent decisions of the United States Supreme Court have made the public increasingly conscious of the problems of pre-regulation of motion pictures, we believe it is in the best interest of all those who concur in our objectives."

Three Points of Agreement

The previous three points agreed to by the conference, already touched upon, are: Dr. Flick, chairman, opening meeting, read as follows:

Q. We are agreed that the United States Supreme Court has unshaded the constitutional rights of the States to exercise pre-regulation of motion pictures.

Q. We do feel that our basic fundamental purpose is in no way threatened by the recent decisions of the United States Supreme Court.

Q. We affirm our determination to cooperate with the States in terms of our respective State laws.

The keynote of the conference was strongly indicated in Mr. Kramer's remarks, in response to a question, that he and other state censors were of the opinion that the "Miracle" and "M" decisions substantiated the constitutionality of state censorship, holding that the Supreme Court in its recent decisions did not in any way preclude the regulation of motion pictures. However, he acknowledged that the "Miracle" decision was based on the screening of a picture on "sacred grounds" and that various state statutes on "immorality" could be interpreted, even though there would have to be tightened in the wake of the "La Ronde" and "M" decisions.

Sleuth Regarding Categories

In the statement of agreement no mention was made of the previously stated proposal to classify films in New York as to audience categories, as suggested systems, which put four different types of tags on films ranging from "for the family" to "for adults only" and beyond. Under very restricted conditions, is expected to be proposed by Dr. Flick to the N. Y. Board of Regents. It is understood, however, that the 'category system is not expected to be presented in the immediate future.

Elizabeth, N. J., Bans 'Indecent' Pictures

ELIZABETH, N. J., Jan. 24 — Accepted by several Catholic organizations, an ordinance has been passed here by the City Council banning "indecent" motion pictures, literature and other "material having immoral and seductive tendencies." Penalties for violation was set at a maximum fine of $200 or 90 days in jail or both under very restrictive conditions, is expected to be proposed by Dr. Flick to the N. Y. Board of Regents. It is understood, however, that the 'category system is not expected to be presented in the immediate future.

'Robe' Outlining Run Near $300,000 in Chi.

CHICAGO, Jan. 24 — "The Robe," playing its first outlying run here, grossing a total of close to $300,000 in seven days at 28 neighborhood and suburban theatres, is being held by the theatre owners for a second week and will open in at least 14 more theatres for the "B" week running next starting Feb. 6.

The film's rental of $150,000 for the past week, based on the minimum stated in the contract, plus the $355,000 collected from B & K for the first Chicago showing at the State Lake gives 20th-Century-Fox a total of $705,000, as they call it, "in and around Chicago to date."

New Tape-Recording Shown by B.C.E.

HOLLYWOOD, Jan. 24. — Magnetic tape recording on 16mm film, by a laminating process developed by the Minnesota Mining and Manufacturing Co., was demonstrated Friday to the press and television representatives in the Bing Crosby Enterprises, Inc., which has taken over considerable of the processing for the Motion Pictures on the West Coast. The demonstration included comparison of television-sound reproduction of "La Boheme" with a magnetic tape reproducer and the magnetic tape system. The latter, in application, requires that the "existing" 16mm projectors in television stations be equipped with an added device put on the market by RCA at $97 each. For the revenue will offer the possibility to the trade in the fall, says it will give television film producers better reproduction on the screen and at home.

UA 'Welcome Home' Party for Kramer

United Artists executives tendered a "welcome home" party Friday afternoon for Mr. Starnes, Kramer, returning to UA as a producer. Executive personnel, press representa- tion and others attended the affair which was held at the 21 Club.

Kramer is here from the Coast for conferences on plans for "Not As a Stranger," which is his initial picture for UA release.

AA's Goldstein Heads Brotherhood Group

Maury Goldstein, vice-president and general sales manager of Artists-International, has accepted the chairmanship of the distributors committee for the motion picture industry's 1954 campaign for Brotherhood. It was announced here Feb. 21 to 28 sponsored by the National Conference of Christians and Jews.

La.-Neb. Meet Set

OMAHA, Jan. 24 — The annual convention of Allied Theatre Owners of the North Central States was held here Feb. 21 to 28 sponsored by the National Conference of Christians and Jews.

Independents Must Produce Abroad to Survive, Owen Says

Independent producers, in order to survive, must produce away from Hollywood, preferably in England, in the opinion of Tony Owen, who re- ceived a standing ovation for his plea for Warner Brothers release. Under present conditions, Owen said, independent filmmakers "are a financial pushing around" they get in this country.

Cost About $1,000,000

Owen made "Duel in the Jungle," a Western filmed in Arizona, New Mexico and England at a cost of approximately $1,000,000, a figure which he estimated to be about one-half what it would cost to produce on the Coast. He praised the cooperation that he received from British unions and the British industry in general. All elements, he said, "tried to make us happy and went beyond the call of duty to achieve it."

Monlins Productions supplied the American finances for "Duel in the Jungle," with the balance coming from the British sources. Associated British Pictures will distribute the film in the United Kingdom, with Warners handling overseas.

Will Make 3 This Year

Owen's 1954 schedule calls for three pictures to be made in England and Germany in association with ABP and ABPC, with Nat Cohen's Anglo-Am- erican Films. The latter are in the moderate budget category or approximately $200,000. The first in this group, "Duel for the Money," starring Phyllis Kirk, is the first of the three in the higher budget group, which will be made with the Counter-Intelligence Corps in Germany since the end of World War II. This, and possibly the other two in the trio of films, will be made in the so-called "Lazy 8" process developed by Paramount whereby with a single camera a wide-screen or conventional projection.

Mrs. Enid Haupt Is 'Seventeen' Publisher

Mrs. Enid Haupt, formerly administrative assistant to Walter H. Amenberg, president of Triangle Publications, has been promoted by Amenberg to the post of publisher of the magazine "Seventeen." Mrs. Haupt will succeed Mr. Alice Thompson, who has been publisher and editor since May, 1950.

Adolph Bergman, sales promotion manager of the magazine, has been named general managing editor for Mrs. Kemp, formerly executive editor, has been promoted to the post of editor.

William Esty Dead

William Cole Esty, 69, chairman of the home office of the National Advertising agencies, died Thursday at his home in New Canaan, Conn. Dur- ing his long association with the firm of William Esty has been set for May 4-5 at the Fontaine Hotel here.

SILENT ON PURCHASE OF RKO-PATHE STUDIOS

CHICAGO, Jan. 24 — Gerald Loeb of the architectural firm of Loeb, Richman and Bennett, on Friday refused to comment on a current rumor that he and two other Chicagoans are negotiating for the purchase of the RKO-Pathe studios in Hollywood, offering $2,000,000 for the property.

Skouras Will Advise On Diplomats' Visit

In preparation for the arrival in America this week of the President of Turkey and his wife, Spyros P. Skouras, president of 20th Century-Fox, who will be among the visitors' hosts, this afternoon, will hold a formal briefing for the press at the company's offices.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherman Kane, Editor; Terry Ramsey, Consulting Editor. Published daily except Saturdays. leave of撰者, retires. 

New York; Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-Presi dent; Leo J. Brandly, Assistant Treasurer. Published Tuesdays and Fridays. Office of Publication: 708 North State St., Chicago, Illinois. 

William R. Weaver, Editor, Hollywood 7-3415. Chicago Bureau, 109 South LaSalle Street, Urban Farky, Advertising Representative, F1-3684; Bruce Trico, Editorial Representative, 11-611; Charles K. Zapka, Account Manager; J. T. Burnup, Jr., Regional Manager; Samuel Goldwyn, publisher. Circulation, 32,000. Subscription: $3 per year. 2005. Copyright, 1954, by Motion Picture Herald Company. All rights reserved.
the new items in the early years. Under the change, they could write off approximately two-thirds of the cost during the first half of the asset’s life, compared with only half the cost under present law.

At present, taxpayers must use the so-called straight-line method, under which they write off each year the cost of an item divided by its expected useful life. The method approved by the committee is the so-called declining balance method. It would permit taxpayers to write off each year twice the percentage available under the straight-line method, but apply this percentage each year to the unamortized balance, rather than to the original cost.

Other Methods Permitted

The committee said taxpayers could use any other method they wanted so long as the deduction did not exceed that available under the declining-balance method.

Another committee decision would permit taxpayers to carry back for two years, instead of the present one year, any net operating losses. These losses are carried back to get refunds on taxes paid in previous profitable years.

Many, too, could be of major help to theatre owners undergoing temporary reverses. The five-year carryforward of present law would remain unchanged.

RKO Distributing

(Continued from page 1)

many and life in West Germany, with the details pegged on a love story. USRA officials explained that they are showing the picture here because they feel that from time to time the agency should acquaint American citizens with its overseas information program. The Motion Picture Service expects to distribute more of its films in this country, although not frequently.

Drive-in Screen

(Continued from page 1)

picture was visible clearly from every angle.

The demonstration started at 4:30 P.M. when there was still daylight. Observers said that the demonstration was so clear and well-contoured that nothing could be seen on the regular screen. This continued for 45 minutes. When darkness came, the contrast between the original and the drive-in screen was said to have been equally amazing.

Drive-in operators who attended the demonstration regarded the new screen as a development which would permit them to start their shows at least two hours earlier than heretofore in the summer months. It was stated that the screen is the first major technical advance since the introduction of the in-car speaker.

M-G-M Releases

(Continued from page 1)

releases and will be followed by “The Long, Long Trailer.” For March there will be “Tennessee Champ,” “Rose Marie,” April, “Gypsy Colt,” “Rhapsody” and “Executive Suite.” In May there will be “The Student Piece,” June, “Panther Squadron 8” and “A Bride for Seven Brothers.” July: “Valley of the Kings” and “Battered.” August: “Her Twelve Men” and “Brigadoon.”

Four of the 15 pictures scheduled are four colour pictures in the Technicolor and colorama, namely “Rose Marie,” “Student Piece,” “A Bride for Seven Brothers” and “Brigadoon.”

Sound Test Meet

(Continued from page 1)

be to select regional sites where the experiment with the so-called “mixer” for the simultaneous stereo sound equipment and competitive situations where the stereo sound equipment will be utilized. The test set-up was displayed in situations in the East, Midwest, Southwest and West and the target date for conducting the experiment is within the next 30 days. In all likelihood, one at the sites, there must be agreement on the playing of a tape not to be used, the advertising relating to the test, and the advertising is not to be utilized for the steroephonic and non-stereophonic versions and other related problems. Following the preliminary conferences between Shukans, Reade and their respective top aides, which will name the committee, the entire group will convene in New York to set up the experiments and meet subsequently to arrive at a conclusion on the stereo sound issue.

Picker Off to Cuba;
Plans to Tour Globe

(Continued from page 1)

Ardvil M. Picker, vice-president of the United Artists Corporation, charged with the distribution, left here by plane yesterday for Havana on the first section of a three-week trip that will take him to all UA overseas offices in 1954 in connection with the company’s year-long celebration of its 50th anniversary.

Picker’s call in Cuba will be followed by visits to South America, Europe and Australia. During the trip, he will call at six ports and will meet with important film executives and other officials.

Rule 1 Man

(Continued from page 1)

was “arbitrary and oppressive.” Urging the retention of two operators, was the IATSE, Judge Harold P. Williams, head of the UA negotiating committee, who contends the suit brought by the owners and voids the regulation requiring two projectionists in every booth in the Commonwealth.

Attorneys for the theatre owners were Richard Walt of Coate, Hall & Stuart and Claude Cross of Winchester, Cross, Park & McCann.

Action Instituted in 1950

In September, 1950, the circuit and independent theatre owners brought the suit in Suffolk Superior Court. In June, 1952, the case was heard before Master Arthur Brown who found that the second man required by the new regulation added nothing to safety in a booth. These facts were later referred to a Superior Court Judge Donahue who, in April, 1953, stated “I find as a matter of fact that not more than one man is needed in a booth and the presence of two men would only label the theatre as ‘knife-headed’”.

His decision was appealed to the Commonwealth’s Supreme Judicial Court. The case was instituted by Nathan Yaffe, representing the Massachusetts Screen Actors Guild, and Irving A. Issacs, all members of Independent Exhibitors, Inc. of New England.
GREATEST SATURATION BOOKING IN SOUTHWEST HISTORY WILL LAUNCH ALLIED ARTISTS’ “RIOT” FEB. 25th!

Backed by a Gigantic TERRY TURNER TV and RADIO CAMPAIGN!

The Eyes of Texas Are On ALLIED ARTISTS!
TEXAS!

SCORCHING, RAW-TRUTH EXPOSE OF THE PRISON RIOTS! 4000 CAGED HUMANS IN THE MOST SHOCKING DRAMA EVER FILMED!

Walter Wanger's

RIOT IN CELL BLOCK 11

An ALLIED ARTISTS Picture with NEVILLE BRAND - Emile Meyer
Frank Faylen - Leo Gordon - Robert Osterloh and Cast of Thousands
DIRECTED BY DON SIEGEL - RICHARD COLLINS - HERSCHEL GILBERT

FILMED ON THE SPOT BEHIND PRISON WALLS!

Keep YOUR Eyes Open For RIOT In Your Area!
Question: AT WHAT AGE SHOULD A GIRL MARRY?

"WELL, I THINK IF THEY'RE BIG ENOUGH, THEY'RE OLD ENOUGH!"

The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March
Ohio Protests

Supreme Court Censor Rule Draws 'Fire'

Religious Leaders Say Action is a Challenge

COLUMBUS, O., Jan. 25—The U. S. Supreme Court's reversal of lower courts' decisions upholding state censorship is regarded by religious leaders here as an encroachment on states rights and may lead to a program under which the public would be urged to support only proper films.

Meanwhile, Loew's Broad Theatre here will open with 'M' on Thursday on an "adults only" policy. The picture previously had been banned by the Ohio censors.

Asserting that the Supreme Court action was a challenge to leaders of all faiths, several of the religious leaders said they would support a program designed to discourage attendance at improper pictures.

Dr. William Young, executive secretary of the higher education board (Continued on page 6)

Plan Big Remodeling

Of Astor, Victoria

Site Along Broadway

A huge facade will be erected over the two buildings housing the Astor and Victoria theaters in the Times Square area here, marking the most extensive recent renovation in the Broadway area, Robert Dowling, president of the City Investing Co., owners of the property, disclosed here yesterday.

The remodeling job, estimated to cost approximately $1,000,000, will entail the renovation of both the Astor and Victoria lobbies. In addition, the (Continued on page 4)

'Spirit of St. Louis' To Hayward, Wilder

Leland Hayward, in association with Billy Wilder, has completed negotiations which give them motion picture rights to "The Spirit of St. Louis," Charles Lindbergh's story of his flight across the Atlantic.

Hayward will put the property into production as soon as possible. Wilder will write the script and direct.

COMPO Leaders to Seek Treasury's Stand on Tax Today

WASHINGTON, Jan. 25—A large industry delegation will call on Treasury Secretary Humphrey tomorrow in an attempt to learn definitely what the administration will recommend to Congress regarding reduction of the Federal admissions tax.

The delegation will be led by Col. H. A. Cole and Pat McGee, co-chairmen of the tax committee of the Council of Motion Picture Organizations. Accompanying them will be Robert Coyne, Sam Plautski, Al Liebman, William Snaper, Walter Reade, Jr., Alfred Starr and Alvin F. Myers.

President Eisenhower's tax message last week left up in the air the question of the Administration's attitude.

(Continued on page 4)

1,500 Expected At Industry Communion

Over 1,500 Catholics in the industry will attend the fourth annual film Communion breakfast next Sunday at the Waldorf-Astoria Hotel following 9:00 Mass at St. Patrick's Cathedral.

Principal speaker at the breakfast will be the Most Reverend James H. Griffiths, S.T.D., Auxiliary Bishop to the Military Vicar of the Armed Forces.

Guests of honor will include Pat O'Brien, Peter Lind Hayes, Mary Healy, Jane Wyatt, Don Ameche, Jesse Drayton, Alan C. Crowley, Anita Colby, Una O'Connor, Dennis Day, Bob Condon, Kate Cameron, and (Continued on page 4)

Wiesenthal, Bagnall Reactivate Olympic

HOLLYWOOD, Jan. 25—Olympic Productions has been reactivated as an independent organization with Sam Wiesenthal as president and production head, in association with George Bagnall.

Simultaneously with this announcement, Wiesenthal disclosed that he has just acquired "Bitter Sage," a Western novel by Frank Gruber, and has scheduled it as the first release on the new Olympic production schedule.

Wiesenthal is in the process of acquiring other properties, with the support of Bagnall and a group of New York and San Francisco as (Continued on page 4)

Moves Begun

Distributors to Meet Tuesday On Arbitration

Boasberg Says Firms Are Ready for System

Sales managers will meet here on Tuesday to discuss means of establishing an industry arbitration system, it was disclosed yesterday by Charles Boasberg, chairman of the distributors committee of the Motion Picture Association of America.

Boasberg, in making the disclosure, said that "as far as the film companies go, we're for arbitration. We are a group of people who want to know, exhibitors and the Senate Small Business Committee, that distributors are ready," he added.

Asked if a meeting with exhibition is in the offing on the establishment of arbitration, Boasberg said that such a meeting would be one of the topics of discussion on Tuesday. He indicated that all exhibitor organizations, including Allied States Association, (Continued on page 4)

Dowling Says Majors Are Interested in 'Mobilia' System

"Mobilia," the variable screen process developed by the City Investing Co., has aroused the interest of major film companies, one of which is currently negotiating for the use of the process, Robert Dowling, president of City Investing, disclosed here yesterday. He declined to name the companies.

The process, now installed at the (Continued on page 4)

Lippert-Brody Deal Calls for 12 in Year

HOLLYWOOD, Jan. 25—Robert L. Lippert and William F. Brody have concluded an arrangement by which the latter will produce 12 features for the former during the year, and Brody will handle the sales of Lippert films to television. The deal will lift the Lippert release schedule to 24 for the season.

The Brody features will be budgeted from $100,000 to $350,000 each.

Finds Result with Sound 'Mixer' Inferior to Stereo

By GEORGE SCHUTZ

Editor "Better Theater"

Presentation of "The Robe" without stereophonic sound has received the status of a "test" of single-channel reproduction of that CinemaScope production's four tracks. If screening it with a mixer to compose the four sets of signals into one has been continued by several Walter Reade theatres with the acquiescence of 20th Century Fox. Having thus been given the import of a trial, the method poses some questions as to just what it is expected to determine.

Are reactions to "The Robe" thus presented to provide a basis for deciding whether the industry should put stereophonic sound back on the shelf? Or whether "The Robe" can be effectively shown without stereophonic sound? Or whether the mixer used in the Reade screening is a good gadget for the purpose?

Witnessing "The Robe" so exhibited at Radio City on Broadway Theatre in Kings- ton, N. Y., we found the last question readily answered in a quality of sound comparable to that of ordinary single-channel and optical track reproductions. (Continued on page 4)
Personal Mention

MILTON RACK39H, president of Universal Pictures, left New York at the weekend for Hollywood.

SOL RAE FIELDSING, M-G-M producer, on Feb. 11 will be designated an Honorary Fellow of the George Washington Carver Memorial Institute.


JOSEPH GORBI, manager of the Crown Theatre, Hartford, married LORETTA DOMINIE, formerly of the theater staff.

WILLIAM B. ZEOLNER, head of M-G-M's short subject and newscast division, arrived in Dallas yesterday from New York.

JAMES A. PICHARD, Allied Artists Southern division sales manager, returned to Dallas over the weekend from Hollywood.

WALTER MIERSCHT, Allied Artists executive producer, has returned to New York following an attack of influenza.

JAMES McCARTHY, Connecticut district manager for Stanley Warner Theatres, is a patient at Peter Brent Brigham Hospital in Boston.

FRED GREENWALD, manager of Loew's Poli Palace, Hartford, is recuperating at home there following hospitalization.

DOUG AMOS, Hartford district manager, Lockwood and Gordon Theatres, will return there early in February from Florida and the Caribbean.

SAMUEL GODWIN, will be guest Sunday evening on "Jack Benny" radio program over CBS.

WILLIAM H. PINE, Paramount producer, will arrive in New York this evening from the Coast.

DAVID GOLDBERG, Samuel Goldwyn Productions publicity director, left last night for Washington.

B. G. KRAZIE, United Artists general sales manager, returned to New York over the weekend from Florida.

G. RALPH BRANTON, president of Interstate Television Corp., left Holly- wood yesterday for Chicago.

GEORGE GADTON, of the Madison Theatre, Atlanta, has left there for Florida.

E. MOYER, special representative for Eastman Kodak, Rochester, was in Atlanta from there.

EMORY AUSTIN, M-G-M exploitation manager, will leave here tomorrow for Atlanta.

Wechsler, Robinett To Sell Rank Films

In a move designed to further expand the distribution of J. Arthur Rank Organization productions in the United States through the opening of new theatre outlets, Universal has en- gaged William H. Robinett, head of the Robinett as special sales representatives who will devote themselves exclusively to this program. 

Arthur Rank, U.S. manager, of the U-I Special Films Division, was announced by Charles J. Feld- man, vice-president and general sales manager of the company. The two will cover the entire country under the direction of Harry Feltnerman, execu- tive vice-president of the Special Films Division. Assisting the regular Universal sales force they will cover areas those special sales representa- tives have complained about the shortage of product, and familiarize them with how the Rank Organization releases have been worked into the regular weekly programs of hundreds of theatres throughout the country.

In Industry Since 1929

Wechsler has been in the industry since 1929, spending the past 14 years with Warner Brothers in various sales capacities including branch managerships in Cleveland and Pittsburgh. Robinett entered the in- dustry in 1932 and held various positions in Century-Fox before his recent partnership in Raytheon Theatres in the state of Washington.

Four Are Named to Aid 'Brotherhood'

Harry Arthur, Jr., John Balaban, George Bowser and R. J. O'Donnell have accepted the posts of associate chairman of the national exhibitors' organization for the industry's 1954 "Brotherhood Week" campaign. It was announced by Emmanuel Frisch, na- tional chairman of the movement.

The four associate chairman will serve with Spyros S. Skouras, executive-vice-president, who is chairman of the national exhibitors committee.

Meanwhile, Gen. Carlos P. Romulo, Philippine Ambassador to the United States, and Robert D. Murphy, United States Undersecretary of State, have been named as the first recipients of the World Brotherhood Gold Medal award of the National Conference, it was also announced by Frisch.

The awards, made in recognition of dedicated service in the field of human relations, will be presented at the annual motion picture industry dinner in behalf of the Brotherhood campaign, which will be held at the Hotel Astor, New York, on Thursday, Feb. 4.

U.K. Disney Men Due

LONDON, Jan. 25.—Edgar York and Cyril James, directors of Walt Disney Enterprises, Ltd., and John Kennett, will leave here this week for New York and Hollywood to confer on distribu- tion arrangements with companies carrying on America.

Loew's to Ask New Divestiture Date

WASHINGTON, Jan. 25.—Loew's will ask the government for an extension of the movie theatre divestiture deadline, it was reliably learned here today. Loew's is reported to have been told to supposed to have sold all theatres listed for sale under the company's annual meeting, slated to be held here on Feb. 25. Where there will be a sell up for the theatre once was "Sadie Thompson," showing in 2-1 and heading for a very good $8,000 in its first week at the Chicago. Also opening well is "Gilbert and Sullivan," at the Ziegfeld, where a fine $5,500 or better is in prospect for the initial week.

Holdovers Strong

Holdovers still pulling in heavy coin include "This Is Cinerama," garnering $7,500 in its sixth week at the Palace; "Knights of the Round Table," over $5,000 in the second week of its run at the State Lake, where it followed "The Robe," "Para- trooper" and "IT Al 사람이 되어." clicking off an excellent $17,000 at the Mc- Vickers after a big opening weekend of $25,000 for "The Czar" and "Public Enemy," Warner re-issue combo, rac- ing to a good $17,000 in its second week at the Roosevelt, and "Little Fugitive," at the Chase, $6,000 in its fifth round at the World Playhouse.

Two CinemaScope pictures, "Be- aca," at the World, and "How to Marry a Millionaire" at the Oriental, are holding up well.

With the Bobo, Disney's "The Living Desert" is holding $9,000 in its fifth week and continues indefinitely. "Julius Caesar," two-day at the Sel- lman Theatre, and "Big Bad Week," still run nicely. "The Big Sleep," topping $15,000 and appears set for an extended run. Columbia's latest Kramer, release, "The Wild One," opened to a good $20,000 in the first week of a two-week run at the United Artists.

In the neighborhoods, weekend business has peaked up, even in houses competing with the "Robe," and sev- eral theaters have reopened within the past few weeks.

Chicago's First Runs

Still Drawing Well

CHICAGO, Jan. 25.—First runs here are still doing well, with a few exceptions such as the Monroe, where "Lure of the Saha" has dropped to $5,000 in its third week with the RKO Grand limping along at $6,000 in the sixth week of "Easy to Love."

Bigger is the case of "Sadie Thompson," showing in 2-1 and heading for a very good $8,000 in its first week at the Chicago. Also opening well is "Gilbert and Sullivan," at the Ziegfeld, where a fine $5,500 or better is in prospect for the initial week.
Theatremen to Aid Crusade for Freedom Under Harry Brandt

Theatremen in the New York Metropoliltan area will participate actively in the Crusade for Freedom under the leadership of Harry Brandt, president of the Independent Theatres Owners Association, it was announced yesterday by Barney Balaban, New York State chairman of the National campaign to enroll 25,000,000 signers and raise $10,000,000 "Truth Dollars" to support the work of the American Committee of Radio Free Europe to the 70,000,000 captive people behind the Iron Curtain in Poland, Czechoslovakia, Hungary, Romania and Bulgaria.

Brandt, who has accepted the appointment as chairman of the amusement division of the Central Free Europe campaign locally, will coordinate the activities of some thousand theatres in the city under the auspices of Radio Free Europe broadcasts have played in the maintenance of the world peace. The Crusade is a project of the American Heritage Foundation.

Mullin Relected by N.E. Exhibitor Group

BOSTON, Jan. 25 — Martin J. Mullin, president of New England Theatres, has been reelected president of Allied Theatres of New England. Also reelected were: C. A. Conner, manager of the Criterion Theatre, New York, first vice-president; S. J. Forman, manager of the Wizard Theatre, New York, second vice-president; and Frank E. Leavitt, manager of the Colonial Theatre, Portland, treasurer; David W. Smith, manager of the Lincoln Theatre, New York, manager of the New England Theatres Association, secretary.

Harry, Jack Warner Give, Buy WB Shares

WASHINGTON, Jan. 25 — Harry M. Warner, president of Warner Brothers, in December made gifts of 7,700 shares of common stock and Jack L. Warner, production vice-president, purchased, 18,000 shares, the Securities and Exchange Commission reports.

Bassler Sets Up New Independent Firm

HOLLYWOOD, Jan. 25—Robert Bassler Productions has been formed and will produce Richard Sale's "Suddenly" as its first independent production. Sale, now in Europe, will arrive in New York on Friday en route to Hollywood where he will direct his own screenplay.

Garten's Premiers To Aid Dimes' Drive

AUSTIN, Tex., Jan. 25—The February premiere of Paramount's "Red Garten's" here, and subsequent Texas openings of the film will be utilized to extend the March of Dimes drive in this state. In addition to the red carnations that are already being sold in San Antonio, Feb. 3; Houston, Feb. 4; Dallas, Feb. 5 and Fort Worth, Feb. 6.

BFPAA Head Operated On

LONDON, Jan. 25—Sir Henry Foord, who has announced the British Film Producers Assn., is reported to be making satisfactory progress and will undergo internal surgery in Middlesex Hospital. Sir Henry is 70 years old.

Five Companies Set Record Global Newsreel Coverage Reached High Mark in '53

The motion picture industry's five newsreel organizations in 1953 set a new record in global coverage of news events. This is indicated in a topical analysis of 456 editions produced by the newsreel companies last year for theatrical exhibition.

The analysis is made by the Motion Picture Association of America, discloses that the newsreels presented 583 topics, and expressed itself in five or more newsreels during the course of the twelve-month period. This topped the 1952 total by 500 stories.

The newsreels in camera in 1953 recorded events in 78 countries and areas of the world—a breadth of coverage unmatched in previous years.

The growing importance and impact of international activities on the lives of Americans is underscored in the fact that 1,586 news stories, nearly half of the topics presented last year dealt with some aspect of the foreign scene. This marks a gain in foreign news coverage over 1952.

A tabulation by country shows that Great Britain, for the second successive year, rated first as an overseas news source, accounting for 324 stories. The U.S.S.R. was close behind with 314 sequences. Other countries that figured importantly in the newsreels were the United States, Canada, Italy, China and Japan.

1,914 Topics in U.S.

On the home front, the newsreels presented 1,914 topics on all phases of contemporary life and activity, an increase of 98 topics over 1952.

National interest in the new administration, its policies and personalities was reflected in a three-fold increase over 1952 in newsreel stories on the U.S. government over the preceding year. Political news, however, supplied less than one percent of the domestic topics in 1953—a sharp drop from the previous year when the presidential and local election campaigns accounted for almost ten percent of the newsreel footage.

The recent increase in newsreel topics affecting the nation's health and welfare indicated growing concern among newsreelists to stamp out diseases and epidemics.

The nation got by with relatively fewer disasters last year, according to the newsreel tabulations. Against 137 catastrophes in 1952, there were only 104 tallied for last year.

The world of sports continued to be an important reservoir of news, accounting for 17 percent of the newsreel topics.

Theatre's last year exhibited 24 newsreel issues devoted entirely to a single subject. Among the subjects covered were extensive personal stories of President Eisenhower's inauguration and State of the Union message, the Corning Glass Companys energy drive, as well as a number of year-end sports rounds.

Public Welfare Stressd

The film industry's cooperation with national campaigns to assist humanitarians and charitable causes was reflected in the presentation of 112 sequences on public welfare projects.

The analysis of the contents of American newsreels is part of a continuing study made under the direction of the MPAA's Newsreel Committee of which Thomas Mead, editor of Universal Newsreel, is chairman. The four other industry newsreels are Fox, M-G-M, Columbia and RKO.

To Salute Publishers

At AMPA Luncheon

in N. Y. Tomorrow

Edward Dodd, president of Dodd-Mead Publishing Co., Alfred Knopf, Jr., of Alfred A. Knopf, and Spencer Potter, president of Harcourt-Brace, will be among the Associated Motion Picture Advertisers' first luncheon-meeting of 1954 at the Hotel Pennsylvania, New York, announced by Eige Briscen, president of AMPA.

The principal address at the meeting, which is being held on the theme of "Great Books Make Great Movies," will be delivered by Douglas M. Black, president of the American Book Publishers Council and president of Dodd, Mead & Co.

At the same meeting, Paul N. Lazarus, Jr., will deliver his first public address since his election as vice-president of Columbia Pictures.

Mich. Allied Meeting

Apr. 19-21 in Detroit

DETROIT, Jan. 25 — The spring convention of Allied Theatres of Michigan will be held here Apr. 19, 20 and 21.

Recently-elected officers of Michigan Allied are: John M. Vlasos, President, Grand Rapids, Al Benbrook, 1st vice-president; Pearse Parkhurst, Lansing, 2nd vice-president; Jimmy Smith; Detroit, secretary-treasurer; Lew Wisper, Detroit, national Allied representative; Ernest Carew, Detroit, executive vice-president.

Director of Allied Theatres—Detroit; Joe Demnoot, Monroe; Harry Carley, Allegan; John Christiansen, Muskegon; John Maas, Kalamazoo; C. R. Beckler, Charlotte; Emmett Roche, Hart; Ed Johnson, Bay City; Martin Thomas, Monroe; P. J. O'Donnell, Ironwood; B. L. Kilbrie, Detroit; Adolph Goldberg, Detroit, and Frank Forman, Detroit.

Colonial Theatre Suit

Recessed Till Feb. 2

ATLANTA, Jan. 25—The Colonial Theatre suit against eight major motion picture firms, which is being tried here, has been recessed until Feb. 6. At that time the film companies will present their case.

Colonial alleges that the defendants violated the anti-trust laws by forcing Colonial to exhibit old films. Plaintiff asks damages of $4,500,000.

Trans Lux Offering

All-Purpose Screen

A seamless screen made with a plastic base and designed for use with CinemaScope, Todd-AO, and 2D, has been marketed by The Trans Lux Corp. Trade-named the "LUX-URE, SCREEN" it is being produced in sizes up to 90 feet in length and 50 feet in height.

Wolf Buys SW House

CLEVELAND, Jan. 25—Nat Wolf, the Theatre rows present Cleveland zone manager, has purchased the Columbia Theatre, Portsmouth, O., a unit of the Virginia Theatres. Songs Tracy will continue as manager of the Columbia under the new ownership. The Stanley Warner Circuit is retaining the Levy and Lyne theatres in Portsmouth.
Remodeling (Continued from page 1)

The immediate significance of this, of course, is that the reproduction was adequate to an appraisal of one's 'The Rodeo'. It is of particular interest, from which one may be able to make certain reasonable deductions as to the adequacy of wide-screen techniques in general.

'Up to Individual Hearing' This is to say, that the equipment employed was as good as mechanics can go to answer the other far more important question: 'The Rodeo' is pretty much up to individual hearing, and when one considers the artistic and physical aspects which the directors have come to constitute, together with the range of critical faculties within the motion picture public, these questions put quite a burden on one pair of repertorial ears.

Never having witnessed "The Rodeo" with stereophonic, the patrons of Kingston's Broadway may be assured, we think, to have left the theatre with something few can say of in the days of which they would have been likely to change to the sound. A typical movie night, which a composite of art has had for more than a generation, would discern only repeated sound, a displaced source of sound from its physical source, and we found for the most part that the material and direction to the sound, was not the true source by which vision could effect the necessary correction over the area of the Broadway's 48-foot loom too great for dallying, so soon, with compromises.

Sound 'Mixer' Inferior (Continued from page 1)

However, isn't the only quality sought through stereophonic sound? With two or more speaker systems reproduced for stereophonic effect, the two ears are given conditions somewhat similar to those of natural hearing, such as time lag; in so doing, it has been possible to add reverberation in the same aid in sound localization, not only laterally, but in depth. Applied to the motion picture, it is a method of increasing the overall naturalness of the representation.

It is doubtless because of this that "The Rodeo" as we saw it in Kingston failed to give the complete conversion and functional impact that we got from it at the Roxy in New York. It is easy to conceive of story material which lends itself less readily to one-channel sound than the first of the CinemaScope productions.

To take full advantage of the greatly widened performance area, battles and other actions involving the handling of material as well, would be normally extremely difficult, or one or the other side of the scene, often without sufficient visual identity to localize the sound at distance from a central speaker system. Musical productions, including the few that have been heard with such misgivings about the dispensability of stereophonic sound.

Speech Localized

From various sections of the Broadway's 1,800-seat auditorium, including a position a quarter-way back, or approximately 40 feet from the screen, our eyes were able to localize speech in its character at considerable distance from the central speaker's system. If the test revolves around lateral localization of sound in its exact source, the result was both local and completely obvious as the testable source of that particular test, then, for instance, the sound at Kingston's Broadway met the test.

Such an observation would come, if there was no surprise, since the sound had been produced in stereo, and the results are not surprising, since the point was to find out the condition of sound at the movie house. The Reverend Thomas F. Little, executive secretary of the Legion of Decency, who is spiritual director of the group sponsoring the breakfast.

Charles M. Keagan, M-G-M's general manager for stereo, will be present at the breakfast and the Solemn Pontifical Mass at the Cathedral will be broadcast by the Moscow Metropolitan Seph F. Flannally, D.D., administrator of the cathedral.

"La Lupa’ to World

The Ponte-De Laurentiis Italian-Latino-Lupus, which has been acquired by Jules Levey, will have its American premiere at the World Theatre here next month.

Bijou, owned by City investing, allows the use of a variable screen for a given picture through the utilization of unfolding and spreading frames, Dowling explained. He said the Bijou is utilizing the process for its current presentation of "Cuckoo" and "Sullivan."

He added that the method is adaptable for CinemaScope projection, too.

"Cuckoo’ First

"Time of the Cuckoo", a Loret Productions starring Katharine Hepburn, was to be released in the film process, Dowling continued. He said the production, which will be released by United Artists, will also have stereophonic sound.

Conventional prints, he added, will be made available, too. Shooting on the film will begin in June on location in Venice.

Dowling, who holds a considerable investment in Loret Productions, stated that the installation of "Mobilia" is less than $5,000 per theatre. He disclosed that the Gaumont Theatre in Paris, has ordered the process for installation. "Mobilia," he continued, will be released in the Astor, and Victoria theatres, both owned by City Investing.

Arbitration (Continued from page 1)

would be invited to attend such a projected exhibition-distribution meeting by saying that "we will give every opportunity" for all elements to join any settlement. He said no relaxation in the position of distribution in the past to keep the issue of film rights until arbitration system, one of the issues which drew the fire of Allied.

TOA Awaits Word

Theatre Owners of America, according to a recent statement made by its president, is waiting for word from distribution for a meeting on arbitration.

The meeting also will still the centralization shipping proposal, was stated.

Wiesenthal-Bagnall (Continued from page 1)

sociates. Negotiations for release of "Bitter Sage" are on with RKO Radio, which released "Cry Danger!", Olympic's Dick Powell-Rhonda Fleming co-starred. Following release of that picture RKO induced Wiesenthal to join its producer staff. Bagnall is a former vice-president of United Artists.

Nolan Joining Goetz As Vice-President


Roxy Dividend Set

HOLLYWOOD, Jan. 25, 1952—Roxy Theatres, Inc., has declared a quarterly cash dividend 5½ cents per share on its outstanding preferred stock, payable March 1st to holders of record at the close of business on Feb. 11th.

To Show ‘Twi-Nite’ At Drive-In Meet

CINCINNATI, Jan. 25.—Phil Smith's "Twi-Nite" drive-in screen which is claimed, will permit open-air theatre of the drive-in variety. In twilight, will be demonstrated here next week at the National Allied Drive-In Theatres convention.

Other drive-in developments to be exhibited at the convention include the latest equipment for floodlighting and a device to keep rain off of windshields, new concession items and improvements in projection and sound.

Dowling Says (Continued from page 1)

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Wiesenthal-Bagnall (Continued from page 1)

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Sillerman to Address NTFC on Thursday

At the Warwick

Michael Sillerman, executive vice-president of Television Programs of America, will be the guest speaker at the monthly meeting of the National Television Film Council in the Warwick Hotel here on Thursday. He will discuss trends in films for television. Officers and board members will be installed at the luncheon meeting.

Ohio Carrier Rate Hearings Start

COLUMBUS, Jan. 25. — Independent Theatre Owners of Ohio has withdrawn its objections to the increased rate schedules being charged by nine carriers. Leonard Albrecht and E. S. Johnson in the Cleveland exchange area but will press for revision downward of the rates charged by Film Transit Co. in the same exchange territory.

Hearing on the Film Transit Co. case are now in progress before the Public Utilities Commission of Ohio. Witnesses for the ITOO side will include Harold Sliter, Schine's zone manager; Lee Cranmer of Select-Theatre Cleveland; Lee Dean, Upper Sandusky, a representative of Stanley-Warner Theatres and Wile.

Lee Now FCC Member

WASHINGTON, Jan. 25. — The Senate today confirmed the nomination of Robert E. Lee to be a member of the Federal Communications Commission by a vote of 82 to 25. Lee, former director of investigations for the House Appropriations committee, has been serving a recess appointment as commissioner.

Storm Hits K. C.

KANSAS CITY, Jan. 25. — A severe storm cut theatre attendance 25 per cent in this area late last week. However, no theatres were reported to have been forced to close. By Friday attendance was back to normal.

Donegan Services Held

Funeral services were held here Sunday for Arthur B. Donegan, formerly publicity director of the American Broadcasting Co. and more recently publicity-promotion manager of television station WORC.

Howard E. Stark

Brokers and Financial Consultants

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TVision--Radio

with Pinky Herman

A $200,000 permanent set, equipped for regular color inserts and to display and demonstrate products, material, processes and procedures related to the new program, "Home," which will take the mid-morning NBC-TV daily slot (11:30-12:00 noon) beginning March 2, will be designed by Jack Ruel, will produce, with Richard L. Linkromni associate producer and director.

The "Truth or Nonsense" sequences will originate at Truth or Consequences, N. M., on April 1 (no foolin'). Town's name was changed to its present in 1950, when Bob Carroll has been renamed. Two books on the Fred Allen "Judge for Yourself" NBC-TV vehicle. . . . With a revival of his "Tuxedo Junction" guaranteed by its being featured in the U-I picture, "The Glenn Miller Story," twister Buddy Feyn has another ditty which bids fair to make the Hit Parade, "The Chimes of the Big Top," which has two fine platters by Nat King Cole (Capitol) and Karen Chandler (Coral) winning popularity of deep-sea attention. . . . The "Jackie Gleason CBShow" will originate in Hollywood some time in April, the entire cast of principals making the trek.

Completely recovered from her severe illness and extremely grateful to NBC personnel who donated blood to the Lenox Hill Hospital Blood Bank (to replace that administered to her), Gertrude Berg will resume her duties as writer-star of the popular radio series, "Honeymoon,"

Gertrude Berg

Friday, Feb. 5.

Monroe Meudelohn, who had been associated with Reub Kaufman in Chicago, has joined Kaufman's Guild Films, as sales promotion director. Mil. Youth, has had a wide experience in the telephone field, having worked at United TV Programs and later at Warner Telepictures. . . . Philip Besser, formerly with MGM, has joined TPI (Television Producers of America) as TV broker. . . . TV stations in droves are accepting the Callahoun Studios' offer of free use of its production, "He's Just Like a Woman," a really fine documentary feature based on the 50 years of powered flight, depicting actual scenes starting with the Wright Bros. at Kitty Hawk to the Lindbergh Transatlantic flight right to the present day jet.

In 1941, as producer-director of the Millpond Playhouse in Roslyn, L. I., David Lowe gave a young actor a chance and the youngster made good. Last Friday, the grateful comic, Jack Carter, made a guest appearance on Du Mont's "Life Begins at 86," directed by David Lowe. In its 21st consecutive year on the air, Don McNeill's popular ABC-Chicago (full network) morning program, "The Breakfast Club," will start simulcast to Monday, Feb. 22, originating at the Terrace Hotel of the Hotel Morrison. Show's a natural for TV. . . . Bill Cullen will take over the emcee chores on CBS-TV "Place the Face." Thursday. . . . CBS starting in April, KGUL-TV, Galveston, Tex., will add additional telecasting space, having rented the 19th floor of the $10,000,000 Prudential Insurance Co. edifice.

Disney TV Show May Start in the Autumn Under Sponsorship

Walt Disney has tentative plans to launch his own television show next fall, a program that will be sponsored by a national advertiser, Roy Disney, president of Walt Disney Productions, said he plans to do this for the Coast.

Disney said that under the present proposed setup, the program would be about 30 per cent on film and the balance "live" action. He indicated that certain "itches" had arisen in regard to format on which Disney and the advertising agency involved did not agree, but that the obstacles would be overcome.

Two-Daily, Reserved Seats for 'Coach'

A two-a-day, reserved-seat policy has been established by the Normandie Theatre here for "The Golden Coach," the new Jean Renoir film starring Anna Magnani. Jonas Rosenfeld, Jr., vice-president of L. F. E. Releasing Corp., the distributor, reports a heavy advance sale for the picture.

Arlan Acquires Four

Censor Ruling

(Continued from page 1)

of the American Luther Church, said that he felt the church had an interest on the similar situation. Edward M. Dawson, president of the Columbus area of the Council of Churches, said that the Supreme Court decision "reserves a grave problem, which should be given serious consideration by inter-faith groups to suggest solutions which may achieve more desirable results for that under- desirable movies produced."

Says Censors Were Liberal

Bishop Hazen Werner of the Methodist Church in the Ohio area stated that Ohio censorship that has served well has been questioned by the decision. This, he said, is a blow to the free speech that means so much to Americans. "Freedom," he added, "does not include the tolerance which would overthrow organized life not to the benefit of all. Freedom of speech is not freedom for the destruction of moral standards."

Bishop Michael J. Roy, of the Columbus Catholic Diocese, declined comment pending study of the edict. F. W. O. "Censor" said that the "censor" slapped the Ohio censorship law and that the "legislature should finish the job by sending it to State Journal."

William Deger

The Atlanta Censor head, Headquartered in St. Louis, Replacing Deger as sales director supervisor in Atlanta, W. W. O. Smith, who joined the firm last November.

Three Disney Artists

Tour for 'Pinocchio'

BOSTON, Jan. 25.—A 5,000-mile tour on behalf of "Pinocchio" was started here today by three of Walt Disney's top artists—Ray Medwin, John Cullen and Al Renner—who will cover every one of the 200 playdates scheduled for this area. The 12-week tour starts with the framing of hundreds of "Pinocchio" stills. They will also supply records for radio transcription, reels for television and other publicity material.

"La Lupa' Premiere

Set for World Here

The Italian production "La Lupa" ("The She-Wolf"), will have its American premiere during the week of Feb. 10th at the World Theatre here. Jules Levey, director of the picture, has held the English super-imposed titles to a minimum on the premise that, despite the Italian dialogue, the action clearly tells the story.

An extensive campaign covering all media is being prepared for the film's American opening.

Three Disney Artists

Tour for 'Pinocchio'

BOSTON, Jan. 25.—A 5,000-mile tour on behalf of "Pinocchio" was started here today by three of Walt Disney's top artists—Ray Medwin, John Cullen and Al Renner—who will cover every one of the 200 playdates scheduled for this area. The 12-week tour starts with the framing of hundreds of "Pinocchio" stills. They will also supply records for radio transcription, reels for television and other publicity material.

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In the THEATRE

Equipment World...

with RAY GALLO

IMPROVEMENTS in its vacuum cleaner for theatres have been announced by Fullman Vacuum Cleaner Corp., Boston, for its 1954 model. They include a new motor that increases horsepower to three-quarter and maximum waterlift to 75 in. Greater convenience is claimed for the "cordless" hose that stretches up rows and under seats "without fighting the operator." There is also a new non-tipping handle on the head and new exhaust-power blower coupling located in the center of the done.

The promotion of William E. Deger to division manager of mid-west sales for Ampro Corp., Chicago manufacturer of motion picture projectors and tape recorders, has been announced by Howard Marx, vice-president and general sales manager. Deger was formerly sales manager of Ampro's sales order department. He is the first son of W. W. O. Deger, who joined the firm last November.

"The Horse's Mouth"

(Mayer-Kinast)

A PLEASANT film from England; its original story idea of an oracular censeur censured in a well providing truth to those who seek it, is both refreshing and amusing. A publicity expert is brought to give the horse a mouth. The novel idea of a horse that talks is the theme of this film.


Motion Picture Daily

Tuesday, January 26, 1954

Reviews

"Alaska Seals" (Paramount)

ADVENTURES of salmon fishermen in Alaska, greased with a liberal order of Robert Taylor. Jan Miller and Brian Keith are the principals, provide a film which is above average program fare for audiences partial to outdoor drama action. The picture contains interesting material on salmon fishing, woven into the story as background and incidental material, which gives it authenticity. It has movement and picturesque locales, well photographed, to add to its easily exploitable property.

Ryan is cast as a ner-do-well who keeps his friend, Keith, busy covering up for his irresponsible behavior, some of it outside the law. Eventually, hard pressed for money, Ryan joins a gang which sells the law-abiding fishermen's catches from their nets and Keith is forced to join in the fun to avenge his friend. It makes a gesture of self-reform, which brings him to an untimely end, along with the leader of the outlaw gang. The romantic rivalry between Keith and Ryan for the affections of Miss Smith is nicely handled.

Mel Epstein produced and Jerry Hopper directed from a screen play by George Barthes, Richard Shannon, Ralph Doniger, Faye Roque and others.

Running time, 78 minutes. General audience classification. February release.

"The Greatest Love" (I.F.E.)

ANGRID BERGMAN's return to the screen after an absence of four years will be of interest to exhibitors and audiences alike, with curiosity no doubt whetted by the fact that "The Greatest Love" has been produced and directed by her noted husband, Roberto Rossellini, who also wrote the original story on which the screen play is based. The story, however, is perplexing and may be found unsatisfying by many of Miss Bergman's followers, due to his "state of mind," as he put it.

The Italian production presents Miss Bergman as the wife of wealthy Alexander Knox and the mother of 12-year-old Sandro Franchini. The boy seems overly sensitive to his loneliness, and neglect from his mother. When eventually he dies in a tragic accident, it is believed that the possibility exists that it may have been a suicide. This completely changes Miss Bergman's way of life. Confused and guilt-ridden, she starts dedicating herself to the alleviation of the sorrow and the disturbed. Under the influence of a radical journalist she throws herself into this work. All of this produces chagrin and bewilderment in his husband, especially in her desire to show mercy and compassion for everyone she helps.

In the finale Miss Bergman achieves complete self-irony. The irony, however, is that institution gates lock behind her and the wonder rises as to whether she is insane or a true missionary.

Running time, 113 minutes. Adult audience classification. February release.

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An extensive campaign covering all media is being prepared for the film's American opening.
Bid for Change
Jury Trial for N.Y. Censor
Appeals Asked

State Senator Includes
Proposals in New Bill

ALBANY, Jan. 26.—A bill proposing a "jury plan" for New York State, under which appeals on the buying of a picture would be tried by a jury, will be introduced in the State Legislature by Senator Fred Moritt, of Brooklyn, he disclosed here today.

Senator Moritt's plan would change the New York State censorship system by providing a Supreme Court jury trial in appeals from the refusal of the Board of Regents to issue a license for a picture. The present system calls for an appeal to be heard by a court of judges only.

Asserting that the jury plan is "fairer," Senator Moritt said the measure would be similar to the one he previously sponsored with respect to curbing censorship of legitimate (Continued on page 4)

Attendance in U.K.
Down Only 2.5% in
Third 1953 Quarter

By PETER BURNUP
LONDON, Jan. 26.—The Board of Trade Journal reported a 2.5 per cent decline in attendance at British theatres during the quarter ending Sept. 26, 1953, compared with the corresponding quarter of 1952. It placed the number of paid admissions for the 1953 period at 326,723,000.

The decline is slightly less than that registered for the same period in previous recent years. The Journal commented that the annual rate of decline in attendance appeared to be slowing down, adding that, in any (Continued on page 6)

Kreisler World Tour
For IFA Film Survey

International Film Associates Corp., engaged Bernard Kreisler to conduct a world survey in the 14 leading film-producing countries.

Kreisler, formerly head of the advisory unit for foreign films in the Motion Picture Association of America, will study production problems (Continued on page 4)

Petrillo Asks for
20% Wage Boost, Increased Hiring

MIAMI BEACH, Jan. 26.—A 20 per cent wage increase and a boosting from 45 to 55 musicians per studio are the major terms of a new studio contract sought by the American Federation of Musicians, James C. Petrillo, president, disclosed today.

While no agreement was reached at the initial session at the Lombardy Hotel here yesterday, Petrillo said he didn't expect any trouble.

"These people," he said, "have always been all right with us. They're not arbitrary and they've never tried to break up the union. They claim they can't afford to increase the staffs and give raises now. They claim business is low because of television—but maybe it is, but we don't want them to save money at our expense."

Frank Hobbs to Head
WB Radio-TV Unit

Frank Hobbs, formerly of the Blaine-Thompson Advertising Agency, will head the newly-created radio and television division of Warner Brothers, working under Gil Golden, advertising manager, and Larry Golob, Eastern publicity director.

In his new post, to which he has just been named by Mort Bumenstock, Warner vice-president in charge of advertising and publicity, Hobbs also will work in close liaison with the Blaine-Thompson advertising organization.

Name Wormser V. P.
of Columbia Int'l

Mortimer Wormser, an assistant treasurer of Columbia Pictures since 1948, has been named a vice-president of Columbia Pictures International Corp. In his new post he will continue to serve as assistant treasurer, as well as assistant secretary of Columbia.

Wormser joined Columbia in 1925, coming from General Motors, where he had held an executive accounting position.

TNT to Telecast Opening
Nights of 'Met' Opera

Opening nights of the Metropolitan Opera Co., here will be telecast into theatres across the country starting Nov. 1st, was disclosed here yesterday in a letter from the company to the trade association. The opera, produced by the Walt Disney Prod., is scheduled to open at the New York Metropolitan Opera House on Nov. 5. The telecast will be broadcast by the Western Laboratory of the American Broadcasting Co., in conjunction with the Walt Disney Productions, with the cooperation of the Metropolitan Opera Co.

Gaudreau Leaving
RKO; Joining Disney

Lou E. Gaudreau, a veteran of 20 years with RKO Radio Pictures, will leave the company in two weeks to become associated with the Walt Disney Prod., advertising department.

Gaudreau leaving his present post was notified, following a staff meeting at which the change was announced. He will succeed Harry G. Kopp, who has left the company to become assistant general manager of the Disney Studio here.

M.P.A. 'Surprised' at Arnall Statement

An expression of "surprise" was voiced by a spokesman for the Motion Picture Association of America yesterday, when asked to comment on the "assurances" said to have been given by MPAA president Eric Johnston that there will be no future subsidies in film deals with foreign countries.

The MPAA source said that he had no information on what Johnston actually told Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, who, however, he said, went on to say that although Johnston in the past has publicly stated he will not give subsidies to foreign-made films, the MPAA president could not guarantee that there will be no subsidies granted in perpetuity in all future deals.

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Arnall Tells of Assurance
On Warning of Trend

By MURRAY HOROWITZ

Assurances that there will be no subsidies in future film deals with foreign countries have been received from the Motion Picture Association of America, it was disclosed here by Ellis G. Arnall, president of the Society of Independent Motion Picture Producers. Arnall, hitting at what he called the "unwise and ruinous" trend, said he received assurances (Continued on page 4)

Treasurer Indicates
To Compo: No Early
Action on U.S. Tax

WASHINGTON, Jan. 26.—A Council of Motion Picture Organizations' delegation met today with Secretary of the Treasury Humphrey to exchange views and furnish information on the industry's problems linked to the Federal admissions tax.

Humphrey told the delegation that the first order of business is to get the technical tax revision bill out of the way and the next thing on the agenda is to handle the excises automatically scheduled for reduction on April 1. The President has asked (Continued on page 6)

Terre Haute Pooling
Case to Be Tried

INDIANAPOLIS, Jan. 26.—A government motion for declaratory judgment in a suit charging Terre Haute theatre operators with violations of the anti-trust laws was denied in Federal court here yesterday by Judge William E. Steckler.

The ruling means that the two-year old suit alleging that the operation (Continued on page 4)
Personal

MENTION

SOL A. SCHWARTZ, RKO The- mlar, from New York to a Latin American
erci ate.

Joseph Bernhard, Stanley Warner
executive, has left here for London
and Paris to seek appropriate Cinem- rama theatres in Europe.

Albert V. Lamor, brother of ANN
La Mo, editor of the Webster Thea-
ture, Hartford, and Ben Lamor, for-
eral with Warner Bros. Hartford theatre
from a month tour of Korea as a U.S. Army
Special Service entertainer.

Salm, Jr.; assistant general manager
of the MJD theatres, Mid-
delton, Conn., has been named to the executive of the Middle-
theater U.S.O. campaign.

Sidney S. Kulick, of Bell Film
Exchange, celebrated his
birthday, his 25th wedding
anniversary and the start of his 40th year in the industry.

Bernard Menschell, part- er,
Community Amusement Corp., Hart-
ford, Conn., announced that he had
vacated his post to accept another
assignment with the company recently.

Deportation Appeal
Lost by Franklin

CHICAGO, Jan. 26.—The ammu- nation of officers of Variety Club
of Illinois, held in the Florentin:
Room at the hotel here last night,
was featured by an attack on
screen censorship in the main speech
of the evening by "Chicago Times" columnist Irvin Kupont, who
stated that there are ample laws on
the books to handle violations of
standards of decency after a picture
has been exhibited.

Other highlights of the evening in-
cluded the turning over of a check for
$23,000, raised by the memorial ban- quet for Willie Shore, to La Rabida
Jackson Park Sanitarium, bringing to
$67,000 the amount brought in for La
Rabida during the past year by the Variety Club of Illinois.

Jack Wallach, president of Allied
Theatres of Illinois, was chairman in
charge of arrangements.

Two More Join SIMPP

HOLLYWOOD, Jan. 26.—Allan Doolin
W.P. and Pias Entertainment
firms have joined the Society of Inde-
pendent Motion Picture Producers, Martin L. Paris, executive secretary
was the meeting.

Disney Meet Feb. 1
For Foreign Exchelon

Headed by Leo Samuel, in charge
of worldwide sales for Walt Disney
Productions, and Neil Clarke, foreign
sales supervisor, a group of the or-
ganization's foreign executive chelon
will leave here tomorrow to make
good for a series of policy conferences
and product previews beginning
in New York.

The trip will be the initia-
lized by Janet of the Motion
Country Picture Association of
the United Kingdom; Cyril James,
secretary of Walt Disney Mickey Mouse
Ltd., in the United Kingdom; R.
Wallace Faris, representative for
Continental Europe, and Leo Horster
representative in Germany.

Zelenko New Loew's
Division Manager

Bernard Zelenko, manager of
Loew's Theatre, a subsidiary of Loew's
theatres, here, has been
appointed division manager for the
group of theatres formerly super-
vising industrial and personal
services, a position vacated
by Eugene Picker, in charge of New
York theatre operations, as a result
of his recent illness.

Prior to his appointment, Zelenko
was assistant manager of the
Ernst, assistant manager of the Par-
sade, takes over the reins at the
Valencia theatre. Mrs. and son,
Vernon, becomes assistant at Loew's
Paradise.

Ament Chairman of
Brotherhood Unit

Chairmanship of the newsreel
committee for the motion picture industry
1954 Brotherhood Week
campaign has been accepted by Walton C. Ament, vice-president of
Brotherhood Week, sponsored by the
National Council of Christians and
Jews, will be observed from Feb. 21 to
28.

WINS U-A Award

Universal Pictures has awarded to
John Eberhard, general sales manager
at the Frankfurt Theatre in Saginaw, Mich., the
price of $100 offered by Universal
for the best promotion campaign
during the month of January and
for the circuit on U-T's "The All American"

Subsidy Issue Holds
Up French Pact

An increase from $200,000 to
$300,000 in the amount of the
French subsidy and the negotia-
tion of the pact to one year
instead of two are the major
points made in the agreement
of the French pact, it was learned
here.

The pact, which was initialed
by Jonston, president of the Motion
Picture Association of America,
and the British Variety Union
in Paris with differences
arising over many points. It
was initially reported that the
pact ran for two years, called
for the issuance of 110 permits
per week, and provided a sub-
sidy of $200,000 per year,
which will be used for
promotion of French films in
the U.S., the monies for which were to be
appropriated from disputed funds held
over in Paris.

R. E. Bauch Dead;
Headed Crescent

NASHVILLE, Jan. 26.—R. Elmer
Bauch, 50, president of the Crescent
Amusement Co. since the death of his
partner, R. E. Crowell, in 1953,
has died. Crowell is still in charge
of the operation of the Crescent
Theater in Jack- sonville.

Peppercorn Out
of RKO Canadian Post

TORONTO, Jan. 26.—The resigna-
tion of Carl Peppercorn as Canadian
district manager of RKO Distributing
Corp., of Canada, is announced for
February, when he will go into a
new business. Peppercorn has held
the post for two years.

Use Radio for 'High'

A saturation radio advertising
campaign has been set for "Hill and High
Country," a 20th Century-Fox release
in New York, with close to 200 spot announce-
ments slated to be programmed over
the weekend and Monday. The Cin-
ema Advertiser shall carry the spots daily
at the Roxy.

20th to Map Policy
Plans for '54 Films
In CinemaScope

Policy for 20th Century-Fox's
rerun of CinemaScope and standard films
to be released this year will be
formulated at a meeting of division sales
managers and executives slated
to Friday, at the company's offices
here.

Fora release of prints by Al Licht- stera, distribution director, who called
the meeting; W. C. Gehring, executive
as well as the new sales director; Wil-
son A. Western, sales manager
and Arthur Silverstone, Eastern
sales manager.

Goldenson from
York to participate in the sessions are Alex Har-
son, home office representative;
Clarence Aycock, manager of branch
operations; Len Jones, short subjects
sales manager; Jack Bloom, national
circuit contact; Morris Caplan, chief
cost accountant; Harry Mersy, print
department manager; Sam Fishman,
manager of advertising; Donald Orstein, assistant to Aaros;
Morris Grassgreen, assistant to Hill; Frank X. Carroll, assistant to Licht- man; and Roger Ferri, editor of the "Dy-
namo.

Name Goldenson to
Head Polio Drive

Leonard H. Goldenson, president of American Broadcasting-Paramount
Theatres, has been named chairman of the National Polio Drive of
1954 Greater New York appeal in
behalf of the National Foundation for
Infantile Paralysis, it was announced
by Robert C. Flannagan, chairman of the drive.

Goldenson will enlist financial
support of the motion picture industry
and individuals in the industry, it was
stated.

Empire-Universal
Promotes Plottel

TORONTO, Jan. 26.—With the
company since 1946, Mark Plottel,
Toronto branch manager, has been
promoted to general sales manager
for Universal Films by president
A. W. Perry. Herbert Mathers,
former- ly of Montreal, has been
named manager of the branch.

Columbia Release
For 'End of Affair'

Columbia Pictures will distribute
the screen version of Graham Greene's
novel, "The End of the Affair," which
David Rose will produce in England
with Deborah Kerr in the female
lead. It is a story of life in London during the "blitz" of World War II.

Rodgers Joins TV Firm

William F. Rodgers, Jr., has been
appointed studio manager of Michael
Myerberg Productions, it was announced
by Arthur Gray, Jr., president.
Rodgers leaves his post as
division manager of Rockefeller Cen- ter, to assume his new duties
Feb. 1.
"I saw M-G-M's 'EXECUTIVE SUITE' and it is the GREATEST!"

The kind of picture that makes you want to go out and put up posters and banners, shout from the roof-tops!

WATCH FOR THE "SEE FOR YOURSELF" TRADE SHOWS!

M-G-M's production "EXECUTIVE SUITE" was screened in New York last week. Reports that something unusual was coming were syndicated by Hollywood columnists to the nation long in advance.

The industry will soon see for itself this magnificent filming of the best-seller. It is an attraction in a class of its very own. M-G-M has penetrated powerfully behind the walls of a towering skyscraper where beauty's wiles and man's cunning are in primitive conflict, where office wives play their secret game and the fight for power and love is reckless and daring.

The book that sold hundreds of thousands of copies and is still going strong has been brought to the screen with this carefully selected cast of stars: WILLIAM HOLDEN, JUNE ALLYSON, BARBARA STANWYCK, FREDRIC MARCH, WALTER PIDGEON, SHELLEY WINTERS, PAUL DOUGLAS, LOUIS CALHERN, DEAN JAGGER AND NINA FOCH. (Also Tim Considine · Screen Play by Ernest Lehman · Based on the novel by Cameron Hawley · Directed by Robert Wise · Produced by John Houseman)

M-G-M is proud of "EXECUTIVE SUITE." It joins "KNIGHTS OF THE ROUND TABLE" and other Big attractions to glorify our 30th Anniversary Jubilee. It is good news for the entire industry.
of a theatre pool stillie competition among Terre Haute first run theatres and substantially restrained the flow of films in the area, will have to be tried. The Department of Justice had asked that the agreement among the theatre owners be declared illegal on its face.

Named in the suit are Alliance Theatre Corp. of Chicago, Fourth Avenue Amusement Corp. of Louisville, Grand Theatres Corp., Tri-Theatres Corp. and Terre Haute Amusement, Inc., all of Terre Haute.

The court ruled in effect that the government now will have to prove its monopoly charges. Defense attorneys requested an extension of time before the case comes to trial. U. S. Attorney Jack Brown indicated that a specialist in the Justice Department's theatre anti-trust staff will direct the prosecution.

'Best Years' Slated For 18 Key Cities

Eighteen dates in key first-run houses of the United States and Canada, starting on Feb. 3 in Washington, have been set by James Mulvey, president of Samuel Goldwyn Productions, for the reissue of "The Best Years of Our Lives." Other cities where the film is scheduled for February or early March include Miami, New Orleans, Boston, Denver, Kansas City, Baltimore, Atlanta, Toronto, Birmingham, Wichita, Houston, Calgary and Ottawa.

They called her "wicked"... and didn't know the half of it!

Terre Haute

(Continued from page 1)

Promise to End Subsidies

(Continued from page 1)

They called her "wicked"... and didn't know the half of it!

WICKED WOMAN

Terre Haute

(Continued from page 1)

secured the assurances from Eric John- son, MPAA president, in a telephone conversation before Johnston left Washington for Miami, Fla.

It was understood that the pledge does not encompass the new French pact, which was initiated by Johnston last summer, but which has hit snags in the spelling out of details.

"The gravest danger to American motion pictures in the foreign market is the growth of a pattern of subsidies," Arnall declared. "If subsidies continue to be granted to foreign motion picture industry by the U. S. industry, a chain reaction will set in which ultimately will destroy the foreign market for American pictures. There is no reason why the U. S. industry should pay tribute for the privilege of doing business abroad. The grant of subsidy is extremely unwise, troublesome, hazardous and of questionable legality," he continued.

Cities Webb-Pomerene Act

"If the industries of some countries receive subsidies from us," Arnall argued, "how can we deny others in other countries the same treatment? I believe subsidies are contrary to the pleas of the Webb-Pomerene Act. I believe subsidies are contrary to the pleas of the Motion Picture Export Association and SIMPP are in agreement as to the opposition to subsidies at the expense of the American industry. I am delighted to have the assurance of Eric Johnston, president of MPAA, that there will be no subsidies included in future film negotiations and arrangements with foreign countries and their motion picture industry.

Arnall went on to say that "the society will use all the means at its command to assist in the restriction or cessation of the unwisely and ruinous trend towards subsidies of foreign motion picture industries by the American industry as the price of doing business abroad."

In his exposition, Arnall indicated that he regarded the proposition of American dollars for the establishment of an agency to promote foreign picture business in the U. S., as subsidized, and would oppose the continuation of such a policy in a new Italian agreement, talks on which are slated to begin in March. In light of the subsidy provisions in the Italian and French pacts, Arnall argued, the Germans, Japanese, and Indians are talking about subsidies. While in New York on Monday, Arnall, along with James A. Arnold of SIMPP and F. C. Eastern distribution committee, met with Ralph D. Hetzel, Jr., MPAA vice-president, and Robert J. Corkery, MPAA's Eastern vice-president. Both Hetzel and Corkery, expressed their opposition to subsidies in principle, Arnall stated.

May Appeal to FTC

Arnall indicated that a complaint may be registered by SIMPP with the Federal Trade Commission, or other governmental agencies if what he called the "pattern" of subsidies continues.

The SIMPP president said that within the next two months, or Marvin Faris, executive secretary of the society, will go to Europe to set up contacts with importers there for the distribution of independent product abroad.

Kreisler World Tour

(Continued from page 1)

and techniques in each of the coun-
tries visited or the possibility of a representation of unusual or artistic films to American audiences, either in theaters or by television. He leaves here by plane on Friday for England, with France and Italy to follow, and is scheduled to return early in May from Nationalist China or Japan.

Report Italy 2nd to U.S. in World Gross

Worldwide boxoffice receipts for Italian films for the month of November totaled $2,133,800 ($3,280,000,000 lire), or 17.1 per cent of the total for all countries, according to reports received here by Italian Films Export. American films, it was pointed out, again accounted for the bulk of the remainder, 82.9 per cent. Italian films ran second to those from the U. S.

Sissle Joins WMGM

Noble Sissle, orchestra conductor, has joined radio station WMGM as a disk jockey. He is being heard five days a week, Monday through Friday, from 1 to 2 P. M. The deal was closed by Grace Rosenfeld.

Jury Plan

(Continued from page 1)

He said that the "long, tedious" litigation involved in the "Miracle" case was repeated in the "La Ronde." Let the public be the last arbitrator or judge with respect to motion pictures via a jury trial," the Senator said.

He proposed that film appeals be calendared within 10 days of a license denial by the Regents, that no public exhibition of the picture be permitted until the trial is held, and if the trial if not scheduled within 30 days, the picture should be released publicly. "Complete and unbridled censorship is as indefensible and undemocratic, as complete and unbridled license," he declared.

 Regents to Review Censor Statutes

Work on tightening up New York State's statutes dealing with "im- morality" will begin tomorrow in Albany, where the state's Board of Regents is slated to begin a two-day meeting, it was learned here yesterday.

The monthly meeting will be the first since the U. S. Supreme Court decision in "Z" and "La Ronde," the latter the title of the film which had been banned by the New York Censor Board. Revocation of the ban, he said, is expected to be taken up at either tomorrow or Friday's Board of Regents meeting in line with the Supreme Court decision.

Meanwhile, Dr. Hugh Flick, director of the state censor board, stated that he would introduce a temporary and preliminary bill of his "category system" of censoring at the February Regents meeting. Under the "category system," Dr. Flick, pictures would be put in four different types of classifications, ranging from "for the whole family" to permission to exhibit a picture "under very restricted conditions."

Queried on Enforcement

Asked about the enforcement provisions of his proposed system, Dr. Flick said that he had not decided on such provisions, but said that the possibility of state licensing of motion picture theatres with the license being revoked if a theatre failed to incorporate. He also said that the possibility of compelling all advertising of motion pictures in the state to carry the state imposed classification.

Greets Turkey President

Ayten Mehmed, 19-year-old secre-
ty at United Artists here, as official representative of the Turkish Cultural Alliance, yesterday greeted President Celal Bayar or Turkey on his arrival in New York aboard the "Mauretanis."

MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.

1. Three channel interlock projection
2. 35mm twin interlock projection
3. 35mm tape interface projection
4. Also cutting & editing rooms available

MOVIELAB COMPANY
619 W 54th St., N. Y. 19, N. Y. • JUlian 6-0827

"SHOWPLACE OF THE EAST"
REPUBLIC'S SHOWMANSHIP IMPRESSES
A GREAT KANSAS EXHIBITOR!

To Glenn Dickinson—Republic is proud and flattered at your appraisal of our World Premiere campaign on JUBILEE TRAIL in New Orleans!

HERBERT J. YATES

OWUDO44 KB084 K.LLG125 DL PD
TDK MISSION KANS 22 1056AMC
HERBERT J. YATES
REPUBLIC STUDIOS NORTH HOLLYWOOD CALIF
I JUST RETURNED FROM A TRIP TO NEW ORLEANS AND WAS LUCKY ENOUGH TO SEE THE WAY YOU HANDLED YOUR PREMIER ON JUBILEE TRAIL. I WAS RIGHT ACROSS THE STREET WHEN YOUR STARS AND YOURSELF LEFT THE ROOSEVELT, WATCHED THE PARADE GO BY THE SAENGER CORNER AND TURN SOUTH AND THEN WATCHED THE PARADE ARRIVE AT THE SAENGER AND THE PRESENTATION OF STARS.
I WANT TO SAY: HERBERT, THAT THIS PREMIER WAS HANDLED WITH MORE SHOWMANSHIP THAN ANY I HAVE EVER BEEN PRIVILEGED TO WITNESS AND IT CERTAINLY MADE AN INDELIBLE IMPRESSION ON MYSELF AS I WATCHED THE SURGE OF ENTHUSIASM THROUGH THE CROWD. I THEN VIEWED YOUR PICTURE AND WAS IMPRESSED.
HERES HOPING YOU DO IT AGAIN SOON.
GLEN W DICKINSON DICKINSON OPERATING CO INC
(25).
(936 AM JAN 22 54)

HERBERT J. YATES presented the
WORLD PREMIERE of
JUBILEE TRAIL
SAENGER THEATRE
NEW ORLEANS
FRIDAY • JANUARY 15, 1954 • 8:30 P.M.
GREATEST AMERICAN DRAMA SINCE "GONE WITH THE WIND"!
Treasury
(Continued from page 1)
that these cuts be cancelled. After that, Humphrey said, they can see what they have developed in their general study of television.

Members of the COMPO delegation got the impression that Humphrey expected that any changes in excise other than the April 1 excises would be handled in a separate, later bill. Key members of the House Ways and Means Committee have indicated that their idea would be to handle any new excise cuts, including any reduction in the admission tax, in the same bill in which some of the April 1 excises are extended.

Humphrey indicated that he was well aware of the President's promise in the veto of the Mason bill to grant some relief but that he himself could not make any statement until the entire excise study was finished.

The industry officials promised to submit fresh information bringing the Treasury up to date on theatre closings, prices, shift of business from subsequent to first runs, and other matters.


Honor Red Buttons

Buñuel Birth youth organizations in Los Angeles, Schenectady and New York will present a plaque to television star Red Buttons at a meeting of the Cinema Lodge on Feb. 3 at the Hotel Astor here. Buttons is being honored for contributions to youth groups.

In Buffalo Publicity Post

BUFFALO, Jan. 26 — Phil Todaro, formerly manager of the Mercury Theatre, now being razed, has been named national advertising manager for the public relations at the Century Theatre, succeeding Earl Hubbard, resigned.

‘Met’ Telecast
(Continued from page 1)
television production, it was added. The joint statement said that telecasts will be sponsored by the Metropolitan Opera Guild as a benefit for the Metropolitan Opera Association which has headquarters in the city where the telecast is shown. By virtue of such sponsorships, the statement said, the opening night of the Metropolitan Opera season will become a great Coast-to-Coast theatre trip through chosen circuits on television on a national basis.

Besides the entire opera, the first-night audience festivities featuring the opera are scheduled to be televised, it was added.

Wide Interest Reported

Langen Van Norden, president of the Metropolitan Opera Guild, joined Rudolf Bing, general manager of the Metropolitan, in heralding the deal. Van Norden pledged the support of the guild’s 60,000 members and stated that there had already been widespread interest reported to him from local radio and television stations interested in joining in the theatre party plan.

It was stated that the plan had been made possible because of the generous cooperation of the national and local unions involved, including the American Federation of Musicians and the American Guild of Musical Artists. The Metropolitan management, it was added, in conjunction with the NBC network, is planning to use special television lighting in the opera house in order to make the presentation of a theatre telecast “equal in quality to the stage event.”

U.K. Attendance
(Continued from page 1)
case, there had been considerable improvement in the position from the last quarter of 1952 through the first quarter of 1953, when admissions ran five and six per cent lower than the corresponding quarter a year earlier.

The box office gross for the third quarter of 1953 was put by the Journal at £27,350,000 ($11,253,000), which was 1 per cent lower than the corresponding 1952 quarter but 0.7 per cent higher than the second quarter of 1953.

The average admission price remained unchanged at 20.3 pence, according to the Journal.

The returns cover 4,537 theatres, namely 99 per cent of those known to be operating, and having a seating capacity of 4,178,000.

The Journal remarks that it is encouraging to note that the number of British pictures registered in the October to December quarter rose to 39, that is the highest number recorded in a single quarter since the April-June period of 1949.

RKO Circuit Won’t Fill Granger Post

RKO Theatres’ continued economy drive was seen as the reason for the resignation of the Granger circuit by Edward Granger as head of film buying and looking for the circuit. Duties of the post will be absorbed by others.

An RKO circuit spokesman said that Granger’s resignation is no indication of any large-scale personnel cut. Granger said that he is attending to private affairs for about another month, when he would announce new plans.

Schine Installing 45 Cinemascopes
GLOVERSVILLE, N. Y., Jan. 26—Forty-five of the Schine circuit will be equipped for Cinemascope by March 7, according to circuit spokesmen.

Twenty-four houses, including six in the Albany exchange territory, now have Cinemascope installations. Also involved are the Mohawk and Rialto in Amsterdam and the Glove here, where the Schine headquarters are located.

Schine Divestiture
Hearing Postponed

BUFFALO, Jan. 26—Hearing on a motion by Schine Chain Theatres to extend the time and conditions for disposal of 25 theatres under the company’s Federal consent decree has been reset for April 2 by U.S. District Judge John Knight here until March 1 on consent of the government.

The possibility through a 1949 anti-trust judgment, was supposed to have disposed of 39 theatres in three years. Schine, in the trial, said that the motion filed in Federal court here last July 24, asks modification of that order.

Appearing at yesterday’s Federal court hearing here was trial attorney Joseph E. McDowell of the anti-trust division of the Department of Justice, who told the court that the government is conducting an intensive investigation into the theatre holdings of the Schine chain, in preparation for answering the motion. He declined to amplify on the nature of the investigation.

U-J Record Reported
For ‘Glen Miller’

All-time high for a Universal-International picture is reported for ‘The Glenn Miller Story’ now playing at the Miami, Carib and Miracle theatres. The premiere engagement of the film is said to have topped by $31,000 the 26-week record business of ‘The Mississippi Gambler’ at the same three houses last January.

U.S. Air Force Citation
For ‘Glen Miller Story’

WASHINGTON, Jan. 26 — A special citation of honor has been presented by the Air Force Association to Universal-International for its production of ‘The Glenn Miller Story.’ Presented to James Stewart, star of the film, by Gen. Carl A. Spaatz, national director of the AFA, the citation ‘pays tribute to Universal-International Pictures, producer of The Glenn Miller Story’ for documenting the career of one of the U.S. Air Force who gave his life in the service of his country.

Claremore Festival
Greets ‘Boy’ Debut


An RKO circuit spokesman said that Granger’s resignation is no indication of any large-scale personnel cut. Granger said that he is attending to private affairs for about another month, when he would announce new plans.

‘Shane’ was chosen the best picture of 1953 by “The Commonwealth,” the Roman Catholic weekly magazine in “The Merchant” says.

‘Shane’ tells an upbeat story that insists that man must stand up and fight for what he believes.

WALTER HAAS

National Pre-Selling

“[N ‘Money from Home,’ reports Ed Miller in ‘Seventeen’s’ February issue, ‘The boy has no fear.’ The comic creation is Virgil Yokum, the first man ever to wear bells on his trousers and light a cigarette out of his way. He shares top honors in this comic romp with Honey Talk Nelson—Dean Martin—a gambler who always loses.”

“ ’Hondo,’ reports Phil Hartung in the February issue of ‘Woman’s Home Companion,’ is based on a historic incident which took place between the Apache Indians and settlers of the West.” Hartung says, “It is a rip-snorting western, and excitement.”

In the same issue there are eye-catching color ads on “The Glenn Miller Story” and “Rob Roy.”

“Thanks to the anamorphic lens of Hollywood’s new Cinemascope, the viewer has a new look on life. It rises to new heights (and widths) in two color movies, ‘Knights of the Round Table’ and ‘Prince Valiant’,” reports ‘Life’ now on the newsstand. ‘Both films deal with King Arthur, his famous round table and the lofty knights who sat around it.”

Howard Hughes is the cover man on “Look’s” current issue. On the eye-arresting cover with Hughes are images of movie stars who performed in his productions.

The lead story in the issue written by &quot;The Howard Hughes Story” will make interesting reading to a large segment of people in the motion picture industry. Seven pages are devoted to the first installment of the Hughes story, the next installment appearing in the forthcoming issue of “Look.”

“Money from Home,” “Rob Roy” and “Amrapurna” are reviewed in the February issue of “Redbook.” Also in the issue are striking color ads on “The Glenn Miller Story” and “Rob Roy.”

“See sexier and art is active in those wonderful Italian movies,” reports ‘Him Tanagura’ on the February issue of “Holiday.” In a three-page story ‘Hime says, ‘There are six good reasons why it is taken Italian films plus to its bosom—Anna Magnani, Gina Lollobrigida, Silvana Mangano, Marina Vlady, Alba Ambera and Rossana Podesta.”

‘Cosmopolitan’s’ cover girl on the February issue is Rossana Podesta, on Italian cinema, a picture star. In addition, there are six pages devoted to Italian pictures in the same.

Both “Rob Roy” and “The Glenn Miller Story” are represented by eye-catching color ads in “McCall’s” February issue in addition to a table of contents ad on “Knights of the Round Table.”

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‘Shane’ tells an upbeat story that insists that man must stand up and fight for what he believes.

WALTER HAAS
Dear Leo:

We hear that you and all the gang at M-G-M are staging your Thirtieth Anniversary Jubilee this month!

TRUE STORY...one of the great monthly magazines carrying your very effective Picture of the Month Column...joins with the industry in extending to you, and Metro, our heartiest congratulations on thirty years of pioneering and leadership in the motion picture business.

We at TRUE STORY are truly proud to have played a part during the past twelve years in helping you herald so many memorable M-G-M films and stars. We're proud, too, Leo, that we've been able to supply you with an eager audience of over 4,500,000 young, movie-going, movie-boosting women not reached by other magazines! It's not false flattery when we say that these gals really go for--and to--your pictures!

And, as in the past, the nation's picture-going public will look to you and your talented pals at Metro for the top entertainment value that has so long been synonymous with M-G-M pictures.

Along this line, Leo, TRUE STORY looks forward to joining you in telling our vast audience of the great motion picture entertainment you have in store for them during 1954 and the coming years.

So, our sincere congratulations to you, Leo, long may you roar!

Cordially yours,

I. S. Manheimer
President
The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon. Story and screen play by Garson Kanin. Produced by Fred Kohlmar and directed by George Cukor... To Be Released In March
Tailored Role of Independents Today
Cited by Kramer

The independent producer in today's market must put out a "tailored" production, concentrating his full energies on the single picture, from its inception to its final exhibition stages, Stanley Kramer, independent producer, said here yesterday.

Kramer, who was one of the guest speakers at the Associated Motion Picture Advertisers' luncheon at the Hotel Piccadilly, told of the challenge in attempting to translate a book to the screen. In his brief address, he related the job that had to be performed in winning over the U.S. Navy in favor of his latest production, "The Caine Mutiny," his final film. (Continued on page 4)

Redbook' Citations On CBS-TV Tonight

Six producers tonight will receive the 15th Annual Movie Awards of "Redbook Magazine" on a special hour-long Coast-to-Coast telecast of the CBS Lux Video Theatre, which is scheduled in the New York area on the CBS television network from 9 to 10 P.M.

The awards this year will go to: William Wyler, for the best comedy, "Roman Holiday:" Frank Ross, for the best spectacle, "The Robe:" George Stevens, for the best western, "Shane:" Buddy Adler, for the best drama, "From Here to Eternity:" Jack Cummings, for the best musical, "Kiss Me, St. Pat." and Walt Disney, a special award for "The Living Desert." (Continued on page 4)

Feud Brewing?

See MPA, SIMPP at Odds On Foreign Subsidy Issue

A major battle on the subsidy issue appears to be looming between the Motion Picture Association of America and the Society of Independent Motion Picture Producers.

The lines of the conflict became visible following the expressions of "surprise" from MPAA quarters that SIMPP president Eric A. Johnston could have given "assurances" that there will be no subsidy in future film deals with foreign countries, Elies G. Arnall, SIMPP president, said he had received such "assurances" from Johnston on Monday. Arnall, in telling the trade press of Johnston's purported pledge, made it clear that SIMPP would challenge any deal in the future which carried a subsidy provision. Arnall also indicated that the challenge might well take the form of a SIMPP plea to the Federal Trade Commission or another government agency to investigate the legality of the subsidy.

(Continued on page 6)

RKO Pictures Wins 'Referee' Phase

RKO Pictures' opposition to the appointment of a referee to examine the "bona fide" nature of the Castleman minority stockholders' suit was upheld here yesterday by the Appellate Division of the Supreme Court of New York.

However, the court declined to stay the New York action brought by minority stockholders Louis Schil and Jacob Sacks, as requested by RKO Pictures pending the outcome of the Castleman action now in Nevada courts.

The court rejected the appointment of a referee as ordered by Supreme Court Judge Diefendorf, stating that there is no present basis for any such move in the Castleman suit.

(Continued on page 4)
More Than 700 Sign For Drive-in Meet

Registrations for the National Allied Drive-in Theatres Association's annual convention in Cincinnati next week already has passed the 700 mark and probably will total 750 by the time the convention opens Monday, Allied president Wilbur Snaper said here yesterday.

The number of registrations exceeds all previous conventions, Snaper said, pointing out that the association executives did not expect more than 400 to attend the first ever event was first planned. The annual convention of I. T. O. of Ohio will be held concurrently.

During the convention, the national Allied board will hold a three-day session at which plans for the new year will be made.

Murray M-G-M actor: Alex Harrison, of 20th Century-Fox, and Al Boudourn, of the Theatre Equipment Co., Toledo, have been added to the group of speakers to be heard at the Drive-in convention.

At the end of the convention, M-G-M will extend its Cinemascope to the delegates. Harrison will talk on Cinemascope and Bourse, with George Trumbukis discussing the application of Cinemascope as applied to drive-ins.

Navy Toppers Invited To 'Water' Premiere

Among those invited to the premiere of "Hell and High Water", 20th Century-Fox Cinemascope production, which will open at the Roxy Theatre here on Feb. 1, are top ranking Navy officers stationed in the metropolitan area and at the New London submarine base.

Among the officers invited to the opening, which will benefit the Navy Dimes campaign, are Rear Adm. Roscoe H. Hillenkoetter, Rear Adm. George C. Crawford and Capt. John E. Lee.

Toast' on Feb. 14 To Salute M-G-M


In addition to the stars, the show will feature clips from the studio's anniversary productions including "Knights of the Round Table," "Expedition," "The Long, Long Trailer."".

Trumbakis Promoted

William Trumbakis, manager of Loew's Theatre, Harrisburg, Pa., has been assigned to Loew's Theatre in Providence, succeeding Larry Levy, who has resigned to enter public relations work. Mr. Levy, assistant manager of Loew's Capi challenge, was named to succeed Trumbakis as manager of the Harrisburg house.

French Film to World

"Sins of Paris," French production with English titles, will be the next attraction at the World Theatre here. The Arthur Davis presentation is being released by Arlean Pictures.

11 U.K. Cities Order C'Scope Equipment

LONDON, Jan. 27—CinemaScope equipment will be installed in 11 English cities by the end of March this year, according to announcement made Monday by Allied president Wilbur Snaper. Snaper said here yesterday.

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HISTORY AGAIN!

A MASS-BOOKING PATTERN NEVER BEFORE ACCOMPLISHED WILL BE DEMONSTRATED THIS WEEK WITH WARNERS' 651 SIMULTANEOUS SHOWINGS OF "The Boy From Oklahoma"

In All Blueroock County There Wuz Only Two That Didn't Tote A Gun ... The Sheriff - and His Hoss!

With LEO CHANCEY - ANTHONY CARUSO WALLACE FORD - MERV GRIFFIN - SLIM PICKENS Screen play by FRANK DAVIS - WINSTON MILLER

Colour by WARNERCOLOR

CO STARRING NANCY OLSON

Produced by DAVID WEISBART

Directed by MICHAEL CURTIZ

From a SATURDAY EVENING POST STORY

Music by WAR DEBROE - Produced by DAVID WEISBART

Music by WAR DEBROE - Produced by DAVID WEISBART

Directed by MICHAEL CURTIZ

From a SATURDAY EVENING POST STORY

Music by WAR DEBROE - Produced by DAVID WEISBART

Directed by MICHAEL CURTIZ
RKO Radio and Republic Pictures are not included in the contract agreed upon today and the two are to negotiate separate agreements with the union.

Six producing companies signed the agreement, led by Paramount Pictures, Loew’s, and Warner Brothers. The companies are: Paramount, 20th Century-Fox, Loew’s, Universal, and Warners.

Representing the companies in the negotiations which were begun here Monday morning, were, in addition to Schenck, B. B. Kahane, Barney Balaban, Y. Frank Freeman, W. C. Michel, Fred S. Meyer, John J. O’Connor, Morris Weiner, Sam Schneider, Edmond Le Dufat, Charles Borel, and Alfred P. Ciamie.

Johnston Holds Talks With Company Heads

MIAMI, Jan. 27.—Conferences between Eric A. Johnston, president of the Motion Picture Association of America, and company presidents were held here between sessions of the company presidents and representatives of the American Federation of Musicians.

It was learned that the company heads, in their discussions with Johnston, took action on the Cuban film tax situation. Whether a formal MPAA board of directors meeting was held here could not be ascertained, nor could it be learned whether any further action had been taken on “The French Line” controversy. Johnston and MPAA’s legal counsel, Sidney Schreiber, were due to return today to Washington and New York, respectively.

Agree on Site for Central Shipping

A site for a central shipping depot to be utilized by eight distributors in New York has been selected by a committee appointed by the MPAA committee of the Motion Picture Association of America. The location of the central shipping depot is a factor in obtaining the approval of both the lease and the project itself by the whole committee. Action will be taken at a committee meeting here next Tuesday.

If the central-shipping plan is approved by the distribution heads at the Tuesday meeting, separate corporations will be set up to administer the physical handling of the various companies’ prints.

M-G-M Is Cited by Mexican ‘Legion’

MEXICO CITY, Jan. 27.—M-G-M was awarded the diploma which the Mexican Legion of Merit bestows annually on the foreign company that produces and releases films deemed most favorable here during the year. The Legion, awarded biannually, this year was received by Carlos Niño, local M-G-M manager, at a ceremony in Telecentro, the radio-video hall here.

The Legion also awarded the Cine Roble, local theatre, a diploma for exhibitions which shows in Cine Roble are a new screen and screen frame, new curtain, anamorphic lens and a new stereophonic sound system.

Hartford Prices Up

HARTFORD, Jan. 27.—Downtown first-run theatres here, both circuit and independent, have increased adult evening admission prices from 74 cents to 80 cents.

‘Riot’ First 3 Weeks Slates 500 Playdates

Not less than 500 playdates in its first three weeks have been set for Allied Artists’ “Riot in Cell Block 11,” vice-president Merry C. Goldstein yesterday disclosed. The Walter Wanger production will world-premiere tomorrow at the Columbia Theatres, LA. The film will open at Detroit’s Capitol and in 30 Butterfield circuit houses the next day. More than 160 houses in the Southwest opened the picture Feb. 25 and 150 in the Boston area will present it the same day.

Asks Hall to Mexico Theatre Building

MEXICO CITY, Jan. 27.—The local exhibitors union asked President Adolfo Ruiz Cortines and the city government to refuse all applications for permits to build cinemas. The union contends that 150 theatres are too many for this city which, though it has inadequate exhibitions, a cinema public is not more than 10 per cent of that number.

Theatre operating costs have increased 400 per cent in recent years, business is not good for all exhibitors, and 34 to 40 cents make grosses lower, the union said.

Robbins Will Head ‘Brotherhood’ Group

Burton Robbins, assistant to the president of National Screen Service, has been made chairman of the accessories committee for the motion picture industry’s 1954 Brotherhood Week campaign, which will be conducted from Feb. 21 to 28, backed by the slogan, “Let’s Get Together for Brotherhood.”

Four Honored for Aid In Making UFA Film

HOLLYWOOD, Jan. 27.—Jack Karp, William Melchiondi, Ellsworth Hugland and Irving Taibot today received awards for their cooperation in making “The Flaming Arrow,” a United Artists’ Appeal film, “Journey to Tomorrow,” which was pronounced a “tremendous aid” in the 1953 UFA campaign.

Scanlon to UPA as Financial Consultant

HOLLYWOOD, Jan. 27.—Ernest Scanlon, former Selznick and RKO Radio executive who is now Los Angeles consultant for Columbia, has become associated with United Productions of America as financial consultant. It was announced yesterday by Stephen Bossom, UPA president.

‘Scope in Spokane House

SPOKANE, Jan. 27.—CinemaScope equipment is being installed at the Spokane Street Theatres House, including a new screen and screen frame, new curtain, anamorphic lens and a new stereophonic sound system.

Kramer Cites

release for Columbia before entering on his new United Artists deal. He has been offered terms for “Not As a Stranger,” based on the book of the same title, which will be re- titled “TA, That, too, Kramer pointed out, deals with a controversial theme, that of medicine.

Following this meeting, Kramer told of his “head-tailored” viewpoint for independents, explaining as an example that he expects to travel around the country himself in show book clubs, appearing at book-telling audiences of his production plans for “Not As a Stranger.”

Regarding another meeting, Kramer said that UA virtually has taken over complete financing of the picture, acting as guarantor for production money. As to new mediums, Kramer said he would use CinemaScope or any other technique if the story lends itself to such treatment, adding that “Not As a Stranger” will be done in conventional form.

Stereo Tests

taking over the operation of the test in the particular region. Meanwhile, Reade has forwarded a proposed list of exhibitors, five in each territory, 20th Century-Fox, the company which has been conducting the experiment for its CinemaScope productions.

The slated meeting between Reade and other representatives, originally slated to take place this week, has been postponed until next week due to the current national play-off of such quality 3-D product as Warners’ “Hondo,” Columbia’s “Miss Sadie Thompson,” Paramount’s “Cape Fear,” and RKO’s “Miss Susie Katz,” and other 3-D releases.

Asks Upper Scale For Mexico’s First 3-D

MEXICO CITY, Jan. 27.—The city commission here has been petitioned by the Chester High School Parent-Teachers Assn. to permit the showing of motion pictures on Sundays, to provide recreation for young people. It has been agreed to hold a vote on the question.

Sees Books Assuring ‘Pre-Sold’ Audience

The advantage of a pre-sold audience, running into millions of people, according to a picture which is based on a book, is utilized here yesterday by Paul Lazarus, Jr., vice-president of Columbia Pictures, in an address at a luncheon meeting of Associated Motion Picture Advertising, Inc., held at the Piccadilly Hotel, Lazarus, speaking on the topic, "Great Books, Great Movies," listed other advantages resulting from the association of the motion picture and book publishers, among them he said, are that publishers are very commercial-minded, highlighting the picture based on the particular book and putting book in many instances, and thereby creating further interest in the particular pictures.

Cites Three Instances

He went on to say that the tie-up is of mutual benefit to the publishers, with many books reappearing on the charts once the "best-seller" is turned into a picture. Lazarus also pointed out the numerous big grossing pictures that have been based on books.

Today’s titles "Grapes of Wrath," "The Robe," and "From Here to Eternity.

Hughes J. Black, president of the American Book Publishers Council and also president of the publishing house of Doubleday, also spoke. Black, heading a group of publisher guests, described the troubles faced by the book publishing industry, presented by such competing media as radio and TV.

Despite those who forecast that the book trade would be ruined by the publishing, he said, the industry has continued to thrive. He praised the industry for resisting pressures of censors to "review in advance" motion pictures, stating that the motion picture industry, like the publishing industry, must courageously face up to its responsibility and resist censorship.

Publicists Absent

Attendance suffered somewhat due in part to the refusal of some film company publicists belonging to the committee to attend the meeting. Their action was described as a protest against Columbia’s rejection of Scanlon’s proposals in current contract negotiations.

Restrict Wide-Screen At Cannes Festival

PARIS, Jan. 27.—This year’s Cannes Film Festival, to be held March 25 to April 9, will restrict the showing of wide-screen pictures. The Festival theatre has been equipped with a wide-screen and stereophonic sound but films intended for normal size screens, will not be shown on wide-screens.

The budget for the Festival has been cut 1,000 francs to 17,000,000 francs from last year’s appropriation.

‘Sunday’ Plea by P-TA

HENDERSON, Tenn., Jan. 27.—The city commission here has been petitioned by the Chester Central High School Parent-Teachers Assn. to permit the showing of motion pictures on Sundays, to provide recreation for young people. It has been agreed to hold a vote on the question.

Pote-Lite

(Continued from page 1)

the past eight years Moses was associated with the corporation.

The company’s service department has been augmented by Miron Aprahamian, director of quality control at the present studio, and Robbie Robbi- nia, home office exchange sales contact with the 33 key city branches of National Film Service affiliates, distributors of the Pote-Lite 3-D glasses. Sales of our 3-D glasses,” O’Keefe, said, “have shown considerable improvement in many exchange cities. This upswing in business can be attributed in part to the current national play-off of such quality 3-D product as Warners’ ‘Hondo,’ Columbia’s ‘Miss Sadie Thompson,’ Paramount’s ‘Cape Fear,’ and RKO’s ‘Miss Susie Katz,’ and other 3-D releases.

(Continued from page 1)
We are sincerely grateful to the Editors of Redbook Magazine for honoring us with their 1953 Silver Trophy Award for "THE LIVING DESERT" our First Feature-Length True-Life Adventure and other films in this series.

Walt Disney and Staff
Excise Tax

thought the committee might even go beyond the 10 per cent and really impose some excises lower than 10 per cent.

The fact that the drive will be on to cut many other excises in addition to the admissions tax will still serve to make it harder for the industry to cut the admissions tax below 10 per cent, however. For instance, the House Committee will be seeking to hold down the total revenue loss, and if it cuts the tax below 10 per cent, the less the committee is likely to feel it can go all the way for repeal at the admissions tax. Reduction to 7.5 per cent of all excises now above that level would cost the Treasury about $395,000,000 a year, it is estimated.

Martin repeated a statement made over the weekend that he didn't feel any industry should have to bear an excise tax burden of more than 10 per cent.

Skelton on Board of Carolinas T.O. Unit

CHARLOTTE, Jan. 27.—Ernest Skelton, past president of the new Essaness Theatre Corp., has been named to the board of directors of the Theatre Owners of North Carolina. He was named by the board to replace H. H. Everett, who recently sold his theatre to the Interstate Circuit and retired from the industry.

The board also voted to hold a summer get-together, probably in Myrtle Beach. The annual convention will be held in November.

Sparring Production Director of ASC

MONTREAL, Jan. 27.—Mitzi Sparring has been appointed director of production for Associated Screen News by president Paul Nathanson. Sparring for many years has produced the “Canadian Cameram.” He previously was with the Canadian Motion Picture Bureau and was on the production staff at the Paramount studio in Hollywood.

‘Banana’ to Bow Feb. 19

United Artists has scheduled the world premiere of the film version of “Top Banana” for Feb. 19 at the Victoria Theatre here. Filmed in the format of the Broadway musical show, the picture stars Phil Silvers and the principals in the cast of the original stage production.

Steinberg to Texas

Herk Steinberg, Paramount publicity director, will leave New York today by plane for Austin, Tex., to supervise activities for the world premiere of “Red Garters” there on Monday and the openings in San Antonio, Houston, Dallas, and Fort Worth, later.

Reviews

“Top Banana”

(Paramount-United Artists)

In fact, it’s so different that it fits that old bromide, paraphrased, “You don’t have to be crazy to enjoy this picture, but it helps.”

As it should be, since it was presented on this stage, no effort was made to build lavish sets. The audience was aware at all times that the sets were stage “props” and that the action takes place between the prosceniums.

And the effect is novel, to say the least.

The story group has done their harlequise as it once was to get a greater kick out of “Top Banana” than those of more recent era. However, that is said conservatively, because many in the latter bracket who saw more times than Wels, the older folks were reacting from nostalgia while the others apparently were seeing something new to them. In any event, the picture was made strictly for laughs and it has them by the pound.

“A top banana” in burlesque lingo is a star comedian. In this case, he is Phil Silvers who portrayed the same role in the stage version, as did most of his stooges in the supporting cast. The story line is not necessary to describe, because whatever it is, it is just a gimmick to hold together the fast pace of action and gags and routines so familiar to the burlesque fans of old. It is fast defends from beginning to end with a hardly a sensible line of dialogue, the actors are well handled and the picture is enhanced by color by Corp. of America.

Silvers gets good support from Danny Scholl, Rose Marie and Judy Lynn. The picture was produced by Albert Zugsmith and Ben Pesky and was based on the Broadway musical as presented by Paula Stone and Mike Sloane. The scene version was by Gene Towne and music and lyrics by Johnny Mercer.

Others in the cast are Jack Albertson, Johnny Coy, Joe Faye, Herbie Faye, Walter Dale Wahl, Bradf ord Hatton, Dick Dana, Johnny Trama, Gloria Smith and George Mares.

Running time, 160 minutes. General classification. For February release.

AL STEEN

“Gypsy Colt”

(M-G-M)

A SINCERE and understanding story of the love of a girl for her pet colt, this film has been made into an excellent film for juvenile and family audiences. The story is by Eric Knight, who wrote the original on which “Lassie Come Home” was based and it is beautifully played by young Donna Corcoran in her first starring role. The picture was produced by William A. Seiter and Frances Dee, as her parents. Equally pleasantly is the contribution of the horse and its handling before the camera.

In a drought-ridden region where humidity is at a premium, Ward Bond and Frances Dee are told to tell their young daughter that her four-footed pride, Gypsy, has been sold as a potential race horse. The little girl takes the news intelligently and when the horse twice breaks away from his new owner, the parents are told he has escaped. Not until after he has ridden 30 miles away to a race track, does the boy even suspect his pet. Although the little girl has seen that a few miles will bring it back home. However, the horse finally has his way and the horse is sold to a race track, the smiles and joy of the little girl are for the time. The horse returns home to a place in the dressing room of the horse where the horse is well cared for and his love for the little girl is shown in a most delightful manner.

Martin Berkeley wrote the screenplay. Sidney Franklin, Jr., and William Grady, Jr., co-produced with Andrew Martin directing. Running time 72 minutes. General classification. Release date, April 2.

“Beachhead”

(United Artists—Audrey Schenck)

REALISTIC locations, good performances by such principals as Tony Curtis, Frank Lovejoy and Mary Murphy, sequences of stirring action, and the menacing aspect of jungle warfare with the Japanese enemy in the jungles of the Solomon Islands in the last war, give this drama of U. S. Marine action and romance a good rating for audiences partial to adventure drama.

The story is that of a mission of four Marines, headed by Sergeant Lovejoy, who makes a divers’ rescue attack on a small island near Bougainville to get his plane on Jap minefields from a French planter. Two of the Marines, Skip (Holbrook) and Al (Adams) are killed early in the mission, leaving Curtis and Lovejoy to carry on. The success of the team is jeopardized by antagonism between the two, with Curtis blaming his sergeant for the high losses suffered by his outfit. On Guadalcanal, the two are outfitted with a group of cowboys, some wild mercenary and a little Mexican boy, not to mention a variety of terrain. The haggard and exhausted horse returns home in time to meet the dress rehearsals of the play and he is with the Zada, “Secret of Outlaw Flats” and “White Mane.”

Rogers, Jr., in K.C. For WB Premiere

KANSAS CITY, Jan. 27.—Will Rogers, Jr., is due here today to launch the annual “Mothers March on Polio” and make a series of personal appearances in connection with the release of the Warner Brothers’ “The Boy from Oklahoma,” in which he is co-sponsored with Nancy Olson.

Preceding a polio rally, Rogers and Tyler MacDuff, who plays Billy the Kid in the picture, will make a stage appearance at the Paramount Theatre for the local premiere.

Beat the Devil to 500 Houses in March

The first week in March has been set by William J. Hemens, United Artists vice-president, as a charge of distribution, for the start of a nationwide, day-and-date saturation sendoff for the United Artists release of the “Beat the Devil.” The John Huston drama starring Humphrey Bogart, Jennifer Jones and C. Aubrey Smith, will also get newspaper, radio and TV promotion.

Thursday, January 28, 1954
Redbook’s
15th Annual Movie Awards go to 6 Outstanding Producers

WILLIAM WYLER . . . For the best comedy of the year, “ROMAN HOLIDAY”
Paramount Studios

GEORGE STEVENS . . . For the best Western of the year, “SHANE”
Paramount Studios

BUDDY ADLER . . . . For the best drama of the year, “FROM HERE TO ETERNITY”
Columbia Studios

FRANK ROSS . . . . . For the best spectacle of the year, “THE ROBE”
20th Century Fox Studios

JACK CUMMINGS . . For the best musical of the year, “KISS ME KATE”
MGM Studios

WALT DISNEY . . . . A special award for “THE LIVING DESERT” and other True-Life adventure films
Disney Studios

With sincere admiration, Redbook recognizes these producers whose efforts in 1953 brought outstanding entertainment to millions of Young Adults all over the world. At a critical time in motion picture history, they have proved Hollywood’s ability to rise above a challenge . . . and to excel in the doing.

In the February issue of Redbook — the complete, detailed announcement of the Silver Trophy Awards.

On the Lux Video Theatre, Jan. 28, CBS Network, the telecast of “A Place in the Sun,” one of George Stevens’ finest productions, will be followed by the presentation of the Redbook awards by Wade H. Nichols, editor.

Redbook
America’s ONLY Mass Magazine for Young Adults

OVER 2,000,000 CIRCULATION
MORE THAN 5,750,000 PRIMARY READERS
TO FRANK ROSS

PRODUCER OF
The Robe
TECHNICOLOR

presented by 20th CENTURY-FOX

THE FIRST MOTION PICTURE
IN
CINEMASCOPE
Sales Record
Univ. Profit
$2,610,356
For Last Year

Film Rentals and Sales Climb to $70,490,254

Attaining its highest profit since 1947, Universal Pictures’ consolidated net earnings for the fiscal year ended Oct. 31, reached $2,610,356 after provision of $3,863,000 for Federal income and excess profit taxes and $500,000 for contingent liabilities, the company reported here yesterday. After deducting dividends on the preferred stock, the net earnings amounted to $2.35 per share on the 1,010,411 shares of common stock outstanding on Oct. 31. For the preceding fiscal year, Universal’s consolidated net earnings totaled $2,307,701 after provision of $2,101,000. (Continued on page 6)

Sees End of ‘Scope Print Bottleneck After March 15

The current “bottleneck” in CinemaScope prints will be broken by March 15, according to Al Lichtman, director of distribution for 20th Century-Fox, who said here yesterday that a normal supply of prints would be available to exhibitors equipping for CinemaScope following that date. Convening the opening session of a Consumer-Trade Association, Lichtman said that the shortage of prints was due to the “mixer,” a device for “The Robe” instead of stereophonic sound, which was installed in theaters in February, 1947, for stereophonic sound projection. “We are going to revitalize our export trade division with the view of reactivating the export trade associations of the industry which prohibits certain types of sub-"mixers" to foreign industries. (Continued on page 7)

Don’t Kill ‘Scope’
Reade’s Stereo Position
Brings TOA Resignation

By MURRAY HOROWITZ

In protest against Walter Reade’s playing of “The Robe” with a sound “mixer,” instead of stereophonic sound, the Indiana-Illinois Theatre Corp., headed by James Coston, has withdrawn from membership in the Theatre Owners of America, the organization of which Reade is president.

This was disclosed here yesterday by Coston, who lashed out at Reade for “killing” the medium which has brought people back into theaters. Coston, who also heads the Stanley Theatres of Wisconsin and Coston Enterprises in Chicago, in an addition called upon exhibitors to cooperate with the organization “to follow their lead if the exhibitor organization goes on record against stereophonic sound in conjunction with the playing of CinemaScope pictures.

Coston, in an interview before his departure for Europe said, after talking to the media for the first time in the history and the industry he admires, that TOA has been “a nuisance” and “it’s not my organization.” He added that “I think it’s a mistake” for TOA to take the position it has, and that it is a mistake for any organization to take a position on something that it is not “flying” for.

D of J Probes ‘Scope ‘Tie-up’ Charges

The Justice Department is investigating exhibitor complaints regarding “equipment tie-ups” for CinemaScope, as well as the anti-trust section of the New York State Bar Association. Last week, Coston, who heads circuits in Illinois, Indiana and Wisconsin, said that the Justice Department is in communication with all segments of the industry in an effort to iron out the problems.

W. MASS. THEATRES CANCELS STEREO SOUND ‘MIXER’ PLAN

By AL STEEN

A plan to install “mixers” which would channel stereophonic sound on CinemaScope prints of “The Robe” through a single horn in several houses of the Western Massachusetts Theatres circuit was dropped after observing the reaction by Walter Reade’s Community Theatre in Morristown, N. J., according to Samuel Goldstein, president of the New England company.

Goldstein told MOTION PICTURE DAILY that plans had been under way to adopt the system similar to that used by Reade in Morristown. However, he said that he sent an engineer to the Reade house, and that the report on the observation was on the negative side, and, as a result, it was decided to install the full stereophonic sound equipment.

Goldstein stated that the new RCA stereo horns and screens would be installed in all of the circuit’s houses by the middle of February. The first RCA equipment in New England now is in the Victory Theatre in Holyoke, Mass., according to him.

New Outlook
U.S. Reviews
16mm. Suit
Barnes Says

Justice Dept. Weighing Possibility of Dismissal

The 16mm. anti-trust suit pending in Los Angeles Federal Court against the industry will be reviewed by the Government for possible dismissal or “re-evaluation,” it was disclosed here yesterday by Assistant Attorney General Stanley Barnes, here to address a meeting of the New York State Bar Association.

Barnes, here from Washington to address a meeting of the anti-trust section of the New York State Bar Association, said in response to a question that the 16mm. suit was one of the anti-trust suits being reviewed by the Department of Justice, referring to the back-log of anti-trust cases inherited from the previous Administration. (Continued on page 7)

Circuit Heads Shy Away from ‘Line’ Without Code Seal

Early reports indicate a considerable resistance on the part of circuit film buyers and executives to booking RKO Radio’s “The French Line” without a Production Code seal.

Edward L. Heyman, American Broadcasting-Paramount Theatres vice-president, said that while he could not make a decision on the matter, he was “shy” about giving the film a Code seal.

MFA Heads Reaffirm Confidence in Code

Members of the Motion Picture Association board of directors, meeting with E. F. Johnston, president, in Miami this week, while there to negotiate an American Federation of Musicians contract, formally discussed the current public agitation for revision of the industry’s Production Code. It was learned here yesterday that there was unanimous and immediate agreement among the members that the Code has served the industry and public well for the past 23 years; that they continue to be pleased with the results and that the essential plan and basic principles of the Code should be retained.
Honor for Goldenson
By Brookline Temple

BOSTON, Jan. 28.—Leonard H. Goldenson, president of American Broadcasting-United Paramount Thea- tres, will be honored on Feb. 9, at the Brotherhood Temple, Ohabei Shalom in Brookline, for his work in the Jewish com- munity.

L. Goldenson

Near 900-Mark for Drive-in Meeting
CINCINNATI, Jan. 28.—Regulations for the National Al- lied Drive-in Theatres Association con- ception here next week approached the 900-mark today. There is expected to be the annual convention of Allied memberships, according to spokesmen.

Int'l Drive-in Assn.
Sets Plans for '54

DALLAS, Jan. 28.—The Interna- tional Drive-in Theatres Association has set dates for 1954 including the establishment of advisory boards and an arrange- ment for a 10 per cent discount on drive-in equipment with a Kansas City company. In a message to the membership, President Claude Ezell said, "Drive-in theatres in 1954 will see the dawn of a brighter day for the industry." The advisory boards will consist of experts available for consultation, such as architects, lawyers, contractors, projectionists, building contractors, landscape artists and directors, as well as advertising advisors, Ezell said.

Bolster 'Collapsible Corporation' Tax Law
WASHINGTON, Jan. 28.—The House Ways and Means Committee today acted to plug whatever loopholes might be left in the Revenue Act of 1951, bringing the industry's entire community into the brotherhood fold.

Louisiana and Mississippi
Plan Brotherhood Week
NEW ORLEANS, Jan. 28.—Exhibitors, distributors and other per- sonnel of the industry in the Louisiana and Mississippi area is gathered in the Theatre Guild yesterday for the plan Brotherhood Week. Lucas Con- ner, manager of Warner Brothers, is area chairman for distributors, and Albert Berenson, president of Allied Theatre Owners of Gulf States is area exhibitor chairman. C. C. Walther, president of International Pictures, Harry McEauney, Jr., local attorney, and Joseph P. Murphy, regional director of the National Council of Christians and Jews, are sponsoring Brotherhood Week.

Pathe News' Lerner
Heads Press Group
Arnold Lerner of Warner-Path- e News, has been appointed by the Radio, Newspaper, Television Working Press Association of New York for the current year, succeeded by Chester Burger of CBS-TRS Newswire. Among other officers installed for the current year were Herbert Malli- gan, Paramount; Robert Ame- aras; Charles Benjamin, Radio- nates; Robert Donahue, Jr., Warner-Pathé News; A. A. Brown, Movie- tone News, and Carl Tunen, Sr., Movie News, governors.

Clearer N. Y. Census
Statute Is Sought
By Regents Board

ALBANY, N. Y., Jan. 28.—A re- commendation for clarification by attor- neys of the state of the term "im- moral" as a basis for New York's film-licensing statute is expected today. Following today's meeting here of the state's Board of Regents, at which the recent decision by the Supreme Court concerning rulings were discussed. The meeting also is expected to result in a decision tomorrow on the licensing of "La Ronde," the ban on which is recent's upset by the Supreme Court and the ruling banning the picture by the New York State court of appeals. The high court held that the term "immoral" to "too vague."
Cites Zoning Danger to Closed, Conversion Houses

(Ed. Note: A warning to exhibitors contemplating converting closed or depressed theatres - which such theatres are located before entering county contemplations is sounded in the following letter from E. R. Holtz, president of the Grand Riviera Theatre Co., Detroit. Describing a personal experience in which theatre conversion plans flamed zoning provisions calling for off-the-street parking facilities which in this instance were nonexistent, Holtz warns that such regulations may even prevent the reopening of theatres that have been reopenable under zoning laws. Daily is glad to publish Holtz's letter as a service to exhibitors, believing it may save some from costly experiences.)

Editor, Motion Picture Daily:

Early last fall I thought I had found an answer for some of the closed or distressed theatres. Working with Charles Beltz, the developer and manufacturer of Bell Temp and Fee Flair, we planned to rebuild the closed Aloma Theatre, Aloma Pointe into a semi-public indoor ice rink.

Included in our remodeling was a sporting goods store, a quarter, refreshment stand, and facilities for the practice of other sports in off hours. The deal fell through for the reason that it might be well to pass on to all other theatre owners as a lesson. If they consider it carefully before they close a theatre, and that they take steps to protect themselves against it.

Many Legal Ramifications

My warning to theatre owners has to be more than a warning. So many have been having in non-conforming areas, or if they are built in a commercial area they do not close off parking. Once one closes a theatre, especially if you take out the equipment, you then have to apply for zoning approval to reopen the building. I don't think it behovs me here to go into all the legal ramifications because those do vary with the different communities, and each theatre owner should therefore check with his own lawyer.

In our particular case, the lobby

Parking Important

part was conforming being located in a commercial area, but the auditorium was non-conforming because it exceeded over into residential property. This latter was not too difficult, but during the years the theatre had made no use of the off-street parking.

New zoning provisions for off-street parking are quite severe and in our case it became most difficult and expensive to try even to provide the minimum requirements. Under the circumstances I doubt if this theatre could even be reopened today as a theatre, and it's my suggestion that if a theatre must be closed, it should be periodically reopened for short periods of time to maintain their zoning privileges.

E. R. Holtz
Detroit, Mich.

Circuit Cuts Rates For N. O. Students

NEW ORLEANS, Jan. 28.—A total of 15,000 special admission tickets have been donated by United Theatres, Inc., for use by teenagers in the parochial schools of this city in response to a request by the Council of Catholic School Cooperative Clubs, Mrs. George Kassam, president of the CCSCC, in expressing her appreciation of the circuit's act, stated that her organization has been working for several years to obtain reduced rates for the students. The CCSCC represents 65 affiliated clubs.

Cohen Joins Resnick

WASHINGTON, Jan. 28.—Stanley B. Cohen, former Federal Communications Commission attorney, has joined Leo Resnick's law office here. Resnick, who specializes in community television ploys, announced that the new hire will join the firm's conflict of interest defense group. Cohen will be working closely with George Sigmund, young star of the Lazar Wechsler production. "Heidi" posters on 800 legitimate billboards will also plug the book and film.

Grosset and Dunlap, publishers of the classic on which the film is based, will kick off the powerful "Heidi" promotion in more than 100 cities by plugging 2,000,000 copies of seven "Heidi" editions, including a coloring book, with the film. It will be released in theaters Friday, May 29, starring Donna Sigmund, young star of the Lazar Wechsler production. "Heidi" posters on 800 legitimate billboards will also plug the book and film.

Four hundred radio stations and 90 TV outlets carrying children's programs will be used to promote the films to millions of young listeners. Thousands of dollars in scheduled prizes will be given away, including expenses-paid vacations in Switzerland.

"Heidi" is in the sixth week at the Little Carnegie Theatre here.

Variety Tent of N. Y. Seeking to Obtain 1955 Convention

New York Variety Club Tent No. 35 is urging its members to attend the international convention in Dallas on March 28-31 and is working on getting the 1955 convention for Manhattan. In a bulletin to members, the local points out that in view of the fact that New York wants the convention, "a good-sized delegation from this area will be a big help."

The next major function of Tent No. 35 will be a testimonial dinner to William J. German, president of William J. German, Inc. No date has been set.

A report on the accounting of Motion Picture Associates, which was acquired by Variety Club here in 1948, showed that the net assets amounted to $48,765, which included bank balances and government bonds. After deducting relief payments and death benefits, the net assets amounted to $21,115.

As of that date, there were 214 former MPA members entitled to death benefits of $250 each, totaling $53,540.

FCC Sets Service Fee for Theatre TV

WASHINGTON, Jan. 28.—The Federal Communications Commission proposed a scale of charges for radio and television frequencies pursuant to a Budget Bureau directive last year that all government agencies issuing licenses must charge for the cost of services. The FCC set a 1954 deadline for comments.

FCC Chairman J. Hugo Hugenberg called any theatre television network company actually proposing to build telephone lines or other equipment would have to pay $510 each time it asked authority for additional construction. No fee would be required if equipment of existing common carriers were used.

Film companies using radio for on-location work would have a $10 per application fee.

AA Tomorrow Starts 'Cell Block' Confabs

HOLLYWOOD, Jan. 28.—Conferences by executives of Allied Artists on plans for the national sales and advertising is an event the Wanger's "Riot in Cell Block II" will be held here tomorrow following arrival from New York of Morrie K. Goldstein, vice-president and general sales manager.

Among those who fire taking part in the meetings are: Studio president; Harold Mirisch and G. Ralph Branton, vice-presidents; Harold Wilmont, vice-president and sales manager, and John C. Fliam, director of advertising and publicity.

Friebeg in TPA Post

Harlde Friebeg, formerly an account executive for Standard Theatre Interests Inc., has been named Eastern sales manager of Television Programs of America, under M. S. Sillerman, president of TPA.

Columbus House to Shut

COLUMBUS, O., Jan. 28.—The little theatre, operated by Charles Sagnerburg, was purchased by Irwin W. 11 and will be remodeled for use by a religious group.
THIS is how the BIG MONEY THEATRES are celebrating Washington’s Birthday! Their Marquees tell the STORY...about “THE GLENN MILLER STORY”

...and other Theatres from coast to coast will soon be telling “THE GLENN MILLER STORY” at their Box Offices!

and these Musical Greats as Guest Stars: FRANCES LANGFORD · LOUIS ARMSTRONG · GENE KRUPA · BEN POLLACK · THE MODERNAIRES
**Report Big Demand For ‘BYOL’ Tickets**

WASHINGTON, Jan. 28.—Demand for tickets for the premiere of Samuel Goldwyn’s “Reprise” in March 10 is at an all-time high. There are 4,417,000 persons expected to see the film, according to the White House Correspondents Association, which is hosting the affair.

**Manager ‘Evicted’ By Hot Dog Stand**

BUFFALO, Jan. 28—the Lafayette Theatre, Basil circuit flagship here, has installed a hot dog counter on the mezzanine. It is served by the mezzo, complete with refrigerator and other apparatus, with the result that Manager Charles M. MacKenna has had to move from his small, attractively located combination to a more convenient location in the director’s office.

**Universal Net (Continued from page 1)**

$4,369,924 for Federal taxes and $500,000 for contingent liabilities. Those individuals who had received on the preferred stock were equivalent to $2,125 per share on the $61,698 shares of common stock outstanding on Nov. 1, 1952.

Film rentals and sales for the 1953 fiscal year were the highest in the industry’s history, amounting to $70,490,254 compared with $64,128,719 for the previous fiscal year. Current fiscal year rentals were listed at $15,918,549, compared with $84,124,244 for 1952 and 1953, respectively. Net working capital was listed at $38,223,015 for the last fiscal year and $27,019,013 for the previous fiscal year.

It is noted in the company’s annual report to stockholders that it continues to be the practice of the company to reflect in its accounts the operating results of subsidiaries in foreign countries, having exclusive jurisdictional rights only to the extent that net earnings resulting therefrom have been realized in foreign currency. The year-to-year changes in such revenue may have accrued.

The report also states that during the 1953 calendar year two semi-annual dividends of 50 cents per share each and one extra dividend of 25 cents per share were paid on the common stock.

**‘U’ Annual Meeting Set for March 10 Here**

The annual meeting of Universal Pictures stockholders has been set for March 10 at 11:00 A.M. in the company’s house office here.

The principal item on the agenda is a proposal for the re-election of the present 11 directors. They are N. J. Blumberg, Alfred E. Daf, Preston Davie, Albert Garthwait, R. W. Lea, see, R. R. R. Hochman, Blaud Riggers, Daniel M. Shear, Harold 1. Thorp and Samuel Valman.

The designation of Peat, Marwick, Mitchell & Co. as the independent public auditors of the company will also be discussed by the stockholders.

**Shy from ‘Line’ (Continued from page 1)**

not speak for all of the company’s reactions to the operation as a whole. He was concerned it would not be played unless it gets a Code seal.” He said he knew of some of the AB-PF field men who had made the same decision.

The Howard Hughes production originally had been scheduled for state-wide premiere openings on the Interstate circuit, Texas, an AB-PF affiliate headed by Karl Holbittzle and R. J. O’Donnell but these were cancelled last month when the picture was denied a Code seal.

Joseph R. Vogel, Loew’s theatre vice-president, said unequivocally that the circuit will not play the picture unless it gets a seal.

The same decision was asserted by an official of Skouras Theatres Corp. here. He said the circuit will not play the film unless it is removed from the Legion of Decency’s ‘condemned’ list and is given a Code seal.”

An executive of Walter Reade Theatres said it had notified RKO Radio that it would not play the picture without a Code seal and that final action will not be taken until the picture has been viewed; probably today.

**Oppose Wage Bill**

BOSTON, Jan. 28.—A bill which would raise the wage scale for part-time workers from 65 cents an hour to 75 cents will be opposed by the Independent Theatres, Inc., of New England. The amusement industry here has its own Minimum Wage Board which set a 65-cent minimum for part-time theatre workers.

**Astor N.C. Changes**

CHARLOTTE, N. C., Jan. 28.—Melvin Cook, of the booking department of Astor Pictures here, has been named a sales representative while Harry Kerr has been named booker, and Walter Pinson has been shifted to South Carolina as a sales representative.

**Motion Picture Daily**

Friday, January 29, 1954

**ALTEC SERVICE has the answers!**

Altec Engineers assisted in the research and development of the new motion picture sound projection and techniques.

Their advanced technical background and unequaled know-how work for you, when you call on your Altec Service Man to install and service your booth and sound equipment.

Altec Service Contract is your assurance of trouble-free operation at minimum cost—get the facts now.

**ALTEC SERVICE**

The finest in technical service for theaters.

161 SIXTH AVE., NEW YORK 13, N.Y.
16 mm. Suit

(Continued from page 1)

don't dismissed bringing Attic," Jan. went M. move CinemaScope $125,000. operating drive-in given state, in such the the being decree, upper a business the urged pledge. Washington an Allied. decision interest, been preliminary leave ment." cases been Lausche want their company's of company's of CinemaScope. of those been probed He acknowledged his feelings that stereophonic sound is essential to CinemaScope presentation. He said in his talks with Syros F. Skouras, 20th Century-Fox presid. ent, he urged him not to serve theatres which are not fully equipped for CinemaScope, including the wide screen and stereophonic sound. Skouras, he continued, gave him such a pledge.

Bringing in the Business

The circuit executive went on to explain that he doesn't mean to say that there won't be other media, but that at present the time the medium which is bringing in the business should not be killed.

"I think every exhibitor should support CinemaScope 100 per cent," he declared. "For the first time we have something that is the greatest stimulant to business and we exhibitors are trying to kill it," he warned, referring to such action as Reid's.

Custen said that approximately 24 of his theatres now are fully equipped for CinemaScope, adding that the suc- cess of "The Robe," which he previ- ously has been matched by other CinemaScope pictures including "Strong

C'Scope Gives First Profit to Glowmeter

BUFFALO, Jan. 28.—A net profit of $197,290 for the first quarter of 1953, which is the first quarter of the company's fiscal year, is indicated for the Glowmeter Corp., of North Ton- wanda, now producing screens for CinemaScope. Agis I. Mikalakis, Glowmeter president, stated that the company now is operating in the black for the first time.

Ohio Catholics Laud Lausche and Hissong

COLUMBUS, O., Jan. 28.—The Ohio Catholic Welfare Conference here has commended Clyde His song, chief of the Ohio Censors, and Gover- nor Lausche for their promise of con- tinued efforts "to keep Ohio screens as clean as possible." Fifty clergymen and laymen, including Ohio's six bishops, attended.

J.D. Probes

(Continued from page 1)

difficulties arising from the introduc- tion of the new medium.

The assistant attorney general, asked if the Department has received more complaints from exhibitors in recent months compared with previous periods, said that about the same num- ber of letters are being received cur- rently. The more recent letters of complaint, he continued, relate to the new medium using CinemaScope, and to a lesser degree Cinemascope.

FTC on Pacts

(Continued from page 1)

ec. of the Federal Trade Commission, neglected in the past.

Hawkey said that he had not con- ferred with Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, who recently con- demned what he called the "trend" of the Motion Picture Export Association to grant subsidies. Hawkey said that Arnall might have conferred with FTC staff members, however.

Conn. Drive-in OK'd

HARTFORD, Jan. 28.—The Mid- dleton zoning authority has given Sal Adorno, Jr., assistant general manager of M. & D. Theatres, author- ity to build a drive-in theatre on Saybrook Rd., Middletown, at an esti- mated cost of $125,000. The theatre, to be operated independently of M. & D., interests, will be ready for operation by early spring, according to Adorno.

Rifles' Opens Strong
At Chicago, Oriental

CHICAGO, Jan. 28.—"King of the Khyber Rifles," the fifth CinemaScope picture to play Chicago, opened strongly at the Oriental today, with the management of the theatre expec- ting the first day's receipts to hit at least $7,000, an excellent return for the figure for the house. "How to Marry a Millionaire" opened at the Oriental at $14,000, but that was on Thanksgiving Day.

Altec Confabs Start
In Upper N. Y. State

A series of meetings with field en- gineers and representatives in upper New York State is being held by H. M. Bessey, executive vice-president of Altec Service Corp., and Marty Wolf, assistant general sales manager, both of whom yesterday attended the opening of "The Robe" at Snedecor's Co., Hartford. The new group insurance embraces 198 members of the Altec organization and contains several additional employee benefits, according to H. M. Bessey, Altec exec-utive vice-president.

New Insurance Plan
For Altec Employees

A new hospitalization plan has been inaugurated for employees of Altec Service Corp, through Century In- dustry Co., Hartford. The new group insurance embraces 198 members of the Altec organization and contains several additional employee benefits, according to H. M. Bessey, Altec executive vice-president.

Palace Gets 'Attic'

"Man in the Attic," Panoramic Production released by 20th Century-Fox, will have its New York premiere at the Palace Theatre on Feb. 5.
Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon. Story and screen play by Garson Kanin. Produced by Fred Kohlmar and directed by George Cukor. To Be Released In March...
Busy Week

Three Allied Units to Meet In Cincinnati

Drive-ins, ITOO and National Board Meet

CINCINNATI, Jan. 31.—This city is playing host to three exhibitor meetings this week, all of them projects of Allied States Association. The National Allied Drive-in Theatres Association will open its annual convention here on Tuesday, extending through Thursday. The Independent Theatre Owners of Ohio will convene Thursday with both events being followed by the annual meeting of Allied’s board of directors.

From present indications, the drive-in sessions will take on the stature of a national annual convention which, in effect is, except that issues are expected to be restricted to those affecting the operators of outdoor theatres. At last reports, the registration list contained almost 500 names, but as yet these have not been broken down as to dealers, exhibitors, equipment manufacturers and observers. (Continued on page 4)

TOA’s Board Meets; Shos D.C. Reporters

WASHINGTON, Jan. 31.—Members of Theatre Owners of America board of directors gathered at the Mayflower Hotel here today for three days of meetings. The first act of the officials of the organization was to announce a news blackout on the meeting, similar as reporters here are concerned.

Anything the TOA leaders decide to let the industry in on will be released tomorrow and Tuesday at TOA’s (Continued on page 4)

Johnston Named U.S. Film Festival Envoy

WASHINGTON, Jan. 31.—Motion Picture Association of America president Eric Johnston has been named official U.S. representative at the Brazilian International Film Festival, according to an announcement by Theodore C. Streibelt, director of the U.S. Information Agency.

The festival opens in Sao Paulo on Feb. 12, Streibelt said that Alan (Continued on page 4)

Proposed 52-Week Tax Plan Would Aid Some Theatres

WASHINGTON, Jan. 31.—Many motion picture theatres would be helped in making out their Federal income tax returns under a provision adopted by the House Ways and Means Committee.

The committee on Friday wrote into its technical revision bill a provision to permit firms to pay their taxes on the basis of a 52-week year or a 53-week year. At present, corporations must compute their taxable income on the basis of a year ending on the last day of a calendar month. Committee officials said that many companies, especially theatre-owning firms, keep books on a weekly basis and so must make a (Continued on page 4)

M-G-M Preparing 8 For New Season

With all productions for the 1953-54 releasing season to be completed by March 1, M-G-M has announced its 1954-55 producing schedule with assignments for eight pictures to go before the cameras in April and May.

At the same time, it was announced by Dore Schary, studio head, that 22 writers are currently assigned to scripts for other productions slated for future filming.

Explores Guarding Of Exclusivity Of Theatre TV Shows

The problems of protecting the exclusivity of theatre television events, especially of fights, was explored here at the weekend at a meeting of the theatre TV committee of Theatre Owners of America.

The TOA unit wrestled with the consequences posed by a New York Supreme Court decision on last September’s Marciano-LaStara bout, a ruling which permitted New York radio station WOR to give a news summary after every round of the bout, instead of the bid by the International Boxing Club to restrict the news summary to 75 words after every third round.

Opinions varied on the need to maintain a radio blackout of a big theatre TV fight event, with some opinion voiced that it was not too harmful if radio stations offered a news summary, while others maintained that the complete blackout of radio heightened the theatre TV interest. Mention was also made of the (Continued on page 4)

New Outlook

Large Circuits See Easing of Film Shortage

Cite Increased Playing Time for ‘Scope, Others

The increased playing time of current releases, especially those run enjoyed by CinemaScope films, has in a large measure eased the so-called "product shortage," according to exhibitors identified with large national circuits.

In explaining what they term the changing situation in regard to product, circuit executives say that the number of productions coming out of Hollywood this year is considerably up over a year ago is of little significance. They acknowledge that their experience may not hold true for the smaller, subsequent run houses that have not yet equipped for CinemaScope, and situations that have operated on a marginal level, which always have found it difficult to hold a picture for any length of time.

However, in relating the experience of large circuit operations, they point to the long runs enjoyed by such CinemaScope films as "The Robe," (Continued on page 2)

RKO, Rep. to Talk

AFM Contract Here

MIAMI, Jan. 31.—Talies on a musicians contract with Republic Pictures and RKO Pictures, the two studios which did not join in the industry agreement negotiated here last week, are expected to be held in New York after Feb. 15, when the board of directors of the American Federation of Musicians reconvenes to work out a radio-television industry contract.

This was learned following a preliminary negotiation session held by (Continued on page 4)

Havas Seen Heading

RKO Foreign Dept.

HOLLYWOOD, Jan. 31.—Michael Havas, RKO Radio’s Latin American supervisor, is here from Mexico City for conferences with president James R. Croninger reportedly in regard to filling the post of head of the company’s foreign department. The vacancy in the berth was caused by the resignation of Alfred Crown, who (Continued on page 4)

‘Red Garters’

[Paramount]

Hollywood, Jan. 31

PAT DUGGAN’S highly innovative "Red Garters" could prove to be that rare “something different” everybody’s always saying they want, and paying for happily on those infrequent occasions when they decide they’ve found it. "Different" is its distinguishing word. In its production Duggan satirizes gently but brightly, in song and dance, in color by Technicolor and in precedential presentation, utilizing what may be termed silhouetted or stencil-styled settings, that whole cascade of beloved cliches which so long have been and shall be mainstays of “Shanes.” "High Noons," Roy Rogers, Gene Autry, Bronco Billy and William S. Hart, but it doesn’t ridicule them. It is strikingly novel as to mounting and coloration, using flat-color Cyclorammic behind phantasmagoric costumings with brilliant effect, and it is good-natured, rather than come, in tone and manner.

It provides high-gloss backing for smartly matched new talent, as (Continued on page 4)
DAFF SAYS UNIVERSAL-RANK RELATIONSHIP ON 'GO GOOD'; EXPAND DISTRIBUTION

The relationship between Universal and the J. Arthur Rank Organization is "on good terms" and all is well, according to Dr. Flick, president of the Rank company. The statement was delivered by Dr. Flick, head of the Rank company, to the effect that his company's product was not getting the play-off in the country that it deserves. Davis, who was in New York last week, planned back to London on Friday.

Daff said that there is a great opportunity for conventional theaters to play the Rank pictures profitably, as well as the so-called "art" theaters. The wide acceptance of CinemaScope in the United States proves this, he said, and Universal is giving more attention to the sale of such product through the addition of two sales representatives throughout the country.

The Universal vice-president indicated that there was a completely understood position on the situation when Davis returned to England, pointing out that "their problem also is our problem."

Regents "O.K." NY. Showing of "Ronde"

ALBANY, Jan. 31—An order directing the issuance of a New York state license for the exhibition of the "Ronde" has been forwarded to Dr. Hugh Flick, head of the state censor bureau, by the Board of Regents. The board, meeting Monday, is expected to comply with the U.S. Supreme Court decision overturning the New York law barring the show on the ground that it has directed the issuance of a license after Dr. Flick reviews the film again and finds no objection to it hereafter shown to the Regents and the Supreme Court.

Will Define "Immorality"

In the wake of the "La Ronde" case, the Regents are expected to file a bill revising the statutory definition of "immorality." However, the two-day meeting which wound up Friday, was said not to have handled that problem.

Await "La Ronde" Print, Ruling on "Line" Soon

A spokesman for the New York State censor board here said that Commercial Pictures, the distributors of the "La Ronde" has not as yet delivered a print for review, but the board met one hour later last week. Commercial Pictures officials said that no exhibition deals in New York have been agreed upon, adding that Commercial Pictures is working with the action by the Board of Regents.

Meanwhile, state censors on Friday "La Ronde" Picture "French Line" and the company is expected to be notified today or tomorrow whether a license for the film has been granted.

Litvak and Will Add "Act" Premiere Here

Anatole Litvak and Dany Robin, who co-stars in "Act of Love," will attend the New York premiere of the United Artists film at the Astor here on Thursday.

Litvak will fly here from Los Angeles, and Miss Robin, who is making a much needed trip to the East, will return to New York for the opening.

Industry Communion Attended by 1,500

The fourth annual motion picture industry Communion breakfast yesterday was attended by approximately 1,500 members of the theater industry at the Waldorf Astoria Hotel here following Solomo Pontifical Mass over by the Rev. Joseph F. Flaherty, D.D., at St. Patrick's Cathedral.

The Rev. Thomas F. Little, executive secretary of the National Legion of Deacon and spiritual director of the group, sponsored the breakfast.

Russ Emde Resigns RKO Theatres Post

Russ Emde, zone and division manager for RKO Theatres here, has resigned effective yesterday, and announced his future plans in the near future.

Emde had been with RKO for more than 25 years and is credited with originating many of the promotion plans used extensively by the circuit.

He was in charge of the RKO houses in Upper Manhattan, Bronx, Westchester and Newark. In 1931 he was appointed assistant to N. J. Blumberg, then head of RKO Theatres.

RKO Theatres Joins In Shunning "Line"

RKO Theatres joined some other major circuits in deciding not to play the "French Line" without the production Code seal, it was disclosed here today.

RKO Theatres, after being asked, has informed RKO Pictures of its decision. The other circuits taking a similar stand are Twentieth Century-Fox, Paramount and Loew's, Skouras Theatres Corp., and others.
World Premiere

GOLDEN GATE THEATRE, SAN FRANCISCO • FEB. 10

RKO's big exploitation special launched with a real showman's campaign in the San Francisco Bay area and surrounding situations

including:

OAKLAND, TeleneWs
SACRAMENTO, Capitol
VALLEJO, Rita
BOYES SPRINGS, Boyes Sp.
SALINAS, Alisal
MARYSVILLE, Tower
CHICO, El Rey
OROVILLE, Empire
SANTA CRUZ, Santa Cruz
LODI, Sunset
MODESTO, La Loma
LIVERMORE, State
EUREKA, Rialto
ANTIOCH, El Campanil
BENICIA, State
RENO, Tower
STOCKTON, Ritz
PALO ALTO, Varsity
SAN JOSE, Padre
KLAMATH FALLS, Tower
REDDING, Redding
SANTA ROSA, Tower
MONTEREY, Rio
MERCED, Strand
WOODLAND, Porter
SAN MATEO, San Mateo
NEWMAN, Westside
REDWOOD CITY, Fox
EL SOBRANTE, Park
PETALUMA, State
—and many more
TOA Board

(Continued from page 1)

headquarters in New York, local newsmen were told.

Hot topic among directors, the only informational source open to reporters, indicated that one of the hottest subjects of conversation during the three-day gathering might well be the 20th Century-Fox’s policy of requiring stereoscopic sound equipment with its CinemaScope presentations.

Sound ‘Mixes’ an Item

Developments in the matter have reddened some TOA faces, what with James Coston withdrawing his Illinois-theatre leadership from membership in TOA in protest against TOA president Walter Read’s action in circumventing the 20th-Fox policy by installing the sound “mixer” in three Reade theatres to convert the stereoscopic into standard sound. Also, 20th-Fox has terminated action against Read in New Jersey, which was withdrawn only after Read made a last-minute visit to Syros Skouzas, 20th-Fox president, who relented after Read expressed his “regrets” and agreed to impartial regional tests of the systems.

The TOA board, of course, will also have such of its standard agenda items as arbitration, product supply, taxation and similar subjects before it.

Sues the Gunzburgs; Claims ‘Partnership’

HOLLYWOOD, Jan. 31—(AP)—William Blounts, producers, on Friday filed a Superior Court action against Milton L. and Vera Gunzburg, and others, asking the court to establish existence of a partnership with them in an endeavor which, as Natural Vision Corp., was a leader in the industry’s use of three-dimensional pictures.

Plaintiff asserts a partnership was set up in 1951 under which he was to receive $100,000 of profits and $800 a week from the 3-D venture, and that the Gunzburgs repudiated this agreement last July.

‘Red Garters’

(Continued from page 1)

well as solid senior skills, and it rules high with said luminaries on screen by Lucille Brown and Ray Evans. If it plays out half as well as it looks and sounds, it opens a whole new field—categorical satire—for filmic exploration.

It is an advantage that the period’s glistening scenic surroundings include, at the top of official billing, Rosemary Clooney, whose recordings outdo nickel coffee; Jack Carson, who gets maximum laugh return in the “Mike Wallace” relatively underplayed in Michael Curtiz’ current “Scoundrel”; Guy Mitchell, best-selling-singer making his film debut. Gene Barry, directly opposite Mitchell in pseudo-fool that sustains a lightly held story line; Cass Daley, as comic agency; Pat Crowley and Joanne Gilbert in the role of base and great charm. Direction by George Marshall, whose versatility and veteranize are equally legendary in this stately romantic turn, took the technological hurdles set and proved an easy ride in this sturdy vehicle.

Choreography by Nick Castle is pleasant without being gorgeous, and never slips over into stylized ballet.

The last of 1954 was “Annie Get Your Gun,” but the similarity is too scant to aggravate against exploiting this as strictly “something new” on the screen.

Running time, 90 minutes. General classification. Release in March.

WILLIAM R. WEAVER

Tax Plan

(Continued from page 1)

whole new computation for tax purposes.

The committee change would eliminate the need for this new computa-

tion. The committee would have on its basis of a 52-week year for several years and then pick up the extra days by painting only one year on the basis of the 53-week year.

The committee also wrote into the new bill very complete and clear rules. The present law is vague and unclear on this point.

Many theatres are owned by partnerships, and another change would close a loophole growing out of the “collapsible corporation” device, which producers a few years ago to get capital gains taxes on film income instead of having to pay the higher ordinary income rates. Congress amended the law some years ago to outlaw “collapsible corporations” and committee officials said some film producers were using a new device of a “collapsible partnership” to attain the same goal.

Theatre TV

(Continued from page 1)

injustice of allowing a radio station to sell time on the basis of its right news summaries, while theatre TV interests are paying the promoters of the event for exclusivity, it was said.

Those attending the meeting, presided over by Harry Goldberg, chairman, were Mitchell Wolfson, Ptl Harling, Fred Schwartz and Si Fabian.

Following the TOA Friday morning meeting, the National Exhibitors Theatre Television Committee met in the afternoon, discussing such problems as whether, as is said, channels should be sought from the Federal Trade Commission and related matters.

UA Names Blumofe

(Continued from page 1)

torrey and executive, came to United Artists from the Music Corp. of America. He represents U. A. in negotiations with independent artists, is expected to have new pictures and has served as the company’s liaison with independent producers whose films are released by United Artists.

Allied Meets

(Continued from page 1)

any event, the registration has exceeded expectations.

The new events, they relate to new projection techniques in drive-ins will highlight the drive-in convention and an extensive program, including forums and clinics, that have been arranged for the purpose of clarifying many of the aspects.

The ITOO agenda also includes the new media, especially the employment of stereoscopic sound and the controversy caused by the use of a “mixer” in some Walter Reade circuit theatres in projecting “The Robe.”

The alleged shortage of prints appears certain to be a subject for discussion and possible action. Criticism of the claimed shortage of CinemaScope prints may be curtailed in view of 20th-Century’s announcement last week that the “bottleneck” would end by March 15.

Among the spots scheduled for the state unit convention are Herbert Barnett, president of the Society of Motion Picture and Television Engineers; Rube Jacker, assistant general sales manager of Columbia Pictures; Albert E. Sandlin of Sandlin & Associates, director of exhibitor relations for M-G-M.

The national Allied board meetings will last three days after the close of the drive-in and ITOO conventions.

AFM Talks

(Continued from page 1)

James C. Petrillo, AFM president, and Republican officials here on Thursday afternoon. According to a Petrillo source, the meeting pertained mostly to Republic’s financial condition. The spokesman denied that the problem of television rights entered into the negotiations. Under the old agreement, Republic was recently renewed by six companies for a four-year term with a five percent in the last two years.

Sunday, the company ended up with the money to sell without the film companies are prohibited from selling their films to television without recourse to the AFM.

A spokesman for the American Federation of Musicians here said that under the new contract, the company has a separate contract before the talks got under way early last week in Miami.

Havas May Head

(Continued from page 1)

become president of Moulin Produc-

Havas, who is a veteran in foreign film distribution, is said to have been one of the three sales executives who had been recommended to Granger for the position.

IN MEMORY OF ITS LATE PRESIDENT

MYER LESSER

THE BLAIN-THOMPSON COMPANY WILL BE CLOSED TODAY, MONDAY, FEBRUARY 1.

* * *

Funeral Service, 2:00 P.M., at Riverside Chapel, Manhattan.
Show 'em the real McCoy! Actual scenes of your coming 3-D attractions... in the same startling depth and natural realism of the pictures themselves!

Use VIEW-MASTERS... in your lobby (an extra one at children's height to avoid interference with adults), out front and away from your theatre! Specially-designed steel cabinets, with three viewers, each containing an identical set of seven 3-D scenes of the picture being advertised... permit three patrons at-a-time to preview your coming 3-D attractions! VIEW-MASTER sells to you for only $24.50 and your only subsequent costs are for the reels of 3-D transparencies at $1.85 per set of 3... and Display Cards at 60c each. The best possible 3-D transparencies for all major 3-D productions... supplied by N.S.S., will help sell your 3-D presentations!

The VIEW-MASTER has proven its sellability with more than 2,000 showmen from coast-to-coast... So get on the Showmanship Band Wagon TODAY... and contact your nearest N.S.S. Exchange for full information on the 3-D VIEW-MASTER Display Cabinet that SELLS 3-D as it SHOWS 3-D!
Announcing

TWI-NITE

THE FINEST ALL-PURPOSE DRIVE-IN SCREEN

ALL THESE REMARKABLE QUALITIES

EARLIER STARTING TIME
Due to greater reflectivity than ever-before obtained in Drive-Ins, you can start your show up to 2 hours earlier (depending on your time zone and latitude).

WIDE SCREEN AND CINEMASCOPE
Now it's possible to prepare to run all the product available in all the new processes by widening out your screen tower while retaining more light on the screen (good projection possible with over 115 feet wide picture.)

BRIGHTER, CLEARER PROJECTION — MORE VIVID COLORS
For the first time you can forget about poor prints or dark seams. Now you'll have indoor theatre quality on your outdoor theatre screen. Gorgeous colors as you've never before seen in a Drive-In. No more washed-out or faded scenes.

3D PROJECTION
Certainly and with unaltered polarization anywhere in the theatre — not a paint, no brush marks.

NO PAINTING NECESSARY
TWI-NITE is manufactured from an all-weather, non-corrosive metal. Requires no painting and is guaranteed for years against wear.

The TWI-NITE screen will be demonstrated publicly in connection with the National Drive-In convention at Cincinnati. The demonstration will be held at the Montgomery Drive-In, Cincinnati, at 4:30 P.M., Wednesday, February 3rd.

ORDERS WILL BE ACCEPTED STARTING FEBRUARY 1st FOR 1954 SPRING DELIVERY.

ADDRESS ALL INQUIRIES TO:

TWI-NITE c/o OPEN-AIR DEVELOPMENT CORP. OF AMERICA
82 NEWBURY STREET BOSTON

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Seek Answers

Drive-ins Want
'Scope Sound
Clarification

Convention Delegates
'Boiling' On Issue

By WILFRED SMITH
CINCINNATI, Feb. 1.—The question of whether CinemaScope pictures would be made available to drive-in theatres which do not have stereophonic sound appeared to be uppermost in the minds of early arriving exhibitors to the National Allied Drive-in Theatre Association convention which opens here today.

Delegates expressed the desire to return to their theatres after this convention with factual knowledge and further clarification of Spyrus Skouras' statement to the effect that 20th Century-Fox was working on some=

Reade Says Schine
Houses Join TOA

WASHINGTON, Feb. 1.—The Schine circuit has taken memberships for all of its theatres in the Theatre Owners of America, Walter Reade, Jr., TOA president, told the association's board of directors here today. Approximately 150 houses are operated by the various Schine companies. In his report to the board, Reade said that he would dedicate a substantial portion of his time in office to

Lichtman Gets Stock
Option at $18.86¼

WASHINGTON, Feb. 1.—An option to purchase 25,000 shares of 20th Century-Fox common stock at $18.86¼ per share has been granted to Al Lichtman, 20th-Fox distribution director, the company reported to the Securities and Exchange Commission.

Under the option, according to the report, the purchase is limited to 12,500 shares in the first year, 1954, and 12,500 shares in the second year, 1955. The current New York Stock Exchange quotation for 20th-Fox common is about $20 per share.

Tax Drive's
Lethargy Hit

Although encouraged by talks last week with Treasury Secretary Henry

and Congressional leaders, Col.
H. A. Cole and Pat McGee, co-chairmen of the National Tax Repeal Cam-

paign Committee, warned COMPO's national tax campaign organization yesterday that a continuation of the industry's present lethargy toward the tax campaign "can defeat us."

In a letter sent to all state and Congressional district campaign committees, Cole and McGee said that exhibitors and distributors are not making efforts to recruit members of Congress even if they have already given a pledge to help.

"There are grounds for encouragement for some measure of industry

(Continued on page 4)

Dewey Sees $400,000
As License-Yield

ALBANY, Feb. 1.—Gov. Thomas E. Dewey's budget message to the legislature tonight estimated the yield from the license fee (censorship) on films exhibited in New York will be $400,-

000 during 1954-55. The same figure was estimated for 1953-54, the first 10 months of which produced $339,000.

Governor Dewey commented, "This license fee produces an annual revenue ranging from $350,000 to $450,000. In the fiscal year 1952-53 the revenue was $414,000.

(Continued on page 4)

Members Canvassed

Al lied Board to Decide On
Stock-Buy Plan This Week

CINCINNATI, Feb. 1.—Based on the answers to a questionnaire, Allied's board of directors will decide whether or not it will proceed with its convention-conceived plan of stock picture companies. Following the proposal by Truman Renbush, as chairman of the Allied board at the association's convention in Boston last October, Allied directed that a survey be made to ascertain how many shares of film company stock were held by Allied members or others willing to cooperate in the undertaking. The Allied board, which experts its annual meeting here on Friday, will act on the project with the understanding that its undertaking and execution will depend on the exhibitors themselves. The questions asked in the survey were as follows:

1. How many shares of the stock of the following companies owned by you or by members of your family or business associates will be available in carrying out a program as described: Columbia (comm.), Loew's, Paramount, RKO Pictures, 20th Century-Fox?

(Continued on page 7)

Sen. Johnson Hits
Immoral Pictures

WASHINGTON, Feb. 1.—Sen. Ed Johnson, Colorado Democrat and perennial industry critic, warned that the motion picture industry is "asking for trouble again" by permitting some producers to make "lurid pictures."

"Stiff competition by television is warping their better judgment," he said. "A few 'Peck's bad boys' among them think their sagging gates can be restored by going lewd."

Would Limit Md.
Censor Statute to
'Indecent,' 'Obscene'

BALTIMORE, Feb. 1.—A recommendation that Maryland's film censorship statute be amended to bar only those films judged "indecent" or "obscene" has been made by Attorney General Edward Rollins. This change, he said, would permit board decisions to be appealed to the Maryland Court of Appeals.

In advising elimination of all censorship criteria other than indecency and obscenity, Rollins explained his belief the statute should be brought into accord with decisions of the U. S. Supreme Court given last month and in 1952.

The statute now permits the Maryland Board of Motion Picture Cen-
sors to "disapprove such films as are sacrilegious, obscene, indecent, inflam-
atory or immoral, or such as tend, in

(Continued on page 6)

Demand Cuts
3 States Ban
'French' in
Present Form

N. Y., Kan., Pa., Boards
Find Dance Objectionable

RKO Pictures' "French Line" has been rejected in its present form by the state censor boards of New York, Pennsyl-

vania and Kansas, it was learned here yesterday.

The state censors, it was stated, all registered objections to the Jane Rus-

sell dance number in the last reel, the same objection which formed the ba-

sis of a Production Code seal denial for the picture under consideration by the National Legion of Decency. RKO Pictures was informed of New York State's disapproval yesterday. An RKO spokesman here stated that he did not know whether the company would make the requested cuts in light of the objections voiced by the censor.

(Continued on page 6)

SBC May Wind Up
Its Film Study

WASHINGTON, Feb. 1.—The Senate Small Business Committee will meet on Thursday to decide on its agenda for the coming year, and the outlook is for a very limited continua-

tion of its film industry trade practice probe, if any continuation at all.

Committee members say they feel the committee has devoted enough at-

tention to the film industry, and that it's time to turn its attention to other matters. They say the indications are that at the very most the subcommit-

(Continued on page 2)

Asks Buffalo Tax
Of 5% on Tickets

BUFFALO, Feb. 1.—A five per cent tax on Buffalo theatre admissions, to yield an estimated $850,000 a year, has been urged by Council-

man-at-Large Joseph Cooley to help the city out of current financial difficulties. Councilman Cooley said the city has no alternative but to exercise "its ample powers in the field of management taxes" and stated "I don't know of a better term for them because, in truth, all taxes are nuisances."
New Magniglow 3-D Drive-In Screen

BUFFALO, Feb. 1—A “Skydine” screen model for showing 3-D films at drive-in theatres will be among the attractions of the Motion Picture Exposition, sponsored by Gloaming Corp., during the first half of this year. A. L. Mahalaks, president, will also hold stockholders up to date during this session at the RKO Grand. Two huge filmis making their local bows are “King of the Khyber Rifles” and “Lure Fairly the Own.”

The other new screen models to be introduced are for the amateur field, daylight view for use in industry, church and government and school exhibition.

Schreiber to Report On Cuba to MPEA

A report on the recently visited Cuban 10 per cent tax on American films will be presented here today at a meeting of foreign sales managers of the Motion Picture Export Association by Sidney Schreiber, MPEA legal counsel. Schreiber returned from the weekend trip to a Cuba. Items on the agenda include a discussion of the Japanese, Spanish and Argentine situations. Meanwhile it was learned that Irving R. MFA director, has left Japan after preliminary discussions with industry officials there for information on the industry in the Spanish and Argentine situations. While in the Indonesian capital of Djakarta, it was stated, Maas will seek an “arrangement” with the Indone- to be officially greeneted for 1943. MFA will return to Tokyo in about two weeks.

Frisch Will Co-Head Freedom Campaign

Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Owners Association, will serve as chairman of the announcement division of the Freedom for Freedom campaign in New York. It was announced by Harry W. Brandt, chairman of the announce ment division.

Frisch and Brandt will organize activities of film men in the metropolitan area during the national campaign to raise $20,000,000 in free spectacles and $10,000,000 in actual dollars during Freedom Week, Feb. 12 to 22. At a recent meeting, Robert A. McSorley, Paramount’s vice-president, was named as chairman of the way committee.

Dividend on B & H Stock

CHICAGO, Feb. 1—Bell & Howell today declared a special dividend of 30 cents per share on its common stock, to bring the year’s total per share to one dollar. The company also announced that future quarterly dividends will be 25 cents per share.

Bernhard Mills Dead

Bernhard Mills, president of Equity Film Exchange, died in Washington yesterday at the Garfield Memorial Hospital. Mills was stricken with a heart attack last week. Funeral services will be held tomorrow morning at 11:30 at the Riverside Memorial Home. Interment will be in Mount Hope, Bloomfield, N. J.

Chicago First-Runs Still Holding Up

CHICAGO, Feb. 1—First runs here continue to do well, although some spots are finding the going a bit tough. Magniglow-3D is offered by Gloaming Corp., and the first half of this year. A. L. Mahalaks, president, will also hold stockholders up to date during this session at the RKO Grand. Two huge films making their local bows are “King of the Khyber Rifles” and “Lure Fairly the Own.”

The other new screen models to be introduced are for the amateur field, daylight view for use in industry, church and government and school exhibition.

Heavy Exploitation For ‘Miller Story’

U-P’s “The Glenn Miller Story” is being promoted by 16 field exploitation representatives, the most used by the company on any picture. Charles Simonelli, Eastern advertising and publicity manager, said yesterday that the film will be released on Feb. 22, the film is being given an advance promotion boost with personalities connected with the release visiting all 32 exchange cities.

AA ‘Cell’ Ad Budget Boosted to $350,000

HOLLYWOOD, Feb. 1.—Allied Artists’ allocation for the advertising of their film “Machine Gun” is now $350,000, following a meeting of A.A. executives over the weekend. The film has been released.

Studio Workers’ Pay Rose in December

HOLLYWOOD, Feb. 1.—Craft union workers in the studios here averaged $12.28 weekly during December, the California Department of Industrial Relations’ monthly report has revealed. The figure was up from November’s $11.85. The work week averaged 42.5 hours in each instance.

Schwartz Returns From Coast Trip

SOL A. Schwartz, president of RKO Theatres, returned home yesterday from the Coast. While in Hollywood, it was stated that Schwartz conferred with studio executives on new techniques and at the same time was on hand for the RKO Palace on Broadway. He also was slated to look at new equipment in the convention city.

Hall’s ‘Round Table’

In 4th Week Pacets Broadway Business

An excellent $145,000 was forecast for the fourth week of “Knights of the Round Table” at the Warner Pacific, at Radio City Music Hall. Last week, business at the Hall paced other first run houses—receipts— which found the box-office stimulated somewhat by mid-year school holidays.

“Never and You” at Loew’s State was reported to be building, with a fine $2,000 indicated for the third week. Tonight “Hill and High Ways” is due to register a fine $2,500 for its 11th week.

Another Columbia premiere, “King of the Khyber Rifles” at the Rivoil is expected to hit a fairly nice $16,000 for its sixth week. At the Globe, “How to Marry a Millionaire,” the holding-CinemaScope, is due to register a fine $2,500 for its 11th week. A pretty good $18,500 is seen for the second week of “Escape From P’t Bravo” at the Mayfair. “The Command” at the Paramount is forecast to do a fair $2,700,000 in its second week.

“His Majesty O’Keefe” will bow at the Paramount on Friday. At the Capitol, a good $24,000 is predicted for “The F-D-flat.” The Miss Sand” by Thomas” in 3-D. At the Criterion, $10,000 is due for the second and final week of “Donovan’s Brain.”

SBC Wind-up (Continued from page 1)}
Just what the doctor ordered!

It's loaded with boxoffice vitamins!

HOWARD HUGHES presents

ROBERT MITCHUM
JEAN SIMMONS
ARTHUR HUNNICUTT

in

She couldn't say NO!

with EDGAR BUCHANAN • WALLACE FORD • RAYMOND WALBURN

Directed by LLOYD BACON • Screenplay by D. D. BEAUCHAMP, WILLIAM BOWERS and RICHARD FLOURNOY • Produced by ROBERT SPARKS
"Hell and High Water"

"Hell and High Water" (20th Century-Fox) With accent on the spectacular, "Hell and High Water" takes full advantage of the potentials of CinemaScope. From a scenic standpoint it is not as impressive as "Beneath the 12-Mile Reef," but it has more action and suspense. The sweeping effect of CinemaScope is noticeable particularly in an under-water "cat and mouse" chase between two submarines and also an exciting battle on the beachhead of an Arctic island. The finale, too, is awe-inspiring when a plane carrying an atom bomb is shot down from a submarine resulting in the A-bomb explosion.

Richard Widmark and Bella Darvi, the latter a newcomer from France, share the top billing and they are ably supported by Victor Francen, Cameron Mitchell, Gene Evans, David Wayne, Stephen Beckley and Richard Loo.

"Hell and High Water" is out-and-out melodrama, with situations frequently created more for dramatic effect than for the motivation of the sequences. The screenplay by Jesse L. Lasky, Jr., and Samuel Fuller, the latter also directed, was based on a story by David Hempstead. The color by Technicolor is excellent.

The story concerns a civilian project, composed of scientists from many countries, who believe that an Arctic island is the secret A-bomb arsenal of the Communists. They do not know where the island is but their plan is to place a submarine and to follow a freighter which they believe is heading for the island. Widmark is recruited to command the expedition and he is allowed to pick his own crew. On board are Victor Francen, a French scientist, and his assistant, Miss Darvi, who ultimately is discovered to be his daughter.

As soon as the submarine gets on its way, things begin to happen. There is a fight over the girl; a Red submarine seeks to intercept Widmark's underwater craft, resulting in a deep sea battle; a romance develops between Widmark and the girl, and finally there is a skirmish on the island when Widmark and Francen discover a barracks full of troops. This island, however, proves to be not the one they are looking for and they set out to find the right one, achieving their goal in time to prevent a Red plane from carrying an atom bomb to be dropped in the Orient so that the blame can be placed on the United States.

Widmark is adequate as the submarine commander, although at times he appears to be a little stiff. There are a few illogical sequences, but audiences who like their screen action in large doses will find it in this picture. Raymond A. Khune produced.


Running time, 103 minutes. General audience classification. For February release.

AL STEEN

Ohio Theatre Re-Opens

LORAIN, Ohio, Feb. 1.—The Grove Theatre, closed during the past year, re-opened Jan. 29 under the management of Alex Negrís.

Prominent at Last Night’s Roxy Premiere

Motion pictures of 20th Century-Fox, opened last night at the Roxy Theatre here in a benefit premiere which drew an audience of member of the industry, as well as in the civic and social life of the city and nation. Seen above arriving at the theatre are: (left to right) first photo, Plato Skouras and Bella Darvi, French star featured in the film; center photo, Charles Einfeld, vice-president of 20th Century-Fox; and William Talbert, captain of the U.S. tennis team, with Mrs. Talbert; (right photo), Spyros P. Skouras, president of 20th Century-Fox, and Basil O’Connor, director of the National Foundation for Infantile Paralysis.

‘Dimes’ Drive Aided By ‘Water’ Premiere

Persons prominent in the entertainment industry last night joined with society and civic leaders at the Roxy Theatre premiere of "Hell and High Water," proceeds of which were turned over to the Greater New York March of Dimes to aid in the fight against infantile paralysis.

Headed by Richard Widmark and Bella Darvi, featured players, and Samuel Fuller, the film director, a succession of celebrities were interviewed by Fred Robbins, for his Mutual network show, and by Jory Adams, for his ABC program.

The 23-piece New York Naval Base Band performed inside and outside the theatre.

Schine Houses

(Continued from page 1)

increasing the TOA membership because "I am convinced that the major hope of exhibition rests in strong and united representation.

Reade told the board that he anticipated no difficulties or obstacles in the establishment of an arbitration system, pointing out that the sales managers were meeting tomorrow in New York to act on TOA’s recommendation that such a plan be set up. He said that the necessity for an agreement on the mechanics of a system was the only obstacle holding up the actual resumption of conferences.

The TOA president gave a summary of his recent controversy with 20th Century-Fox over the use of non-stereophonic sound in his presentation of “The Rode” in Morristown, N. J., concluding with the assertion that he was convinced that as a result of personal experience, "that there are adequate substitutes for stereophonic sound and that Fox’s position of compelling stereophonic sound is basically illogical and economically untenable.”

Ohio Theatre Re-Opens

LORAIN, Ohio, Feb. 1.—The Grove Theatre, closed during the past year, re-opened Jan. 29 under the management of Alex Negrís.

‘Saint’ for RKO Release

Julian Lesuer’s “The Saint’s Girl Friday” will be released by RKO Radio on April 15. The picture stars Louis Hayward, Naomi Chance and Sidney Tafler.

Nets to Cover ‘Years’

WASHINGTON, Jan. 31.—Both NBC and CBS will cover the opening of Samuel Goldwyn’s “The Best Years of Our Lives” at Keith’s Theatre here tomorrow night.

Drive-ins

(Continued from page 1)

thing for the drive-ins in relation to sound and CinemaScope.

Most of the delegates have stated that they want part of the initiation of necessary equipment if the costs are nominal enough to make the medium sound profitable six. However, every exhibitor who was contacted phrased the need for stereophonic sound in a drive-in as being “impractical and ridiculous.” They said they hoped that CinemaScope product would be available with a “mixer” when the majority of drive-ins reopen next month.

Willeur Snaper, president of national Allied, will open the convention today with information regarding 20th-Fox’s position on CinemaScope.

(It was reported in New York that Snaper and Skouras held a lengthy conference at the 20th-Fox home office last Friday.)

The practical merits of the new Tvi-Nite drive-in screen also is of prime interest to the exhibitors. It will be shown tomorrow afternoon.

More than 800 registrations have been made for this convention and, according to chamber Rube Slor, approximately 1,000 exhibitors and equipment dealers will attend the business sessions.

Others who are supposed to be taken up at the three-day convention are the product situation, Allied’s proposal to have its members acquire stock in film companies and film costs.

Tax Campaign

(Continued from page 1)

relief,” the letter said, but added that “this conclusion is conditioned upon a number of things happening or not happening, as the case may be.”

The group was warned that “any failure on the part of your committee to carefully guide the legislation affecting industry tax relief” could lose the proposed act in amendment steps.

There are no grounds for over-confidence and no assurance that the industry will be granted tax relief, the letter concluded.

TUESDAY, FEBRUARY 2, 1954

MOTION PICTURE DAILY
LAVISH SPECTACLE...
The fabulous story of the siren unsurpassed in beauty in time on earth!

THE QUEEN OF SHEBA
Presented by WILLIAM M. PECK and RICHARD NUGENT

GEORGE RAFT
as
THE MAN FROM CAIRO

MAN vs. BEAST
Gripping Adventure and Suspense!

Tangs of the Wild
ONSLW STEVENS - MARCIA DIAN - introducing CHARLES CHAPLIN Jr. with FREDDY RIGEWAY and SHEP the wonder dog

THE UNCUT... UNTOLD STORY OF DIAMOND SMUGGLERS!

WHITE FIRE
He means Excitement... Action... Adventure and Business!

The Cowboy
in Cinema COLOR!

ROADSHOW ATTRACTION FOR ALL OF 1954

We want a child!
WINNER OF VENICE FILM FESTIVAL AWARD

FOREIGN SALES DEPARTMENT: 723 7TH AVENUE, NEW YORK, N. Y.  CABLE ADDRESS: GILDOLMS-LIPPFILMS
boards of the three states. Instructions are being awaited from the studio.

The controversial film, which caused the imposition of the $25,000 fine by the Motion Picture Association of America against the company, has been approved for exhibition in the cities of Chicago and Portland, Ore., the RKO spokesman said. State censor boards in Maryland, Ohio and Virginia will have to act on the film, in addition to boards of Boston, Detroit and Atlanta.

The rough treatment accorded the film by some reviewers who came in the wake of the rejection by the Production Code Administration and Legion of Decency, which found the revision made by RKO Pictures unsatisfactory. An MPAA spokesman said yesterday that RKO Pictures as yet has not appealed the imposition of the $25,000 fine, a penalty required by MPAA regulations to be imposed against an MPAA member company which distribute a film without a Code Seal.

Meanwhile, there are no indications at this time when the MPAA board meeting will be called to act on the “French Line” controversy.

Md. Censors
(Continued from page 1)

judgment of the censor board, to debase or corrupt morals or incite to crime.’

Roths also is said to have recommended salary increases for Sydney R. Trach, chairman of the censor board; Mrs. Maude Dorran, vice chairman; and Walter S. Klingler, secretary.

BOT to Telecast Management Meet

The American Management Association, meeting at the Hotel Astor here on Feb. 26, will utilize large screen television for its convention in a deal with Box Office Television. The telecast will be localized in the hotel, it was added.

BOT, in making the announcement, reported to agents throughout the country pleased with last Thursday night’s telecast, which went to 32 theatres across the country.

Polaroid Stock Bonus

Increased capitalization of the Polaroid Corp., common stock from 407,575 shares to 750,000 shares will net each stockholder a 50-cent dividend. A date for the distribution will be announced later.

HOWARD E. STARK
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50 E. 59th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

FLAMC

SPECIAL TRAILERS
LEAD THE FIELD!
Way Out in Front for Quality, Fast Service and Showmanship
AMERICA’S HIGHEST QUALITY

DOTS ALL!

Paints & Varnishes

Rough Kaufman, president of Guild Films, has upped Art Gross to national director of client services. Incidentally, Guild will produce 74 half-hour telefilms, at a cost of over one million smashers in the next four months. . . . Tomorrow on his “Wonderful City” MBShow, encore Harry Witmer will perform another wonderful act. He’ll present his guest, Lily, daughter of Connecticut’s Governor Lodge, with the first (via Railway Express) CARE package for shipment overseas. . . . Miss Lily is associated with this worthy cause. . . . The Three Musketeers, the same team that handled the current “Lucky Seven” national TV ABC-Contest which will give away $300,000. Scripter Alan Sands has been placed in charge of writing a daily fifteen-minute “Lucky Seven” strip.

Code Is Still Vital, Rev. Griffiths Tells Film Communicants

The industry’s Production Code, based fundamentally upon the Ten Commandments, has become “old-fashioned” or “antiquated” in its relatively short period of existence any more than has the Decalogue itself, the Most Rev. James H. Griffiths, Chancellor of the Military Ordinariate, told 1,500 motion picture industry Catholics at their fourth annual communion breakfast in the Waldorf-Astoria Hotel here Sunday.

Lauds ‘Fine Men’ of Industry

Rev. Griffiths said: “. . . merchants of exotic erotica now are trying to convince the nation that the Supreme Court has wiped out the states all power to determine what is immoral, obscene and socially objectionable for showing in their jurisdictions.

Nothing is further from the truth, as these decrees make plain. They will make it first from the men who head the film industry, the men who in their determination to preserve the mortal fibre of the nation, voluntarily accepted a Code of Production to which they all agreed as one fine men and the true artists who work with them will not betray the men and women of America.”

Other speakers at the breakfast, which followed Pontifical Mass at St. Patrick’s Cathedral, included Mrs. James K. Miller, wife of “Karen” Bob Considine, Pat O’Brien and Dennis Day.

UA Names Joel Hart Manager for Cuba

Joel Hart has been appointed Cuban manager for United Artists, it was announced yesterday by Arnold M. Picker, UA vice-president in charge of foreign distribution. Hart succeeds the late Jose Del Amo, deceased.

Harry Goldsmith was named manager for Argentina, Continental Europe, the Middle East and South Africa, and Reuben Perlman assumes the duties for Latin America, the Far East and Australasia.

Another 72,921 ‘U’ Shares Go to Decca

Decca’s offer to exchange 145,842 shares of its stock for 72,921 shares of Universal Pictures has been extended, according to an announcement from Decca yesterday. Decca stated that it has received more than sufficient tenders. The acquisition by Decca of the additional shares gives it 66.88 per cent of the 1,006,250 shares of Universal common outstanding.

MELICHETT, MAY, JR.
CO., INC.

INSURANCE

Specializing in requirements of the Motion Picture Industry
75 Maiden Lane, New York
3720 W, 6th St., Los Angeles
In the THEATRE Equipment World

SOMETHING new and different for the drive-in refreshment stand is offered in "Chinese Egg Rolls" by Temple's Frosted Foods, Inc., Brooklyn, N.Y. This food novelty consists of a combination of shrimp, pork, celery and scallions, wrapped in a noodle jacket, as prepared by Chinese chefs. It is precooked and frozen and preparation is very simple, since it need only be heated in a fryer or on a grill. The service to the customer the egg rolls can be placed in napkins. Sidney Schurman, president of the company, claims that the product has been introduced in a number of drive-ins throughout the country with excellent results.

A new folder describing its "Rainmaster" line of in-car speaker equipment has just been issued by Mottograph, Inc., Chicago. The speakers are designed with special weather resistant features, with the front of the unit being protected by a taut linen cover impregnated with a water-proof and dustproof chemical designed to prevent moisture and dirt from reaching the speaker cone. The speaker unit is four inches in diameter and has all metal parts. The housing is made of two pieces of light but strong die-cast aluminum. It has a two-tone finish.

To convert Brover drive-in screen towers for projection of wide-screen films that the Jantype Co., Oakland, has developed standard prefabricated wing sections. They are available in eight and 12-foot widths. The company is also equipped to convert Brover towers currently in use to join curved access through engineering changes that can be made on the site, but when it comes to R. S. Ballentine, company head, an in-car speaker with housing constructed of Tenite II has been announced by Theatre Specialties, Inc., Los Angeles. Trade-named the "Bev-elite Jewel-Tone," it is four inches in diameter. The speaker and volume control are mounted on a single yoke which can be removed or replaced in a matter of seconds without special tools or soldering equipment. This is achieved through the use of a simple "disconnect" wrist-lock connections, a new type of electrical contacts.

Illustrated brochures describing its line of playground equipment for drive-ins now are available from the American Playground Device Co., Anderson, Ind.

Allied Board

(Continued from page 1)

Century-Fox (comm.) Universal, (comm.) Warner Brothers and Republic (comm.)

Would you be willing to buy additional shares of stock to further aid in carrying out such programs? If so, in what company? How many shares?

Would you be willing to dispose of your shares in one company and reinvest the proceeds in another in order to bring the maximum influence to bear upon a single company to be designated hereafter?

When called upon, will you be prepared to execute proxies, or cause such of your family or business associates to do so, for the shares of stock held by you or them, in favor of a committee experienced in exhibitors, so that the shares may be voted in furtherance of such program?

Would you be willing to guarantee playdates at prevailing prices for comparable product to a company to be designated by such committee for the maximum number of pictures that such company can produce in one year?

Playdates Vital Factor

Remkesch, in his keynote speech at the 1953 convention, said: "Ownership of 20 per cent of any film company's stock by exhibitors who will guarantee playdates at prices comparable to the going market, would secure the voting rights of sufficient shares of stock owned by large investment bankers, and it would enable the movie company to secure control of the company. The investment bankers would turn over these voting rights because of the value in business assets that they controlled in guaranteed playdates. Banks would furnish production money because of the assets represented by guaranteed playdates."

Would Improve Personnel

The Allied president suggested that experienced, picture-wise exhibitors of proven business judgment might be elected to the board of directors of such a company and that they could "immediately lay plans looking toward relieving in a great extent the shortage of trained men. Such a board, he continued, would eliminate non-productive personnel of the company in sales and production, replacing them with men of vision, who could put into effect incentive selling policies and develop new media of effective advertising."

B & K to Run 'Sadie' 3rd Week in Chicago

CHICAGO, Feb. 1—Baldan & Katz has elected to run "Sadie Thompson" a third week at the Chicago Theatre, exercising for the first time their privilege, gained in a six-month agreement with Jackson Park attorney Thomas C. McConnell, which started early last month, to run pictures over the two-week limit set down by the decree on first runs in "defendante" theatres here unless the pictures were given specific extensions by the Federal district court.

Set Gulf Allied Meet

NEW ORLEANS, Feb. 1—Berenson, president of Gulf States Allied, has announced the annual convention of the organization for March 28-30, at the Edgewater Gulf Hotel, Edgewater Park, Miss.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

VICTOR MATURE • PIPER LAURIE

WILLIAM BENDEX • VINCENT PRICE

in

DANGEROUS MISSION

Color by TECHNICOLORE

Directed by LOUIS KING, Screen Play by HORACE McCOY, W. R. BURNETT and CHARLES BENNETT.

ALBANY
Fox Screening Room, 1052 Broadway
Tues. 2/23 2:00 P.M.

ATLANTA
RKO Screening Rm., 195 Luckie St., N.W.
Tues. 2/23 2:30 P.M.

BOSTON
RKO Screening Rm., 122-28 Arlington St.
Tues. 2/23 2:00 P.M.

BUFFALO
Mo. Pic. Oper. Screen. Rm., 498 Pearl St.
Tues. 2/23 2:00 P.M.

CHARLOTTE
Screening Room. 308 S. Church St.
Tues. 2/23 2:00 P.M.

CHICAGO
RKO Screening Rm., 1300 S. Wabash Ave.
Tues. 2/23 11:00 A.M.

CINCINNATI
RKO Palace Screening Rm., 12 East 6th St.
Tues. 2/23 8:00 P.M.

CLEVELAND
Screening Room, 2219 Payne Ave.
Tues. 2/23 2:30 P.M.

DALLAS
Republic Screening Rm., 412 So. Harwood St.
Tues. 2/23 2:30 P.M.

DETROIT
Paramount Screening Rm., 2300 Stout St.
Tues. 2/23 2:00 P.M.

DES MOINES
Paramount Screening Rm., 1125 High St.
Tues. 2/23 1:00 P.M.

INDIANAPOLIS
Universal Screening Rm., 517 N. Illinois St.
Tues. 2/23 1:00 P.M.

JACKSONVILLE
Fla. State Screening Rm., 128 E. Forsythe St.
Tues. 2/23 2:00 P.M.

KANSAS CITY
Paramount Screening Rm., 1800 Wyandotte St.
Tues. 2/23 1:30 P.M.

LOS ANGELES
RKO Screening Rm., 1980 S. Vermont Ave.
Tues. 2/23 2:00 P.M.

MEMPHIS
Screening Room, 151 Vance Ave.
Tues. 2/23 12:15 P.M.

MILWAUKEE
Warner Screening Rm., 212 W. Wisconsin Ave.
Tues. 2/23 2:00 P.M.

MINNEAPOLIS
RKO Screening Room, 1015 Currie Ave.
Tues. 2/23 1:30 P.M.

NEW HAVEN
Fox Screening Room, 40 Whiting St.
Tues. 2/23 2:00 P.M.

NEW ORLEANS
Fox Screening Room, 200 S. Liberty St.
Tues. 2/23 10:30 A.M.

OKLAHOMA
Fox Screening Room, 10 North Lee St.
Tues. 2/23 10:30 A.M.

OMAHA
Fox Screening Room, 1502 Davenport St.
Tues. 2/23 1:30 P.M.

PHILADELPHIA
RKO Screening Rm., 250 N. 13th St.
Tues. 2/23 2:30 P.M.

PITTSBURGH
RKO Screening Rm., 1809-13 Blvd. of Allies
Tues. 2/23 2:00 P.M.

PORTLAND
Star Screening Rm., 925 N.W. 19th Ave.
Tues. 2/23 2:00 P.M.

ST. LOUIS
RKO Screening Rm., 3143 Olive St.
Tues. 2/23 2:00 P.M.

SALT LAKE CITY
Fox Screening Room, 216 1st St. South
Tues. 2/23 1:30 P.M.

SAN FRANCISCO
Box Screening Room, 245 Hyde St.
Tues. 2/23 1:30 P.M.

SEATTLE
Jewel Box Screening Rm., 2318 2nd Ave.
Tues. 2/23 1:00 P.M.

WASHINGTON
Film Center Screening Room
932 New Jersey Ave.
Tues. 2/23 2:00 P.M.

Tuesday, February 2, 1954
"To think that you wonderful men have chosen little me, the girl we would most like to be up in the air with!"

The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon. Story and screen play by Garson Kanin. Produced by Fred Kohlmar and directed by George Cukor. To Be Released In March.
Global Response
See Fox 1954
Foreign Trade
At New High
Silverstone Tells of Wide 'Scope Response Abroad

A forecast that 20th-Century-Fox in 1954 will experience its biggest foreign income year in the history of the company was made here yesterday by Murray Silverstone, president of 20th-Fox's International Corp.

Silverstone, who recently returned from a four-month world tour of exchanges, based his prediction on what he called the "extraordinary" grosses abroad of CinemaScope pictures, chiefly "The Robe."

Citing the past month as an example, Silverstone said that foreign (Continued on page 4) "54 Good Year
For RKO Theatres

A favorable profit outlook for RKO Theatres in 1954 was seen here yesterday by Sid Schwartz, president of RKO Theatres, who pointed out that major studios have more top quality productions to release this year than in 1953.

Schwartz, who recently returned from a visit to the Coast, said in addition there is greater interest in films today among theatre-goers, credited 20th Century-Fox and CinemaScope (Continued on page 5)

Myers Warns Owners
To Check Insurance

WASHINGTON, Feb. 2.—Alfred States. Asin, general counsel Abram F. Myers warned that at least one fire insurance company claiming almost universal coverage of theatre property does not actually cover concessions goods.

Myers said exhibitors should check their fire insurance policies to make sure that stocks of popcorn, candy and ice cream are covered.

Aimed at Stereo Sound
TOA to Distribution: Don't Dictate Exhibition Policies

WASHINGTON, Feb. 2.—Distribution, in effect, was asked to maintain a "hands off" policy with respect to the operation of its customers' theatres in a resolution passed here today by the board of directors of the Theatre Owners of America. The board, at its winter meeting, declared that "TOA maintains that the right of every exhibitor to run his theatre in whatever way he wishes is a right that must be preserved to him."

While no individual distributor was named, it was indicated that TOA's action stemmed from the resistance by 20th-Century-Fox, and possibly by others, that stereophonic sound be used for the presentation of CinemaScope pictures. A committee was named to effectuate the organization's resolution.

The resolution continued as follows:

"In furtherance of that declaration, we maintain that whether an exhibitor (Continued on page 4)

4 Percentage Suits
Reinstated in N. O.

NEW ORLEANS, Feb. 2.—The U. S. Court of Appeals here has reinstated the suits in which four percentage fraud actions had been brought by as many distributors against L. B. Bay & Associates, defendants, operators of the Grenada and Fix theatres, in Grenada, Miss.

Plaintiffs are Loew's, Warners, Columbia and Universal. The court 4) remanded the suits to the district court for further proceedings.

In reinstating the suits, the Court (Continued on page 2)

"Impractical, Expensive"
Won't Install Stereo to Get 'Scope, Drive-ins Insist

By WILFRED SMITH
CINCINNATI, Feb. 2.—By a majority vote the delegates attending the National Allied Drive-In Theatre Association convention in the Pavilion Caprice Room of the Netherland Plaza here, were in accord not to consider or install stereophonic sound as a condition for presenting CinemaScope pictures in their drive-in theatres.

Acting upon the motion of Jack Parr, Houston, on the floor of the convention a telegram was dispatched to Syros F. Skouras, president of 20th Century-Fox, in which the deleges refused to install stereo sound because of its being "impractical to pursue such a program in drive-in theatres, and the excessive cost involved would not make it an economical, stable investment."

The delegates also voted to seek more detailed information regarding the product obtainable for this season (Continued on page 5)

Take New Steps
MPAA Will Set Up Meetings
On Arbitration

Johnston Asked to Bid Exhibitors to Parleys

Eric Johnston, president of the Motion Picture Association of America, was asked by the MPAA's distributors committee here yesterday to issue an invitation to all exhibitor organizations to meet with representatives of distribution for the purpose of launching a new effort to agree on an effective arbitration system. It was reported that Johnston agreed to send out the bid to such a meeting shortly.

At a meeting of the general sales managers, which was attended by Johnston, the sales heads voted to continue efforts to work out an arbitration system with the exhibitors. There appeared to be no dissension on the subject, according to those present, the opinion being that a method should be adopted and put into effect as quickly as possible.

Johnston said that he would make a formal statement outlining the (Continued on page 2)

Memphis Censor Ban
On RKO 'French Line'

MEMPHIS, Feb. 2.—The Memphis and Shelby County board of censors today banned RKO Pictures' "The French Line."

The ban was disclosed by R. V. Reagin, Memphis branch manager of RKO Radio Pictures, after he held a brief conference with chairman Lloyd T. Binford and the three women members of the board in the lobby of the Malco Theatre. The conference followed a screening of the film.

Reagin said Binford did not vote, (Continued on page 5)

Asks British Quota
Rate Be Continued

LONDON, Feb. 2.—The Films Council has recommended to the president of the Board of Trade that the British film quota for first and supporting features for 1954-55 should continue at 30 per cent and 25 per cent, respectively.
Buffalo Ticket Tax Measure Is Killed
BUFFALO, Feb. 2.—The five per cent city tax on admissions proposed by Councilman Ben large Joseph J. Cooley was killed at a Common Council hear ing today by a 6-3 vote. Council President Elmer F. Lux, who also is head of Elmart Theatres, led the fight against the measure.

Would Revise Mass. Safety-Light Film Plan
BOSTON, Feb. 2.—An amendment to the Massachusetts law relating to the projection of motion pictures, proposed by the legislative committee of the Massachusetts wife, will be heard by the House tomorrow. The amendment will permit the projection of motion pictures without a license, provided the projector is equipped with a safety device. The proposed amendment is supported by the Massachusetts Motion Picture Association.

Chicago's December Tax Collections Up
CHICAGO, Feb. 2.—Higher prices will be charged for motion pictures in the theater district in December than in November. This is due to the increased demand for entertainment during the holiday season.

Singleton to Head Canada's AMPLP
TORONTO, Feb. 2.—W. J. Singleton, president of the Canadian Motion Picture Association, was appointed to head the American Motion Picture Producers Association (AMPP) at its annual meeting here. He succeeds S. Dean Peterson.

Arthur Maine Ends Sox Career
CHICAGO, Feb. 2.—Arthur Maine, former head of the National Screen Service, was appointed to head the American Motion Picture Producers Association (AMPP) at its annual meeting here. He succeeds S. Dean Peterson.

Police Judge 105 Films
CHICAGO, Feb. 2.—The Chicago Police Board of Review reviewed 105 films during January, making 13 cuts in $27,000 feet of film and rejecting one production, a French-language release. None of the rejected pictures was black and white, which is the censor board's customary practice.

New Publicity Plans Set for 'Best Years'
"The Best Years of Our Lives," which will be released at a pre-emptive rate by the newsreel theatre in Washington tonight, will be exploited by completely new ads, trailers for theatres, a campaign for newspaper and magazine ads, and a campaign for television shows.

Included in the proposed publicity schemes are new ideas for an inquiring photographer column, a long-married couple, a new motion picture star, and a new record in the World's Fair.

Arbitration
(Continued from page 1)

MPPA's position on arbitration and the extent of its support in the near future. It was indicated that he might confer with leaders of the Theatre Owners of America, which has been advocating the resumption of the arbitration talks, before making final comments on the issue. The TOA directors have been informed that if the MPPA can't reach an agreement with the TOA, it will seek a court decision on the matter.

Bamberger Named Aide to Boasberg
Leon J. Bamberger, RKO sales promotion manager, has been appointed assistant to Charles Boasberg, president and chairman of the MPPA. Bamberger, who has been with RKO for 22 years, will assist in matters pertaining to the MPPA's activities for the Motion Picture Association of America.

Percentage Suits
(Continued from page 1)

Bamberger Named Aide to Boasberg
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Cinema Lodge to Honor Red Buttons
Cinema Lodge members will be joined by citywide B'nai B'rith leaders at headquarters tonight as the B'nai B'rith Youth Organization pays tribute to Red Buttons for his contributions to youth movements in the United States.

Burton E. Robbins, Cinema Lodge president, and S. Arthur Gerson, national B'nai B'rith commissioner, will preside.
“TO MY THOUSANDS OF ‘JUBILEE’ FRIENDS!”

“As promised We’re Saying It With Pictures!”

To the thousands of friendly showmen taking part in M-G-M’s 30th Anniversary Jubilee we say: “Thanks from the bottom of our hearts!” Imagine! Even theatres temporarily closed, have re-opened to capitalize on the promotional possibilities of local Jubilees! It’s not only a sentimental occasion, but it’s a business event in this industry! We take the opportunity to urge every showman to attend the “SEE FOR YOURSELF” Trade Shows of TWO MORE GREAT Jubilee hits “RHAPSODY” (Technicolor) on Feb. 15th and “EXECUTIVE SUITE” on Feb. 19th. See for Yourself! Plan for Yourself!

From the Smallest Theatres to the Biggest Theatre in the Land—They’re Striking Up The Band! Everybody’s Joining M-G-M’s 30TH ANNIVERSARY JUBILEE!

SENSATIONAL DRAMA OF MUSIC AND ROMANCE!

M-G-M presents In Color by Technicolor “RHAPSODY” starring Elizabeth Taylor • Vittorio Gassman • John Ericson • Louis Calhern Screen Play by Fay and Michael Kanin • Adaptation by Ruth and Augustus Goetz • Based on the Novel “Maurice Guest” by Henry Handel Richardson • Music Conducted by Johnny Green • Piano Solos Played by Claudio Arrau • Violin Solos Played by Michael Rabin Directed by Charles Vidor • Produced by Lawrence Weingarten

GREATEST CAST EVER ASSEMBLED!

M-G-M presents “EXECUTIVE SUITE” starring William Holden • June Allyson • Barbara Stanwyck • Fredric March • Walter Pidgeon • Shelley Winters • Paul Douglas • Louis Calhern • with Dean Jagger • Nina Foch • Tim Considine • Screen Play by Ernest Lehman Based on the Novel by Cameron Hawley • Directed by Robert Wise • Produced by John Houseman
CinemaScope with Again Putting American Films in Forefront Abroad

The tremendous impact of CinemaScope abroad has put American films in the forefront again in the foreign market, Murray Silverstone, president of 20th Century-Fox International Corp., declared here yesterday.

He credited Spyros P. Skouras, president of 20th-Fox, for "reviving" the foreign market for American films through his championship of the new technique over the past four months traveling abroad. Silverstone said few people realized the trouble the American film industry was in for a time last year, which, he explained, all attempts to be fully equipped for CinemaScope by the end of this year. At present, he went on, there are approximately 600 theatres abroad, not including Canada, which are either equipped for CinemaScope or are in the process of equipping.

Silverstone acknowledged that 20th-Fox expects a greater revenue from the sale of the 5,000 CinemaScope-equipped theatres in 1954 than the company realized from the estimated 20,000 theatres abroad which played its conventional films last year. He added that 20th-Fox will also do better with its conventional films abroad in 1954.

The 20th-Fox International president foresaw no "softening" of the company's policy abroad regarding stereophonic sound and CinemaScope screen requirements. He maintained that he had not heard any objections from exhibitors regarding sound and screen requirements in his visits to Europe.

Silverstone claimed that the observation held true for Britain, too, adding that sentiment may have changed somewhat since he was there last October.

He went on to say that Spyros P. Skouras, 20th-Fox president, is expected to leave here today or tomorrow for London, where, on Feb. 10, he will address a meeting of the CinemaScope Exhibitors Association on 20th-Fox policy. The problem in the foreign field, he declared, is not objections from exhibitors but meeting the demand for CinemaScope equipment and prints.

Will Aid Smaller Houses

Silverstone recognized that smaller theatres abroad have a problem of equipping and in order to aid these situations, he went on, 20th-Fox has made deals with local foreign manufacturers to produce screens, stereophonic sound equipment, and lenses in some countries.

Citing comparative figures, the 20th-Fox executive indicated that the cost of screens and sound equipment made abroad is roughly half the price to the native exhibitor, compared with current prices in the United States.

In Germany, he said, for example, the exhibitor can install CinemaScope in his theatre for about $5,000 compared with $10,000 or $12,000 for an equipable screen in the United States.

The equipment deals made abroad, he added, will meet the demand for the problem abroad in that field. There are restrictions, he explained, on foreign equipment manufacturers exporting their CinemaScope equipment to the U.S.

As to anamorphic lenses, Silverstone maintained, "no one can make the same quality anamorphic lenses now as the American lens manufacturers for 20th-Fox. He explained the precision work necessary for the lenses is the same the world over.

Deals for equipment, according to Silverstone, have been made in the following countries: Italy, Germany, England, France, Sweden, Japan and Australia. He parenthetically pointed out that those foreign theatres playing "The Robe" installed American-made equipment, the only equipment that had CinemaScope lenses.

'A Nominal Sum'

In response to a question, he said 20th-Fox will realize a nominal sum from screen manufacturers abroad in payment of the company's know-how in the manufacture of proper CinemaScope screens.

Silverstone, citing gross figures for "The Robe" in many areas of the world, said that it has grossed $2,800,000 in the foreign market since its release abroad last year. It is estimated that by the end of 1954, it will have grossed $25,000,000 abroad with about $15,000,000 of the total being returned to 20th-Fox as film rentals.

Countries he mentioned in which "The Robe" is playing well, outstanding 20th-Fox's previous top foreign grosser "The Smokes of Kildare," included Britain, Japan, the Philippines, Australia, New Zealand, the Netherlands, and France.

Stressing the importance 20th-Fox places on the proper presentation of CinemaScope abroad, Silverstone said the company will allow no "mixer" devices to be employed, while maintaining the stereophonic sound to conventional sound. He also said

Thea in Ample Post

REDWOOD CITY, Calif., Feb. 2—Lawrence R. Thelen has been named service engineer of the New York district office of General Electric. Thelen spent three years in radar service work with the RCA Service Co. before joining Ampex.

Thelen in Ample Post

PORTLAND, Ore., Feb. 2—Portland theatre executives now believe that the success of CinemaScope films and some good 3-D releases is appreciating stimulating attendance in this city.

Mrs. J. Parker, head of J. J. Parker Theatres, states that the new competition of local exhibitors is demonstrated by large investments in theatre improvement and rebuilding, and by the installation of expensive projection and sound equipment.

The Mayfair here will soon reopen as the Fox, and the Orpheum and Strand have been re-equipped for 20th-Fox. Both the United Artists and Broadway have had large screen installations, and Evergreen's Oriental has been equipped with CinemaScope.

C'Scope, 3-D, Seen Boon to Portland

ENDicO

TOA Asks

WASHINGTON, Feb. 2—Walter Reade, Jr., TOA president, appointed a committee to conduct research and make recommendations on various items. The committee is headed by Ray Solomon of Chattanooga; Nat Williams, Thomasville, Ga.; George Keratos, Springdale, Ar.; and Reade himself, who was in charge of the committee before the resignation of Dan Murray, chairman.

As a result of the report by Howard Bryant, TOA business administrator, on the insurance rates which indicated the small amount of nitrocellulose film now being used, it was decided that a committee be appointed to investigate the subject for the purpose of obtaining lower insurance rates for theatres.

Endorses Freedom Crusade

The TOA board also endorsed the aims and purposes of the Crusade for Freedom and pledged assistance in the Crusade activities of Radio Free Europe. The board recommended that TOA members make their lobbies available for the advancement of the Crusade.

In urging support of the Will Rogers Memorial Hospital, the board recommended that an industry committee be formed to develop plans for the creation of a memorial at the hospital in honor of the late Chaplin. Bergman, who gave so much of his time and energy to the hospital and the industry, will be named chairman of the project.

Schlaifer to Speak

Charles Schlaifer, president of Charles Schlaifer & Co., will address the National Governors' Conference on Mental Health at the Statler Hotel, Detroit, Feb. 18. Schlaifer was named chairman of the project.
Schwartz
(Continued from page 1)

Continued Study of New Media Asked Of Drive-in Owners

CINCINNATI, Feb. 2.—Hailing the "more businesslike approach to the industry," John Skouras, president of the Society of Motion Picture and Television Executio...
SEX...DISHED OUT
WITH A VENGEANCE!
A top box-office grosser, not only
because it lends itself to sensa-
tional exploitation, but also because
it is the type of picture one will talk
about!"—Harrison's Reports

"GENERATES AS MUCH
SEX APPEAL AS THE
SCREEN WILL ALLOW!"
—Motion Picture Herald

"HARD-HITTING,
REALISTIC MELO-
DRAMA! It should roll
up strong grosses, aided by word-
of-mouth praise that is bound to
follow. Miss Michaels...a sultry look-
ing, gorgeous hunk of sexy femininity
...lends sparkle and vitality to a fine
Greene-Rouse screenplay!"—
—Hollywood Reporter

"A FULL QUOTA OF
SUSPENSE!"—Variety

"LUSTY HUNK OF
PULSE STIRRING
DRAMA GARNISHED
WITH SEX.
Generates plenty of heat. Will attract
plenty bucks!"—Film Daily

EASILY THE YEAR'S MOST SENSATIONAL

"SEXPLOITATION
FILM FARE!"
—DAILY VARIETY

“WICKED WOMAN

- Clarence Greene and Russell Rouse are the brilliant young co-producers of "The Well" and "The Thief"
who have consistently brought you off-beat entertainment of striking box-office power. "Wicked
Woman," you can be sure, will create more excitement and box-office interest than anything you've
seen in years!

- Beverly Michaels is the "Pickup" girl, sultry, seductive and "oozing sex with every movement," according to Pete Harrison. "Pickup" and now "Wicked Woman" have established her as a star of the
first rank. Watch her wow your fans with a performance that is sheer fireworks!

- Never underestimate the power of a "wicked woman"! Give this one your biggest, best and boldest
selling effort...taking maximum advantage of the sensational ad campaign and solid "exploita-
tion" represented on this page!

- a great producing team...

- a sensational new star...

- a daring campaign...

PRODUCED BY CLARENCE GREENE
DIRECTED BY RUSSELL ROUSE
WRITTEN FOR THE SCREEN BY CLARENCE
GREENE AND RUSSELL ROUSE
A GREENE-ROUSE PRODUCTION
AN EDO ASPIN PRODUCTION
RELEASED THE UNITED ARTISTS

SHOCKING!
"WICKED
WOMAN"
She Was Born
For Trouble!

REVEALING!

She Lives Up
To Every
Scarlet
Letter
Of Her
Name!

QUALITY PICTURES
IN QUALITY

35TH ANNIVERSARY
1919 UA 1954
New Systems 'Scope Sound For Drive-ins Set: Lichtman 20th Tells TOA of Its Marketing Prerogative

CinemaScope "sound reproduction" for drive-ins is assured by a recently unveiled system of International Projector Corp. and a system to be offered by RCA, it was disclosed here yesterday by Al Lichtman, 20th Century-Fox distribution director.

Lichtman, issuing a statement on the drive-in in CinemaScope situation, also told of 20th-Fox's reaction to the resolution of the Theatre Owners of America board of directors emphasizing the prerogative of exhibitors in ordering equipment.

Calling the resolution "completely proper," Lichtman went on to say that CinemaScope has proven its success and 20th-Fox has "its own prerogative to produce and market its pictures in its own manner." (Continued on page 7)

Brotherhood Dinner At Waldorf Tonight

The annunciation industry will hold its annual Brotherhood dinner this evening at the Waldorf-Astoria Hotel, with Gen. Carlos P. Romulo, former president of the United Nations general assembly, and Robert D. Murphy, United States Undersecretary of State, making the principal addresses at the National Conference at the dinner, Mrs. Wendell L. Willkie will present the award to Gen. Romulo and Gen. Lu... (Continued on page 8)

D. C. Premiere for Re-Issue of 'Years'

WASHINGTON, Feb. 3.—The opening of "The Best Years of Our Lives," re-issued by Samuel Goldwyn for RKO Radio release, took place here at Keith's Theatre tonight, culminating a series of special events which started with a luncheon in the House of Representatives restaurant and ended with a midnight buffet at the Carnegie Hotel following the showing of the film.

The invitational premiere at Keith's (Continued on page 8)

W. B. First Quarter Net at $765,000; Re-Elect Directors

WILMINGTON, Del., Feb. 3.—Warner Brothers' consolidated net profit for the first quarter of the fiscal year, ended Nov. 28, was $765,000, the company's stockholders were told here today at the first annual meeting of the reorganized corporation.

Judge Hugh Morris, who presided at the meeting, explained that the $765,000 figure was after providing for $825,000 for Federal taxes and such an alleged death of pictures, net is equivalent to 30 cents per share on the 2,474,363 shares of stock outstanding or reserved for exchange on Nov. 29. Film rentals, sales, and other income, he said, amounted to $15,825,000 for the period.

A major new company said that because the new company began operations on March 1, 1953, it was necessary to... (Continued on page 6)

To Start Tests Of Fibre Glass Cases

First tests of the durability of fibre glass film cases will be undertaken between Feb. 20 and March 10, it was stated here by Irving Brozen, chief engineer of U. S. Fibreglas, Inc., the company which will manufacture the containers.

A major company will use three of the fibre glass cases for the shipment of film, each in a different manner of transportation. One case will... (Continued on page 6)

Altec De-Magnetizer To Be Offered Soon

A new Altec Service development to demagnetize magnetic sound film tracks will be announced Tuesday, it was disclosed here yesterday.

A company spokesman described the development as "of considerable importance to the industry."

Election of Officers, Film Buying Plans Up To Allied Board

WASHINGTON, Feb. 3.—Election of officers for the coming year and representation of plans for film buying circuits and for exhibitor attempts to control film production companies will highlight the midwinter board meeting of Allied States Association in Cincinnati starting tomorrow.

All items on the agenda released by Abram Myers, Allied chairman, include a discussion of the stereophonic sound equipment situation, anti-trust and tax legislation and plans to stimulate theatre attendance. The board meeting will also set the location of the 1954 and 1955 Allied conventions and the 1955 drive-in convention.

All Allied officers come up for election at the meeting, and the board must also pick Caravan committee men and Allied representatives for the exec... (Continued on page 8)

Keynoted '53 Convention TOA Silence on Status of Product Supply Surprises

The silence on the part of directors of Theatre Owners of America on product supply at their winter meeting in Washington this week was regarded as "puzzling" by some industry segments here yesterday, inasmuch as an alleged dearth of product was the keynote of TOA's convention in Chicago last November.

In his keynote speech at the Chicago convention, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, said that if "producer statemanship" is not applied to the problem of high film rentals and picture shortages, then the motion picture exhibitor "must protect himself either by producing pictures, financing production or in some other manner."

Some industry observers feel the silence of the TOA board on the subject was an indication that the film supply situation is improving. This belief was affirmed by national circuit leaders in New York last week, some of whom are TOA leaders, when they pointed out that the increased playing time of current releases, especially for CinemaScope runs, has eased the so-called product shortage.

The TOA board probably thought it best to side-step the subject at this time. Certainly there is little financial support in view for sponsored product in exhibitor circles. Moreover, any action to sponsor production taken at this stage could not affect current season's release schedules.

Extra Session Stereo Status Is 'Blasted' By Drive-ins

Convention Jeers at 2-Speaker-in-Car Plan

By WILFRED SMITH CINCINNATI, Feb. 3.—Exhibitors attending the National Allied Drive-in Theatre Association convention here today scheduled for tomorrow consideration of the failure of 20th Century-Fox to reply to their telegram protesting the company's insistence on stereophonic sound for the showing of CinemaScope pictures.

The drive-in operators described the announcement of a two-speaker-in-a-car plan as demonstrated at the International Projector Corp. proving ground at Bloomfield, N. J., on Monday, as being "an insult to the intelligence" of the drive-in exhibitors.

John Currie, a representative of National Theatre Supply, was quoted... (Continued on page 7)

Planning 485 'Scope Prints Per Month

Beginning in mid-March, 20th Century-Fox expects to process 485 prints for each new CinemaScope production, with 285 prints scheduled for the domestic market and 200 for abroad, it was learned here yesterday.

A 20th-Fox executive said the target of 485 prints per CinemaScope picture will be increased as more theatres equip for CinemaScope under the Technicolor-De Luxe Laboratories tie-up, he went on, the print run for... (Continued on page 7)

Seek Guaranty on Theatre TV Event

A varying minimum guarantee of $250 to $650, based upon the theatre's seating capacity, is being sought for the proposed telecast of the Harlem Globetrotters on Feb. 18, Box Office Television, the agency selling the event, said yesterday.

A BOT spokesman said that a minimum of from 15 to 17 theatres are needed to make the broadcast possible, adding that the cost structure to the aires could be brought down if enough... (Continued on page 6)
**Personal Mention**

HERMAN ROBBINS, National Screen Service president, has returned to New York from a Southern vacation.

Seyvos P. Skouras, president of 20th Century-Fox, left here by plane yesterday for Europe.

JERRY PICKMAN, Paramount Pictures vice-president in charge of advertising publicity, will return to New York today from Hollywood.

JEANNE KATZ and Alice Schwetz of the M-G-M home office print department, will be married on Feb. 20 and Feb. 14, respectively, to non-members of the industry.

Mervyn Houser, Dave Cantor and Al Stern of RKO Radio, and David Gouglas and Mark Davis of Samuel Goldwyn Prod., will return here today from Washington.

William Dozier, executive vice-president of Cornwall Prod., tomorrow will be the first day of his association with Columbia University School of Dramatic Arts.

Howard G. Minsky, Paramount Mid-East division manager, has returned to Philadelphia from New York.

E. O. Wilsche, operating manager, of the New York division, has returned to duty after recuperating from illness.

John L. Johns has been named special M-G-M press representative in the Pittsburgh-Cleveland area. He replaces Al Colby, resigned.

Robert Palmer, Universal Pictures talent executive, will arrive here today from the Coast.

Stanley Kramer will leave New York today for a vacation in the Bahamas.

Bob Lynch, M-G-M Philadelphia district manager, has returned there from New York.

C. Bruce Newberry, Republic Pictures director of sales, has returned to New York from the Coast.

Edwin H. Knox, M-G-M producer, will return to Hollywood from New York at the weekend.

Sam Forxton, advertising production manager for M-G-M has returned here from a winter vacation.

George Marshall has returned to Hollywood from New York.

Fred Frank, writer, has arrived in New York from Hollywood.

Ivan Loper, president of Loper Films, is in London from New York.

**Fifth Amendment In ‘Per Cent’ Case**

GREENSBORO, N. C., Feb. 3.—Amount by an exhibition company in six percentage fraud actions to comply with the Fifth Amendment by refusing to answer questions directed to him by the Federal theater tax court was unsuccessful in the Federal Court here.

Attorneys for James Jesse Booth, who operates houses in Walnut Cove and King, N. C., had moved to limit the scope of the deposition of the defendant exhibitor would not be required to answer questions or produce records which "would tend to incriminate him."

The court order ruled that the defendant could be examined on questions "under the Fifth Amendment as to whether the defense thinks that Booth must produce for inspection necessary ticket book records. However, the court stated that the defendant could not be examined in relation to any reports made to the State or Federal tax authorities.

**UJA Cabinet Posts To Fabian, Cantor**

Simon H. Fabian, president of Cinerama and Stanley-Warner Corp., and Eddie Cantor have been named to the 1954 national campaign cabinet of the United Jewish Appeal fund. M. Warburg, UJA general chairman, Fabian was appointed to the cabinet for the second successive time. Cantor will serve for his fifth term. The cabinet, composed of 43 business and civic leaders in the fund drive, will plan the 1954 UJA drive to raise $12,000,000.00.

**Academy Prepares Historical Film Copy**

At the request of the U. S. State Department, the Academy of Motion Picture Arts and Sciences has prepared a copy of the recently revieved historical film collection which will be presented to the Brazilian government at the International Film Festival in Sao Paulo this month, it was announced by Charles Van Dongen.

The special film, prepared by Primrose Productions, covers events photographed at the turn of the century. The rarest and best known motion pictures which the Academy and the Library of Congress have successfully reclaimed from the paper strips.

**Present Award to ‘Robe’ Here Today**

An award from the "Christian Herald" naming "The Robe," in "CinemaScope," the best religious film of 1953 will be presented here today to 20th Century-Fox at a luncheon at the company's home office.

**To Show Crosby Film**

Forty-five New York metropolitan area first-run neighborhood theaters on Feb. 10 will open Paramount's "Robe Lost." Some of the theaters are Loew's houses.

**Contributions Log, So Theatre Closes**

COLUMBUS, Feb. 3.—Since 1915 Little Theatre here has protested against the Federal amendment tax by not charging admission to its films. Instead, patrons were asked to make contributions in a fishbowl at the exit.

Now the 32-seat house has closed. Gifts failed to meet expenses.

**Industry Dividends Off 17% in 1953**

WASHINGTON, Feb. 3.—Publicly-reported cash dividends of film companies in 1953 were more than 17 per cent below the 1952 totals, according to preliminary estimates of the Commerce Department.

The Department said that its preliminary figures for 1953 show total dividend payments was $21,405,000, compared with a final total of $26,946,000. In many cases the total dividend was considerably higher than the preliminary total, but last year's actual was almost $2,000,000 below the preliminary estimate.

Commerce officials usually figure that publicly-reported dividend payments include about two-thirds of the total.

The figures include film companies in both production and exhibition.

Many films, December of last year were $4,868,019, compared to $4,437,000 in December, 1952, Commerce said.

**Md. Censors Contend Films ‘Not Improved’**

BALTIMORE, Feb. 3.—The annual report of the Maryland State Board of Motion Picture Censors states "no improvement in the moral of films submitted for public viewing during the fiscal year 1952-53 was noted by the censor board."

Many films, according to the report, "contain much crime and marital infidelity, seduction and betrayal of girls, illicit love, gangster and underworld life."

Activities of the censor board during the fiscal year included the ban of a series of classics under the 21.27 original features and shorts viewed, and the inspection of 4,547 theaters to check on the compliance of board orders.

The censors viewed approximately 1,280 miles of original film and passed nearly 10,000 miles of duplicate film.

**Moyer Oregon Chain Acquires Another**

PORTLAND, Ore., Feb. 3.—Moyer Theaters has purchased the Stillwell Theatre here from A. H. Zaltbers and Rosé C. Moyer, excluding its ownership of its indoor and two drive-in operations.

The chain is headed by Tom, Harry F. and Larry Moyer, sons of the late theatre founder, Harry H. Moyer.

Reed Seeks Report By Do of J Group On Anti-Trust Bills

WASHINGTON, Feb. 3.—House Judiciary Committee Chairman Reed (R., Ill.) said he had asked the Attorney General's special anti-trust study committee to prepare a report on two pending anti-trust bills of major interest to the film industry.

The judiciary committee will not act on the bills until it receives these reports, Reed said. He indicated he hoped his committee would be forthcoming in two to three weeks.

One bill would give Federal courts discretion to impose treble damages in private anti-trust suits. The other bill would enact a uniform federal anti-trust statute as a model for the states.

A judiciary subcommittee has favorably reported the latter bill to the Judiciary Committee and subcommittee members split evenly on the discretionary damages bill, and sent it to the full committee without recommendation.

The Justice Department has endorsed the statute of limitations bill, but has asked the committee to limit the longer of the 10-year limitation period in the opinion of anti-trust committee members.

The judicial special commission is headed by anti-trust division chief Stanley Barnes and Mitchell F. K. Houser, professor of W. Chesterfield Oppenheim.

**Quigley, Ernest Argue Code on WMCA Mon.**

Martin Quigley will defend the industry's Production Code and Morris Ernest will make an appeal on the radio program, "Report to the People" on station WMCA, New York, next Monday. His 9:30-10:00 P. M., Ernest, who is general counsel of the American Civil Liberties Union, is an opponent of censorship membership.

The program, to be presented by transcription, will be moderated by Don Brownley, conductor of the weekly series.

**5 Films Completed: Only Two Started**

HOLLYWOOD, Feb. 3.—Production slumped three notches last week with five films completed and only two begun. U-1 started shooting "This Island Earth" and "Bengal Tiger," completed.

Completed were the "Human Beast" and "Waterfront," Columbia; "Susan Slept Here," Technicolor, RKO; "The Homecoming," Republic; and "Black Shield of Falworth," CinemaScope and Technicolor, U-1.

**Record Miami Grosset Set By ‘Miller’**

MIAMI, Feb. 3.—"The Glenn Miller Story" is reported by U-I to have grossed $95,000 during its first two weeks at the Miami, Coral and Miramar theaters.

According to Universal, the two week total establishes a new record for its engagement at the three theaters.
Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon. Story and screen play by Garson Kanin. Produced by Fred Kohlmar and directed by George Cukor. To Be Released In March.
A rollicking rib-tickling romance of hilarious and hit meet...

The PROFESSOR—who gave lessons in love!

and...

The CO-ED... with a song in her heart!

HERBERT J. YATES presents

Ger

JOHN CARROLL
with JIM BACKUS · STAN F...

Screen Play by PETER MILNE and FRANK GIL

Directed by H

A REPUBLIC

REPUBLIC PICT...
WARNER BROS’ TRADE SHOWS FEB. 10.

DUFFY OF SAN QUENTIN

Starring
LOUIS HAYWARD • JOANNE DRU • PAUL KELLY, as Warden Duffy

Co-Starring
MAUREEN O’SULLIVAN

Screen play by Walter Doniger
Based on the novel by Herman Swartz, Jr., "The San Quentin Story" by Clinton T. Duffy and Dean Jennings

Produced by Herman Swartz and Walter Doniger

Directed by Walter Doniger • Distributed by WARNER BROS.

ALBANY

Warner Screening Room
118 N. Pearl St. • 12:30 P.M.

ATLANTA

25th Century Fox Screening Room
177 Walton St. W. • 2:00 P.M.

BOSTON

RKO Screening Room
122 Washington St. • 1:00 P.M.

BUFFALO

Milton PalaceScreening Room, Rm. 419 Pearl St. • 1:00 P.M.

CHARLOTTE

25th Century Fox Screening Room
505 S. Church St. • 7:00 P.M.

CHICAGO

Warner Screening Room
150 N. Lake Shore Dr. • 8:00 P.M.

CINCINNATI

RKO Palace Theatre Screening Room
Pine Bluff Blvd. • 4:30 P.M.

CLEVELAND

25th Century Fox Screening Room
1500 W. 9th St. • 1:00 P.M.

DALLAS

25th Century Fox Screening Room
1803 Wood St. • 2:00 P.M.

DETROIT

Kim Exchange Building
1330 E. Canfield • 2:00 P.M.

PHILADELPHIA

25th Century Fox Screening Room
252 W. North St. • 1:00 P.M.

JACKSONVILLE

Florida Theatre Bldg., Rm. 4
120 E. South St. • 2:00 P.M.

KANSAS CITY

25th Century Fox Screening Room
1720 Woode Ave. • 1:00 P.M.

LOS ANGELES

Warner Screening Room
286 S. Broadway • 7:00 P.M.

MILWAUKEE

Warner Screening Room
180 W. Wisconsin Ave. • 7:00 P.M.

MINNEAPOLIS

Warner Screening Room
335 S. Washington Ave. • 1:15 P.M.

PHILADELPHIA

Warner Screening Room
152 N. 11th St. • 1:00 P.M.

PIKE COUNTY

Warner Screening Room
147 N. Main St. • 1:00 P.M.

OKLAHOMA

25th Century Fox Screening Room
1 North Lee St. • 1:00 P.M.

WILMINGTON

25th Century Fox Screening Room
1875 S. Delaware Ave. • 1:00 P.M.

PITTSBURGH

25th Century Fox Screening Room
1713 East Allegheny Ave. • 1:00 P.M.

PORTLAND

526 SW Main St. • 7:00 P.M.

ROCHESTER

525 W. 11th St. • 7:00 P.M.

SAN FRANCISCO

25th Century Fox Screening Room
1055 Market St. • 1:00 P.M.

SEATTLE

25th Century Fox Screening Room
1305 1st Ave. • 1:00 P.M.

SHREVEPORT

25th Century Fox Screening Room
430 Thirlby • 10:30 P.M.

ST. LOUIS

25th Century Fox Screening Room
310 Olive St. • 1:00 P.M.

VERMONT

Warner Theatre Building
63 E. St. • 7:00 P.M.

CAN BE EXHIBITED ON WIDE SCREENS

Announced by the State Kodak Ad Men

ROCHESTER, NY, Jan. 30 -- Paul R. Wentworth has been appointed assistant manager of the package design division of the Eastman Kodak Co., it was announced by W. B. Potter, director of advertising.

Eastman Kodak also named Wendell M. Phillips editor of the "Kodak Dealer News." John M. Royal is slated to begin a special assignment in the editorial service bureau.

WB Profit

(Continued from page 1)

resort to figures of the old company which was an integrated enterprise consisting of production-distribution-exhibition in the United States. It is a company that has never been forced to reorganize itself, another of those stirring stories utilized so successfully by this prosperous studio in its sustained succession of Technicolor Westerns, but this is not to say that Duryea’s life or her career is a matter of mere interest to Western characters—a laughing gun-fighter.

Years ago the late Wallace Beery achieved no and now, a namby combination of good nature with toughness, but Duryea’s portrayal breaks totally new ground. If he or somebody hasn’t taken a lien on this characterization for future use, he or somebody should do so in the immediate interest of the industry and the public. Duryea’s share of “Ride Clear of Diablo” would carry him handsomely, but there’s plenty more in it besides. It ought to lift the Technicolor-Western average above even its present enviable high.

Audie Murphy, whose father and brother are murdered in the opening sequence, plays with more conviction than usual the avenging survivor of a frontier family that has been victimized by a sheriff. The identity of the responsible parties is never withheld from the audience, and when Murphy arrests Duryea, a famed gunfighter and casual killer, a state of mutual distrust which springs up between them doesn’t worry the outlander but leaves him free to enjoy the inter-play, oral and physical, between the two men. How that winds up is seen, not told.

John W. Rogers produced the picture, balancing its drama and its humor, its action and its moments of suspense, skillfully. Director Hills, who gives a good line time to register, is expertly conditioned to his subject matter. George Zuckerman’s screenplay, for which D. D. Beane provided additional dialogue, is a fine blend of melodrama and comedy. Running time, 80 minutes. General audience classification. Release, in March.

WILLIAM R. WEAVER

Review

“Ride Clear of Diablo” (Universal)

Hollywood, Feb. 3

AUDIE MURPHY, Susan Cabot, Dan Duryea, Albe Lane, Russell Johnson, Paul Birch and William Pallen, to name the top seven among the principal cast, take to the screen another of those stirring stories utilized so successfully by this prosperous Technicolor studio in its sustained succession of Westerns. But this is not to say that Duryea’s life or her career is a matter of mere interest to Western characters—a laughing gun-fighter. Years ago the late Wallace Beery achieved no and now, a namby combination of good nature with toughness, but Duryea’s portrayal breaks totally new ground. If he or somebody hasn’t taken a lien on this characterization for future use, he or somebody should do so in the immediate interest of the industry and the public. Duryea’s share of “Ride Clear of Diablo” would carry him handsomely, but there’s plenty more in it besides. It ought to lift the Technicolor-Western average above even its present enviable high.

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WILLIAM R. WEAVER

NTI Meeting Set

For Division Heads

The National Theatre Institute will hold a conference for division managers of the Eastern, Central, Midwest and Western areas in Chicago tomorrow and Saturday, president John H. Levin has announced.

The conference will complete work programs set for a 1954 national survey of drive-in theatres and a “Drive to the Movies” campaign to be presented to the nation’s automobile manufacturers.

NTI also will review a survey of Certified Reports, its parent company, on public acceptance of B-D-in the United States, and plan in conjunction with the Hollywood trade association to meet in Cincinnati today to attend the closing session of the National Drive-in convention now being held at the Netherland Plaza Hotel, New York.

Legion Rates ‘A’ for One ‘B’ in New List

Six films in Class A and one in Class B are named in the latest listing released by the National Legion of Decency. Classified as B is “Batt,” a Columbia release. In the Class A Section 2 category are “Always a Bride” and “Clanger of the Launderers.”

The four films in Class A, Section 1, are: “The Boy From Oklahoma,” “The Coquette of Everett,” “Dragoon’s Gold” and “Gypsy Cobb.”

Appointments Set for Three Kodak Ad Men

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Eastman Kodak also named Wendell M. Phillips editor of the "Kodak Dealer News." John M. Royal is slated to begin a special assignment in the editorial service bureau.

Complete Travel Talks

James A. FitzPatrick, producer of Travel Talks, has completed the final four subjects to M-G-M. He will now become official cruise lecturer for the Swedish American Line. He will sail on the newly refitted "Kungsholm," returning April 2.
Scoop Sound

Drive-in Convention

(Continued from page 1)
such a manner that will continue to serve the best interests of the public, the industry and ourselves.
He held out hope to the exhibitor whose sole opposition to stereophonic sound is the immediate financial cut by saying that 20th-Fox will interfere on any exhibitor's behalf if he finds it difficult to get long-term credit for stereophonic sound equipment.
On the drive-in situation, Lichtman said that he had discussed 20th-Fox's representation with Al Harrison to the national drive-in association meeting in Cincinnati, sponsored by Allied, to convey 20th-Fox's position and "Herald's Solution" Lichtman, referring to a Tuesday demonstration of the International Projector Corp. system, said that "I am happy to say that a solution to the problem (of stereophonic sound) appears to have arrived faster than expected."
The 20th-Fox distribution head did not explain in his statement what the system entails, although other quarters say it entitles two speakers in a car. "The system," Lichtman declared, "will enable drive-in operators to provide complete entertainment on the same level and with the same quality as that currently being offered in regular theatres, with such resulting success. RCA is also working on a similar system and it appears that drive-in operators will soon be provided with the necessary equipment to show CinemaScope pictures. I am sure all other sound equipment manufacturers will compete for this market," he said.

Denies 'Sound' Compromise

Lichtman denied reports that 20th-Fox has reached a compromise on Cinemascope pictures without stereophonic sound to drive-ins if tests to adapt CinemaScope films for drive-in situations failed. "The policy of 20th-Fox," continued Lichtman, "is to provide CinemaScope pictures with four-track magnetic stereophonic sound only."

RCA Signs Blumenfeld

SAN FRANCISCO, Feb. 3—Blumenfeld Theatres have signed a contract for complete sound maintenance with the RCA Service Co., A. Blumenfeld, president of the circuit disclosed. Blumenfeld signed for the circuit, and H. M. Madison, West Coast district manager, represented RCA Service Co.

Seaymour Meyer to Tokyo

Seaymour Meyer, regional director of the Far and Middle East for Loew's, left here for Tokyo yesterday, which was his first stop on a tour of company offices in the Middle and Far East.

by a delegate on the floor as ex-
traordinary. Initial opinion did not believe that the two-speaker arrangement in each car was the answer.

Calls Wire 'Too Patsy'

Jack Furr, Houston drive-in opera-
tor, stated that the telegram the con-
vention sent to Spyros Skouras on "Too patsy" and 20th-Fox, although another should be forwarded in more violent language, "We should make it clear that the next time 20th-Fox is going to tear up our pavements and re-wire our ramps for such an asinine sound system for drive-ins."

Proposal of the delegates was in-
dicated by applause.

Many delegates expressed the opinion that if factual and con-
crete decisions and answers are not forthcoming at tomorrow's business meeting, the conven-
tion will have been a failure.

Speakers today included Col. George Mangle, Ohio State Traffic Control Commissioner, and Al Sindlinger, business analyst. Mangle advised de-
legates to engage local police authori-
ties to conduct an even flow of traffic in and out of drive-ins because of the increased number of cars that are using the main highways. He urged drive-in exhibitors to make use of secondary highways wherever possible.

Sindlinger said that since 1948 theatre profits have declined from 13 per cent to 1.5 per cent despite increased grosses. He stressed the importance of channeling "communication adver-
tising" intelligently to keep the public more informed as to where and when every picture is showing.

Audiences Are Technically Alert

Today, Barnett Tells Ohio ITQ

CINCINNATI, Feb. 3—Theatre owners should recognize that today's audience is more keenly aware of the technical quality of projection and sound. This fact, said Herbert Barnett, president of the Society of Motion Picture and Tele-
vision Engineers, makes it advisable for the exhibitor to constantly and carefully examine all the equipment in his theatre and to "welcome those changes which represent real progress and improvement."

Sees New Media Important

Speaking at the convention of the Theatre Owners of Ohio at the Netherland Plaza Hotel here, Bar-
nett stated that the increased techni-
cal awareness of the audience is only one of several factors which have made the industry's business today stronger than it was a year ago. New techniques played their part, he said, but beyond all was the fact that a number of excellent produc-
tions scored tremendous successes at the box-office, some produced in a new medium, others not.

The most encouraging sign, said Barnett, is that "we have not yet reached the end of ideas." With ideas, with experimentation, he added, should come in time "one system acceptable to all." A "healthy industry," he concluded, "demands that it be so."

Saturation Bookings For 'Greatest Love'

The first regional saturation booking of "The Greatest Love," following its 67-theatre New York opening earlier this year, is scheduled for Texas in February, according to an announcement from Bernard Jacob, 1, F. E. Releasing Corp. vice-presid-
tent in charge of sales.

The release will open simultane-
ously in 45 theatres of the Interstate and Long theatre circuits in the met-

Conference Planned On Pete Smith Film

WASHINGTON, Feb. 3—Pete Smith and Jacob Mogilever of the U. S. Treasury Department will confer on continuing local level ex-
ploration of Smith's release, "Cash Stashers," during mid-February at Culver City.

The Treasury Department has helped promote the film by presenting citations to theatre owners for their work in aiding the sale of Defense Bonds through use of the film.

N.Y. Vaudeville Show Show to Aid Children

A vaudeville show from the RKO Palace will move to the Taft Theatre, Cincinnati, for a three day engagement starting Feb. 18, in an effort to raise funds to aid children stricken with polio and other diseases.

Known as the "Grotto Show," the vaudeville bill is now being booked by Dan Friendl of RKO.

'Scope Prints

(Continued from page 1)

'The Robe' and "How to Marry A Millionaire" will be completed start-
ing the last week in February by the inhibition process. The complete run of "The Robe," he added, will be 55 prints.

Another factor adding the company's print situation, he disclosed, is the add-
tion at the studio of another strip-
ing machine for the magnetic sound tracks. By mid-April, he went on, a stripping machine will be installed at the 20th-Fox subsidiary, De Luxe Laboratories, an installation which will partially end the coast-to-coast shipping of prints for processing. Un-
der the present set-up, it was ex-
plained, those prints processed in New York must be shipped back to the Coast for stripping.

Drive Chairmen to Meet

Local chairmen for the amusement division of the Boy Scout fund drive will meet today in the Astor Hotel here to report progress to the co-
chairmen of the amusement division, Charles Boasberg, Spyros S. Skouras and Arthur Klein. Next week is Boy Scout Week.

Serpe to Rome

Ralph Serpe, director of the televi-
sion and short subjects division of Italian Films Export, will leave here for Rome today with TV producer-distributor Jules Weil to complete shooting plans for Weil's second se-
ries of 26 Italian-made television films.
excutive committee of the Council of Motion Picture Organizations.

Myers will report on returns to date on the survey of exhibitor ownership of stock in film production companies. The survey includes whether the exhibitors would be willing to give proxies to a protective or management committee and to guarantee placement to a company designated by such a committee. The board will discuss whether to continue the survey and, if so, along what lines.

Allied president Wilbur Snapper will report on his conference and correspondence with 20th Century-Fox president Spyros P. Skouras on possible tests of “The Robe” with one-track sound. The board will discuss whether such tests should be taken with respect to these tests and what action might be taken to induce film companies to supply prints of CinemaScope pictures with conventional sound to theatres that cannot afford stero-phonie sound or to deliver stero-phonie prints to theatres using “mixers.”

Will Discuss Prices

Any available information concerning the formation of film buying circuits in the East or West will be presented to the board. The board will also discuss what other steps exhibitors can take to protect against present high prices, short of stimulating the production of more pictures.

The board will review attendance conditions to see whether business is getting better or worse, and particularly to note the effect of CinemaScope pictures. The television competition situation will also be reappraised, and board members will discuss ideas for a COMPO campaign to promote attendance.

Other agenda items include:

A report by Col. H. A. Cole on the campaign to repeal the Federal admissions tax; a review by Myers of legislation pending in Congress to change the anti-trust laws and a discussion of any board stand on these bills; a discussion by Myers of the recent Supreme Court Court case decision; Myers’ annual report; and a decision as to the location of the spring board meeting.

Philadelphia Aldine
To Re-open in March

PHILADELPHIA, Feb. 3.—The Aldine Theatre here will be re-opened Feb. 5, 1953, and will be named The Viking Theatre. It was announced by Harry Sley, president of Sley System Garages and the Viking Theatre Company, that the theatre has been re-opened for business.

Renovated at a cost of $200,000, the theatre has provided more space for patrons by cutting its capacity from 2,154 seats to 1,900. The stage will be expanded, and the house will have a large CinemaScope screen and will be completely air conditioned.

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No Re-writing

Code Vital as Guard, Mayer Tells AMPA

Best Protection Against Harmful Films, He Says

The industry's Production Code represents the best protection that can be mustered against the production of films harmful to the public interest and the good name of the industry, Arthur Mayer, former executive director of the Council of Motion Picture Organizations, has told the annual session of the Associated Motion Picture Theatres' Management School at the Columbia home office screening room last night.

Mayer referred to the Code's "shortcomings" as something frequently publicized but rarely specified, and (Continued on page 3)

Brotherhood Awards To Romulo, Murphy

With Louis Nizer serving as toastmaster, the annual Brotherhood dinner of the amusement industry was held last night at the Waldorf-Astoria Hotel here with approximately 1,100 in attendance. The first World Brotherhood gold medal awards were bestowed upon Gen. Carlos P. Romulo, former president of the United Nations General Assembly, and to Robert D. Murphy, United States Undersecretary of State.

(Continued on page 3)

Name Censor Board For Stockton, Cal.

SAN FRANCISCO, Feb. 4.—A three-member film censorship committee has been named by Stockton City Manager John C. Lilly in consequence of increased showing here of questionable "girlie" films.

Stockton City Attorney William Biddleck, Jr., said that the United States Supreme Court decision that state censorship boards may not ban (Continued on page 3)

Appeal by Jury from N. Y. State Censor Proposed in Bill

ALBANY, Feb. 4.—A bill providing for jury trials of cases involving pictures which have been rejected by the New York state censorship board was introduced here today by Senator Fred G. Moritt, Brooklyn Democrat. The measure, which is in the form of an amendment to the state licensing law, would allow the applicant for a picture license to appeal a denial to a supreme court judge and jury, rather than to the Board of Regents, if he so elected. It changes Section 124 of the Education Law, which presently permits an applicant to appeal to the Regents where the director of the motion picture division has issued a license or refused to act on the particular picture.

Senor Moritt, a lawyer and a partner in McDonald Pictures, of New York, contended that a jury trial should be fairer and quicker; that the public should be permitted, through a jury, to say whether a film is "good" or "evil."

Refuse Chicago Stay Of Loew's, 20th-Fox

CHICAGO, Feb. 4.—A request for a preliminary injunction against Loew's, Inc., and 20th Century-Fox, preventing them from imposing special conditions for the showing of their pictures in the first outlying runs was denied here today by Federal Judge Samuel Patton who will hear the case at a later date. The suit was brought by the Melbro Amusement Co., oper- (Continued on page 3)

Myers Advocates:

STOCK-BUY UNITY, PROMOTION PLAN

Russia, Italy to Exchange Films

ROME, Feb. 4.—An agreement providing for an equal exchange of films has been signed by Russian and Italian representatives in Moscow.

From five to 15 pictures per year will be exchanged. Each will have a free choice of films although no alteration in either film content or sound tracks will be permitted.

SBC Delays Decision On Future Program

WASHINGTON, Feb. 4.—The Senate Small Business Committee today delayed probably for two to three weeks, any decision as to whether it should continue the film industry trade practice investigation.

The committee met today to discuss its agenda for the coming year, but broke up without any final decision on any point. The question of whether the film investigation should be continued had barely been mentioned "among many, many other" subjects, said Schoppell (R., Kan.), whose subcommittee carried on last year's hearings and investigations, did not (Continued on page 3)

Allied Board Told That Projects Could Solve Film Shortage Situation

CINCINNATI, Feb. 4.—A recommendation that all exhibitors regardless of affiliations participate in Allied States' proposal for cine-acquisitions in film companies and advocating an all-industry promotion campaign to keep the public "movie conscious" highlighted the annual report to the Allied board by Abram F. Myers, general counsel and board chairman, to be presented to the annual directors meeting here tomorrow.

Describing the problem situation as "deteriorate," Myers points out that both projects are linked to the "paucity of available product" and that all other problems are subordinate to it. Except for the key theatres that have been converted to CinemaScope and those playing the early CinemaScope pictures on extended runs, the booking of pictures has become a "nightmare," Myers tells the Allied board.

"It has been asserted that the film companies have deliberately brought (Continued on page 6)

Brandt to Skouras: Hold Stereo Stand

In a letter written to Spyros Skouras in London by New York circuit operator Harry Brandt, the 20th Century-Fox president was urged not to retreat from his position that CinemaScope pictures must be presented with stereophonic sound to achieve maximum results.

"I urge you," Brandt wrote, "with all the persuasion at my command, to remain steadfast in your convictions and uphold the high standards that you have established for CinemaScope presentations."

Brandt said he had installed the equipment in approximately 20 of his theatres, ranging from 450 to 3,000 in seating capacities, and that he is (Continued on page 3)
'Jimmy' Fund Drive Raises $445,384

BOSTON, Feb. 4.—A total of $445,384 was raised in the 1953 “Jimmy” Fund drive, sponsored jointly by Motion Picture and Theatrical and Allied Trades Union, Boston Red Sox for cancer research, it was announced by co-chairmen Martin P. Brady, vice-president of M.G.M., and Joseph C. Taylor, manager of the Theatre. In making the announcement, the co-chairmen said that the record contributions were achieved partly because the volunteer efforts, with totals expenses of less than four per cent, mostly for postage, printing and incidental expenses.

The 1953 campaign started with a $100 plate “welcome home barquet” at the home of player’s wives and a $50,000 donation from the Kennedy Foundation. It was climaxd by the Stanley Warner Theatre, the final “fare” on the provisions of a new pact.

Columbia Employees Protest Pact Delay

Approximately 270 Columbia home office employees conducted a 24-hour strike work yesterday morning until 10:30 in protest over the deadlock in negotiations for a new contract between the commencement and Janover, head of the Home Office Employees Union. It is reported that Columbia and the workers are still “far apart” on the provisions for a new pact.

Columbia employees met at 8:30 yester morning at the Capitol Hotel to discuss the situation. They threaten to continue a policy of reporting late until the disputes are adjusted.

MGM Gets Japanese Bonus for ‘Lili’

M-G-M’s “Lili” has been judged the best picture shown in Japan in 1953, thereby entitling the company to a bonus award and permitting it to import one additional picture over its regular quota yearly.

The judging is done on the basis of a “completely” satisfactory public interest in the film, a high credit, as indicated by a cable received at the M-G-M home office. The judging committee consists of Japanese newspaper men, producers and government officials. “Lili” was the unanimous choice.

Ecker Named Rep. Salt Lake Manager

Appointment of James L. Ecker as Salt Lake branch manager has been made by Republic’s director of sales, C. Bruce Newbery. Ecker was formerly senior sales manager in the company’s Denver branch, and was appointed Salt Lake City manager following the resignation of Thomas McMahan.

Hathe Expands Color

Pathe Laboratory has announced that it has expanded its 16mm Pathecolor processing operations to cover the entire commercial field. While Pathe has been processing color for three years, Pathicolor was perfected only recently.

Lives in Trailer To Sell ‘Trailer’

DETOIT, Feb. 4.—Inspired by the booking of M-G-M’s “The Long, Long Trailer” for Feb. 17 at the Theatre, rich auditorium, Richard Keppres, the managing director, will set up his trailer in front of the theatre for a week preceding the film’s opening.

The trailer will be used in the film and will be at home to newcomers in advance of the picture’s opening.

'Scope Ad-Publicity Data in New Manual

Suggested programming, advertising, publicity and exploitation procedures for current and future releases of CimenaScope and stereophonic sound are embodied in a special manual which has been prepared by Variety and the Fox. The manual is being sent to theatres that are preparing for the new media.

Campaign information is available in experiences in launching “The Rube” in situations ranging from the 350-top theatre to the small Idaho or Indiana, to the 6,000-seat Roxy in New York is included in the manual.

$5,250,000 Trust Suit Filed Here

Eight distributors were named in two anti-trust actions filed jointly in New York Federal Court here yesterday. A total of $5,250,000 in treble damages was sought by the National Theatre Owners Corp., in the Bronx Amusements, Inc., and the 740 Allerton Ave, Realty Co., operating the Allerton Theatre in the Bronx.

It is charged that the defendants conspired to favor other theatres and discount theatres in granting the first-run product, despite the allegation that the Allerton was entitled to first-runs.

Jack Labow Named RKO Canadian Head

Jack Labow has been named RKO Canadian district manager today, by Charles Bosarge, RKO Radio general sales manager. Formerly operations manager in Toronto, Labow succeeds Carl Peppercorn who resigned last month.

Chief Barker Montes

MEXICO CITY, Feb. 4.—Luis R. Montes, provincial theatre circuit operator, has been named chief Barker of the Mexico Variety Corp. for the ensuing year. He succeeds Jesus Grovas. He has been an international representative for Variety heretofore.

'Banana' Phila. Opening

"Top Banana" will open at the Goldman Theatre in Philadelphia, Feb. 17, in a preview engagement before its premiere at the Victoria Theatre, according to William J. Heineman, United Artists vice-president in charge of distribution.

List Booths Holdings in RKO Theatres By 11,796 Shares

WASHINGTON, Feb. 4.—Albert A. List increased his RKO Theatres holdings by the purchase of another 11,796 shares, according to a report by the Securities and Exchange Commission.

The report covers transactions by industry officers and directors between Dec. 19, 1953, and the close of the market yesterday.

List, Montague, New York merchants common stock for a total of 16,739 shares. Joseph A. McConville bought 5,384 Columbia Pictures, a share price of $6,620,000. Terry W. Warner bought 18,330 Warner shares, for a total of 24,590 shares in his own name and 13,215 shares in trust accounts.

Preston Davis sold 600 shares of Universal common, leaving himself with 709,235. Maurice A. Silver bought his 500 first 500 shares of Stanley Warner Theatres, Willard W. Keefe bought 400 shares of National Theatres, for a total of holding 2,000 shares. Robert L. Hughes, Jr., sold his entire 1,000 shares that are held in American Broadcasting-Paramount Theatres.

'Can Happen' Third Week Tops Second

The third week of "It Can Happen To You" at Loew’s State topped the $26,000 total it was downed here yesterday by Eugene Pickler, head of operations for Loew’s in New York, who cited the State’s experience as evidence build at the home box-office despite adverse weather conditions at the beginning.

The picture, he related, had a bad start three weeks ago when it opened on a snowy weekend, registering only $27,000 for the first week. The second week went to $28,000 and the third week to $35,000, Pickler continued, adding word-of-mouth advertising from returning patrons as a reason for the climb, which he expects to continue through the fourth week, beginning today.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ROBERT WEISZ, MEL TAYLOR GARDNER FERRER

KNIGHTS OF THE ROUND TABLE" in CinemaScope

Burt Lancaster as "His Majesty"

PARAMOUNT

TECHNICAL COLOR

SPECTACULAR STAGE PRESENTATION

said he did not agree with Samuel Goldwyn that the Code needs rewriting. Rather, Mayer said, liberal and intelligent amendment and interpretation will suffice.

Eric Johnston is entirely correct in his contention that the Code resembles the United States Constitution through its capacity for constant readjustment to the needs of the times, Mayer asserted. This, however, is not new, for Mayer has unavailingy tried for years to remove the ban on pictures dealing with miscegenation. The rulings on some pictures have been regretably conservative.

Cites Two Instances
To remove an occasional "hell" or "damn" from the talk of GIs in "Cage Free" makes the industry ridiculous. To refuse a license to a picture which as a play was read shown without such criticism in cities puts a severe strain on exhibitor enthusiasm in cooperating in the enforcement of the Code.

In the future, now that the major circuits have been divorced from producer ownership, one hopes that the operation of the Code itself will be an essential to the successful enforcement of the code, the continued Mayer believes that not only theatre owners but all elements in the industry-independent producers, Hollywood guilds, foreign importers—should have a voice in setting their in the operation of the Code. Only in this fashion can it be truly regarded as industry industry's own battle against what is trying times the industry's salvation, Mayer contended.

Sees High Court Edicts Vague
Mayer also discussed the effects of the recent U. S. Supreme Court edicts on motion picture censorship, declaring that the application of the high court's rulings to prior censorship had been "inevitable," as the wording of the state censorship laws on which the tribunal's rulings are based.

He concluded that unless a test case can be arranged for exhibiting a film without such constraints beforehand, the industry probably will have to go on pretty much as it has been doing in those states and cities with censorship boards.

SBC Delays
(Continued from page 1)
attend. Most of the meeting was spent going over the proposed report to be submitted by the full committee on all its work last year, Chairman Thye (R., Minn.) said a draft of this report would be circulated among members and that it might be two or three weeks before the members were ready to meet and vote on releasing the report. When that meeting was held, he indicated, the agenda for the coming year will get another going over.

WANTED
THEATRE MANAGER for Westchester County theatre. Must have theatre experience, know the area and have a good knowledge of the state full qualifications and salary expected.

WESTCHESTER PLAYHOUSES, INC.
130 North Main Street
Port Chester, New York

Reviews
“Killers from Space” (RKO Radio)

The spacemen are back, this time in a moderately interesting story written against the background of the atomic-bomb tests in Nevada. “Killers from Space,” produced and directed by W. Lee Wilder, should appeal to the Science fiction audience that is partial science-ficton-fantasy.

The Myles Wilder story, for which Bill Raynor did the screenplay, opens with Peter Graves, one of the scientists working on the bomb tests, observing a nuclear blast from his jet plane. Just as his pilot is about to head back to the field, the controls go haywire and with a crack the Graves Arrow plane's nose dives; he dies, and several days later returns to the air base unable to remember or explain his survival or where he's been. The only clue is a gruesome scar on his neck.

It eventually is revealed that men from another planet, far more advanced than earth, have arrived secretly and are preparing the way for a full scale migration of their people to earth. Working from caverns beneath the salt lakes they have developed the atomic bomb, which grows gigantic reptiles and insects with which they plan to rid the earth of people. They saved Graves life so that he might pass on information to them dealing with the planet's advancement.

Graves has difficulty explaining the real story to the authorities and only convinces them of the diabolical plan after he has succeeded in destroying the invaders unaided. Special effects range from routine to good, while the acting is uniformly passable. Space shots are used in much of the footage.

The cast, not very well known, but competent in all its endeavors, includes, in addition to Graves, James Seay, as a military man; Frank Gerstle, a doctor; John Merrick, leader of the spacemen, and Barbara Bestar, as Graves' wife.


“Hell's Half Acre” (Republic)

MURDER and melodrama are given an Hawaiian setting in this story of a man who hopes to trace his husband, who was revealed at Pearl Harbor in 44, to Hawaii where performances by Wendell Corey, Evelyn Keyes, Elsa Lanchester and others, the film provides well-rounded entertainment for patrons who enjoy a nicely constructed tale of murder, mystery and intrigue in the underworld of Honolulu and a climax which adequately resolves the story.

Miss Keyes, after hearing the tag line of an Hawaiian melody in a Los Angeles bar, has convinced that the man she loves is her lost husband. She leaves for Honolulu, but before finding Corey involved in the intrigues of Hell's Half Acre, the light-figarette of Honolulu. There follows a police search for Corey, who has escaped from a guard to seek the killer of a close friend, Nancy Gates. When he discovers that Philip Ahn, a Chinese racketeer and his former partner, is the murderer he sacrifices himself to the police to track down Ahn.

Meanwhile, Miss Keyes is convinced that their three-day war-time marriage cannot be renewed, and so leaves for the United States and the man who will give her and her son a settled life.

Brandt Stand
(Continued from page 1)
adding others. He added that he was convinced that stereoscopic sound was as essential to "our future welfare as the screens on which our films are shown."

Brandt declared that exhibitors have a right to run their pictures as they choose, and by the same token, I also recognize the reciprocal right of the film companies to have their pictures exhibited as they see fit in a manner commensurate with their production methods.

Fiber Glass Screen
Shown at Drive-In

DALLAS, Feb. 4.—The first fiber glass screen measuring 80 by 40 feet, was demonstrated at the Buckner Boulevard Drive-In here this week.

Any of the new processes can be month. The records, which also will be sold individually, are to be available in all record speeds. Columbia will distribute the records, and the Columbia owner of the National Drive-In Theatre Owners Association here.

Loew’s-20th
(Continued from page 1)
ating the Rockef Theatre. It alleges that Loew’s requires outlying theatres to show “Kings of the Romp Table” as a single feature and that 20th Century-Fox is not allowing customary deductions for companion features in theatres showing the company’s Cinemascope pictures.

The complaint, naming Loew’s, 20th-Fox and the Banaf & Katz theatres in the Idlewild section of Queens, charges that the companies involved are attempting to limit runs to one week in order to force outlying drive-ins and independent theatres, inasmuch as B & K is limited to one-week runs by the Jackson Park decree and it is doubtful that many independent theatres could make money by holding a single feature for two weeks.

An affidavit was submitted by Loew’s indicating that it is not an established policy of the company to require exhibition of its pictures on a single-feature basis.

Meanwhile the Rockne has booked "How to Marry a Millionaire" for two weeks and "Crazy Quilt," a double feature with "Easy to Love," while the second week it is shown with "Miss Saigon" and "Harvey," making the fact that 20th-Fox is not allowing the theatre a deduction for the second feature.

Censor Board
(Continued from page 1)
a film on grounds that it is "immoral" does not affect the right of the City of Stockton to curf film, since the ordinance is based on action which might be taken under the 1938 purchase of the hall as a part of a theater’s regular program.

The ordinance provides for a $100 fine, 60 days in jail or both for theate managers, owners, or any group sponsoring such shows.

RCA to Market New ‘Dyna-Lite’ Screen
CAMDEN, N. J., Feb. 4.—A new vinyl plastic sign for all purpose screen has been placed on the market by the theatre equipment section of the RCA engineering products department, it was announced here today.

The new screen, named the RCA Dyna-Lite screen, was said to be be coated with a special formula vinyl plastic which was claimed to be flame-proof, tear-proof and highly moisture-resistant. A special metallic coating applied after the screen is fabricated assures a uniform reflection surface for 3-D films, it was stated.

Bases Drive-In Suit On ‘Lights Out’ Rule
TAMPA, Feb. 4.—Two damage suits for negligence totaling $30,000 have been brought against owners of the Funk Brothers who by members of a family who alleged that they were injured while attending the theatre.

Claimant Charles F. Ranforo charges that while his car was parked in the theatre ground it was struck by another car and that the driver was sitting in his car and knocking his six-year-old son to the ground. The theatre is charged with negligence in demanding that customiers drive in and out without headlights turned on.
As a small company having everything at stake in the theatre business, we feel it's time for other exhibitors in addition to Trueman Rembusch, who successfully installed Cinemascope complete with stereophonic sound in theatres as small as three hundred and fifty seats, to voice their support and appreciation of what you and Twentieth Century have done for our industry. After six complete Cinemascope stereophonic sound installations we feel that we are in a position to encourage you to hold fast to your determination to insist on proper presentation of Cinemascope the way it was developed and intended, with four-track stereophonic sound. To present Cinemascope otherwise is an imposition on the public who have been sold to expect something new and different in sound and sound effects. Your company is to be congratulated for your foresight, courage and what you have done to help revive a sick business, and you should not be harrassed in your efforts to maintain the high standard of Cinemascope presentation so vital to its continued success.

Alex Manta
Indiana-Illinois Theatres
Fox believes it is vital that every member of the nation's leading exhibitors

LEO T. JONES
President, Star Theatres, Inc. For 25 years a leading Ohio exhibitor. Member of National Allied. Member of Independent Theatre Owners of Ohio and a former vice-president of ITOO. Circuit includes Star (540 seats), Upper Sandusky; Carey (329 seats); Indiana Trail Drive-In, Carey.

CT. MOA206 UPPER SANDUSKY, OHIO 28
SPYROS SKOURAS
20TH CENTURY-FOX FILM CORP.
444 WEST 56TH ST. NYC

I HAVE JUST COMPLETED MY FIRST SEVEN DAYS OF THE ROBE WITH COMPLETE STEREOGRAPHIC SOUND, MIRACLE MIRROR SCREEN AND AUDITORIUM SPEAKERS AND AM HOLDING FOR ANOTHER SEVEN DAYS, THE FIRST TIME IN 23 YEARS A PICTURE EVER PLAYED MORE THAN SIX DAYS. I AM NOW CONVINCED THAT THE ONLY PROPER WAY TO PRESENT CINEMASCOPE IS BY UTILIZING ALL FOUR SOUND TRACKS THRU AUDITORIUM SPEAKERS AND THREE BACKSTAGE SPEAKERS, AND AM READY TO ADMIT I WAS WRONG IN ASKING FOR ONE-CHANNEL SOUND. I COULD NEVER PRESENT THE ROBE AS WONDERFULLY AS I DID OR GET SUCH AUDIENCE ACCLAIM WITHOUT THE STEREOGRAPHIC SOUND. BUSINESS WAS 525% OVER NORMAL FIRST WEEK. PLEASE ACCEPT MY HUMBLE APOLOGY FOR WRONGLY INSISTING ON SINGLE-TRACK SOUND EVEN THOUGH I ONLY HAVE 540 SEATS.

LEO T. JONES
motion

Myers Urges Stock-Buy Unity, Promotion

Sees Product Situation as 'Desperate'

Chairman Lists Omens That Justify
An Optimistic Outlook For This Year

CINCINNATI, Feb. 4.—Despite exhibitors are entering the new year with optimism, plus those exhibitordis nearly of Metas chairman, believes there are other considerations which justify a more optimistic outlook.

In his annual report to the Allied States board of directors in session here Myers makes the following observations:

1. "Pre-releases, old style, have dwindled to a trickle due to the intensity of the assault made on them last year.

2. "Exhibitor organizations are holding together in solid opposition to 20th Century-Fox's efforts to cut off films supplied all who cannot afford expensive equipment.

3. "Warner Brothers has recently broken ranks by announcing that its first CinemaScope picture, 'The Conquest,' may be released.

The possible conclusions that independent with a carry-over of most of their old panoramas, and the last year's innovations, Abram B. Rembusch, will be available with both one- track and four-track sound.

"A 10 per cent reduction in income taxes became effective on Jan. 1 and prospects for some measure of relief from the admission tax are bright.

"It seems likely that there will be some reduction in corporate income taxes and that Congress will enact a provision for accelerating the depreciation on new equipment.

"Despite all the trials and tribulations following in their wake, CinemaScope, according to our predictions, even 3-D has reawakened public interest in motion pictures and have become the business model that should keep it moving forward throughout 1954.

Myers concluded.

Allied Won't Bar Distributors' Ads From '54 Program

CINCINNATI, Feb. 4.—Despite reductions in distributors' financial assistance to film exhibitors and their annual conventions in recent years, Allied States will continue to look to the companies as sources of special-deficiency revenue, it was confirmed here today.

Last year, the Allied board, meeting at Boston last October, authorized the making of a survey to ascertain how much influence could be exercised by exhibitors in film companies to persuade them to increase their output by exercising the voting rights on any shares of stock in such companies that they may own or be willing to acquire, and amassing and guaranteeing playsdates for shows that such companies might produce.

No Prediction Yet

Myers explained that the survey did not get under way until mid-January and that, to date, the returns were meager, making a prediction as to whether the final result will justify the necessary formal steps for planning the plan into operation.

"However, encouraging these early returns may be," Myers stated, "the board should realize that so ambitious a plan calls for widespread support. If the anguished cries from other quarters are to be credited, it would seem that, even the largest circuits are beginning to sense, even if they have not yet felt, the product pinch.

I recommend, therefore, that the board authorize the necessary steps to bring the plan to the attention of other exhibitor organizations and exhibitors in unorganized territories and to invite them to participate in it. This would entail affording such non-members representation on the management committees and the board should act on this recommendation with that thought in mind.

In meeting the competition of television, Myers said, the motion picture industry has used only "defense and firepower tactics," and it seems to lack the vision or courage to carry the fight to the enemy.

If the industry is ever to make an all-out effort to win back the so-called lost audience, this is the time for it, he said, with a discussion of publicity concerning Cinerama, CinemaScope, 3-D and wide screens that have served to reawaken interest in the movies.

Unfortunately, however, he added, publicity is not keeping pace with production and that the pictures seem slowly and the impression still lingers that there aren't any good pictures any more.

No Particular Medium

"What is needed," Myers said, "is a great promotion campaign, either of a particular medium or picture, but for motion picture entertainment, distinct from any other forms of entertainment. The public must be made aware and it must remain, motion picture audiences—should not be "Robe" conscious, but movie conscious."

Claiming that the public loves a colorful, well-made story, Myers appealed to Allied's representatives in the Council of Motion Picture Organizations and the Federal Trade Commission in hopes that it will stimulate others to try to devise a better one.

A great promotional campaign, to be managed by a national committee, similar to the tax committee, Myers said, would now be launched and all of COMP's resources not absolutely essential to the tax campaign should be devoted to it, and additional funds should be raised if needed.

When the gross receipts of the industry have been raised to something approaching the 946 level, other problems can be more easily solved.

Let the industry adopt as its slogan for 1954, with a nod to Charlie Foxley: "Thousands for promotion but not one penny for defense."

Myers then turned to recent attacks on the Sherman antitrust law, a reminder that while Senate Subcommittee hearings and stereophonic sound.

Supports Sherman Act

The Allied general counsel asserted that any threat to the Sherman Act, even if only an illusion, is a matter of deep concern to independent exhibitors. He was critical of the Attorney General for appointing a committee of lawyers "heavily weighted in favor of big business" to recommend amendments to the antitrust laws.

Myers reviewed briefly the provision of the Keating Bill, which would provide a uniform limitation of the time in which to bring private antitrust actions for damages, and the Reel Bill, which would confer on Federal district judges discretionary power as to the amount of damages to be awarded in such cases, in place of mandatory treble damages now provided.

Asking the board what it wanted him to do in regard to both bills, the general counsel said he would expect the directors to favor the Keating Bill and oppose the Reel Bill.

Recalls 'Trust' Decisions

Myers also reviewed recent U. S. Supreme Court decisions in the Credle and Adelman cases. The Small Business Committee hearings were described as a "Gasco" by Myers who claimed that the committee took no notice of the conclusive proof of price-fixing introduced into the record.

Conceding that 20th Century-Fox advanced panoramic projection to a high state of excellence and that its development of the anamorphic lens was a notable contribution to the motion picture art, Myers said that Fox's attempt to dominate the business by its insistence on combining lenses, screens and stereophonic sound "has caused the trouble." Myers summed up the controversy as follows:

"There can be no legitimate criticism of any exhibitor for installing stereophonic sound if he can afford it. It only enhances the entertainment offered his patrons. Our efforts have been directed against the policy of one company, which may develop into a monopoly with others, to force exhibitors to install equipment and otherwise operate their theatres as directed by the film companies."

Look What Happened

In Just 12 Months

CINCINNATI, Feb. 4.—The speed with which industry innovations developed in the last 12 months is recalled by Abram B. Myers, Allied general counsel. In his annual report to the board of directors in session here. He reminded the audience that last year there was no mention of Cinerama, CinemaScope, 3-D, and wide-screen or stereophonic sound. Those developments occupy a large part of this year's report.
Mutual Consent
Stereotone Sound Tests by 20th, Reade Now Off

Lichtman Calls Drive-ins Criticism 'Reprehensible'

The stereophonic and "mixor" sound tests have been called off by 20th Century-Fox and Walter Reade, Jr., president of Theatre Owners of America and circuit operator, it was announced at the weekend in separate statements by Al Lichtman, 20th-Fox distribution director in New York.

The abandonment of the tests came in conjunction with another Lichtman statement accusing last week's Allied States drive-in convention at Cincinnati of prejudging the two-channel stereophonic sound system proposed by 20th-Fox.

In reference to the tests, Lichtman said that he had met with Reade and Myron Blank, president of the Central States Theatre Corp., and both agreed "that there is no question of the superiority of stereophonic sound to ordinary single-track sound." He went (Continued on page 4)

Five Circuits Buy 9 Theatre TV Units

The sale of nine RCA theatre TV units to five circuits was disclosed here at the weekend by Box Office Television, which arranged the sale. The circuits buying the equipment, which initially had been optioned by BOT, are Walter Reade Theatres, Century Theatres, Fabian Theatres, Stanley Warner and Wometco. It was learned that Reade plans to make the installation in his Perth Amboy, N.J., theatre, while the two sets of (Continued on page 5)

Morgan to Tour for Para. Shorts Data

Data which may have a direct bearing on future production, distribution and marketing of Paramount's short subjects and newsreel will be collected by Oscar Morgan, short subjects sales manager, on a tour of Southern territories which will start on Thursday. Morgan will be accompanied by W. Gordon Bradley, assistant Southern division manager, on his visits to Jacksonville, Charlotte, Atlanta and New Orleans.

Very Cautious
Drive-ins Seen Turning from Wide-Screen

CINCINNATI, Feb. 7.—The windup of the sessions of the National Allied Drive-in Theatre Association convention here pointed to a consensus by the majority of delegates that they would refrain from installing wide screens in their outdoor theatres.

The decision was reached on the realization that as much as Cinemascope without stereophonic sound would not be available this season in time for drive-in re-openings, 20th Century-Fox product must be written of their books.

Many of the drive-in exhibitors were of the opinion that the risk of such a large expenditure was so big that they were reluctant to stamps and "jump off the deep end," Jack Braungiel, of the Commonwealth circuit of Kansas City, reflected the opinions of a large number of operators when he said, "Until my patrons demand wider screens than already are (Continued on page 5)

Distributors Lose Overseas Tax Aids

WASHINGTON, Feb. 7.—Motion picture companies merely distributing their films overseas would get no benefit from changes approved by the House Ways and Means Committee Friday in the tax treatment of overseas income. Treasury officials said they declared companies actually owning theatres overseas would benefit, however.

The committee voted to include in its technical tax revision bill a provision taxing certain income from overseas (Continued on page 5)

MPAA Project
WILL INTRODUCE PRESS TO CODE

Church Women in Vote of Confidence To Production Code

A resolution pledging support of the Production Code was passed here last week by the United Church Women, representing 10,000,000 women of all denominations throughout the country.

The resolution said, in part: "We express our trust in the good judgment of the directors of the Motion Picture Association to keep the Production Code consonant with public morals and good taste.

"We resent the efforts of some producers to destroy or weaken the program of self-regulation by evasion of their public responsibility.

"Whereas, the Supreme Court's re (Continued on page 4)

House Group Lauds Films' Job on Reds

WASHINGTON, Feb. 7.—The House Un-American Activities Committee in its annual report for 1953 praised the motion picture industry for its cooperation during the past year and declared that no other major industry now employs fewer communists than does the film industry.

"During the past year, the committee is pleased to report that the spirit of helpful cooperation evidenced by motion picture industry figures has (Continued on page 5)

New Contract Averts
Carrier Strike Here

A threatened strike of drivers for film carriers here was averted late Friday when provisions for a new contract were agreed upon at a meeting of representatives of both the teamsters union and the carrier management with Jay Kramer of the State Board of Mediation.

The new provisions call for a "substantial" wage increase, a two-year (Continued on page 5)

'Riot in Cell Block 11'

[Allied Artists]

Hollywood, Feb. 7

WALTER WANGER'S "Riot in Cell Block II" is tremendously forceful melodrama. Sure to blast its box office way into big figures anywhere and everywhere. It tells in total candor and with complete authenticity (it was filmed in its entirety at California's maximum-security Folsom prison, with all authorities from the governor down cooperating) how prison riots start, their cause and outcome, and what happens to guards, officials, convicts and convict leaders, before order is restored.

This filmed riot is fictional, naturally, but this prison is real, these procedures are genuine, real guards and state police participate as players, as do some convicts, and what happens in this riot and place is what (Continued on page 5)

'Directory' Reel
For Release Feb. 17

A special Brotherhood Week newsreel featuring Gen. Mark Clark will be shown in theatres throughout the country beginning Feb. 17, according to Emanuel Frisch, national chairman of the industry's Brotherhood drive.

The film made by Gen. Clark, which is a key feature in the Brotherhood Week membership campaign staged by the nation's exhibitors, will be distributed by 20th Century-Fox, M-G-M, Paramount, Universal and Warner-Pathé newsreels.

TEN CENTS
Personal Mention

JOHN P. BYRNE, M-G-M East Coast district manager, who has been the company’s 30th Anniversary Jubilee drive, will leave New York today for New England.

JACK CUMMINGS, M-G-M producer, and Mrs. Cummings will arrive here from the Coast on Sunday and will sail three days later aboard the Queen Elizabeth for Europe.

PETER WELLMAN, owner of the Wellman and New Mock theatres in Cedar, O., Chicago Bureau, following six weeks of hospitalization.

LINDSEY PARSONS is here from the Coast for conferences with Morry R. Goldstein, Allied Artists vice-president and general sales manager.

HOWARD DIETZ, M-G-M advertising-publicity vice-president, left here Friday on a West Coast vacation.

JOHN FJN, Allied Artists director of union relations public, is here from the Coast.

OSCAR A. DOOR, M-G-M advertising executive, has arrived in Palm Beach from Havana on vacation.

M. L. SIMONS, M-G-M exhibitor relations head, returned here Friday from Chicago.

PHIL WILCOX, of “Parents’ Magazine,” returned here at the weekend from the Coast.

P. T. DANA, Universal Pictures eastern sales manager, has returned here from Buffalo.

LYNN FARNOL left here at the weekend for Hollywood.

MARGARET ETTINGER, publicist, has arrived here from the Coast.

EDWIN KNOFF, M-G-M producer, left here Friday for Hollywood.

Reissue Scott Films

ATLANTA, Feb. 7.—The Katz brothers, owners of the Kay Exchange in Charlotte, New Orleans, Memphis and here, have taken over three Randolph Scott pictures for reissue. The films are “Fightin’ Men of the Plains,” “Canadian Pacific” and “Cariboo Trail.”

Elect Ted Gamble

PORTLAND, Ore., Feb. 7.—Ted R. Gamble, of Gamble Enterprises, has been elected a member of the board of directors of TransAmerica Corp., serving with Frank N. Begran, Jr., who heads the concern.

To Indo-China Post

Wolfgang K. Dow has been named manager for M-G-M in Indo-China, by Morton A. Spring, first vice-president, of Louis’ International Corp. Dow replaces Al Kahans, resigned.

Quigley - Ernst Code Discussion

Martin Quigley, who originated the Production Code, will defend the plan before Congress, and Morris Ernst will argue for its abolition on the radio program “Report to the People,” on Station WMCA, New York, tonight, 9:30-10:00 P.M.

Ernst is general counsel of American Civic League, which is opposing the Code, and is an opponent of all forms of censorship. The program will be moderated by MRS. DOROTHY DUNBAR BROMLEY, conductor of the weekly series.

New Insurance Plan For AGVA Members

A report on the first 14 months of the American Guild of Variety Artists Welfare Trust Fund was issued at a conference here on Friday when it was explained that the 11,000 AGVA members were now beneficiaries of the fund’s new group insurance plan.

Terms of the policy provide for the payment of $50 a week up to 150 weeks for total disability with $1,000 for surgical and hospital expenses incurred as the result of an accident. The policy also provides for payment of $7,500 for accidental death and a similar amount for the loss of a limb. The coverage is valid 27 hours prior to an engagement and 24 hours after an engagement. In addition, members are entitled to a $500 family benefit.

The new plan is the successor to the “dollar-a-day” insurance formula in force under the AGVA insurance fund. The new plan worked out with Lloyds of London which has been paid $140,000 in premiums from a gross collection of $178,000.

Seek Reopening of Upstate N. Y. Suit

BUFFALO, Feb. 7.—Permission to reopen the $841,500 complaint against the Motion Picture Owners Association, now an excluding corporation was asked in an amended complaint filed here Friday in Federal Court by the Maritanna Motion Picture Corp., which asked that to be vacated on the grounds that the settlement agreement which was part of the stipulation of dismissal was illegal and procured by fraud.

Sullivan on Coast to Set M-G-M Tribute

Hollywood, Feb. 7.—Final preparations for next Sunday’s “Toast of Town” television tribute to M-G-M in honor of the company’s 30th anniversary got underway here at the weekend, with the arrival from New York of Leon Seidelman, where Dore Schary, M-G-M production vice-president, will be co-host on the program. The show will originate from the West Coast.

British Tax Relief Case to Treasury

LONDON, Feb. 7.—The tax department representing all branches of the industry met on Friday with John Boyd Carpenter, Financial Secretary of the Treasury, to discuss the industry’s case for relief from the heavy government entertainment tax.

A statement issued by the Treasury following the meeting confined itself to the assurance that all current financial matters had been considered. The meeting was attended by the industry’s case for a reduction in the entertainments duty duty of 42½ per cent.

Trust Suit Opens and Closes on First Day

JACKSONVILLE, Feb. 7.—What is probably one of the shortest anti-trust suits on record began and ended here Friday in the Sixth District Court, Southern District, Jacksonville division.

It concerned charges of L. K. SIMONS, president of the Vague Theatre, Orlando, Fla., that eight distributors and three exhibitors attempted to monopolize first and second run exhibition in Orlando.

The case began with so many inaccuracies were pointed out in the plaintiff’s bill of complaint that Naas and Sutton instructed their attorneys, Perry Polland and Phillip May, to file a notice of dismissal. Naas and Sutton had sought $250,000 for advertising and other total damages. Defendants were Fox, Columbia, Universal, Paramount, RKO, Warners, Loew’s, Associated and Artcraft, as Florida State Theatres, Florida Coastal Theatres and Florida Theatres.

Tribute to ‘BYOL’ Voiced in Congress

WASHINGTON, Feb. 7.—Samuel Goldwyn’s “The Best Years of Our Lives” was praised as a film that “richly deserves to be brought back so that a new generation of veterans may have the opportunity to study.”

This statement, inserted in the Congressional Record by Rep. Edith Koukie Rogers of Massachusetts, folows the nation’s television screenings of the picture here last Wednesday. The film, said Mrs. Rogers, is timely indeed as it was “back in 1942, when it received nine Academy Awards.”

Seidelman Manager For Rep. in Omaha

Lawrence Seidelman has been appointed Omaha branch manager for legal services by C. Bruce Seidelman, president of sales. Seidelman was senior salesman of the company’s Milwaukee branch. He replaces Harry Lehtolos, resigned.

CIBC Names Gilmore

OTTAWA, Feb. 7.—J. P. Gilmore has been named coordinator of television for Canadian Broadcasting Corp. succeeding L. E. Bushnell.

Programs Expanded By Columbia’s TV Subsidiary

A production investment of nearly $500,000 is going into a new television program series this year, in addition to the current production of the Ford Theatre. The new TV programs slated for this year include “Father Knows Best,” “The Damon Runyon Theatre,” and “Adventures of Rin-Tin-Tin.” Four other programs, Cohn said, will be offered through General Artists Corp., Columbia’s national sales representative, and will be produced if sold. The latter include "Sister Veronice," starring Irene Dunne, and "What Makes a Champ."

Gives Credit to Columbia

Cohn credited Screen Gems’ ascendency with the kick-off it borrowed from its parent company, Columbia, in respect to building a vertical TV from the ground up, the production, financing and distribution of its own TV films.

Without the $5,000,000 financing needed for the new programs, Cohn said that it will be derived from a variety of sources including sums from Screen Gems itself and the income from previous programs. He said Screen Gems for the TV programs is operating in the black, declining, however, to give the TV firms’ gross yearly revenues.

Parade’ Prospects Held More Favorable

The off-and-on-again television show, “Hollywood Parade,” designed to promote the motion picture industry has taken a favorable turn, a spokesman for the Motion Picture Association of America has reported.

The producers of the projected film, “Hollywood Parade,” division of American Broadcasting-Paramount Theatres, have foregone their insistence on tying up a particular windows film clips with television pictures in which the actor or actress plays the leading role, it was stated. The more flexible arrangement is said to bring renting a number of a film clips, which originally was slated to be completed by September, Robert Weisman, AB-PT vice-president, who is on the Coast to expedite the pilot productions for which AB-PT has reached a tentative agreement with MPAA, is expected back this week.

20th Sales Meet

A three-days sales meeting of 20th Century-Fox’s Central division will open today in Detroit. It will be attended by Arthur Silverstone, Eastern division head, Tom McMeel, division head, and branch managers R. C. McMah, Cincinnati; J. E. Le Du, Detroit, and R. L. Conn, Indianapolis.
The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor ... To Be Released In March
Stereo Sound
(Continued from page 1)
on to say that "it was never the in-
ention of the demonstrations to de-
terminate whether 20th Century-Fox would
abandon its stated policy of
not permitting showings of Cinema-
Scope pictures without full stereo-
pionic sound equipment.
Reade, in his statement, said that
"obviously" Syros P. Skouras, presi-
dent of 20th-Fox, had "abandoned" the
agreement reached between them on
Jan. 26. He said he was informed by
Lichtman that "even though exhib-
itors might sit in at the tests, their
judgment on the requirement of stereo-
pionic sound would not be respected or
considered in Fox's decision." In
as much as the results of the tests will
be disregarded, Reade stated, "we
have both determined to abandon the
whole idea."

At All Times Willing
Lichtman, in his statement, de-
cclared that 20th-Fox is at all times
willing to hold theatre tests in order
to prove the "superiority" of stereo-
pionic sound over a "mixer" device,
which damps stereophonic sound into
conventional sound. He went on to
repeat that 20th-Fox, in order to aid
the exhibitors, will aid in obtaining
long-term credit for sound equipment
installations.

Regarding the recently-con-
cluded Cincinnati drive-in con-
vention, Lichtman declared that
"none of the exhibitors ... who
were yelling against a two-
channel stereophonic sound system
had seen and heard it, for it was shown for the first time
last Friday in Bloomfield,
N. J., when the con-
vention was already in session."

The 20th-Fox distribution director
called the "booming" directed against
Skouras at the convention, "repro-
ducible." "I am confident, on the basis of past experience, that all those men
who vilified Skouras will eventually
applaud him ... I, for one, feel they
owe Mr. Skouras an apology," he
stated.

Enjoy the world's most luxurious air service
AT NO EXTRA FARE!
TWA's
Ambassadors
nightly from
NEW YORK
LOS ANGELES
SAN FRANCISCO
via Chicago
Friendly lounge, superb cuisine,
groceries in new, giant TWA Super Constella-
tions. See for yourself or call Trans World Airlines.
AERIAL JOURNEY
ACROSS THE U.S. AND OVERSEAS 
FLY TWA

Stereo Sound Meet For Altec Managers
Division managers of certain Altec
Service offices will meet here today at
the Park Sheraton Hotel to discuss
procedure for the expeditious han-
ing of applications for stereophonic
sound installations in conjunction
with CinemaScope presentation.

Home office officials attending will
include H. M. Bean, executive vice-
president; E. O. Wilshie, operating
manager; E. Z. Walters, comptroller;
J. P. Nett, general sales mana-
ger, and P. F. Thomas, treasurer.
Division heads attending are: C. S.
Perkins, Northeastern; L. J. Patton,
Midwestern; M. G. Wolf, Southern,
and F. C. Dicely, Central.

Last of 3 Paramount
Case Judges Retires
WASHINGTON, Feb. 7.—The
retirement of Henry W. Goodwin
district judge for the Southern district
court of New York has been announced
by the White House.

More than 50 industry executives
have accepted invitations to the pre-
paratory "Act of Love" at the Astor
theatre. Among those in attendance
were some 500 other invited guests
at the opening of the United Artists release.

In the THEATRE
Equipment World ... with RAY GALLO

FIRST AMERICAN PRODUCTS, INC., Kansas City, has two new
in-car speakers for drive-in theatres. One of them, the "Chief,"
which is 3/8 inches in diameter; the
other, "Extra Chief," is 4 inches
(See story, page 64)

The speaker has a tweeter-
and-tweeter design to protect the
concs against sun and rain.
Volume control is wholly enclosed within the speaker
housing, and the control shaft is
elaborately designed to make for
turnbuckle housing within every joint is cemented together with
Baliflex cement and heat cured to
make a connection between voice coil, diaphragms, leads, suspension
and metal frame. The tweeter has a
to tone finish to harmonize with other
popular makes.

Contour" and "Parkay" are the
two names of the new in-spun Saran
upholstery introduced by Bola-
Products Sales, Inc., Lawrence,
Mass. The material is designed to
combine the durability of the tough-
grade Saran with the appearance
and texture of wool. It can be
dpelaged with a damp soap or
with any detergent or upholstery
cleaner. The "Contour" pattern
features a large and intricate design
that simulates fur. "Parkay" is
modern geometric design.

Portable fire extinguishers using
dry chemical and equipped by air
are available from the American-La
France-Ames Corp., Elgin, III. They
are called "Dry Chemical Fire Extinguishers." The line con-
ists of Models PC-5, 10, 20, and 30,
numerating the capacities by
weight of the dry chemical. The units
are operated simply by pulling a pin
and squeezing the lever.

The "Dari-Mart" is an automatic
coin dispenser of milk drinks in sev-
eral models for serving three differ-
ent flavors, marketed by the Cedar
Hill Farms, Inc., Cincinnati. The
units dispense 1/2 pint, ½ quarts
and full pints in Pure Pak, Canco,
Sealant containers. Capacity of
the containers ranges from 120 to
156, depending on the model.
Both flavors and the color of the
containers can be changed as desired. The
machines are 64 inches high, 34½
inches wide and 36 inches deep.

Robert J. Hemkos has been pro-
moted to field sales manager of the
American Seating Company, Grand
Rapids, Mich., according to an
announcement by J. J. Thompson,
general sales manager of the company.

To Install 200 More
RCA Stereo Systems
CAMDEN, Feb. 7.—More than
200 additional theatres equipped
with RCA stereophonic sound
sound equipment, it was dis-
covered by RCA's theatre equipment
division. The already
high rate at which theatres
throughout the nation are adopting stereophonic sound
being accelerated, said RCA.

Code-Press
(Continued from page 1)
the industry and public well for the
past 23 years and that it would con-
tinue to do so; and that the essential
philosophy and connotations of the Code
should remain unchanged.

It is learned, additionally, that the
directors' informal discussions con-
cerning the provisions of the Code,
resulted in agreement that those who write about it in the lay
press should be made more familiar
with it.

Ask Johnston to Act
The board members instructed Eric
Johnston, MPAA president, who
participated in the Madison confer-
sions, to undertake at once to
provide authoritative information con-
cerning the Code, its content, aims, administra-
tion and other pertinent
aspects, to newspaper and magazine editors,
torial writers, columnists and certain feature
writers. In fact, to all those
whose recent and current publications on the Production Code have
shown their lack of knowledge and under-
standing of it.

Kenneth Clark, assistant to John-
ston, was instructed to organize the
information project. Assis-
tants will be members of the publicity
and information departments
of MPAA member companies on loan.

Coast, when, the informational
material has been compiled, will assist
in bringing it to the attention of the
key press people of the country.

Church Women
(Continued from page 1)
cent decisions have greatly curtailed
the parameters of subject-matter affected
by legal censorship, and many theatres
formerly affiliated with the producer-
distributor organizations supporting
the Production Code are now inde-
pendently operated; and

"Whereas, some producers are ques-
tioning the advisability of the Prod-
cution Code to provide dramatic free-
dom, and some theatres formerly ad-
herent to the Code have played patri-
ots not hewing the Code Seal; now,
therefore, be it resolved to pledgesup-
port to the Code and to those pictures
it is the intent of the words of the Code, "will
not lower the moral standards of those
who see them."

See 2-Speaker-in-Car 'Stereo' System
Costing $10,000 Exclusive of Labor
Equipment costs of the two-speakers-in-a-car sound system for drive-
s, to achieve the effect of stereophonic sound, as demonstrated in
Bloomfield, N. J., last week would be in the neighborhood of $10,000,
exclusive of labor from the theatre supply dealers. That figure, it was said, would be only a part of
the over-all installation expense.

Under the present single speaker system in a 1,000-car drive-in,
500 watts of amplification are needed for the speakers and 250
for stand-by. At a cost of $336 each for the additional amplifiers, the
total would be $672. The additional 1,000 speakers at approximately
$6 each, would entail another $5,000. The cost of extra power ampli-
fication would be approximately $1,600 plus $124 for the power
amplifier cabinet. An extra ramp control would come to $256 and it is
estimated to run $256. At the cur-
ent price of $85 per 1,000 feet, this would cost $1,200.

In addition, it was pointed out, pavements would have to be dug
for the additional wiring, conduits and general electrical work.
The labor costs would vary according over-all expense probably would come
close to $20,000, including the equipment.

Most dealers expressed the opinion that the drive-in operators
would not go to this expense inasmuch as it appeared doubtful that
true stereophonic sound could be attained in the first place.
Drives-ins

(Continued from page 1)
installed, I question the judgment of every drive-in owner who at this time is getting panicly. A lot of fellows made a serious mistake when they went for 3-D last year. Let's keep our heads and not equip ourselves out of business.

Shor Sees 'Direct Violation'

Rube Shor, chairman of the convention, expressed the opinion that 20th-Fox's action in apparently making equal to the motion picture industry the ceiling of its picture was a "direct violation of the law" and that if Sproros Shororts wanted to change the law, "it should be done in the proper way by legislation." In congressional with Shor, Sidney Samuelson of Philadelphis, former national Allied president, offered to draft a resolution on the issue and have it forwarded to the U.S. Attorney General's office. Many exhibitors said they would individually write their Congressmen in regard to the "Bill of fare" now being offered by distribution.

Insurance Rate Rise Predicted

In discussing drive-in insurance rates, Jack Wallens of Yarchin & Co. of Boston said that the $125,000 yearly guarantee premium rates today would rise to $50,000,000 within five years. He said he believed that the National Interstate bond is not fully familiar with the characteristics of drive-ins and, therefore, must protect itself through the high cost of premiums. A reduction in rates, he said, could be accomplished only by national cooperation in compiling drive-in data from everywhere.

The Century Circuit is slated to be installed in Long Island houses. All the circuits with the exception of Reade's, bought two sets apiece.

New Contract

(Continued from page 1)
contract, health and hospital insurance, life insurance up to $2,000, two more paid holidays per year and no layoffs for the duration of the contract unless there is a "significant" loss of business.

The strike would have affected every theatre in the New York area.

Toups with Loew's 35 Years in N. O.

A new service record for Loew's will be established tonight. Rodney Toups, manager of Loew's State Theatre in New Orleans, completes 35 years of service for the organization in that city. Toups has been manager of the State since it opened in 1928. He started as assistant manager of Loew's Crescent there in 1919.

House Group

(Continued from page 1)
been excellent," the report states. "Further, it can be stated on considerable authority that perhaps no major industry in the world today employs a group of writers of the communist party than does the motion picture industry.

The report singled out for praise the work of the Motion Picture Alliance for the Preservation of American Ideals. It said that organizations such as this have encouraged former party members to testify, and thus have helped the committee's work.

The committee listed various film industry witnesses whose testimony, it said, had especially helped the committee. The list included Larry Parks, Lucille Ball, Lee J. Cobb, Harold A. Hecht and David Lang. It also carried a 20-page list of persons named as party members in the Los Angeles area. Robert Rosen was praised for testimony he gave the committee in New York City.

'Scope Lens Production

Since Bausch & Lamb converted to the production of anamorphic lenses last May, the company has turned out 3,600 CinemaScope projection lenses and 227 camera lenses to date, 20th Century-Fox reports.

Overseas Tax

(Continued from page 1)
activities at a rate 14 percentage points lower than the going U. S. corporate rate. However, the committee said, the income will have to come from branches or subsidiaries operating on a business in the foreign countries, and not merely from export business.

The committee put a similar restriction on another change—to permit firms to delay U. S. income taxes on income earned by overseas branches until the money is actually remitted to the U. S. Some film companies had been seeking this change for some time, but apparently they will be denied the benefit of this one, too.

The committee voted to do away with one limitation on the availability of the foreign tax credit. At present, there are two limitations—an overall tax limitation and a country-by-country one. The committee said the country-by-country limit should be retained and the over-all limit dropped.

Philatelists Meet Feb. 21

The Cinematograph Collectors at their next meeting Feb. 24, will be addressed by E. Robert Singer of Wallen & Singer, Inc. Non-members are invited to this open meeting, to be held at the Hotel Astor here.

'Progress in Cell Block 11'

(Continued from page 1)
has happened in those other riots and places which news headlines have covered so frequently in recent years. Violence grows and suspension piles up as warden and riot leaders catch wits and strategy, and death is among riot's consequences. Few pictures give their audiences so much warrant for word-of-mouth.

The cast is all-white, save for walk-ins by incidental wives and mothers toward the close. Foremost among many excellent actors (the cast actually runs into hundreds, incidentally) are Neville Brand, seen in "Stalag 17," as the riot leader, and Emile Meyer, who was the leader of the cattlemen in "Man," as the prison warden. These men turn in splendidly clear-cut and measured portrayals, and so do many more actors whose names don't sell tickets yet but may do so after their work here has proved their skills. The direction is a masterly job, competent in his handling of mob charges, assaults and repulses, as in dealing with intimate scenes and tense situations.

The Richard Collins' script is among the finest writing jobs this reviewer has witnessed in years. It provides the picture with a strong, newsreel-type opening, covering some major 1953 prison breaks, and proceeds directly into the midtime procedure in cell block 11, the prisoner's punishment section, where the pace is driven to break out that night and continue to the picture's end. It switches emphasis steadily from inmates to keepers and back, with the problems confronting each clearly drawn, as demands and replies follow in mounting concentration on the single, rather than on the individual's case, and ties all of the story strands together in a firm knot at the finish. The picture, in whole, is strong, clean, coherent melodrama, suitable for all types of theatres and audiences.

"Highway Dragnet"

(Allied Artists)

THE marque of the theatre playing "Highway Dragnet" will do more to the theatres than any other single factor. Filled to overflowing with names as Joan Bennett, Wanda Hendrix, Richard Conte, Reed Hadley, Mary Beth Hughes, Frank Jerks and Iris Adrian, the film should do well despite inapplicability sprinkled throughout its 71 minutes of running time.

The locale is Las Vegas, with some exciting pursuits across the desert to Barstow, Cal., and beyond to the Salton Sea. The script, by Herb Meadow and Jerome Odlum, from a story by Paul Senior and Roger Corman, with additional dialogue by Tom Hubbard and Fred Eagers, has Conte charged with killing a woman in Las Vegas and escaping in a police car to the desert, where he hitch-hikes a ride with Harry Harvey. Bennett and Hendrix, professional photographers and model, whose captor he becomes by force of a set of circumstances that gets thoroughly snarled before it is revealed that Miss Bennett really did the killing.

Jack Jungenmeyer, Jr., produced, under executive producer William F. Brubaker, Jr., a Robert Nisbett, and Roger Corman as consul producers. Direction is by Nathan Juran. Others in the cast include Harry Harvey, Tom Hubbard, House Peters, Joseph Crehan and Bill Hale.


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the Raves On

the MAN

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ON ACCOUNT OF THE TERRIFIC BUSINESS WE ARE DOING
IN OUR FOX THEATRE HOUMA LOUISIANA ON YOUR PICTURE "JUBILEE
TRAIL" CANT HELP LETTING YOU KNOW HOW WE FEEL ABOUT
THIS RECORD BREAKING BUSINESS. FIRST FIVE DAYS OF
ENGAGEMENT HAVE ALREADY EXCEEDED "SHANE" AT SIX DAYS
AND "ETERNITY" AT SEVEN DAYS CONGRATULATIONS ON
A WONDERFUL PICTURE AND PLEASE SEND US MORE LIKE THIS
ONE BEST WISHES
DON STAFFORD DIXIE THEATRES CORP
(59).
(923 AM JAN 27 54)

THERE'S BOXOFFICE GOLD
ALONG THE JUBILEE TRAIL
Board Meet

Marcus Named Allied States' New President

Cincinnati, Feb. 8.—Ben Marcus of Milwaukee, who has been treasurer of national Allied States Association, was elected president of Allied at the two-day meeting of the board of directors which closed here on Saturday.

Marcus succeeds Willbur Swaper, who was president of Allied for the past two years. Other officers elected were: Ruben Shor, of West Virginia, Allied, treasurer; Leon Buck of Baltimore, secretary, and Stanley (Continued on page 10)

Bovim Heads Unit of Midwestern Loew's

Russ Bovim, manager of Loew's State Theatre, St. Louis, has been named division manager for a group of Midwestern Loew's Theatres, it was announced here yesterday by John Murphy, general manager of Loew's out-of-town theatres.

Bovim, whose division will comprise St. Louis, Kansas City, Memphis, New Orleans and Houston, fills the vacancy caused by the death of Mike Cullen two weeks ago.

Frank Bassen, manager of Loew's, Akron, will become city manager for (Continued on page 10)

Schneiderman Head Of UA Japan Branch

Milton M. Schneiderman has been named by Arnold M. Picker, United Artists vice-president in charge of foreign distribution, to the post of managing director for UA in Japan. Schneiderman will succeed Robert M. Lury, whose resignation will become effective Feb. 28. Schneiderman will leave here by plane on Sunday for Tokyo to assume his new duties.

During the past 18 months, Schnei- (Continued on page 10)

High Court Vetoes Partmar-Paramount Case Continuance

WASHINGTON, Feb. 8.—The Supreme Court ruled today that Partmar Corp. had no right to a further trial of its damage claims against Paramount.

By a 5 to 2 vote, the justices ruled that the Los Angeles District Court and the Ninth Circuit Court were right in ruling that the District Court's refusal to permit Paramount to erect Partmar from the Partmar Theatre in Los Angeles also blocked Partmar from collecting on counter-claims against Paramount. Partmar, a Pancho and Marco subsidiary, had sought damages on the ground that it had paid excessive rentals in leasing the theatre and buying films from Paramount.

Chief Justice Warren, writing his first dissent since joining the court, said he felt Partmar had (Continued on page 10)

Nackimson Upped to RKO Toronto Post

Meyer Nackimson, branch manager for RKO Radio Pictures in Winnipeg, has been promoted to branch manager in Toronto. It was disclosed here yesterday by Charles Boasberg, RKO Radio general sales manager.

Barry Myers, Winnipeg salesman, will fill the post vacated by Nackimson, who replaces Jack Labow, named Canadian district manager last week. The new Toronto branch manager joined RKO in 1934 as a booker in Winnipeg. He was subsequently made sales manager, becoming Winnipeg branch manager in 1946. Myers joined RKO as a booker in 1945, being promoted to sales manager in 1949.

\[Continued on page 10\]

Willing to Buy All

HUGHES PLAN TIPS RKO STOCK HIGH

\$23,489,478 Cash Offer For Assets of Company Sends Shares Upward

Howard Hughes' offer to buy all the assets of RKO Pictures for \$23,489,478 brought a swift reaction on the New York Stock Exchange yesterday, with the stock rising to \$3.58 by noon after a morning of fluctuation resulting from the surprise offer of the RKO Pictures board chairman. The stock closed last Friday at \$2.87.

\[Continued on page 4\]

Asks High Court to Rule on Duffy Case

WASHINGTON, Feb. 8.—Duffy Theatres, Inc., today asked the Supreme Court to overturn a Circuit Court of Appeals decision throwing out its trouble-damage suit against Griffith Consolidated Theatre, Inc.

Duffy owned the only two theatres in Mangum, Okla., in the mid-1930's. It claimed that Griffith came into the town, tried to buy out the two Duffy (Continued on page 4)

Crescent Absolved In Damage Suits

COLUMBIA, Tenn., Feb. 8.—The Crescent Amusement Co. was absolved of negligence in 14 of 17 damage suits based on a fire in the Princess Theatre here on Nov. 27, 1949. Three suits were not disposed of because of technicalities.

Insurance companies had sought to collect a total of \$19,530 for damage to properties from the fire which began in the theatre and spread to the Bethel Hotel.

\[Continued on page 4\]

9-City Gross Climbs

\$8,500,000 for Cinerama on Eve of St. Louis Opening

"This Is Cinerama," showing remarkable staying power in its nine-city engagement, has grossed an estimated \$8,500,000 on the eve of its tenth city opening at the Ambassador Theatre, St. Louis, tomorrow.

The Palace Theatre, Chicago, became the fourth Cinerama theatre to hit the \$1,000,000 gross mark at the weekend, joining the "golden circle" theatres in New York, Detroit and Los Angeles. The \$1,000,000 mark was registered in Chicago after a seven-month run. There are no indications in New York, Detroit, Los Angeles and Chicago that the drawing power of the initial Cinerama production is slackening off to any degree.

Field reports indicate that except for an occasional chill due to bad weather, Cinerama's draw bounces back with remarkable speed, according to a spokesman for Stanley Warner, the circuit which owns exclusive (Continued on page 4)
**Personal Mention**

**ROBERT S. BENJAMIN**, chairman of the board of United Artists, will return to New York today from the Coast.

**MRS. WILLIAM BANGER, JR.,** the former **JANET RUTSTEIN**, story analyst for M. W. Banger and son of Radio City Music Hall’s Esther Klur Rutstein, is the mother of a son, **ANDREW CHARLES**, born at Mt. Sinai Hospital.

**Irving Hillman,** manager of the Sherry, has been named top man in the managers exploitation competition conducted in the Stanley Warner Theaters New England zone last November.

**Arthur F. Driscoll,** of O’Brien, Driscoll and Kelly, film attorneys, will sail from New York today on the “Flandra” for a 34-day cruise to the West Indies, Brazil and Africa.

**Erich Johnstone,** president of the Motion Picture Association of America, and **KENNETH CLARK, MMPA vice-president,** are due here from Washington today.

**WILLIAM BROWN,** formerly manager of the Stanley Warner Palace Theater in Portland, has been named city manager for the circuit in Manchester, Conn.

**EDWARD L. HYMAN,** vice-president of American Broadcasting-Paramount Theatres, and **BERNARD LEVY,** his assistant, were on the West Coast from Chicago.

**Robert S. Wolfe,** managing director of RKO Pictures, Ltd., of London, arrived in New York from Southampton yesterday aboard the “Queen Mary.”


**Paul Kessler,** manager of the Suffolk Theatre, Holoke, Mass., has been named manager of the Medford Glen Drive-in, Medford, Mass.

**Maurice Segal,** publicist with Morton & Conn, is the father of a daughter born to Mrs. Segal at Kew Gardens General Hospital.

**Foster M. Blake,** Western sales manager of Universal-International, returned here from the weekend at Des Moines.

**ALFRED STARR,** of Bijou Amusements Co., Nashville, has been elected president of the Nashville Children’s Museum.

**Jean Neguesco,** director, arrived in New York at the weekend from the Coast.

**Ed Finney,** producer, is in New York this week.

**Adults Only’ at ‘M’ Called Inconsistent**

COLUMBUS, Feb. 8.—Ohio theaters advertising “for adults only” at “M” pictures were declared “inconsistent” in an editorial in the “Catholic Times.”

The paper said that “the very people who bought the wrong thing, i.e. the passing of this film for unrestricted sale, are now clamoring for a restriction, since a number of potential view- ers,” the editorial stated that the theaters are using such an action as a means of increasing box office receipts.

That the men “who bought the right to show motion pictures should turn around and do the very thing they are clamoring for is absurd,” the writer continued. “The sincerity of their purpose and the worth of their arguments,” the paper said.

**N. Y. Catholic Paper**

**Hits High Court Decision**

By Auxiliary Bishop Joseph F. Flannely, administrator of St. Patrick’s Cathedral here, stated on Sunday that the decision of the United States Su- preme Court on the New York case of dismissal of the action in Federal Dis- trict of New York here yesterday is the “most important” in the film industry.

The bishop Flannely charged in a letter to all parishioners to the monthly, “The Catholic Bulletin,” that the Supreme Court had not given the “most important” opinion for the industry and reversing the two state decisions, and that the press had concluded that such terms as “immoral” and “inconsistency of purpose” and the worth of their arguments,” the paper said.

**Manheimer, Pioneer**

**N. Y. Exhibitor, Dies**

Funeral services were held in Brooklyn yesterday for John Manheimer, pioneer New York exhibitor, who died Saturday at the age of 75.

Manheimer was the past executive director of the Independent Theatre Owners of America, which owned the Linden Theatre in Brook- lyn, which became the initial houses of the present Central Amusements Co. which also owned the Park Theatre and had an interest in the Alhambrae, both in Brooklyn.

Survivors are two sons, Seymour and Arthur. The latter is National Screen Service’s manager in Chicago.

**Silverstone to London**

Murray Silverstone, president of 20th Century-Fox’s International Corp., left here for London yesterday where he is president of the company, returned here from the weekend in Des Moines.

**Alfred Starr,** of Bijou Amusements Co., Nashville, has been elected president of the Nashville Children’s Museum.

**Jean Neguesco,** director, arrived in New York at the weekend from the Coast.

**Ed Finney,** producer, is in New York this week.

**20th Asks Dismissal**

Of RKO Countersuit

Twentieth Century-Fox and other defendants in the $41,250,000 counter- claim filed by RKO to the suit for dismissal of the action in Federal Dis- trict court here yesterday followed the dismissal plea, the defendants in the suit, which grew out of the $89,600,000 action brought by Skouras Theatres, also asked for a summary judgment in a counterclaim after it was named, among others, in the Skouras action. All RKO circuits here were given favorable treat- ment in violation of the anti-trust laws. All district courts Except 20th- Fox were listed as defendants in the Skouras Theatres complaint.

**Consolidation Asked**

Meanwhile, in another development, the defendants in the Skouras action have asked the court to consolidate the $89,600,000 suit with the $14,000,000 treble-damage suit brought against the majors by a Skouras Theatres sub- sidiary corporation.

In seeking dismissal, 20th-Fox told the court that RKO Theatres had withdrawn all claims against 20th-Fox in an agreement of June, 1951, be- tween the two parties and Skouras Theatres in which 20th-Fox was brought in to disallow all claims of damages since 1947 on the grounds that such damages are ruled on by state and Federal statutes. The added de- fendants joining 20th-Fox in the move include Skouras Theatres sub- sidiary companies such as Broadway and SoHo 96 Street Realty Co. and River- side Theatre Corp.

**So. Carolina Seeks New Theatre Tax**

COLUMBIA, S. C., Feb. 8.—The South Carolina Tax Commission has asked the state tax commissioner to prepare a new theatre tax on theatres based on annual gross receipts.

The tax present is based on the number of seats, with the rate being graduated according to city popula- tion.

**Hondo’ Grosse $300,000 in Chi.**

Subsequent Runs

CHICAGO, Feb. 8.—The box office spotlight was stolen here last week by “Hondo,” Warner’s 3-D release which grossed over $300,000 in 34 situations and placed second in its first outing runs. The gross approximates the total turned in by “The Robe” in its first subsequent run at 28 theaters here.

Top draws in the Loop among first runs were “Money from Home,” between $28,000 and $30,000 in its first week at the RKO Grand; “This Is Cinerama,” again over $41,000 during its second run at the Warner Palace, and “Knights of the Round Table,” which drew $37,000 in its fourth week at the State Lake.

“Rifles,” Desert Strong

Other good grossers are “King of the Klondike,” with $27,000 in its second week at the Oriental; “Living Despair,” $9,000 in its seventh week at the Odyssey; and “Little Fugitive,” now ending its run at the World Playhouse, which drew $3,800 for its sixth week.

Scheduled to move out of the Loop soon are “The Eddie Cantor Story,” due to $22,000 in its second week at the State across; “The Martha Raye,” which barely topped $3,000 in its third and last week at the Chicago, and “The Robe” in its Twelve Mile Road which drew $16,000 in its fourth week at the Essaness Woods.

“John Carr,” playing on a two-day reserved seat basis at the Bel- wyn, is down to $12,000 for its seventh week, “French Line,” passed last week to the Belwyn and the censor board, which will be shown at the Essaness after “Hell and High Water.” Also sched- uled to open here soon are “It Should Happen to You,” “The Command” and “The Glenn Miller Story.”

**George Pancake Dies**

COLUMBUS, O. Feb. 8.—George I. Pancake, former manager of the Knickerbocker Theatre here, died of a heart ailment at the Dayton Vet- erans’ Hospital.

**NEW YORK THEATRES**

RADIO CITY MUSIC HALL

Rockefeller Center

**“KINIGHTS OF THE ROUND TABLE”**

in CinemaScoop

**BURLINGTON his MAJESTY OKEFEEN tricolor PARAMOUNT**

**N.Y. CINEMA PICTURE-IN-COLOR and SPECTACULAR STAGE PRESENTATION**

**RUSTLANS’ his MAJESTY OKEFEEN tricolor PARAMOUNT**

**KINIGHTS OF THE ROUND TABLE**

in CinemaScoop

**AVA TAYLOR GARDNER FERRER**

**As G. M. C. Picture in Color and**

**SPECTACULAR STAGE PRESENTATION**

**MOTION PICTURE DAILY**

Tuesday, February 9, 1954

**MOTION PICTURE DAILY**

Tuesday, February 9, 1954
TALK ABOUT SATURATION BOOKINGS!

HOW ABOUT THIS ON ......

Columbia's "JESSE JAMES VS. THE DALTONS"
New Spirit in U. S. Industry, Executives Report After Visits

By PETER BURNUP

LOS ANGELES, Feb. 8.—James E. Perkins, Paramount's director of exhibition here, and C. J. Latta, A.B.C.'s managing director, returned from visits to the United States filled with infectious enthusiasm over the improvement in industry conditions and outlook.

"Business over there is definitely on the up-grade but what is most encouraging is the enthusiastic approach to the problems of planning that is being done," Perkins said.

He added that his company, all of whose recent productions have been filmed on a picture composition of 1.66-to-1, in future will adopt the wider ratio of 1.85-to-1. He said also that Paramount is introducing a stereo-phonographic sound system which distributed sound can be projected on a single track.

Seeks Greater Flexibility

"We believe that the old ratio is dead," said he. "We are adopting the even ratio ratio in a standard composition of 1.85-to-1."

"This will allow still greater flexibility in projection here as there can be presented in dimensions between 1.66-to-1 and 2-to-1 or over. But they will not succeed in your fine screen, because Paramount believes that theatres universally will be going over to wider standards.

Latta described Paramount's double frame system employing a technique in which the negative travels laterally through the projector in one of which two conventional 35-mm. frames are used as one. This is then reduced to the standard 35-mm. film for the release prints. The Paramount chief suggested that the technique not only assists composition but means also that while prints are optically for the projection print, the grain on the negative virtually disappears in a much finer photographic result.

Will Suit All Theatres

He confirmed that all Paramount pictures on this system would have an optional stereo-phonographic sound track that release prints will suit theatres with existing sound equipment as well as those fitted with stereophonic channels.

"M.G.M. is using a similar principle," Perkins added, "but I do not know yet whether ours and theirs are competitive.

Latta, the other returning American, was emphatic and enthusiastic as Perkins.

Latta declared that the upgrade mood was to be discerned in every section of the industry in America producers, distributors, exhibitors.

Television, he claimed, has found its level in the S. T. S. "It's no longer the bogey it was," he said. "People there have got over the initial panic stage of TV."

WB Not Selling, He Says

Latta gave an emphatic denial to rumors that Warner Bros. contemplate disposing of their considerable stake in A.B.C.

He quoted Sam Schneider, Warner's vice-president, as saying: "Warner's are being proud of their interests in A.B.C. They are definitely not for sale."

Hughes Offer for RKO Assets

(Continued from page 1)

Hughes offer of $1,850,000 for the 31,914,913 shares of stockholder of RKO Pictures since 1949, said that suits, one in Nevada and the other in New York, have accused Hughes of "management," and "mismanagement," of the company by the Hughes under his leadership. RKO Pictures reported a net loss of $3,739,113 in 1952 and a deficit of $3,379,013 for the nine months ended Oct. 3, 1953.

Tax Ruling Reported Factor

Speculation in trade quarters yesterday was plentiful on what may happen if Hughes offer besides the announced reasons. Some quarters attributed the offer to provisions in the tax laws under which a company that loses money in one year can use that loss to reduce its taxable income for the year after the loss, thus allowing a money-saving concern, if merged with a money-making concern, as the Hughes Tool Co., to be used to offset the profits of the latter.

The unpredictable Hughes offer to RKO Pictures assets takes a position almost directly the reverse of the one he occupied only a few months back. This is when he sold his controlling stock interest in the company to the Ralph Stoklin-A. K. Kooshich syndicate.

Made Million-Dollar Profit

Hughes made $1,000,000 profit on the Hughes Tool Co. after the purchase, get reverses and decided not to complete their payments to Hughes. He needed money to succeed in the Hughes offer and added to it recently he exchanged shares in RKO Theatres for property in Chile with the United Artists according to Albert List, when he latter acquired voting control of the theatre company.

Following the opening of the New York Stock Exchange on Tuesday Hughes took until noon before a quotation was established, for the sale was reported a block of 200,000 shares at $5.38. Following that, trading was very active with a total of 482,000 shares being traded at unit quotation was $5.25, representing a rise of $1.25 during the course of the day.

Cinerama

(Continued from page 1)

exhibition and production rights for the process. The other cities in which Cinerama is playing are Philadelphia, Boston, Pittsburgh and San Francisco.

By June 1, the nine-city estimated gross for Cinerama was put at $6,500,000. Since that time another $2,000,000 was said to have been added. Cinerama was unveiled for the first time in New York on Sept. 30, 1952.

Stated to attend tomorrow's premiere in St. Louis are Sam Rosen, executive vice-president of S.W. Harry Alumni, general manager; Nathan Lapkin, vice-president; Harry Goldberg, advertising and publicity; and Arthur Rosen, an assistant to Lapkin.

Start 'Cinerama Holiday'

"Cinerama Holiday" is the new title for the Cinerama show in which Louis de Rochemont is now shooting in the United States and in Continental Europe. The title has been chosen by Stanley Warner Corp. to replace the original "Thrill of Your Life."

Duffy Case

(Continued from page 1)

theatres, and failing that, set up its own theatre in Maugham. Due to master contracts that Griffith had with the distributors, the Duffy theatres were no longer able to get films, the appeal added. And he said.

Finally, in April, 1938, "faced with certain ruin," Pat Duffy was forced to close his two theatres to Griffin. When he approached the distributors, the Duffy theatres were no longer able to get films, this appeal added. And he said.

In June, 1935, Duffy Theatres filed a damage suit against Griffin, charging that huge losses have been suffered by Griffin that the trial court granted the suit. Griffin had been granted a summary judgment, which the appeal of the Superior Court followed.

Hecht-Lancaster, UA Sign Two-Year Pact; Seven Films Slated

Burt Hecht and Harold Hecht, for Hecht-Lancaster Productions, have signed a two-year production distribution contract under which a minimum of one feature film per year will be released by Hecht-Lancaster films, with an overall production cost of approximately $12,000,000 will be released by UA.

The agreement was reached in Los Angeles over the weekend, culminating a series of conferences attended by Mr. B. Kress, president of the company, Robert S. Benjamin, chairman of the board, and Robert F. Blumoff, vice-president in charge of West Coast operations.

One Film Completed

The seven films on the 1954-1955 Hecht-Lancaster schedule for United Artists are:

"Bronco Apache," western with color in Technicolor, starring Lancaster and Jean Peters, which is completed and being readied for release; "Vera Cruz," with color in Technicolor, starring Gary Cooper and Rock Hudson; "Johnny Allegro," production on location in Mexico next month; "The West," film version of A. B. Guthrie's Jr. novel, in which Lancaster will share stellar billing with five others, and "The Gabriel Horn," story of the pioneering West.

Also "Trapeze," starring Lancaster in the film version of Max Catto's Peanuts Party," the television play which its author, Paddy Chayefsky is fashioning into a motion picture, "Bluebird of Heartbreak," based on Alfred Duff Cooper's adventure novel, to be filmed abroad in association with Sir Michael Balcon and the J. Arthur Rank Organization.

In addition, the contract provides that other properties may be included.

Memphis Ban

(Continued from page 1)

a "borderline" picture, and the three women members of the board wanted to ban it and "I went along with them." Averey Blakeney, attorney, the other male member of the board, did not attend the screening. Blakeney has not attended a screening since it was revealed that he and Binford were not in harmony on censoring pictures.

Kessler in OSU Film Post

COLUMBUS, O., Feb. 8.—Walter Kessler, president of the Ohio State University Theatre Club, has been named motion picture consultant to the Ohio State University Theatre Club, is vice-president of the theatre division of Ohio State's speech department. In this capacity, Kessler will assist in locating and acquiring motion picture stills and documentary material to add to the collection.

'Riot' Runs 80 mins.

The running time of Walter Wenger's Allied Artists production, "Riot in Cell Block 11," was inadvertently cut to 78 minutes in yesterday's "Riot in Cell Block 11," was inadvertently cut to 78 minutes in yesterday's Motion Picture Daily. The running time is 80 minutes. The film was classified as suitable for general audiences.
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Twilight Drive In, Bladenboro, N. C.
Coeleemee, Cooleemee, N. C.
Coeleemee, Cooleemee, N. C.
Family Drive In, Kenly, N. C.
Ocean Park Dr In, Morehead City, N.C.
Salisbury Drive In, Salisbury, N. C.
Smoky Mt Dr In, Waynesville, N. C.
Flamingo Dr In, Winston-Salem, N. C.
State, Mooresville, N. C.
Skytop Drive In, Rosboro, N. C.
Colonv, Wilmington, N. C.
Broadway, Myrtle Beach, S. C.
Lester, Cherryville, N. C.
Center, Maiden, N. C.
Rose Hill, Rose Hill, N. C.
Carolina, Durham, N. C.
Hash, Nashville, N. C.
Grove, Newton Grove, N. C.
Warren, Warrenton, N. C.
Roxy, Swannanoa, N. C.
Carolina, Asheville, S. C.
Griffin, Forest City, N. C.
National, greensboro, N. C.
Imperial, Roanoke Rapids, N. C.
Appalachian, Boone, N. C.
Colonial, Canton, N. C.
Lyric, Elkin, N. C.
Dixie, Scotland Neck, N. C.
State, Statesville, N. C.
Pond, Graceville, N. C.
Allen, N. Wilkesboro, N. C.
Carolina, Florence, S. C.
Page Land, Page Land, S. C.
Gatesville, Gatesville, N. C.
Columbia, Columbia, N. C.
State, Hertford, N. C.
Gainty, Elizabeth City, N. C.
Pioneer, Manto, N. C.
Iva, Iva, S. C.
Erskine, Due West, N. C.
Center, Greenville, S. C.
Hamrick, Gaffney, S. C.
Breeze, Beaufort, S. C.
Latta, Latta, S. C.
Lamar, Lamar, S. C.
Chesterfield, Chesterfield, S. C.
Cherew, Cheraw, S. C.
Midway, Midway Park, N. C.
Paramount, Burlington, N. C.
Carolina, Hendersonville, N. C.
State, Raleigh, N. C.
Varsity, Chapel Hill, N. C.
Taylors, Edenton, N. C.
Center, Elizabeth City, N. C.
Center, Rocky Mount, N. C.
Century, Lincolnton, N. C.
Liberty, Darlington, S. C.
Bailey, Bailey, N. C.
Patricia, Aiken, S. C.
Greer, Greer, S. C.
Dunn, Dunn, N. C.
State, Jacksonville, N. C.
Paramount, Farmville, N. C.
Sunrise, Southern Pines, N. C.
Gibson, Laurinburg, N. C.
Dance, Wallace, N. C.
Berry, Hartsville, S. C.
Parr, Lancaster, S. C.
Hyde, Goldsboro, N. C.
Center, Monroe, N. C.
City, Morehead City, N. C.
Palace, Windsor, N. C.
Prince, Mocksville, N. C.
Troy, Troy, N. C.
Ansonia, Wadesboro, N. C.
Duplin, Warsaw, N. C.
Gaston, Mount Holly, N. C.
Rand, Randleman, N. C.
Victory, Crameron, N. C.
Center, Mount Olive, N. C.
Elm, Bladenboro, N. C.
Carolina, Oxford, N. C.
Hollywood, Woodquiff, S. C.
Hope, Hope Mills, N. C.
Patovi, Madison, N. C.
Stanly, Albemarle, N. C.
Main, Granite Falls, N. C.
Falls, Great Falls, S. C.
Beaufort, Beaufort, N. C.
Powell, Chester, N. C.
Joyce, Spring Hope, N. C.
Syden, Rutherfordton, N. C.
Myers, Colerain, N. C.
Ritz, Tabor City, N. C.
Central, Central, S. C.
Furquay, Fuquay Springs, N. C.
Curtis, Liberty, S. C.
Wendell, Wendell, N. C.
Star, Beaufort, N. C.
Center, Kerash, S. C.
Paramount, High Point, N. C.
Anchor, Denton, N. C.
William Penn, Carthage, N. C.
Hollywood, McCormick, S. C.
Star, Fremont, N. C.
Jean, Seaboard, N. C.
Granville, Creedmore, N. C.
Wells, Newberry, S. C.
Justice, Kernersville, N. C.
State, Shelby, N. C.
Palmetto, Hampton, S. C.
Keny, Kenly, N. C.
Colonial, Valdese, S. C.
Mimosa, Morganton, N. C.
Newton, Newton, N. C.
Ce-Ed, Brevard, N. C.
Center, Concord, N. C.
Carolina, Hendersonville, N. C.
Imperial, Asheville, N. C.
Paramount, Burlington, N. C.
Carolina, Columbus, S. C.
State, Greenwood, S. C.
Center, Hickory, N. C.
Center, Lenoir, N. C.
Louisburg, Louisburg, N. C.
Sumter, Sumter, S. C.
Carolina, Winston-Salem, N. C.
Garden, Charlotte, S. C.
Carolina, Asheville, N. C.
Keno, Newbern, N. C.
Center, Wilson, N. C.
Center, Salisbury, N. C.
Wilbur, Sanford, N. C.
Austin, Clinton, N. C.
Joy, Kings Mountain, N. C.
Park, Waynesville, N. C.
Joy, Selma, S. C.
Carolina, Asheville, N. C.
Pitt, Greenville, N. C.
Pal, Fairfax, S. C.
Center, Mount Airy, N. C.
Palmetto, Spartanburg, S. C.
Cook, Walterboro, S. C.
Carolina, Lexington, N. C.
Seats, Yadkinville, N. C.
Allen, N. Wilkesboro, N. C.
Palace, Roxboro, N. C.
Strand, Georgetown, S. C.
Community, Ware Shoals, S. C.
Mariboro, Clio, S. C.
Viccar, Williamstown, N. C.
State, Lorin, S. C.
Piedmont, Piedmont, S. C.
Williamston, Williamston, S. C.
Pelzer, Pelzer, S. C.
Aynor, Aynor, S. C.
Boonville, Boonville, N. C.
Delco, Delco, N. C.
Pal, Pal, S. C.
Gem, Hillboro, N. C.
City, Landrum, S. C.
Caswell, Yanceyville, N. C.
Cape, Snow Hill, N. C.
Plymouth, Plymouth, N. C.
Angier, Angier, N. C.
Levin, Aulander, N. C.
Webb, Gastonia, N. C.
Conway, Conway, S. C.
Hamlet, Hamlet, N. C.
Rainbow, Marion, S. C.
Victory, Wagner, S. C.
Henn, Murphy, N. C.
New, Holly Hill, S. C.
Pix, Rock Hill, S. C.
Bethel, Bethel, N. C.
Trio, Robersonville, N. C.
Reita, Washington, N. C.
Colonial, Tarboro, N. C.
Oaks, Four Oaks, N. C.
Diana, Fountain, N. C.
Gay, Gibsonville, N. C.
Carolina, McCall, S. C.
Strand, Rockingham, N. C.
Raleigh Rd, Dr In, Fayetteville, N. C.
Sweetwater Drive In, Barnwell, S. C.

TV! RADIO! PROMOTION! ADVERTISING! PUBLICITY! EXPLOITATION!
## MOTION PICTURE DAILY’S BOOKING CHART

<table>
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<th>WEEK OF</th>
<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>PARA.</th>
<th>REPUBLIC</th>
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(Dates are based on national release schedules and are subject to change. Letters denote the following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production Numbers are in parentheses. (Rev.) Motion Picture Daily Review Date.)
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Comet Drive In, Sulphur, Okla.
Ray, Granite, Okla.
Crystal, Okemah, Okla.
Grand, Locust Grove, Okla.
Lake, Grove, Okla.
Ritz, Jay, Okla.
Perry, Perry, Okla.
Seale Drive In, Lockney, Texas
Liberty, Carnegie, Okla.
Thompson, Headlight, Okla.
Redskin, Anadarko, Okla.
Caddo, Binger, Okla.
Thompson, Walters, Okla.
Alamo, Marlow, Okla.
Ritz, Skiatook, Okla.
Thompson, Atoka, Okla.
Princess, Bristow, Okla.
Ritz, Duncan, Okla.
Thompson, Tishomingo, Okla.
Ray, Tonkawa, Okla.
La Vista, Pampa, Texas
Tech, Weatherford, Okla.
Crazy, Wagoner, Okla.
Pettit, Hominy, Okla.
Thompson, Tahlequah, Okla.
Thompson, Wilson, Okla.
Rialta, Tulsu, Okla.
Framroy, Snyder, Okla.
La Vista, Hollis, Okla.
Harmony, Sand Springs, Okla.
Crown, Collinsville, Okla.
American, Guymon, Okla.
Waldron, Lindsay, Okla.
Fawn, Jones, Okla.
Bison, Pawnee, Okla.
Criterion, Sapulpa, Okla.
Mawell, Medford, Okla.
Peeria, Tulsa, Okla.
Nusho, Broken Arrow, Okla.
Rook, Watonga, Okla.
Vue, Mountain View, Okla.
Nelt, Coalgite, Okla.

Valley, Pauls Valley, Okla.
Brewer’s Dr. In, Pauls Valley, Okla.
Circle, Wynotka, Okla.
La Verne, La Verne, Okla.
Shattuck, Shattuck, Okla.
Soonr, Norman, Okla.
Grand, Canton, Okla.
Coleman, Miami, Okla.
Broncho, Edmond, Okla.
Rialto, Chickasha, Okla.
Lamont, Lamont, Okla.
Melba, Guthrie, Okla.
Tafilech, Fairfax, Okla.
King, Marietta, Okla.
Rex, Konawa, Okla.
Time, Stigler, Okla.
Majestic, Madill, Okla.
Plaza, Altus, Okla.
Star, Minco, Okla.
Empress, Waurika, Okla.
Luxer, Nowata, Okla.
Joy, Vian, Okla.
Buffalo, Pawnee, Okla.
Kay, Ponca City, Okla.
Savey, Prague, Okla.
Rivoli, Blackwell, Okla.
Woodward, Woodward, Okla.
Yale, Claremore, Okla.
Tower, Selig, Okla.
Redland, Clinton, Okla.
Ramona, Frederick, Okla.
Rocket, El Reno, Okla.
Dunkin, Cushing, Okla.
Oklahoma, Hobart, Okla.
Ritz, Wellington, Texas
Orpheum, Okmulgee, Okla.
Temple, Mangum, Okla.
Stovall, Sayre, Okla.
Key, Wewoka, Okla.
Center, Vinita, Okla.
S & M, Chandler, Okla.
Ritz, Ada, Okla.

Erie, Hugo, Okla.
Lex, Borger, Texas
Plaza, Picher, Okla.
Arrow, Bartlesville, Okla.
Tower, Drumright, Okla.
Elk, Elk City, Okla.
Forgan, Forgan, Okla.
Ritz, Ardmore, Okla.
Chief, Enid, Okla.
Grand, Holdenville, Okla.
Ki He Kah, Pawhuska, Okla.
Seminole, Seminole, Okla.
Blaine, Henrietta, Okla.
Deal, Wynnewood, Okla.
Allred, Pryor, Okla.
Max, Cherokee, Okla.
Star, Dumas, Texas
Melba, Cleveland, Okla.
Liberty, Heaven, Okla.
Oak, Harlsboro, Okla.
Ritz, Selisaw, Okla.
State, Oklahoma City, Okla.
Ritz, Lawton, Okla.
Redskin, Wewoka, Okla.
Rox, Barnsdale, Okla.
Cozy, Checotah, Okla.
Eagle, Stillwell, Okla.
B’er, Kingfisher, Okla.
Royal, Fairview, Okla.
Cooper, Antlers, Okla.
Brenwood, Boswell, Okla.
Prairie, Boise City, Okla.
Trend, Mayesville, Okla.
Ritz, Shawnee, Okla.
Crest, Stillwater, Okla.
Pix, Ava, Okla.
Dorothy, Henrietta, Texas
Ellis, Perryton, Texas
Cozy, Stroud, Okla.
Plaza, Durant, Okla.
Rox, Muskogee, Okla.
Okla, McAlester, Okla.

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“Creature from the Black Lagoon” (G-12D) (Universal)

A STORY of a monster, with enough suspense to hold most audiences, especially the children, is offered in this Universal release. The monster in this instance is a so-called “gill-man,” half human, half fish, a relic of ages gone by.

The scene was set in 3-D, which emphasizes some aspects of the story. The picture is available in conventional form, too, in either format, the same exploitation angles could be employed to gain the maximum audience and it should do a fair business in situations where it can compete with the other films.

The locale is the Amazon River, where a geologist has discovered the fossils of a webbed-hand. The discovery leads to an expedition, headed by Richard Denning, a fame seeker, and his scientific aide, Richard Carlsen, who is the principal interest. The star, of course, is the gill-man, whose webbed hands are first in evidence and then as the suspense is built, the half-man, half-fish is shown in all of his scary ugliness.

The most thrilling scenes, in a story which runs according to formula, are those of an underwater chase for the gill-man, the creature’s horrible devastation of a camp-site and the plight of the young girl when she is captured by the creature, played by Ben Chapman, who is unrecognizable in his gill-man costume.

Others in the cast include Julia Adams, Antonio Moreno, Nestor Paiva, Whit Bissell and Henry Excalante. William Alland produced, while Jack Arnold directed the pictures, handily by Harry Essex and Arthur Ross, based on a story by Maurice Zimm.

Running time, 70 minutes. General audience classification. For March release.

MURRAY HOROWITZ

“La Lupa” (Julie LEVY)

A GAINST the authentic background of Southeastern Italy, the production team of Ponti de Laurentius has come up with a hot-headed story about not-blooded people, with Kerina, the “she-wolf,” best fitting that description. The story is interesting throughout the intimate touches having been handled delightfully and in good taste. Basically, the narrative tells of the rivalry between a mother and daughter for the love of a man, even though the daughter, in the beginning, is not aware of the threatening triangle.

Kerina is a fascinating personality in her role as a scheming, unethical and sadistic “she-wolf” whose affair with Ettore Mauni precedes his meeting with May Britt, the daughter, with whom he falls in love. Despite the fact that Kerina gets top billing, the acting honors must be shared with Miss Britt who as the innocent daughter gives a sterling performance.

In brief, the plot deals with a woman of shady character, Kerina, whose daughter innocently wins her mother’s love. The mother seeks to win him back and, in so doing, almost shatters the home life of her daughter and her son-in-law. Retribution comes when the mother perishes in a tobacco factory after she has aroused the anger of the townspeople.

“La Lupa” is based on a story by Giovanni Verga. It was directed by Alberto Lattuada, who also was responsible for “Mill on the Po,” “Anna” and “The Overcoat.” Others in the cast are Mario Passante and Marescotti.

Running time, 95 minutes. Adult audience classification. For February release.

AL STEEN

“Dragonfly Squadron” (Allied Artists)

THIS war-from melodrama dealing with the training of Korean pilots by American Air Force men in action and romance-small units is over-all interest. The cast is headed by John Hodiak, Barbara Britton and Bruce Bennett, with Jess Barker, Chick Conners, Pamela Duncan and others in support. Sequences linking the intensified training of pilots are independent of the not unfamiliar personal story of two men who love the wife of one of them. The picture winds up with an all-out tank attack which is repelled by defending planes, containing thrifts that pack a wallop.

The screenplay by John Champion, who is also the picture’s producer, has Hodiak, a famed but grounded Air Force officer, assigned to Kojong, South Korea, to expedite training of Korean pilots. At the post he meets Barker, a war correspondent of impossible qualifications and a totally superfluous character in the story, and Miss Britton, whom, it comes out, he was on the point of marrying a year or so ago when she learned that her supposedly dead husband, Bennett, was alive and coming back from imprisonment and torture to assume his duties.

In the foreground story it turns out that she has told her husband about the romance with Hodiak, and they all work together in the general interest, with nothing left over but one unfortunate mishap kills off the doctor and ends the complication. In a curious finish of the picture Korean pilots blow up attacking tanks identified in the dialogue as Russian.

Lesley Chander gave the picture his usual competent handling.

Principal role cast also has Harry Laut, Adam Williams, John Lupton, Benson Fong and John Hedloe.


“Overland Pacific” (World Films-U-A)

ALTHOUGH this is a formula-grade western, it has adequate action, photography and pace which should meet with audience approval. Villainies and romance blossoms in the story which has as its background the building of a railroad in frontier days.

There are no town secrets to capitalize on, the players try to have it neat changed. One of their methods is to hire the Comanches into attacks on the railroad workers. Jack Mahoney, a railroad investigator in the guise of a telegrapher, is sent to investigate. He finds that, among others, their ringleader is the ringled-seeker cowhand.

Matters are further complicated by the fact that Bishop’s fiancée is Peggy Castle, to whom Mahoney also is attracted.

There are the usual melodramatic involvements before the trails are laid as originally planned. Adele Jergens, as the girl friend of an outlaw, lends another feminine touch to the proceedings which are kept moving fluidly by director Frank Scard.

The screenplay is by J. Robert Bren, Gladys Atwater and Martin Goldsmith.

The cast also includes Walter Sande, Chubby Johnson, Pat Hogan, Chris Alcaine, Phil Chambers, George Eldridge, Dick Rich and House Peters, Jr.

Running time, 73 minutes. General audience classification. For release in February.

“Turn the Key Softly” (Rank-Astor)

CHARM, sensitivity and irony are combined in this agreeable picture, made in England by J. Arthur Rank. Using dramatic devices, the story concerns a woman released from prison. She has pawned her society to debtors tracing their fortunes in the world of the free. The story spins out its interest on three points of a triangle.

First, there is a lightly comedic charmer, Joan Collins, who starts out to marry a bus conductor, gets detained along the way when temptation beckons, but finally heads for the altar.

Next come the experiences of Yvonne Mitchell, an attractive young lady who went to prison in the first place because of misplaced love for a young man. She almost is taken in again by the man, but circumstances, in a highly melodramatic vein, rescue her from another misstep.

And finally there is the story of a little coquettish lady, Kathleen Harrison, whose primary interest in life is her dog. When she gets separated from the animal, a desperate search ensues, resulting in tragedy for the lady.

The screenplay by Jack Lee and Maurice Cowan cleverly weaves together these diverse tale into one whole, Lec. who also directed, has elicited convincing performances from the cast. Maurice Cowan produced.

Others in the cast are Terence Morgan, Thoris Hird, Dorothy Alison, Glyn Houston, Geoffrey Keene, Russell Waters and Oliver Morris.

Running time, 81 minutes. General audience classification. Release date not set.

“Fugitive in Trieste” (J.F.E.)

THIS Italian-made picture rates as a fair action thriller which may develop a popular audience. The locale is Trieste.

The story centers around the pursuit and capture by the Allied police of an Italian air force officer suspected of bombing a hospital ship. Mostly through the efforts of a sweetheart, Eddie Albertini, a witness is dug up to prove that the bombing was not intentional, but the consequence of being hit by enemy fire.

A four-way romantic angle has been put into the story involving the two above-named and the Allied officers, Carlo D’Angelo, and a Viennese beauty Doris Duranti; Plot involvements are also at hand, since the latter was once in love with the accused and is the mother of their child. Whether or not they were married is not made quite clear in the story.

As a series of chases, flights, capture and the fall and rise of hope, the story culminates in a courtroom scene in which the protagonist is cleared and the way paved for love to triumph. This Astor Film has English subtitles.

The story by Camillo del SIGNORE was directed by Fando Salvini.

Others in the cast are Jacques Sernas, Giovanni Grasso, Charles Fawcett, Vittorio Sanpili, Alberto Bonacci, Giancarlo Sbragia, Gianni Bonargua, Ettore Guipa, Vittorio Stagli and Massimo Girotti.

Running time, 83 minutes. Adult audience classification.

Cassidy Named Head Set Music Hall Fete Of Local H-63, IATSE For Contest Winners

David A. Cassidy of Paramount has been elected president of Local H-63, International Alliance of Theatrical Stage Employees. Russell M. Moss was elected executive vice-president. Also elected were Edward J. Devine, Universal, vice-president; Harry Barker, Western Minstrels, treasurer; John H. Downey, Radio, secretary; J. Schachtel, RKO Radio, sergeant-at-arms, and Lou Abamont, Columbia, trustee.

Winners of the recent New York “Journal-American” motion picture contest will be guests of the Organization of the Motion Picture Industry of the City of New York at a reception and cocktail party to be held in the studio apartment of Radio City Music Hall, 1231 Avenue of the Americas, New York City.

Downing, president and managing director of the Music Hall, will be host.
COLUMBIA'S
SHOOTIN' THE WORKS...
with the biggest mass saturation of them all!

KICKING OFF WITH A HIGH-POWERED COLUMBIA
SHOWMANSHIP CAMPAIGN IN
KANSAS CITY!

Ritz, Cameron, Mo.
Mary Lou, Marshall, Mo.
Isis, Marysville, Ks.
Fox, Hays, Ks.
Casino, Boonville, Mo.
Plaza, Trenton, Mo.
Gilliez, Monett, Mo.
Pic, Iola, Ks.
Gosho, Clinton, Mo.
Taul, Ottawa, Ks.
Center, Oakley, Ks.
Paramount, Joplin, Mo.
Tucker, Liberal, Ks.
Roxy, Newton, Ks.
Manor, McPherson, Ks.
Augusta, Augusta, Ks.
Jayhawk, Topeka, Ks.
Uptown, Sedalia, Mo.
Missouri, K. C., Mo.
Varsity, Lawrence, Ks.
Midland, Pittsburg, Ks.
Parsons, Parsons, Ks.
Ritz, Council Grove, Kan.
Uptown, Marceline, Mo.
Star, Nevada, Mo.
Midland, Coffeyville, Ks.
Junction, Junction City, Ks.
Fox, Atchison, Ks.
Co-Ed, Manhattan, Ks.
Granada, Emporia, Ks.
Dickinson, Moberly, Mo.
Roxy, Eldorado, Ks.
Strand, Salina, Ks.
Dodge, Dodge City, Ks.
Strand, Hutchinson, Ks.
State, Jefferson City, Mo.
Plaza, Abilene, Ks.
Electric, St. Joseph, Mo.
Regent, Winfield, Ks.
Colby, Colby, Ks.
Civic, Brookfield, Mo.
Lyceum, Leavenworth, Ks.
Majestic, Phillipsburg, Ks.
Moore,平原ville, Ks.
Spot, Siloam Springs, Ark.
Princess, Kirksville, Mo.
Mainstreet, Lexington, Mo.
Fox, Ft. Scott, Kan.
Palace, Wichita, Kan.
Victory, Rogers, Ark.
Hall, Cassville, Mo.
Drake, Bolivar, Mo.
Park, El Dorado Springs, Mo.
Ritz, Minneapolis, Ks.
Garanssin, Wamego, Ks.
Farris, Richmond, Mo.
Plaza, Great Bend, Mo.
Kelly, Wakeeny, Ks.
Meca, Russell, Ks.
Tribune, Tribune, Ks.

...and St. Louis is coming up next!!!

TV! RADIO! PROMOTION! ADVERTISING! PUBLICITY! EXPLOITATION!
Partmar

(Continued from page 1)

not had its "day in court" and that the case should have been reversed.

The United States District Court with instructions to the judge to there to take evidence and make findings.

Justice Black joined in this dissent, Justices Jackson and Clark took no part in the case.

Most of the opinion and dissents dealt with technical, legal questions as to whether a decision on the issue was automatically prevented.

UA's resolved this and a decision on the issue.

Partmar rented the Partmar Theatre to Partmar Corp. in 1959, and also had a film franchise with Partmar. The case agreement provided that the lease could be terminated if the franchise agreement were terminated.

Cancelled in 1946

Following the 1946 New York Statutory Court ruling that franchises were illegal, Paramount cancelled its lease and sued to eject Partmar. Partmar filed counterclaims, seeking treble damages, alleging that Paramount was part of an industry conspiracy which resulted in Partmar having to pay excessive terms under both the lease and film franchise agreement.

In May, 1951, the Los Angeles District Court ruled against Paramount in the eviction suit, citing the Supreme Court's Paramount decision that not all franchises were illegal.

The court also ruled that there was no evidence that this particular franchise resulted from an illegal conspiracy. The court also ruled that if Paramount had no conspiracy in setting up the franchise, it felt Partmar could not recover on its damage counterclaims. Partmar did not appeal from the part of the decision validating its lease, but did appeal from the part throwing out the counterclaims.

Handing down the majority court opinion today, Justice Reed said: "A separate trial on the question of whether there had been improper procedure, as the judgment entered on the (Partmar) complaint was based on the disposition of the determinative issue on the counterclaims — whether or not the terms of the lease were a product of an illegal conspiracy."

Reed also said admission of the final Paramount decree would have helped Partmar, either, since "the government judgments provide no proof of the indispensable element to Partmar's counterclaim, that the lease and franchise were part of or the result of a conspiracy. From the decree there would have been prima facie evidence of a conspiracy."

Warren Dissents

In his dissent, Warren said "the issue of conspiracy was not litigated, nor did the parties have opportunity to litigate the issue." During trial of the eviction suit, he said, Paramount claimed the only party with reason to prove a conspiracy, since that would have given it ground to cancel the lease.

Knowing that the court found the counterclaims issue because Paramount did not prove conspiracy, Warren said, "The anomalous result is that..."

Reviews

"The Holly and the Ivy"

(Continued from page 1)

The British import, although slightly marred by a tendency toward "talky," is nevertheless powerful and should be a "must" for discriminating audiences. It adapted from the play by Wyard Browne and tells the story of a family gathering at Christmas time and how their lives were intertwined by misunderstandings and lies.

Ralph Richardson plays a widowed country person who is taken care of by his older daughter, Celia Johnson. During the holiday season, his other daughter and son, two of their aunts and a cousin come for a visit. It is then that they come to learn that their grandfather and the "China Smith" have left his daughter.

Her sister, a successful fashion writer in London, refuses to stay with him and the brother is a carefree soldier headed soon for college. The story, which is carried along with much humor, has a child born out of wedlock who died at the age of four and that she has taken to drink as a refuge.

"World for Ransome"

(Allied Artists)

EXCEPT for the changing of some of the characters' names, this is an unchanged film from the earlier film. The series starring Donny Devereux as Smith and Douglas Dumburke as the police inspector who always is on his trial. In this version, however, Dureya is a Los Angeles police inspector also undergoing changes. But they wear the same garb in the same setting, play their roles in the same way and present a script that isn't much different from the TV offerings, except that it's longer.

In the screenplay by Lindsay Hardy, there is an ample amount of hugging, killing, conniving, detection, evasion, escape and pursuit and crossing and double-crossable to satisfy, if not satiate, the followers of the "China Smith" television program. In a few ways, it was to do with the unhappening of and, to the children's amazement, they discover that the vicar has far more compassion and worldliness than they. Their problems are all resolved to there's satisfaction with the whole thing.

Though this summary places the emphasis on the drama, there is much warm humor throughout. And the performances are wonderful. In lesser roles, just as effective, are Denholm Elliott as the son, Hugh Williams as his fiancée and the magnificent old lady Miss Porquet, and at Mareere Delaney, as the aunis, Aleotto De Grumwald both wrote and produced George More O'Rellall directed.

Running time, 80 minutes. General audience classification for Family release.

Schneiderman

(Continued from page 1)

Scheiderman has been a member of the UA executive sales staff in New York. During 1951 and 1952 he served as executive in Japan for Universal, in position which followed domestic sales posts with RKO Radio and an association with Warner Brothers as manager in Panama.

K. C. Theatre Robbed

KANSAS CITY, Feb. 8.—Two masked men robbed the Vista Theatre, of the Fox Midwest circuit here. This was this morning and pulled off a clean job of $10,000 in silver and dollars. They had forced Jack T. Steele, theatre manager, to the curb in his car on a dark street after he got into his car and drove around until the theatre had closed, then forced him to open the safe. A similar robbery had occurred in the same part of the city recently.

The police have the man for refusing to help Paramount win the eviction suit," he declared.

Bovim Heads

Loew's in St. Louis. His successor is Sam Shubin, manager of Loew's State, Cleveland. Arnold Gates will move from the Stithman to the State. Cleveland. Frank Maguire, manager, Esquire, Toledo, will fill the Stithman vacancy.

Atlantic and Northville are to be added to the theatres directed by Arnold Burnett, who headquarters in Columbus. O. Pittsburgh will be supervised by Frank Murphy of the Loew Cleveland office.

Greenberg's Cosmo Acquired by Brandt

The Cosmo Theatre here, formerly owned by Henry Greenberg, has been acquired by Harry Brandt, president of Brandt Theatres. Brandt is the deal assumed the presidency of Cober & Co., Inc., the corporation which operates the theatre. The Cosmo, it was stated, will show first-run neighborhood attractions.

Allied Board

(Continued from page 1)

Kane of North Central Allied, Minneapolis, recording secretary. Abram Cavazos was selected as chairman and general counsel.

The Allied board voted to continue its efforts to buy out or acquire most of the stock in companies with garnering stock in one or more of the companies in the production-distribution companies from exhibitor stockholders, with the idea of buying up stock held and operated by a proxy by a committee, especially in an effort to influence a company to increase its stock price.

First Suggested by Remus,

The proposal was first advanced by Trauman Remus of Indiana at Allied's annual convention in Boston last October. The board is said to have said for what exhibitors believed to be an increasing shortage of product. That time, Allied has canvassed its membership and other independent exhibitors for data on how many shares of major company stocks are owned by them and how many would be willing to increase their holdings, by purchase or exchange of the stock of the company. As a result, most, if not all, of the stockholders would be willing to assign the proxies for the stockholders for the purpose of voting.

Apparently, the surveys to date are not conclusive, since the Allied board voted for their consideration and named the following committee to pursue the study: Marcus, Shor, Snapper, Horst, Adams, and Benjamin Berger.

Approve Drive-In Resolutions

The board also endorsed the resolution adopted here last week by the Allied-sponsored National Drive-In Conference, to be submitted to the Century-Fox policy in regard to stereophonic sound requirements for drive-in installations, particularly with reference to the effect of the policy on drive-ins. Copies of the resolution were directed to the U. S. Attorney General with the recommendation that action be taken either under the Paramount decree or, if that decree is now in effect, new government actions be brought.

The Allied board voted its full cooperation against Federal and state antitrust commissions tax repeal campaign being conducted by the Council of Motion Picture Organizations.

The board also voted to hold its next meeting in New York in March.

St. Louis, St. John, Dallas Top UA Drive

The Dallas, St. Louis and St. John (N. of Texas) circuit have announced that there will be a top UA drive in their circuits for the six-month anniversary from April 15. The circuit is headed by W. C. Hames; D. J. Edeles manages the St. Louis branch and I. J. Davis is in charge of the St. John exchange.

The 32 UA branches are competing in three groups of equal grossing potential in the six-month anniversary period from April 15. The circuit's announce is its 1954 slate of more than 50 releases figures in both the domestic and foreign markets, including over 200 sales push in Europe, Africa, Asia, Australia and South America, similarly honoring Kris.
Circuit Helps Rush TV Station Debut in Chattanooga

CHATTANOOGA, Feb. 8.—The Independent Theatres circuit here, in a deal with the local affiliate of the National Broadcasting Co., has moved to "bring television to Chattanooga sooner than the previously expected date," it was disclosed by Moses Lebovitz, president of the circuit, which purchased an interest in the newly reorganized WDEF Broadcasting Co. In commenting on the move, Lebovitz declared:

"We look upon television as being an extension of the motion picture industry into the home and therefore took what we believe to have been a logical step in consolidating with WDEF." Lebovitz and Jay Solomon, general manager of the Chattanooga theatre circuit, with Lebovitz in the newly reorganized company which has already been approved as the licensee by the Federal Communications Commission, Lebovitz will be vice-president and a director of WDEF-AM-TV.

Three Films Begun; Four Are Completed

HOLLYWOOD, Feb. 8.—Three pictures were started last week and four others finished, leaving 18 films now shooting. Five of the pictures are being filmed outside Hollywood. New productions are "White Orchid," a Cosmos production in Eastman color by United Artists; "A Matter of Life and Death," Panoramic Prod., 26th Century-Fox; "Matchmakers," United Artists. Pictures completed were "Lay vs. Billy the Kid," Columbia; "Brude for Seven Brothers," MGM; "The Kid," M-G-M; "The Raid" and "Gammer from Natchez," Panoramic Prod., Technicolor, 20th-Fox.


dollar

Television--Radio
with Pinky Herman

The NBC Camel News Caravan Marches on to its sixth birthday next Tuesday, a day which it will become the first news program to be color-cast. Similar receivers will pick up the John Cameron Swayze program in regular black-and-white. Television execs are much more concerned with misleading and irritating commercials than was formerly the case in radio and diligently listen to suggestions, gripes and advice of John Q. Public. The Phibe Television Playhouse presentation last Sunday of "Hill and Seek," via NBC was a high spot thanks to the superb play-acting of Betty Field and Miltred Dunock, as the "two sisters" and the fine supporting roles turned in by James Green, Gaye Hinston, Sandy Campbell and Michael Collins. The TV play, by J. P. Miller was produced by Fred Coe. Progress during the first 14 months has borne out the optimism of the AGVA Welfare Trust Fund trustees. This unique group insurance plan entered into with Lloyd's of London not only provides much-needed accident insurance for performing artists but also guarantees, because of this very safety measure, a smoother and finer performance for the operator-employer.

Bill Nimmo's real life adventures and experience aptly qualify him for added services as technical consultant of the shows. He used to be a boxer and thus utilizes to good advantage his knowledge of fists as commercial announcer for the Pabst Blue Ribbon CBSugfest on Wednesdays. Shortly, he will be handling with his dad, chief of detectives in his native Cincinnati, serves him in good stead as announcer for "The Plain Clothesman" and having studied at the Cincinnati Conservatory of Music, likewise adds to his special ability in doing the CBSpiel for "This Is Show Business." The fact that he spent six years in the Army, starting as a private and retiring as a major, during which he was awarded the Silver Star, the Silver Star and the Purple Heart, most certainly enhances the handsome lad's natural talents.

A gala program has been set up to NBCelebrate the 27th anniversary of the "Cities Service Band of America" series, under the direction of maestro Paul Lavalle next Mon., at 9:30 P.M. A musical salute to the program's first conductor, Dr. Edwin Franko Goldman, has been arranged, with the scheduled broadcast of the latter's original composition, "On the Mall." We wondered how come no record label has yet issued and with his dad, chief of detectives in his native Cincinnati, serves him in good stead as announcer for "The Plain Clothesman" and having studied at the Cincinnati Conservatory of Music, likewise adds to his special ability in doing the CBSpiel for "This Is Show Business." The fact that he spent six years in the Army, starting as a private and retiring as a major, during which he was awarded the Silver Star, the Silver Star and the Purple Heart, most certainly enhances the handsome lad's natural talents.

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I SHOULD HAVE REMEMBERED TO TELL THE BANK I'M PLAYING CINEMASCOPE* PICTURES NOW!

*Have you seen the grosses, in theatres large and small, on 20th's "THE ROBE," "HOW TO MARRY A MILLIONAIRE," "BENEATH THE 12-MILE Reef," "KING OF THE KHYBER RIFLES" and "HELL AND HIGH WATER"!
2 Weeks Result

Allied Stock
Buy Pledges
Hit $300,000

Would Offer Playdates
To Increase Production

By J. A. OTTEN
WASHINGTON, Feb. 9.—In less than two weeks, exhibitors pledged over $300,000 to invest in Allied States Association's stock buying plan, according to general counsel Abram F. Myers. Allied has been pushing a plan to have exhibitors subscribe to a new stock issue in a major film company and let its directors holdings to control the company and get it to increase production. The exhibitors would also, under the plan, guarantee playdates to the company. Allied sent out (Continued on page 5)

Allied Board Meet
In N. Y. Feb. 25-26

WASHINGTON, Feb. 9.—Allied States Association's board of directors will finish its mid-winter board meeting at the Warwick Hotel in New York City on Feb. 25 and 26. The board wasn't able to finish all business on the agenda at the Chi-

icapi meeting last week-end and de-

decided to hold a second session. Main items on the agenda will be a further discussion of Allied's plan to have exhibitors buy stock in a major produc-

tion company to boost film output, (Continued on page 5)

Lopert Acquires 3
Broadway Theatres;
Fellerman His Aide

Effective March 1, the Astor, Victoria and Bijou Theatres here will be placed under the management of Lopert Films, passing from City Inv-

esting Co., it was announced yester-
da by Robert W. Dowling, president of the latter company. Max Fellerman has resigned from American Broad-

casting-Paramount Theatres to be-

come the assistant to Ilya Lopert, also effective on March 1. Fellerman will be in charge of booking product for the three theatres as well as for Lopert Films' Ziegfeld Theatre in Chicago and the Playhouse and DuPont in Washington. He also will attend the agreement with the Captain's Paradise, "The Man Between," "Gilbert and Sullivan," "Fan-

tan" and "The Blues," and the future product to be released through United Artists.

Fellerman has been with the Par-

aramount theatres organization since 1944, prior to which he was an executive of RKO Theatres and Pathé.

Johnson To Europe
On 2-Fold Mission

Preliminary discussions on a new U.S.-French film agreement and the intensification of parleys to iron out differences in the French pact are the twin goals of Griffith Johnston, vice-president of the Motion Picture Export Association, who left here last night for Europe.

Johnston said the man's stop will be to Paris, where he will join MPEA representa-

itives there and French government offi-

cials in an attempt to clear the areas of disagreement on the French pact, which was first initialed by MPEA president Eric A. Johnston in Paris last summer. Since the initiating, however, a number of differences have cropped up, chiefly France's insistence that the pact be limited to one (Continued on page 5)

Better Understanding of Code Would Gain
Greater Public Support: Sen. Johnson

WASHINGTON, Feb. 9.—Senator Edwin C. Johnson (D., Colo.), said he felt the American people would support the Production Code if they understood better the threat some producers now are raising against the Code.

Johnson inserted in the Congressional Record the resolution adopted by the United Church Women of New York in support of the Code. The women, he said, "resent the efforts of some producers to destroy or weaken the program of self-regulation for which the Motion Picture Association is striving. I believe the American people generally would support the Motion Picture Association enthusiastically if they understood better the campaign to lower the moral tone of motion pictures."

Allied Won't Change
For TESMA Show

WASHINGTON, Feb. 9.—Allied States Association will not change its 1954 convention from Milwaukee, officials said today.

There had been question as to whether the convention could be switched to Chicago to insure getting the TESMA-

ted equipment trade show. Allied officials declared, how-

ever, that the 1954 meeting had been promised for Milwaukee and Allied will not change its convention for any one.

Johnston Says RKO
Being Given Time
On 'French' Appeal

RKO Pictures is "being given a reasonable length of time to answer the appeal on the $25,000 penalty levied for its exhibition of 'The French Line' without a Production Code seal, Eric John-

ston, Motion Picture Association presi-

dent, said here yesterday.

Johnston said there will be no MPPA board of directors meeting until after his return from the Bel-

zilian film festival, slated to open Feb. 18, explaining that the de-

lay in convening the board is occasioned not only by his impending absence, but also that of other members of the board. He would not say definitely that the next meeting would take action on "The French Line." Johnston also declined to state whether (Continued on page 4)

Fresh Approach
See Arbitration
Meet in N.Y.
Within 60 Days

Johnston Tells of Bids
Being Sent Out Shortly

BY MURRAY HOROWITZ
The proposed all-industry arbitration conference will be convened in New York within the next 60 days, according to present plans.

This was disclosed as Eric A. John-

ston, president of the Motion Picture Association of America, said that the invitations to the conference will be sent out shortly.

It was learned from other sources that the invitations will be sent out to over 100 industry organizations, includ-

ing Allied States Association, and that they will request an answer from each of the organizations on whether or not it will participate. Following a tabulation of the replies, those expressing a willingness to confer on setting up an arbitration system will be asked to agree on a date for a meeting within the next 60 days.

The plans, as opposed to trade quarters, thus allows the convening of the all-industry arbitration conference with or without the participation of (Continued on page 4)

Minority Attorneys
Study Hughes Offer

The Howard Hughes' offer to buy the assets of RKO Pictures for $25,487,478 in cash was being studied here yesterday by the attorneys in the two minority stockholders actions, filed against Hughes as board chair-

man and controlling stockholder.

Meanwhile, trading on the New York Stock Exchange continued very active, with 110,500 shares traded yester-

day. The stock quotation, which soared on Monday to $5.125, rising $2.25 during the course of the day, (Continued on page 4)

Weltner Again Tops
MPEA Manager Unit

George Weltner, head of Paramount International, was reelected chairman of the foreign managers committee of the Motion Picture Export Asso-

ciation at a meeting here yesterday, presided over by MPEA president Eric A. Johnston. Weltner, as chair-

man, will serve another six-month term.
**Personal Mention**

A. B. Krim, president of United Artists, returned to New York from the Coast yesterday.

Beverly Greenberg, Warner Brothers foreign department house office sales representative, has left here for Sydney, Australia, and other companies in the Far East.

John F. Byrne, M-G-M Eastern sales manager and captain of the company’s 30th anniversary Jubilee Campaign, is in Boston from New York.

Devis D. Calkin, advertising manager of Republic Pictures, is the father of a son born Monday to Mrs. Calkin at Mt. Sinai Hospital.

Andrew Martin, M-G-M director; Jay Marchant, unit manager, and M-G-M short director, have left Hollywood for Columbia.

Hilda. Lesse Riddle, secretary to E. S. Saunders, M-G-M assistant sales manager, will leave here tomorrow for Miami Beach.

Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, is in Washington today from New York.

F. J. A. McCarty, Universal Pictures Southern and Canadian sales manager, left here yesterday for Canada.

Edwin W. Aaron, Western sales manager for 20th Century-Fox, is touring the midwest and the South.

George Murphy has arrived in Baltimore from Washington for an operation at Johns Hopkins Hospital.

Edward L. Hymen, vice-president of American Broadcasting-Paramount Theatres, is in San Francisco.

Joe Longo, of the RKO Radio exploitation staff, was in Hartford yesterday from New York.

AlLEN M. WEDM, of the Hartford "Times," was in Boston yesterday from Hartford.

Sol Lesser will leave here today on a Caribbean cruise.

**Manager Dies at 40**

BOSTON, Feb. 9.—Funeral services for Jack Boyd, 40, manager of Loew’s Kingston Drive-In, will be held tomorrow in Attleboro. During the past winter Boyd had been fill-in manager at Loew’s Centre Theatre, Pawtucket, R. I.

**Walter Matchette, 68**

BUFFALO, Feb. 9.—Walter W. Matchette, motion picture ogsågraph for 50 years before his retirement in 1951, and a past president of Local 233, Motion Picture Operators Union, died at his home here.

**Quigley, Ernst in Code Debate on Air**

A radio debate, "For and Against the Motion Picture Code," was broadcast on New York City station WMAA’s "Report to the People" on Monday. Martin Quigley spoke in behalf of the Code and Morris Ernst, general counsel of the American Cable Industry, commented on all forms of pre-publication regulation and censorship, appearing against the Code.

Quigley explained the reasons underlying the adoption of the Code and the value of character and profit. Ernst dwelt on his opinion that a general code is not necessary and that the subject matter should be left to the individual producer. He expressed the opinion that any individual delinquencies on the part of a filmmaker should be dealt with only by the courts.

Mrs. Dorothy Dunbar Bromley was moderator of the program.

**Percentage Actions Filed in Minneapolis**

MINNEAPOLIS, Feb. 9.—Seven distributors filed percentage actions in U.S. District Court here today against Paul M. Man, Lyman Lee, Donald S. Ennison, owners of Pipestone Amusement Co. and Richfield Theatres, Inc.

Pipes are Allied Artists, Columbia, M-G-M, Paramount, Republic, RKO Pictures, RKO Pictures, 20th Century-Fox, Warner Brothers, RKO Pictures, Universal and Columbia. They were represented by the law firm of Shearer & Peters, with Sargoy & Stein, New York, of counsel.

**Home Offices Observe 2 Holiday Weeks**

Virtually all film and theatre companies’ offices and the Motion Picture Magazine in New York will observe a week’s vacation at the end of the day Friday in observation of Lincoln’s birthday and again Monday, Feb. 19, Washington’s birthday.

Companies which have already decided on the holiday, in addition to M-G-M, are Allied Artists, Columbia, M-G-M, Paramount, Republic, RKO Pictures, RKO Pictures, 20th Century-Fox, United Artists, Universal, Warner Brothers, Twentieth Century-Fox, Universal, Columbia, and American Broadcasting-Paramount Theatres.

**Act of Love to Bow At Astor Tomorrow**

"Act of Love" will premiere at the Astor here tomorrow night with other celebrants from the entertainment industry, business and politics invited to attend. Radio and TV will cover the opening of the United Artists release.

**Delays Theatre TV Of Globetrotters**

The planned theatre telecast of the Harlem Globetrotters on Feb. 18 has been postponed until "sometime in March," it was disclosed here yesterday by William Rosensohn, vice-president of Box Office Television.

Rosensohn said preliminary objection reaction to the event was "encouraging," attributed the delay to sale of many "big" pictures in the Feb. 16th period which blocked theatre-TV equipped houses from lining up for the event.

**Goldenson Honored By Brookline Temple**

BOSTON, Feb. 9.—The 21st annual Goodwill Citation of Merit from the Brotherhood of American Professional Television-Pay of 1952 was awarded to M. Goldenson yesterday at the Temple Emanuel here.

More than 1,000 persons, including leaders in government, industry, education and religion, attended the dinner which Goldenson graciously accepted for his efforts in promoting the cause of human brotherhood.

In his talk following presentation of the award, Goldenson paid tribute to the various media of mass communication for assistance in advertising. He said the pioneer news papers, magazines, motion pictures, radio and television in the education of the public to the dangers of communism and stressed the necessity of keeping these media free for wide use in furthering aspirations for peace and security.

**Rank’s Davis Silent On Universal Talks**

LONDON, Feb. 9.—John Davis, managing director of the J. Arthur Rank Organization, is withholding comment on his recent meeting in New York with Alfred Dall, vice-presidential in regard to distribution of pictures.

His only remark was: "I felt at first that I was hearing every reason why the Rank pictures couldn’t be shown here for very few reasons why things could be done. But now I would rather wait and see the outcome of the efforts of the extra men they have put on at my request."

Universal recently appointed three sales representatives to work exclusively on behalf of the Rank pictures within Universal’s special films division and another appointment will be made to cover the Latin American territory.

**Dividend on Para. Stock**

Paramount’s board of directors yesterday voted a quarterly dividend of 50 cents per share on the common stock. The dividend is payable March 29 to stockholders of record on March 15.

**Tax Relief Muddled By Dispute Over Revision Measures**

WASHINGTON, Feb. 9.—The industry’s drive for admission tax relief toMonths in middle of history. Senate and House Treasury-Congress dispute over how many tax measures there should be.

Industry tax officials hope the latter approach wins out. It would have two divisions, one for the industry and another.

In the first place, the admission tax cut would get on the books by separate vote with the cuts coupled with the extension of the April 1 rates, the bill would have to be passed by April 1.

On the second place, it would be impossible for the Administration to veto the bill if the measure included the extension of the April 1 rates, a move the Treasury is depending on this revenue to help hold down the deficit.

**Delay Could Bring Veto**

Putting off excise cuts until a later, third bill, it is feared, could run up against Treasury delaying tactics or even a veto.

Right now, the outcome is up in the air, and there probably won’t be a decision until early next month, when the House committee completes work on the technical revision bill.

**Walsh Resigns from Paramount Post**

Joseph A. Walsh has resigned as head of Paramount branch operations, which is associated with the company’s subsidiary, Associated Artists, in the Paramount in various executive capacities since 1925. Walsh now plans to move to California where his family resides.

Barney Balaban, president of Paramount, was host at a farewell luncheon for Walsh at the home office yesterday attended by numerous company executives.

**Gaughan Sells Theatre**

MEMPHIS, Feb. 9.—George Gaughan, who has been named field representative for the Theatre Owners of America, has sold the Normal Theatre here which he operated with his late brother, to New York in about two weeks to confer with Walter Reade, Jr., TOA president, who is working with the regional units. The Normal was purchased by John Eaton.

**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., 129 West 42nd Street, New York City; Charles E. Whitney, Vice-President; Marvin L. Quigley, Secretary; Herbert V. Peck, Advertising Manager; Gus H. Fasel, Production Manager; Hollywood Bureau, Yucca-Vine, Hollywood, California; Toronto Bureau, 150 King Street West; Chicago Bureau, 130 South LaSalle Street, Chicago, Illinois; London Bureau, 5 Golden St., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, Quiglibuco, London. Other Quigley Publishing Company offices, each publishing a Theatre Trade or Theatre Sales, or Theatre Scrap each publisher timed, to Theatre as a 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 112 foreign; single copies, 15c.
THE NEXT BIG MILESTONE IN MOVIE ANNALS!

"Rose Marie" (I love you!)

IN MARCH M-G-M BRINGS THE WORLD THE FIRST MUSICAL IN CINEMASCOPE! IN COLOR GLORY!

The producer of the industry's greatest musicals is naturally the company to bring the world the First Great Musical in CinemaScope.

Launched by a terrific ad campaign starting with M-G-M's famed "Picture Of The Month" Column reaching more than 93 million people and full pages in all fan magazines (13 million readership). Followed by Two-page Spreads in 4-Colors in LIFE and LOOK (combined readership of more than 26 million). Plus other big advertising plans.

"ROSE MARIE" has been acclaimed at every preview East and West as a major milestone in movie annals.

Overflowing with love songs, scenic splendor, brilliant color, this thrilling romance is truly worthy of a FIRST!

M-G-M presents in CinemaScope • Photographed in Eastman Color • "ROSE MARIE" • starring ANN BLYTH • HOWARD KEEL • FERNANDO LAMAS • Bert Lahr • Marjorie Main • with Joan Taylor • Ray Collins • A Mervyn LeRoy Production • Screen Play by Ronald Miller and George Froeschel Based on the Operetta "Rose Marie" • Book and Lyrics by Otto A. Harbach and Oscar Hammerstein II • Music by Rudolf Friml and Herbert Stothart • Directed by Mervyn LeRoy
"Give Time," Says Johnston

(Continued from page 1)

negotiations were continuing with RKO Pictures for a revision of the picture, the exhibition of which in St. Louis was the subject of the protest made against the transfer of the picture to the MPAA.

On the question of subsidies, Johnston reiterated his opposition to them, saying subsidies a "bad method" of doing business. The MPAA president was questioned on the recent statement that the studios and exhibitors were the beneficiaries of the Society of Independent Motion Picture Producers, which said that John- ston was wrong in his statement that there would be subsidies in future film deals.

In reply, Johnston responded that subsi- dy provisions were not started under his leadership of the MPAA, pointing out that the subsidy provision in a foreign film agreement was included when he was in office with the U.S. government.

Continuing, he said "he had no love" for such provisions, then raised the question of what a subsidy is, citing by way of example the Early Plan, incorporated in the Anglo-American take-and-pay treaty, stipulating that no permits are to be accepted in the Spanish agreement.

Johnston also emphasized that he does not make policy for the Motion Picture Export Association, of which he also is president, explaining that policy is made by the MPAA board and that he is merely the administrator that policy once it is decided upon.

As MPAA president, who in addi- tion to representing the American film industry at the Brazil film festival, and in the current agreement, plans to meet the Hollywood festival contingent in Houston, prior to his departure for Sao Paulo, he felt it essential, therefore, that he be in the chair the first week of March, shortly thereafter leaving for the Middle East on a re- commemoration of his special President's mission to that area.

Arbitration

(Continued from page 1)

Alfred, it is understood also that an attempt will be made to make the conference as broadly representative as possible.

The proposal for the calling of an arbitration conference to be participated in by all concerned exhibition organizations, originated at the The- atre Owners of America convention in Los Angeles last fall, was given by the MPAA distribution committee last week with the suggestion that Johnston send out the call to the meet- ing in Los Angeles has been done with a view in connection with arbitration conferences.

In Cincinnati last week, the Allied board of directors ignored arbitration completely. It was not on the agenda of the board's winter meeting and it was not brought up for discussion, according to Abram F. Myers, Allied chairman and general counsel. Allied has put the position that no industry arbitration system which does not provide for arbitration of film rental disputes is worth anything. Its position is that arbitration has steadily declined to conciliate film-prices are a matter for arbitration.

Day-long Ceremonies To Welcome 'Miller'

Broadway in front of the Capitol Theatre will be ‘Glenn Miller Plaza’ as a feature of today’s ceremonies marking the opening of “The Glenn Miller Story,” at the the- atre. Presiding at the temporary re- naming of the street will be Manhattan Owners of the Capitol, Jack Bal, both Miller, the "queen" of Glenn Miller Week, which will be observed Feb. 10-16, and several band leaders.

'New Faces' to Open 'At Roxie' on Feb. 19

"New Faces," first Broadway musical- ical film to be filmed in CinemaScope, will open at the Roxie on Friday, Feb. 19, filmed directly from the stage, the picture, based on the Broadway show that stars the original New York cast.

The Leonard Stillman revue is pro- duced by Edward Alperin and di- rected by Harry Horner. Sut- tler and Miller are the pro- ducers.
Reelect All Officers Of N.E. Allied Unit

BOSTON, Feb. 9.—Irving A. Isaacs was reelected president, for a second term, of Independent Exhibitors' National Organization, at a luncheon-meeting here today.

All other officers also were re-named. They are Melvin Sailer, first vice-president; Herbert Brown, second vice-president; Albert A. Lourie, secretary; Julian Kitkin, treasurer; Nathan Lourie, assistant national director, and Norman Glassman, chairman of the board.

Connolly to Head USIA Production

Jack Connolly, acting head of the New York office of the International News Feature Division of the U.S. Information Agency, is being transferred to the Washington headquarters where, it is understood, he will be in charge of production. His successor in New York has not been announced.

Brotherhood Week Plans Set Upstate

BUFFALO, Feb. 9.—Plans for Brotherhood Week were discussed here recently by 130 distributors and exhibitors at the local Variety Club. Stanley Kositsky, United Artists branch manager and chairman for Brotherhood Week, announced that campaign kits were distributed by Edward F. Meade, publicity chairman.

Legion Lists 3 'B': 10 'A' in New List

Three films in Class B and 10 in Class A are named in the latest listing of the National Legion of Decency. "Bat" and the revised version of "The Battle of the Vincennes" are the Class B releases. Five pictures placed in Class A, according to the Legion, are: "Always in My Heart," "Beachhead," "Charge of the Lancers," "Executive Suite" and "Massacre Canyon.

Fly TWA Sky Tourist to Coast for $99 in Each Direction

FLY TWA, offering the Sky Tourist, is promoting coast-to-coast travel at its best price ever. The $99 offer is good for one-way travel and includes all taxes, plus gratuities to hotel personnel and airport personnel. It is available for travel beginning March 9, and is valid through May 31.

MOVIELAND'S new preview theatre brings to the East three new releases: "White Fire" (Lippert), "Fish of his Life" (Mary Hall, Howard), and "Next Time" (AFL-CIO, AMF, CBO, U.A.).

"White Fire" (Lippert), Hollywood, Feb. 9. — The title names of Scott Brady and Mary Castle for American marque purposes are the principal assets of this melodrama played out in London by an otherwise all-overseas cast of able but not especially well-occupied performers.

Scott portrays an American who lands in London and sets out to locate his brother who, unknown to him, has been convicted of a murder charge and is within three days of execution date. Miss Castle plays a night-club entertainer and past-time networker who agrees to aid him in his attempt to establish his brother's innocence at the risk of being done in by her smuggling confederates. Complications pile up to the point where the networker (whom the audience has already identified, detected and apprehended) Colin Tapley, Ferdy Mayne, John Blythe, Julian Somers, Ballard Berkeley and Gabrielle Brun head up the supper.

Production is ascribed to Robert S. Baker and Monty Berman, the latter also directing the photography. And John Gilling, the director, collaborated on the screenplay with Paul Erickson, who wrote the story. It is a Tippoin Production.


Urges Industry Air Censor Bill Views

ALBANY, N. Y., Feb. 9.—Sen. Fred G. Moritt, Brooklyn Democrat, today sought from the motion picture industry "its associations' a statement outlining approval or opposition to his bill "allowing the public, through the medium of our traditional system, to be informed on the practice of facts of question concerning the obscenity, indecency or immorality of a motion picture," or whether the industry favors the status quo appeal to the Regents when license to a film is involved, or a picture or motion picture organization of the State Educational Department.

If favoring neither, Senator Moritt inquired, "have they a solution to this problem which is of paramount importance both to the industry but to the public?"

"Most Powerful Instrument"

"It seems to me," he added, "that an industry which can reach about forty million people a week and which is the most powerful instrument in the formation of opinions and ideas, not only of adults but also of the children of America, should and must give a true or con expression on the troublesome question of morals.

"Senator Moritt, partner in MacDonald Pictures, added, "I am for -containing a number of motion pictures to be exhibited to the public. My bill makes the public, via our jury system, the final judges, and not bureaucrats, politicians or even well-intentioned persons."

Moritt held that industry leaders and others who advocate elimination of state film licensing are "unrealistic and unwise."

Italy 'Frog Men' Film For I.F.E. Release

L. P., Releasing Corp., this spring will distribute "Hell Raiders of the Deep," an English-language version of "La Sette Del'Ora Maggiore," the quasi-documentary film recounting the wartime exploits of Italy's "frog men," whose underwater operations resulted in the sinking of two British warships, "Valliant" and "Queen Elizabeth."

Several actual participants in the wartime operations will reprise their parts, and non-participating roles will be played by Pierre Cresceny and Eleanora Rossi-Drago.
The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon. Story and screen play by Garson Kanin. Produced by Fred Kohlmar and directed by George Cukor... To Be Released In March.
Little Choice
Film Supply Worsens for Subsequent

But C'Scope Equipped First Runs Not Bodered

By AL STEEN
The product shortage insofar as subsequent run theatres are concerned is “worse than ever,” according to some exhibitors in that category, especially among those who have not equipped for CinemaScope. Independent operators who were contacted here yesterday declared that not only are they booking “dangerously” close to playdates but also that there is very little choice.

Opposed to the subsequent-run complaints are the opinions of larger circuit operators who assert that the dearth of pictures is ceasing to be a problem. (Continued on page 7)

M-G-M Prepares 30th Anniversary Book

An attractive aura of nostalgia surrounds the prebroadway, just issued by M-G-M for its 30th Anniversary Jubilee, and which is now being distributed to the company’s exchanges.

“Footprints of the Lion,” a 16-page 30th Anniversary Section, paying tribute to M-G-M for its three decades of progress and service to the industry, is included in the current issue of “Motion Picture Herald,” to be published tomorrow.

Johnston Invitation
Urges ‘Start from Scratch’ In Setting Up Arbitration

A “start from scratch” in attempting to establish an industry arbitration system was urged yesterday in a letter by Eric A. Johnston, president of the Motion Picture Association of America, to five exhibitor organizations to participate in an arbitration conference here within the next 60 days.

The letter said the distributors feel that since neither exhibition nor distribution was bound by the 1952 arbitration law, the present conference should start from scratch.

Johnston added, however: “To avoid misunderstanding, the distributors asked me to make it clear that they will not be able to agree to arbitrate film rentals and that therefore they do not consider this subject open for discussion.

Such a stand leaves the area of disagreement between the distributors and Allied States Association, which at its winter board meeting in Cincinnati last week ignored arbitration altogether, as wide apart as ever. Allied, (Continued on page 7)

Rank Tells Skoutras He’s No Stereo Fan

LONDON, Feb. 10.—Revealing himself as one of those who discerns no additional entertainment value in stereophonic sound, J. Arthur Rank told Spyros Skoutras, 20th Century-Fox president, that only 73 of the Rank circuit theatres will be equipped with it.

Skoutras made this disclosure at an exhibitor mass meeting here today at which the 300 theatre owners present made it clear they agreed with Rank.

UA-Small Pact Calls For Delivery of 12 Films During 1955

Edward Small will deliver 12 features United Artists during 1955 under a new production-distribution agreement concluded with Arthur B. Krim.

The releases covered by the new agreement are in addition to 14 films already delivered or to be delivered to U.A. by Small under a prior agreement.

Krim, who returned from Hollywood to United Artists during 1955 under a new production-distribution agreement concluded with Arthur B. Krim, has been

The agreement with Small, assuring us of one of his productions a month during 1955, combined with other important distribution agreements, should provide further encouragement. (Continued on page 7)

RKO Board to Meet On Hughes’ Offer

RKO Pictures board of directors will meet tomorrow in Hollywood to consider the $3,489,478 cash offer of Howard Hughes to buy the assets of the company, James R. Grainger, president, announced yesterday through the company offices.

Grainger, who is on the Coast, went on to say that a further announcement will be made after the board takes action. The announcement, in all likelihood, industry observers feel, will be the acceptance by the board of Hughes’ proposal and the setting up (Continued on page 7)

5 Para. Features, 6 Featurettes in 3 Mo.

Five features in Technicolor and six featurettes will be released by Paramount between February and April, A. W. Schwabell, president of Paramount Film Distributing Corp., announced yesterday.

Scheduled for February release are “Money from Home” in both 3-D and (Continued on page 7)
**Personal Mention**

ROBERT M. WEITMAN, vice-president of the American Broadcasting Co. in charge of talent and programming, will leave here Saturday for New Orleans.

FRANK DERVIN, assistant to E. L. Winton, who is executive assistant to J. K. Grainger, president of RKO Radio, has arrived in Hollywood from New York.

SHINY Markley, vice-president of American Broadcasting-Paramount Theatres, will be in Washington in New York at the weekend.

Richard Horson, president of Chromatic Television Laboratories, will be in Washington in New York today for a three-week trip to the West Indies, Central and South America.

Oscar A. Morgan, Paramount Pictures short subjects and newsreel sales manager, will leave New York for Jacksonville, Fla.

Richard Horson, president of Chromatic Television Laboratories, will be in Washington in New York at the weekend.

Edward U gast, 20th Century-Fox International Corp. Far Eastern supervisor, has arrived in New York from the Orient.

Seymour Moses, Eastern exhibitor contact for Polarized-3-D glasses, is in Baltimore and Washington from here.

Robert Shapito, managing director of the Paramount Theatre, will celebrate his birthday tomorrow.

Dan Roff, Paramount Pictures unit manager, will leave New York today for Egypt.

Irving Ludwig, domestic sales manager for Walt Disney Prod., left here yesterday for Chicago.

William Wyler will arrive in New York today from the Coast.

Jack Levin has returned to New York from Chicago and Cincinnati.

Ivan Tors, producer, arrived here yesterday from Hollywood.

**Joseph Anderson, 72**

IDA GROVE, IA, Feb. 10.—Joseph Anderson, 72, co-owner of the King Theatre here with Robert Friley and Josephine Anderson, an executive at Pella, Ia., for many years, died at a Sioux City hospital from a heart attack following an operation.

**No Paper Tomorrow**

MOTION PICTURE DAILY will not be published tomorrow, Lincoln's Birthday.

**Film Supply**

(Continued from page 1)

and that the serious threat of a few months ago has been softened.

Sources at Loew's, RKO and American Broadcasting-Paramount Theatres, as well as larger independent circuits, point to a combination of circumstances that have helped ease the shortage. Among the factors, they say, are the larger number of outside pictures that are screening, fewer runs, Cinemascope and the availability of quality foreign product which has taken up the slack.

**Sees 'Scope Aiding 1-Runs**

Ed Fahian, of the Fabian circuit, states that the situation in the independent Motion Pictures is not so distressing, with Cinemascope and other top product reducing the pressure as he sees it, without the slightest hint that the pinch was on the subs, with the non-Cinemascope equipped houses apparently in real trouble.

He qualified it further by saying that the first subsequent runs are comparatively better off than the second and third subsequent runs, especially those not equipped for Cinemascope. Fabian pointed out that a problem will arise when the situations play Cinemascope or other top films on an extended engagement, a plighting which leaves the neighborhood houses without product to choose from.

Some light on the product situation is shed today, when Goldenson, president of Allied-PT, holds a press conference here. Goldenson, who expressed concern over the picture shortages at the Theatre Owners of America convention in Chicago last fall and urged exhibitor participation in any production, is now beginning to feel that the situation has changed.

It is understood that the present shortage is not as bad as was seen in the last stages of his meeting with the trade press today.

**Subsequent Pessimism**

Meanwhile, the smaller subsequent-run exhibitors are taking a gloomy attitude because they are finding it increasingly more difficult to solve the problem. One Allied member said that the situation is the reason why the national association will press for its stock-buying plan whereby exhibitors would acquire sufficient film stock to give to the public an increased production schedule. It is expected that the Allied board will throw its full weight on an attempt to solve the problem when it meets in New York on Feb. 25-26.

**Arnall Urges**

(Continued from page 1)

complete convertibility of foreign film earnings, and more determination to be ready to seek active and aggressive support of our Government to bolster our foreign trade relations was voiced here tonight by Ellis Arnall, president of the Society of Independent Motion Pictures.

Arnall, speaking in response to an invitation from the Motion Picture Industry Council following a joint committee's report to latter organization, said:

"When trade barriers are eliminated, when quotas are abolished, when subsidies are reduced, when all artificial restrictions are terminated, when film earnings are fully converted, no one can there be inducement to picture which have encouraged artificially-stimulated American production and today America picture will be made outside United States on overseas production by American companies, said:

"When trade barriers are eliminated, when quotas are abolished, when subsidies are reduced, when all artificial restrictions are terminated, when film earnings are fully converted, no one can there be inducement to picture which have encouraged artificially-stimulated American production and today America picture will be made outside United States on overseas production by American companies, said:

**Millionaire Gross**

At $6,100,000

"How to Marry a Millionaire" has grossed $6,100,000 during its first 220 domestic engagements, according to 20th Century-Fox. The Cinemascope release is still being shown in 78 of the situations.

**IMPPA-AFM in New Pact Talks Here**

Negotiations for a new contract between the Independent Motion Picture Producers Association of Hollywood and the American Federation of Musicians have been in progress for the last three days. The sessions are expected to wind up today, and the IMPPA representatives will take the AFM's proposals back to their members for consideration.

An undisclosed percentage increase in members' salaries plus the existing five per cent of the gross from television films is being asked by the AFM. The former contract expired last month.

Representing the IMPPA are Ed Finney, secretary-treasurer; Irving Bottomow, executive director; H. B. Markley, joint secretary, and Lindsay Parsons. The union negotiators are Clair Meeder, Phil Fisher and John Tegroen.

The producers' representatives will return to the Coast tomorrow with a tentative proposal.

**14,389 'U' Warrants Executed in Jan.**

WASHINGTON, Feb. 10.—Warrants for the purchase of 14,389 shares of Universal common stock were exercised during January and a like number of shares were issued for which the registrant received $10 per share.

Exercising of the warrants reduced 14,047 outstanding on Dec. 31 to 99,688 shares on hands, according to the Securities and Exchange Commission.

**Kodak Sets Budget For 1954 Program**

ROCHESTER, Feb. 10.—Eastman Kodak Co. announced that $40,000,000 has been allocated for its 1954 program to improve and expand plants and equipment in the United States. The sum is a 25 per cent increase over Kodak's capital expenditure budget for 1953.

**Grainger and Raftery Win Another Round In Shea Estate Suit**

Another round in the Shea suit against Edmund C. Grainger and Edward C. Raftery, former executors of the Shea estate, was lost here when the Appellate Division unanimously denied a motion by Gerald J. Shea, president and general manager of Shea Brothers, to challenge the court's decision to the Court of Appeals.

**Followed Appellate Decision**

The rejection came following a decision by the Appellate Division, Second Department, which in February last year was decided directly with the Court of Appeals.

**Leonard Named IFE West Coast PR Head**

Charles Leonard has been named West Coast public relations director for Inland Merchandising Enterprises, Inc., by Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and exploitation.

Formerly UA Coast representative, Leonard also was formerly with 20th Century-Fox, Universal and was with UA in New York. He has also served in similar capacities for Balaban & Katz and RKO Theatres as well as for independent producers.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

Rockefeller Center

**KNIGHTS OF THE ROUND TABLE**

In Cinemascope

ROBERT
AVA
TAYLOR
GILDER
FERRER
As M-G-M Picture in COLOR

and SPECTACULAR STAGE PRESENTATION

**BURT LANCaster**

**His MajestY**

**OKEEFE**

**PARAMOUNT**

Entirely re-sized...a never

**OCEAN FRONT**

4th of July to Labor Day

**MOTION PICTURE DAILY**

N.Y. Office: 23-1930

Yvon Hauss, The Family Jacobs
"My name's Friday. I'm a cop."

All you need are the facts, Mr. Business Man, and here they are. Thursday, January 28, 2:33 P.M., arrangements were concluded that made the hottest show news of the present day.

JACK WEBB will star in and direct a feature motion picture DRAGNET for the customers of WARNER BROS.

Produced by STANLEY MEYER — A MARK VII LTD. Production
THE GREATEST AMERICAN DRAMA

JUBILEE TRAIL
Gwen Bristow
Author of Deep Summer, Tomorrow Is Forever, etc.

Millions of readers thrilled to it as a Literary Guild Selection!

HERBERT J. YATES presents

VERA RALSTON • JOAN LESLIE • FORREST TUCKER • JOHN RUSSELL

with BUDDY BAER • Associate Producer and Director

Screenplay by Bruce Manning • Based on the Novel

A REPUBLIC PICTURE
The spectacle... the romance... the excitement against the panorama of the most turbulent period in American history... alive with love, treachery and passion... in opening a new empire west of the Rockies!
Another forward step...

In keeping with the increasing importance of refreshment sales at both indoor and drive-in theatres, the HERALD has developed an every-week-in-the-year plan to stimulate better refreshment merchandising.

As an expansion of service to theatre owners—and to the men responsible for building business at the theatres, the managers—this further step forward commences in the March 6th issue of the HERALD and will continue every week.

In the position immediately following the Managers’ Round Table department—“in the heart of the Herald”—there will be a weekly report on “Better Refreshment Merchandising”.

On the second week of each month it will be a complete department with additional, unique functions. An extra edition of the full department will be featured in the annual Market GUIDE issue of Better Theatres (March 27th).

Thus, alert theatre men will be kept abreast of better refreshment merchandising developments 53 times in the year!

To the 5,734 enrolled members of the Managers’ Round Table...

An advance outline of the BRM plan for interchange of business-building ideas has been mailed to you. If the first special bulletin has not reached you, please advise us.
Arbitration

(Continued from page 1)
as stated repeatedly by Abram F. Myers, general counsel, will not accept an arbitration system which does not include film rentals in its provisions. Johnston is in accord with the proposal of Theatre Owners of America at the organization's convention last November, which called for the convening of conferences of all exhibitors interested in establishing an arbitration system.

Johnston asked the exhibitor organizations to appoint an arbitration delegation of two officers or members and the organization to counsel. A similar invitation, Johnston continued, is being extended to the general sales managers and district sales representatives participating in distribution companies.

Copies to Washington

The MPAA head went on to say that he is sending a copy of his letter to the U. S. Attorney General and to the chairman of the subcommittee of the Select Committee on Small Business in the U. S. Senate, which has "expressed great interest in arbitration."

The invitations went out to the following: Marcus, president, Allied; Walter Reade, Jr., president, TOA; Harry Brandt, president, Independent Theatre Owners Association; Emanual Frisch, president, Metropolitan Motion Picture Theatre Association; Harry Arthur, president, Southern California Theatres Association, the latter organization replacing the recently dissolved Western Theatre Owners.

Para. Releases

(Continued from page 1)

2-D, and "Jivaro." In March and April "Red Garters," "The Naked Jungle," and "Casanova's Big Night" are scheduled for release. The featurettes are titled "Calling Scotland Yard" and star Paul Douglas. All three reels are expected to be released during March and April.

"With features becoming bigger and, naturally, longer, these subjects were ideally designed to round out a program, not only in single feature territories but, more importantly, in double feature territories," stated Mr. Reade.

He indicated that the three-reel featurettes would become standard in Paramount distribution if the reception of the first warrants.

Dany Robin Here for 'Act' Opening Tonite

With her 10-day nationwide publicity tour for "Act of Love" completed, Dany Robin, French actress who co-stars with Kirk Douglas in the Anatole Litvak drama, returned to New York yesterday and will serve as hostess tonight for the premiere of the picture at the Astor Theatre. United Artists distributed the film to approximately 500 celebrities to attend.

Relax 'Scope Screen Policy

(Continued from page 1)

exhibitors told Skouras that the bulk of Britain's film-goers patronize subsequent run theatres and these, currently, are unable to afford the expense of installing stereophonic sound.

Several also accused 20th-Fox of endeavoring to impose through its CinemaScope restrictions a "devastating monopolistic system."

Despite Skouras's promise that his company will assist small exhibitors in securing acceptable credit terms with which to finance installation of CinemaScope equipment, C.E.A. leaders feel that the matter clearly doesn't end there. In their present temper, independent exhibitors are determined to pursue their demand that stereophony be submitted to public tests.

John W. Davies, C.E.A. president, was chairman of the mass meeting. Skouras was accompanied by Murray Silverstone, president of 20th Century-Fox International Corp.; Earl Sponsable, 20th-Fox research head, and William J. Kupper, the company's managing director here.

RKO Board

(Continued from page 1)

of a special stockholders meeting to vote on the offer. The two steps expected to be taken at tomorrow's board meeting follow the provisions contained in the Hughes' offer, which, when pro-rated among the company's stockholders, will provide for a $26 payment for each share of stock. Hughes, in making the offer, said that he would not vote on the decision, either as board chairman, or as the principal stockholder.

March 30 Is Deadline

Hughes stipulated that his offer would have to be approved by the board not later than next Monday evening, and by RKO Pictures stockholders not later than March 30. Meanwhile, trading on the stock continued strong on the New York Stock Exchange yesterday with the quotation climbing 5/4 of a point, to close at $52.55. A total of 85,500 shares was traded yesterday.

M-G-M Book

(Continued from page 1)

outstanding pictures of these times, then brings the reader up to date with a description of the product lineup for 1954, with a special article devoted to the company's two CinemaScope features, "Knights of the Round Table" and "Rose Marie."

Prints from mats showing scenes from nine other "Jubilee" films also are included, as are line mats in all sizes for "Jubilee" campaign material to be used by theatres.

How does it begin?

Where does it end?
A star's best friend...

Pictures take months to make... may be unmade in split seconds.

For the superlative showings of which modern projection equipment is capable depend upon superlative film care.

Film coating, for example, lubrication, and inspection—all require precise knowledge, expert handling. And in cleaning, splicing, and winding, the film must be held "just so" in hands wearing the right type of glove; here, the slightest scratch means trouble.

On subjects such as these—ranging from choice of film to projection and film storage—representatives of the Eastman Technical Service for Motion Picture Film are trained to advise and work with the industry.

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.
Rebirth Predicted
Quality Films Increase Seen
By Goldenson

Notes Tremendous Wave Of Enthusiasm at Studio

An increase in the number of "quality" pictures out of Hollywood and a general renaissance in the motion picture industry was forecast here at the weekend by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Goldenson, basing his prediction on a recent two-and-a-half week visit to the Coast, said there is a tremendous wave of enthusiasm at the studios and with such enthusiasm the industry can't help but go forward. The AB-PT president was flanked at the press conference by John Balaban, president of Balaban and Katz, an AB-PT affiliate, who with Goldenson made a tour of the studios.

Goldenson opened the press conference (Continued on page 3)

TOA, TESMA Meets Still 'Up in Air'

The locale of this year's annual convention of the Theatre Owners of America remains "up in the air," a spokesman said, although negotiations with the Theatre Equipment and Supply Manufacturers Association for a joint convention continue.

The subject of a convention did not (Continued on page 3)

Text of Statement

Say Code Helps Industry Meet Its Responsibilities

Headed "Defent Entertainment Is the Best Entertainment," the following is the complete text of the statement issued at the weekend by a member companies of the Motion Picture Association of America reaffirming their confidence in the fundamental principles of the industry's Production Code.

We BELIEVE that the motion picture, as a medium of information and entertainment, is entitled to the freedom of expression guaranteed by the Constitution of the United States.

We abhor and oppose governmental censorship. Such censorship is alien to our basic American traditions of freedom.

As producers and distributors of motion pictures for a mass public, we have a continuing responsibility to the people we serve.

It is the responsibility to see that what appears in our pictures is decent and moral—for the families of all the world.

It is the responsibility to see that within these principles, artistic and dramatic integrity is maintained, that the screen may deal honestly and faithfully with life, and that the freedom under law which we claim shall not by its abuse descend into license.

The Motion Picture Production Code and the Advertising Code are effective means for discharging these responsibilities. This voluntary system of self-regulation was adopted in our industry nearly a quarter of a century ago.

The fundamental principles of the Production Code are not subject to change with the passage of time.

Rules and regulations accompanying the Code and dealing with customs and conventions have been changed from time to time in the light of experience.

The Code is a living instrument for our guidance.

We believe in its principles. We have adhered to them. We shall continue to live up to them.

Nothing in the Code has ever prevented the making of superlative, artistic and dramatic entertainment within the normal standards of decency and morality.

No sweeping changes or revisions are necessary to maintain this objective.

Decent entertainment continues to be the best entertainment.

S. Brody, President, ALLIED ARTISTS PRODUCTIONS, INC. Harry Cohn, President, COLUMBIA PICTURES CORPORATION

Nicholas M. Schneck, President, LOEW'S, INCORPORATED

Barney Balaban, President, PARAMOUNT PICTURES CORPORATION

Herbert J. Yates, President, REPUBLIC PICTURES CORPORATION

Spyros P. Skouras, President, 20TH CENTURY-FOX FILM CORP.

Milton R. Rackmil, President, UNIVERSAL PICTURES CO., INC.

Albert Warner, Vice-President, WARNER BROS. PICTURES, INC.

Retain Faith

MPA Members Pledge to Keep Present Code

No Sweeping Revisions Necessary, They State

Acting on the premise that "decent entertainment is the best entertainment," eight member companies of the Motion Picture Association of America have pledged their continued support of the industry's Production Code and the Advertising Code.

In a formal statement of policy, published in full in adjoining columns, the companies said at the weekend declared that the fundamental principles of the Code are not subject to change with the passage of time and that no sweeping changes or revisions in the document are necessary.

Reaffirmation of the PCA's purposes was signed by the presidents of Allied Artists, Columbia, Loew's, (Continued on page 6)

Brandt Acquires 18 St. Cloud Theatres

Brandt Theatres last week purchased the 18 New Jersey theatres of the St. Cloud Amusement Corp. from Harvey Newman, Irving Worner and Warner H. Mandell. Frank Fowler will continue as general manager of the houses.

The acquired theatres are in Belvidere, Blairstown, Clinton, Flemington, Franklin, Frenchtown, Hackettstown, High Bridge, Lambertville, Newton, Sparta, Sussex and Washington.

Brandt officially took over the theatres yesterday.

Harry Brandt said at the weekend that six would be equipped with stereophonic sound immediately.

Communion Breakfast For 2,000 on Coast

HOLLYWOOD, Feb. 14—Approximately 2,000 film people attended the third annual Motion Picture Communion Breakfast today at the Palladium following Mass at Blessed Sacrament Church. Assistant Cardinal McIntyre delivered the principal address.
I TTOA Accepts Arbitration Bid; Allied Position Seen Remaining Unchanged

The Independent Theatre Owners Association of New York has voted to accept the Motion Picture Association of America’s invitation for a conference to discuss the establishment of an industry arbitration system. At a special meeting in New York, Harry Brandt was authorized to send the official acceptance letter to Eric Johnston, MPAA president. While Theatre Owners of America had not accepted the bid at the weekend, it is a foregone conclusion that it will do so immediately now that the ITOA has instigated the move for the resumption of the negotiations.

The Metropolitan Motion Picture Theatre Association will be represented at the distribution-exhibitor meetings only by ‘observers’ because the organization is prevented by its constitution from dealing with trade practices. The position of Allied States Association on the subject of arbitration system is still that the theatre owners that the organization will not participate. However, the move may be taken up at a meeting of the Allied Board here Feb. 25-26.

Litvak, Dany Robin

Greet ‘A’t’ Guests

The New York premiere of “Act of Love,” which was held Thursday at the Astor Theatre, was attended approximately for Mr. Litvak, the new tenant in the entertainment, civic and diplomatic fields.

Mike Albert, operator of the Windsor Locks and Southington Theatres, Conn., has left there for a vacation in Florida.

Joe Sholes, Columbia Pictures publicist, has been elected corresponding secretary of the Society of Magazine Writers.

J. B. Heard, owner of the Star Theatre, Rosnokie, Ala., has again taken over the house after having leased it to others.

Al O’Keefe, vice-president in charge of distribution for Pola-Life-I-3, has arrived in Los Angeles from New York.

St. Fabian, president of Stanley Warner Theatres, is vacationing in Miami, and is due back here Thursday.

Morris Machine, owner of the New Theatre, Baltimore, is vacationing in Florida.

Al Domian has returned to Loew’s Poli, Bridgeport, after having served as relief manager at Springfield, Mass.

Dan S. Terbell, publicity manager for M-G-M, is due back here today from the Coast.

Don Loper, Hollywood designer, is here from the Coast.

Margaret Ettinger, publicist, has returned to the Coast from here.

Ned E. Denier left here at the weekend for a vacation in Arizona.

‘Robe’ Back on B’way.

“The Robe” will return to Broadway Feb. 27 with an engagement of indefinite length, it is said. The 20th Century-Fox CinemaScope release opened at the Roxy last Sept. 16.

Justice Dept. Gets
Allied Complaint on
Fox Sound Policy

WASHINGTON, Feb. 14.—Allied States Association’s complaints against 20th Century-Fox’s stereophonic sound policies have been formally filed with the Justice Department.

The complaints were sent to Attorney General Edward F. McGrady, and called on the Justice Department to attack the 20th-Fox insistence that CinemaScope showings be restricted to stereophonic sound equipment. While the resolutions were confined to the drive-in field, the complaint filed with the Justice Department was based as a challenge to the same situation in indoor theatres as well.

Retiring Letter

Mr. Myers refused to reveal details of his covering letter. He said he had sent a copy of the complaints to key members of Congress but that he would be ‘very much surprised if some of the drive-in people would call it to the attention of their Congressmen.’

Mr. Myers called attention to one error in the Sputnik Daily article, viz., his story on the response to Allied’s stock-buying plan. That story said that Allied’s stock purchase within the first two weeks had pledged over $300,000 to the plan and reported owning already about $40,000 in film companies.

Own 40,000 Shares

The exhibitors answering the questionnaires in the first two weeks already own about 40,000 shares in film companies, worth $40,000 worth of stock. Mr. Myers said the corrected figure would indicate a far greater stock ownership than the earlier figure did.

Abraham Spitz, 100,
Dies in Providence

PROVIDENCE, Feb. 14.—Abraham Spitz, 100, who was reported to be the oldest exhibitor in the United States, died here yesterday. Mr. Spitz was in theatrical work until last summer when his health began to fail.

Sam Herman, 65,
Dead

CHICAGO, Feb. 14.—Sam Herman, 65, veteran theatrical booker who died in Miami last week, was buried here, Herman, who had booked his shows in many Chicago theatres, had announced semi-retirement in recent years because of illness.

Praised for ‘Dines’ Aid

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Motion Picture Daily

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TOA-TESMA
(Continued from page 1)

Goldenson on Product
(Continued from page 1)

come up at the TOA board meeting in Washington recently and whether Kansas City, which is designated as the 1954 convention site, will be the host this year has not been determined.

It is reported that TESMA still is holding out to make Chicago's Conrad Hilton Hotel the site of not only this year's trade show but also the convention but those to be held every year, because of the facilities. This would indicate that TESMA prefers to tie the equipment branch of the industry, it will have to again convene in Chicago, the locale of last year's meet.

Allied States Association has stated it will not switch its plans to hold this year's convention in any city except Milwaukee, which was selected at last year's Boston convene, regardless of what TESMA decides to do about its trade show.

Indiana Suit Against Loew's, Lawsuit Filed

CHICAGO, Feb. 14.—Attorneys Sheldon Cohen and Seymour Simon filed a suit here Thursday on behalf of Louis Loew's, Inc., Chicago; Century-Fox Theatre, Michigan City, Ind., against Loew's, Inc.; Indiana-Illinois Theatres, Chicago; and Frank Balaban & Brothers, the exhibitors. Alex Manta and Jack Rose, asking for an injunction to prevent the defendants from continuing an alleged conspiracy to monopolize first-run pictures in Michigan City.

The suit, filed in U.S. District Court, follows efforts on the part of Indiana-Illinois to take pictures away from the Liberty, including bidding so high for the pictures in their Tivoli and Lido theatres that losses on the engagements were certain.

The present action came about as the result of Indiana-Illinois informing the distributors that the circuit did not want to be a part of the conspiracy and preferred bidding. Inasmuch as Loew's is the only company to deal with the circuit, the other distributors are named defendants.

The case will be heard by Federal Judge Julius Hoffman, but no date has been set as yet.

Industry 'Comeback' Lauded in Editorial

CHICAGO, Feb. 14.—An editorial praising the film industry for its new vigor after a period of gloom has been published by the Chicago Daily News.

"The days of despair induced by television are now forgotten by many," the editorial states. "The glimpse of handwriting on the wall and decided to do something about erasing it," the editorial continues. "A new vigor and new film dimensions have been used by Hollywood to meet and conquer competition from television."

The editorial states in pointing out that an Associated Press story from Hollywood reports that "after five years of gloom the film industry is enjoying good times again and looking forward to better ones."

Goldenson on Product

TOA's new shortage of exhibits is being met by a rush of product, according to Charles Goldenson, president of Associated Producing-Box Office-Theatre Allied-

New product will be a large addition to the 250 exhibitors who are being treated to a new visual sound as "an added value" to a picture and told of his talks with Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production. The ABPT president said that it is wrong to expect perfection in stereophonic sound at this stage and added that Zanuck is well aware of the stereophonic sound problems and is seeking solutions. Goldenson pointed out that the number of CinemaScope installations in the ABPT circuit at from 250 to 300. He said that as long as the ABPT has no plans to engage in film production, he said exhibition should not consider production on its own and that the studio should concentrate on its present activities.

Balaban held out hope for exhibitors for the introduction of TV in their areas, claiming that it has his experience that it takes a shorter time for theatre attendance to bounce back when it is in the past, when home TV moved into an area.

Finalize Plans for Variety Convention

DALLAS, Feb. 14.—Final details are being completed here for the Variety Clubs International convention which is scheduled to open March 21. John Rowley, general chairman of the convention, has announced that the program for the convention has been finalized.

Chairmen and the committees which they head are: Albert Reynolds, registration and hotel; C. A. Dalen, greeters; Meyer Racho, financial; Ronald Martin, transportation; Mrs. John Rowley, ladies; Charles Darden, Boys Ranch program, and Kendall Way, club rooms.

The business sessions and luncheons, entertainment by top talent will be featured every evening in the club rooms and at the Hotel Adolph, which is part of the Frontier festival.

Murphy Reelected

HOLLYWOOD, Feb. 14.—The executive board of the American Federation of Radio and Television Artists of America, Inc., and the Board of Governors of the Screen Actors Guild, Inc., met here Thursday and re-elected George Murphy president for the ninth year.

Seek Big Property And Top Star for 3rd in Cinema

A big story property, coupled with talent of star caliber, is being sought for the third Cinema production, it is learned. The Balaban and Katz executives continue talks with major studio representatives and independents on production plans.

The reasoning behind looking for a "big" property with top story and top value is the fact that the third Cinema production must open a new path for the medium, relying on the fact that the property contained in "This Is Cinema" and to a lesser degree in the forthcoming "Holiday Parade."

Another factor weighing in the decision, it was pointed out in trade quarters, is that Cinerna will have to meet the competition of the new Todd-AO 65mm. medium, the first production in which will be "Oklaho-"m.

Contracts Up for Review

Meanwhile, with Cinerama Productions, Inc. no longer in the production and exhibition field, having sold its rights to Stanley Warner, the contracts of Louis B. Mayer and Merian C. Cooper are up for review. Mayer, who is president of Cinerama Productions, has a contract calling for the payment of $1,000 per week as "consultant," while Cooper, now in the company, has a contract calling for the payment of $1,100 weekly to him and Argox Pictures as production head for Cinerama. As stated in the last annual report of Stanley Warner, the salaries of Mayer and Cooper, however, who is expected in New York within the next two months, is slated to con-}

FPC Installing 'Scope At 1-a-Week Rate

TORONTO, Feb. 14.—CinemaScope is being installed in units of Famous Players-Lasky at the rate of one theatre each week. The latest Ontario theatre with CinemaScope is the Canadian Imperial at Peter-borough.

Loew's will install theatres here and at London, Ont., is the only other Canadian circuit with CinemaScope equipment.

Claim New Speaker For 'Scope Drive-Ins

DALLAS, Feb. 14.—A single drive-in in the New York area is claiming, will competently reproduce high fidelity sound for CinemaScope pictures. It is understood that the new process was disclosed here by the International Drive-In Theatre Association of New York. The speaker will be available through the association, according to its president, Claude E. S. Colton.

Officials of 20th Century-Fox, also in New York, that they knew nothing about the new speaker for drive-ins announced in Dallas. It was not been approved for presentation of 20th-Fox CinemaScope productions.

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THE FINAL COUNT IS IN!

PARAMOUNT IN MONEY-MAP

in M. P. Herald’s Fame, in Boxoffice

AND NOW PARAMOUNT CONTINUES ITS LEAD WITH THE LARGEST NUMBERS

This different picture is hitting the stride of all-time musical greats in its first 200 Texas dates.

RED GARTERS

starring
Rosemary Clooney • Jack Carson
Guy Mitchell • Pat Crowley • Gene Barry
Cass Daley • Color by Technicolor

Daring love, set in outdoor spectacle — and topped by a startling, spectacular climax by Producer George Pal.

HAL WALLIS’ MONEY FROM HOME

starring
Dean Martin and Jerry Lewis
Color by Technicolor

Terrific in 3-D now! Available for 2-D showings soon. It’s definitely record-smashing in any dimension.

THE NAKED JUNGLE

starring
Eleanor Parker • Charlton Heston
Color by Technicolor

This adventure in the farthest outposts of the frozen north will be plenty hot at your boxoffice.

ALASKA SEAS

starring
Robert Ryan • Jan Sterling
Brian Keith • Gene Barry

GREAT PARAMOUNT NEWS AND SHORTS TO
Rocking audiences everywhere as two women fight for one man, pitting instinct against experience.

FOREVER FEMALE
starring
Ginger Rogers • William Holden
Paul Douglas • James Gleason
Pat Crowley

Adventure in the Amazon headhunting country — with four men battling for gold and a golden-haired woman.

JIVARO
starring
Fernando Lamas • Rhonda Fleming
Color by Technicolor

For Easter! Bob Hope surrounded by production splendor and strong star support in a big song-and-laugh show.

CASANOVA’S BIG NIGHT
starring
Bob Hope • Joan Fontaine
Basil Rathbone • Audrey Dalton
Color by Technicolor

A trio of magnetic stars in a thrilling and spectacular picture filmed in fabulous Ceylon.

ELEPHANT WALK
starring
Elizabeth Taylor • Dana Andrews
Peter Finch • Color by Technicolor

Have you played “Popeye” and “Casper” in 3-D?
MPA Pledge

(Continued from page 1)

Paramount, Republic, 20th Century-Fox, Universal and Warner Brothers. If an artist is appointed a member of the MPAA and RKO Radio is not in good standing as a member at present because of the situation created by the release of "The French Line," with a PCA seal in violation of MPAA regulations.

Impressive Answer

In substance, the stand taken by these companies appears to be the official answer to those who have advocated changes, radical or otherwise, in the provisions of both the industry's production and advertising codes.

Date 'Phantom' Into 250 Mid-West Houses

Warner's "Phantom of the Rue Morgue" will open Feb. 24 in 250 theatres in the Cincinnati, Cleveland and Indianapolis exchange areas, after avoidable delays caused by censorship.

To exploit the 3-D and Warner-Color release, Warners has planned two special trailers, spot radio, radio announcements and newspaper advertising, and a shadow-box display for projecting the pictures. The display, which Warner says is the first of its kind ever made available, is expected to create advertising interest by its use of lighting and dimensional effects.

Mayer in Defense Of Foreign Films

Arthur L. Mayer, president of the Independent Distributors' Association of America, in a letter to Auxiliary Bishop Joseph Flannelly, administrator of St. Patrick's Cathedral here, takes issue with the churchman for his recent reference to an "impending plague of leathsome foreign pictures." Bishop Flannelly had stated that the decision of the New York Supreme Court on censorship could bring "a fitter avalanche on the nation." Mayer's reply, in a letter quoted in the New York Times, says that no foreign film could be imported until passed by U. S. customs officers and thereafter "must be approved by various censor boards."

"If by 'leathsome' you are referring to pictures dealing with reasonable caution with some of the problems of modern life, we must protest that it is possible to regard such films as playing a part in the "immoral, un-American purveyors of filth,"" Mayer wrote. "If, on the other hand, you have in mind pornography or obscene mise en scene, pictures, we who are in close touch with the situation, can assure you that the danger you point does not exist.

Miss Ball and Arnaz Coming for 'Trailer'

Lucile Ball and Desi Arnaz, stars of M-G-M's "The Long, Long Trailer," will arrive in New York Thursday and will make a personal appearance the same night at the Radio City Music Hall premiere of the film. They will also participate in a "radio" from the new Red Cross building in Brooklyn and will make an appeal for the Heart Fund.

Goldenson Reaffirms Support of Code

Reaffirming his strong support of the "Production Code," Leonhard Goldenson, president of the American Broadcasting-Paramount Theatres circuit, said at his press conference that he recommends that no picture without a Code Seal be exhibited in an ABP house.

Goldenson said at his press conference at the Waldorf Astoria that the ABC-Paramount circuit is a decentralized one and that the affiliated circuits do their own booking. Furthermore, he said, "our recommendation is not to play a picture without a Code Seal." "Our own feeling," he continued, "is that the Code should be adhered to and followed at all times. Its principles, he added, 'are sound and are for the good of the industry.'

Ampa Hearns Three Champion Production Code

Endorsement of the Production Code Administration as an agency which protects the public from the "abuses" of the industry, producers coming from Mrs. Dean Gray Edwards, motion picture chairman of the General Federation of Women's Clubs, in a forum on the Code here last Thursday. Mrs. Edwards is one of three speakers in support of the Code who addressed the 12th and final session of the 1953-54 Showmanship School of the Associated Motion Picture Advertisers. The others were M. L. Simons, director of exhibitor relations for M-G-M, and Philip J. O'Brien, an attorney specializing in censorship law, formerly on the legal staff of the Motion Picture Association.

Warms 'Pitfall's'

Declared Mrs. Edwards: 'I think I can safely say that what the thinking women of this country want are films to which they go with their families, which adolescents may attend, and decent people generally, without confronting lascivious or colorless or material to offend them. We think that the experience of the Production Code Administration with the complaints of the public back in the 1920's is far more to be depended upon than the judgment of the producers in the field who could not possibly know all the pitfalls of public objections.'

Simons said: 'I think I can safely say on behalf of our exhibitor customers that, with few exceptions, they want no part of pandering to the lowest tastes in films for the simple reason that, historically, they know there is no profit in wrong-doing.'

Citizen Other Fields

O'Brien called attention to the "La Ronde" and "X" decisions, as a healthy awareness on the part of the public of the existence of government censorship in the U. S. He pointed out that there is a wide difference between what it will not do and the government telling the industry what it cannot do. O'Brien, upholdng self-regulation practiced by other industries, such as the Society of Newspaper Editors and radio and television, which have adopted codes.

finest service to California on "THE HOLLYWOOD"
Board United's famous one-stop DC-6 Mainliner to Los Angeles, with the last flight arrive at 7:55 p.m. Delicious United lunch and dinner are included. Airline advance Hollywood and "the Overnight Hollywood".

Independent Product Increasing; Rates a Code Rob Arnall

HOLLYWOOD, Feb. 14—Independent production is on the upswing, Edis Arnall, president of the Society of Independent Motion Picture Producers, told the organization's executive committee at a luncheon meeting here yesterday. Arnall also cited Samuel Goldwyn's recent stand on the Production Code as he spoke of independent producers furnishing more independent pictures in 1953 than in 1952.

Arnall said that "major companies are recognizing the advantages of independent productions and are decentralizing their operations in order to utilize independent units. As SIMPP's part unit is becoming increasingly active in foreign film markets, independent producers should be able to attract more recognition in industry affairs at home and abroad," Arnall said.

Truba asks Revision of Md. Censorship Laws

BALTIMORE, Feb. 14—A change in Maryland's censorship laws has been asked by Sydney R. Traub, Baltimore attorney for the American Society of Motion Picture Censors.

During a radio broadcast Traub declared that the state legislature, now in session, "should commence to spell out in carefully written provisions what is deemed acceptable and what is deemed unacceptable." In the state's censorship statutes, otherwise the United States Supreme Court "may possibly lay down the law and possibly all, undefined categories in our statute."

Adjectives Unchallenged

At present, only the words "indecent" and "obscene" remain unchallenged by either the Baltimore City Court or the Supreme Court, he pointed out.

Traub added that the Maryland censor board is "watching with a great deal of interest" the censorship boards since the Supreme Court overthrew bans in Ohio and New York. "It's about time before the legislation seeks to make the Maryland Court of Appeals instead of city courts the final arbiter in censorship appeals by the censor board and exhibitor or distributor appellants."

ABC Salutes ASCAP On Two Radio Shows

The ABC radio network saluted ASCAP Saturday and yesterday on the latter's 40th anniversary. George Jessel was the narrator on a two-hour program Saturday night, and Paul Whiteman honored the organization on his show yesterday. Stanley Adams, the society's sixth president since its founding in 1914, spoke on both programs.

TV Promotion for 'Cell'

To promote the New York opening of "Cell", series "Right Cell Block II," Allied Artists has purchased more than 50 announcements on NBC, ABC, and CBS for the first week. The picture opens Friday and will run for eight days. The picture opens at the Mayfair Theatre on Thursday.

Sunday Film Issue Is Shifted to County

CHARLOTTE, N. C., Feb. 14.—The problem of Sunday shows here which now are prohibited between 9 and 9 P.M., was given to the County Commission by the City Council at its meeting last week.

The County Commissioners stated that they are not a law-making organization, and that laws for business in areas lying outside the city must be made by the General Assembly at Raleigh.

Finney May Produce Picture in Spain

Independent producer Ed Finney is planning to produce a picture in Spain with possible production assistance from the Spanish government, he said. Titled "An American in Spain," the picture will feature Hollywood names.

Finney said he was negotiating with Rudolf Friml to write the music for the production.
![Motion Picture Daily](https://example.com/motion-picture-daily.png)

**Rank Averts Tie-up Through Firm Stand at Pinewood Studio**

LONDON, Feb. 14.—Following an unexpectedly firm stand by the Rank Organisation against the recently announced schedule of production schedules at the organization's Pinewood Studio, averted a possible strike.

One hundred members of the National Association of Theatrical & Kinematographers had been given notice of dismissal in view of a temporary and seasonal cut-back in production. The attack was at the studio during a meeting of the studio executives and announced that failing the withdrawal of the dismissal notices a ban on overtime would be imposed forthwith.

NATK's Pinewood shop stewards were promised the support of the other studio unions; namely, Association of Cine & Allied Technicians and the Electrical Trades Union.

**Chicago Red Cross Trade Unit Meets**


Team captains of the amusement division attending were: Lou Abramson, Mannie Gottlieb, Robert Harms, Al banana, Louis Littell, Ben Louriec, Irving Mack, Natz Platt, Jack Rose, Manny Snerling, Arnold Silber, Bruce Truex and Dave Wellenstein.

**Duffy of San Quentin**

(Warner)

IT IS quite natural that the reflections of Warner Chotin Duffy, who spent more than a half-century at San Quentin Prison, should bring back memories of hectic times. Paul Kelly plays the noted warden, with Joanne Dru as his wife, and various historical events are covered. The film begins with the capture, by Duffy, of the notorious 19th century desperado James优势, and the story unfolds like a staged courtroom drama.

When Duffy first took over as warden the appointment was to have been for 30 days. Immediately he abolished the stock pigeon system, solitary confinement, and other practices. The innovations put Duffy between two sets of enemies: those who were for and those who were against the changes. He is very little known outside of California, and his efforts to build up the prison as a place where men can be trained to become useful citizens. He succeeds in this aim, and the film ends with the release of a prisoner who has been rehabilitated.


**House Group Vetoes AAAA Income Plea**

WASHINGTON, Feb. 14.—The House Ways and Means Committee rejected not to do anything about the Hollywood proposal that taxpayers be allowed to average their income over five years or longer.

The proposal was introduced by the committee during its hearings last summer by spokesmen for the Asso-

**MGM Sets 4 for Hall To Follow ‘Knights’**

Four M-G-M films will follow that company's “Knights of the Round Table” at Radio City Music Hall here. They are “The Long Long Trail,” in which they will, open there Thursday; “Rhapsody” starring Elizabeth Taylor and Victor Mature; “The Merry Widow” starring Ann Blyth and Howard Keel, and “Executive Suite.”

Three M-G-M films played an aggregate of 35 weeks at the Music Hall.

**Returns to Exhibition**

PORTSMOUTH, O., Feb. 14.—The United Artists “Top Banana,” starring Paul Simon in the film version of the Broadway hit, will make its New York premiere at the Victoria Theatre here on Friday. Support- ing S Showers is the entire original cast of the Broadway production.

**U. S. Tax Collections Down on New Basis By 21.6 Per Cent**

WASHINGTON, Feb. 14.—General admission tax collections from July through December last year were about 21.6 per cent below collections in the like 1952 period, the Internal Revenue Service said.

It listed collections of the last six months of 1953 of $136,320,000, compared with $173,828,000 for the corresponding 1952 period.

The figures are not too meaningful, however, since last July the Service switched to a new basis for reporting excise collections, and exhibitor payments are lagging considerably behind those a year earlier.

This situation is pointed out by the December figures, also released by the Service today. It showed collections of only $43,300,000 for December 1953, compared with $27,160,000 for December 1952.

**Mission’ Premiere Feb. 25 in Salt Lake**

"Dangerous Mission," RKO 3-D release in Technicolor, will have its world premiere at the Utah Theatre, Salt Lake City, on Feb. 25, Charles Boasberg, general sales manager, an- nounced.

The premiere will be followed by saturation bookings throughout the area. Plans are now being made for an extensive exploitation campaign for the premiere engagement.

**Cleveland 2nd-Runs Raising Price Scale**

CLEVELAND, Feb. 14.—Admission prices in subsequent-run houses in this area show an upward trend. The Stanley Warner Colony and the Vogue theatres have increased the scale from 60 to 70 cents for adults, from 39 to 50 cents for juniors and from 20 to 25 cents for children. The Shaker Theatre, of the Associated circuit, has adopted the same scale.

**Fly TWA to Europe and Save!**

Hotels are uncrowded, your dollars buy more and are saved.

Tickets (Nov. through March 31) you save up to $101 on TWA round-trip tickets to Europe. Use your travel agent or call TWA, Trans World Airlines.
Give More... 
Sell More!

Can you improve screen light for pennies per day?

- Your present "National" carbon trim may be capable of giving much more light than your patrons are now enjoying. It's easy to find out for yourself.

ARE YOU OPERATING YOUR CARBONS AT MAXIMUM EFFICIENCY?

If not, you can do so and get a better picture... in many instances for as little as the price of one admission per day in slightly increased carbon consumption.

HERE'S WHY: All carbons are designed to deliver greatest brilliance, most uniform light distribution and best color balance at the maximum recommended operating current.

Take full advantage of this fact and you can't help but improve your position in a highly competitive market.

THE PICTURE IS LIGHT—GIVE IT ALL YOU CAN with "NATIONAL" CARBONS

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Tradewise...

By SHERWIN KANE

It is reassuring to note that the recent and continuing public agitation over proposals for basic changes in the industry's Production Code caused no confusion in the minds of presidents of the member companies of the Motion Picture Association of America.

Men with shorter memories, or less sagacious appraisal of the working of the Code and its vital place in the industry's public relations, might have found it easy and popular for the moment to meet the clamor part way by agreeing to something less than fatal changes in the Code.

That these leaders of the industry saw fit instead to stand solidly in support of the Code and its basic principles, reaffirming their historic position in the face of the not inconceivable opposing clamor, is a guarantee that, instead of the responsible organized industry is concerned, motion pictures are not headed abruptly for a return to those years in the mid-1920's when virtually everything pertaining to Hollywood and its... (Continued on page 2)

IMPDA Asks FTC

For Curb on IFE

The Independent Motion Picture Distributors Association, the membership of which includes the principal distributors of foreign films here, has asked the Federal Trade Commission... (Continued on page 4)

Allied Unit Finds

Product Increasing

DE SOKINES, Feb. 15. — The supply of product is "loosening up to some extent," says a bulletin of Iowa, Nebraska and Mid-Central Allied. Easing up of the product situation was credited in part to the "protests" of exhibition and possible production plans by exhibitors. "Extended playing time for some of the bigger pictures has helped to alleviate this situation, too," Charles Jones, secretary, states, adding however, that "pictures are not too plentiful."

"Rhapsody"

(M-G-M)

EXCELLENT music and a delicate, romantic story have been combined to make "Rhapsody" a rare treat, for discriminating audiences. Although it may have been designed for patrons with cultural tastes, there are other qualities and ingredients to win the approval of the general public. The picture has been Handsomely mounted, filmed in color by Technicolor against Alpine, Zurich and Paris backgrounds.

Sharing the top roles are Elizabeth Taylor, Vittorio Gassman and John Ericson, with able support by Loula Calhern and, in a less prominent role, Barbara Bates. Each gives a performance that borders on perfection and Charles Vidor's direction is smooth and sincere. Lawrence Weingarten produced from a screenplay by Fay and Michael Kamin.

The story tells of two loves in the life of Miss Taylor, each of which is beset by a "rival." But the "rivals" is not in the form of a third party but takes shape in the musical ambitions of the two men in her life. In both instances she is obliged to stand aside in favor of their pursuit for musical fame and achievements. She leaves her Riviera home to... (Continued on page 5)

Exhibitors Reply

Uphold MPAA Code Stand But Some Favor Revisions

Early exhibitor reaction to the reaffirmation of confidence in the Production Code by eight member companies of the Motion Picture Association yesterday indicates general approval but some feel that revisions would not be out of line with accepted standards. Some revisions, of course, are under consideration now by the MPA board.

Charles Skouras, president of National Theatres, speaking from Hollywood, termed the statement by the company presidents reaffirming faith in the production code, "fine, constructive action. The Code is an indispensable factor in our industry's welfare and must have unflagging support."

Ben Wallerstein, Pacific Coast zone manager for Stanley Warner... (Continued on page 1)

Employees Will Lease

18 Houses of WMT

As Separate Firm

HARTFORD, Feb. 15.—Veteran employees of Western Massachusetts Theatres, Inc., are being given the opportunity to acquire stock in a new corporation, to be known as Theatre Managers, Inc., which will lease and operate 18 theatres from the circuit, with the circuit retaining ownership of the real estate and the theatres. Samuel Goldstein, president of WMT, will also serve as president of the new organization.

Nineteen employees of WMT hold options to purchase from 100 to 300... (Continued on page 1)

12 from 20th Now

To June; 6 in 'Scope

And 6 Standard

Six CinemaScope releases and six standard films, all but one of which are in color, will be released by 20th-Century-Fox between now and June, the company announced yesterday. Nine CinemaScope short subjects also will be placed in exhibition during the same period.

February releases are "Hell and High Water," in CinemaScope and color by Technicolor-De Luxe, and "Miss Robin Censor," a standard film in Pathescope. For March, "Night People" in CinemaScope and Technicolor... (Continued on page 2)

Year's Tops

Candidates for

1953 'Oscars'

Are Nominated

Eligibles for Academy Awards on March 25

Hollywood, Feb. 15.—Nomination for the Academy of Arts and Sciences "Awards of Merit" for the past film year were announced here tonight. The Awards' ceremonies at which the winners of the "RSO-car" will be disclosed will be held here on March 25. The proceedings will be telecast and broadcast nationally.

Following are the nominees in the major Academy Award categories:

Best Motion Picture: "From Here to Eternity," Columbia, Buddy Adler, producer; "Julius Caesar," M-G-M, John Houseman; "The Robe," 20th Century-Fox, Frank Ross; "Roman Holiday," Paramount, William Wyler... (Continued on page 2)

RKO 'Holdlers Meet

Set on Hughes' Bid

RKO Pictures' stockholders will convene in Dover, Del., March 18 to vote on acceptance or rejection of Howard Hughes' offer to pay $8 per share to acquire all of the company's assets.

The stockholders' meeting was called by the RKO board of directors, which met in Atlanta at the weekend and accepted Hughes' $23,489,478 cash... (Continued on page 5)

3 Reade Theatres

Switch to Stereo

The three Walter Reade theatres in Morris town and Perth Amboy, N. J., and in Kingston, N. Y., which has installed the "mixer" and "converter" single horn sound for CinemaScope pictures have switched to full stereophonic sound.

The Community in Morris town is scheduled to open tomorrow with "Beneath the 12-Mile Reef" with the 20th Century-Fox, equipped equipment. Originally, these houses were permitted to continue with the single-horn method as their early CinemaScope bookings had been publicly advertised.
Personal Mention

BARNEY BALABAN, Paramount president, is scheduled to leave here tomorrow for the Coast.

CHARLES LEVY, Walt Disney Prod. Eastern publicity director, and Nzo Clarice, his wife, returned to New York at the weekend from the Coast.

CHARLES c. STEINBERG, Warner Brothers assistant Eastern publicity director, and his wife, a daughter born Friday at Mrs. Steinberg at Lexow Hill Hospital.

JULES LAFORD, Warner Brothers Eastern and Canadian division sales manager, left here yesterday for a tour of the company’s Central district branch offices.

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, is in New Orleans from New York.

Leo Samuels, Walt Disney Prod. world-wide sales supervisor, has left here for the West of the company’s Western branches.

JACK CUMMINGS, M-G-M producer, will sail from New York tomorrow aboard the “Queen Mary” for Europe.

BERT ORDE of “Redbook” has arrived here from the Coast.

GEORGE KALLMAN, United Artists manager in Panama, has arrived in New York for a home office visit.

ANATOLE LITVAK, producer-director, and DANY ROBIN, French actress, left New York at the weekend for Paris.

CONSTANTINE J. BASHI, president of the Basil circuit of Buffalo; Basil J. Basho, vice-president, and V. Spencer Balser, film buyer, will leave Buffalo today, accompanied by their wives, for Miami and Havana.

JAMES BOYLE, of the field exploitation staff of Columbia Pictures, left Oklahoma City yesterday for Tulsa.

Marcus Named Rep. Far East Sales Head

Morey Marcus has been named vice-president of Republic Pictures International Corp. in charge of sales for the Far East, by Richard W. Altschuler, president. Marcus formerly served as general manager for Republic’s vice-president and V. Spencer Balser. Prior to joining Republic in 1951 he was in charge of the Far East offices of M-G-M and of Paramount Films International in Southeast Asia.

Skouras in Athens

LONDON, Feb. 15.—Spyros Skouras, 24th-century Fox president, who went to Athens from here, is expected back in London toward the end of the month. Murray Silverstone, head of 20th Century-Fox International, is remaining here until Skouras returns.

Russell Downing Chairman of V.C. Dinner May 6 in Honor of William J. German

Russell V. Downing, president and managing director of Radio City Music Hall, has been named chairman of the committee in charge of the New York Variety Club’s First Annual Heart Award Dinner, which will be held today.

The dinner will honor William J. German, president of the Foundation to Combat Epilepsy, which supports the clinic for epileptic children at the Columbia-Presbyterian Medical Center.

The dinner, details of which will be announced shortly by the ELC, will be held Thursday, May 6 in the grand ballroom of the Waldorf-Astoria Hotel.

ECL Trust Suit Set For Trial in March

The anti-trust suit filed in 1951 by Fredric E. Funder, a Manhattan lawyer, against the major distributors and Loew’s and RKO Theatres has been placed on the March term for trial in New York Federal Court.

While no date has been set, company attorneys believe the trial will be among the first of the 1955 calendar. Although ELC assets subsequently were acquired by United Artists, the claims have been assigned to the United Artists. The company will retain as a defendant even though it took over the ELC.

$15,000,000 Is Asked

Asking $15,000,000 in damages, ELC charged that its pictures were denied access to the New York market because of the alleged split of product by RKO and Loew’s.

See Johnston Trip To Paris in March

Eric A. Johnston, president of the Motion Picture Association of America, may visit Paris around March 15 to resume negotiations on the American films imported into France.

Johnston, who is in Sao Paulo now to attend the Brazilian film festival, is slated to go to Argentina from there, returning to the U.S. March 5 or 6 and to leave around the 15th for the Near East on his last trip as MPAA president.

MPPA members, who have received invitations from Cairo and Berlin to participate in film festivals, will be represented by the MPAA board meeting here today.

The board also will take up the report of relaxation of the Guatemala City film tax.

Lupa Opens Tomorrow

“La Lupa,” Italian film presented here by Jules Lapidus, was released by the American premiere at the World Theatre tomorrow.

Darrel Dance Heads USIA Office Here

Darrel Dance, former chief of the technical and scientific division of the International Motion Picture Division of the U. S. Information Agency, has been named acting head of the USIA under Title 23.

Dance succeeds Jack Connolly, who has been appointed chief of the domestic branch of the USIA with headquarters in Washington. Connolly, however, will spend one day weekly in the New York office.

Rep. Doyle Endorses SCTOA Tax Proposal

HOLLYWOOD, Feb. 15.—The Southern California Theatre Owners’ Association’s drive to eliminate taxes on ad admissions of $500 or less has been endorsed by Congressman Clyde Doyle, Dn., Calif.

In a letter to Harry C. Arthur, chairman of the SCTO board of directors, Doyle commented that “this revised proposal on the part of the association should win strong and favorable support. I hope it will.”

Go on to say that “I was one of the group that felt the tax on all admissions should be taken into consideration favorably by the Ways and Means Committee.

Apart from National Drive

Receipt of the letter was said to have spurred SCTO in its efforts to continue its all-out drive to eliminate taxes on low-admission theatres, aimed at relieving the smaller exhibitors in need of government aid, and, as well, as the theatre patron to whom the tax elimination represents a great incentive to patronize the theatre.

The SCTO effort is apart from and is not endorsed by the national tax repeal campaign committee of the Council of Motion Picture Organizations, representing the entire industry.

William Goodwin Dies

PHILADELPHIA, Feb. 15. Funeral services for William C. Goodwin, Altec Service Corp. held on Monday, will be held on Friday. Goodwin, a member of the Altec organization for 25 years, died last Tuesday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher. Sherwin E. Ross, Jr., Managing Editor. Alvin H. Schenck, Advertising Manager. 120 S. LaSalle Street, Chicago, Illinois. Entered as second-class matter, second-class matter, 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 $8 foreign; single copy, 50c.

TRADEWIDE...

(Continued from page 1)

product was a public scandal and the object of public scorn.

The Code came into being because of those conditions. It has done a great deal of help to avert the economic catastrophe which threatened the world of motion pictures then and in making impossible a recurrence of such conditions.

INDUSTRY participation in the observance of Brotherhood Week, beginning next Monday, promises to be the most extensive and effective in all the years that motion picture people have given of themselves to help achieve the worthy aims of the National Conference.

The determination and enthusiasm apparent in this year’s campaign runs from the national organization headed by Emanuel Frisch up every grass root committee and every local theater. All seems ready to aid in giving people an opportunity to re-dedicate themselves as individuals to the basic ideals of respect for people and human rights which are essential to our way of life,” which is the primary purpose of Brotherhood Week.

The best tools for successful campaigns by participating exhibitors have been fashioned by the publicity committee under Max E. Youngstein and have been placed in the hands of the showmen who stand ready for the opening of the campaign. If you are not one of them, there still is time to do your part. Contact your regional Brotherhood committee.
The Long Long Trailer

It's the kind of happy entertainment that millions of pleasure-seeking teens flock to see when they read about it in...

is SEVENTEEN'S March PICTURE OF THE MONTH because...

It brings popular Lucille Ball and Desi Arnaz to the public in their first full-length feature.

It's M-G-M's 30th Anniversary salute to a fun-loving public.

Slate Bill in N. Y.
To Clarify 'Immoral'

ALBANY, N. Y., Feb. 15.—Clarification of the term "immoral" in the New York State licensing law, under which the board of censors operates, will be sought in a bill, slated to be introduced this week at the suggestion of the State Education Department.

In light of the recent U. S. Supreme Court ruling on "La Ronde," lifting the New York State ban on the film, favorable action on the proposed bill is expected. Prior to making its ruling the "vagueness" of the state's "immorality" provision was hit by the Supreme Court. The State Education Department suggested the changes following the recent monthly Board of Regents meeting here.

The Long Long Trailer

Code Stand

(Continued from page 1)

Famous Players Canadian Corp., stated in Toronto that he was in accordance with the present Code, although it was reported that "perhaps it might be revised in order to give it better workability in line with experience.

"We cater to a family trade," he said, "and we would regret any changes in the Code that would permit types of pictures that would not meet with the approval of the greater number of people we cater to.

Fitzgibbon added that if the Code follows the Golden Rule and the Decalogue, then "it stands for what we consider to be the right type of entertainment for the family trade."

Dick Main, independent Canadian exhibitor of Sutton, Ont., and secretary of the National Committee of Motion Picture Exhibitors Associations, said he was in favor of the Code in principle, but suggested that it should be revised in line with the classification of the Ontario Censor Board. This, he said, would permit the making of pictures for the "adult, sophisticated mind and reach out to the lost audience and meet the competition of TV."

Such pictures, Main continued, would be advertised as not suitable for children under 16 and would provide a proper guide for parents.

Harry Brandt, head of Brandt Theatres, said that he wholeheartedly endorsed the "basic principles of the Code, but am in favor of an effort to bring it up to date with exhibitor representation."

Wilbur Snaper, head of Allied Theatres of New Jersey and former president of national Allied, reiterated his statement of Jan. 7 when he said that the Code was necessary but that "it should be re-examined from time to time. He also stated that exhibits might be helpful in making certain changes if and when changes are contemplated.

Kermit Stengel, executive vice-president of Crescent Amusement Co., Nashville, feels that the codes have "done much to prevent senseless censorship, probably state censorship. Both producers and exhibitors are indebted to them for their extra careful restriction of what is filmed."

Russell Holder, general manager, Rockwood Amusements, Inc., Nashville, hopes that the "codes will be kept as they are with only minor modernization, no basic changes."

Candidates

(Continued from page 1)

The complaint, made by Ephraim S. London, attorney for IMPDA, charged that IFE has interfered with free enterprise and competition in the distribution of Italian films in the United States.

The complaint added, however, that IMPDA does not contend that MPEA "intended, or even suspected, that its funds would be utilized by IFE to subsidize the distribution of films in the United States."
'Rhapsody' (Continued from page 1)

12 from 20th (Continued from page 1)

RKO 'holders Meet (Continued from page 1)

go to Zurich with Gassman who is to study violin at the conservatory. She is deeply in love with him but his career comes first and the romance is shut down by his selfish monody of Ireland, due to his love of the conservatory. She then accepts the attentions of Ericson, a pianist, and although she does not love him, she marries him and this time forces him to give full attention to his music. However, once she has married him, she finds herself still to be in love with Gassman and plans to go away from him immediately after her husband finishes his initial concert appearance. But she realizes, after his brilliant performance, that she loves Ericson and all ends well.

Woven into the story are some exceptionally fine musical interludes featuring, individually, the violin and piano. They are from the works of Beethoven, Mendelssohn, Debussy, Chopin, Tchaikovsky and Rachmaninoff, among others.

Miss Taylor's beauty is exploited to the fullest and she is given the opportunity to take every advantage of her role. Gassman, as the pianist, and Ericson, as the violinist, do good jobs in "faking" their performances to their respective instruments. The playing of the 17-year-old concert violinist, Michael Rabin, and of the Chilean concert pianist, Claudio Arrau, have been recorded and dubbed expertly.


Running time, 115 minutes. General audience classification. Release date: April 15.

--- ED SULLIVAN

The resignation of Walker and Simpson, according to a company statement, were submitted so that "a full study of the proposal could be made by new directors who were not defendants in minority stockholders' litigation aimed at Hughes' stewardship of the company. The length of service of the new directors depends upon Hughes' plans following the stockholders' action, it was said. If the proposal goes through, it was pointed out, RKO Pictures would become a company completely owned by Hughes, the directors and officers appointed by him, with RKO Radio Pictures remaining the operating production-distribution arm of the company.

The board meeting was held in Atlanta due to the illness of Walker, who was there convalescing from virus pneumonia. Hughes and Noah Dietrich, a director, did not attend, while Granger declined to participate on the vote on the Hughes proposal. Meanwhile on the New York Stock Exchange yesterday, RKO Pictures stock rose another 1 1/2 to 28 1/2, a new high of 43,300 shares traded.
Jack Warner Adds to WB Stock Holdings

WASHINGTON, Feb. 15. — Jack L. Warner, vice-president of Warner Brothers, purchased 15,500 shares of the company's common stock in January, increasing holdings directly to 262,590 shares, the Securities and Exchange Commission reported today.

Albert List, principal stockholder and chairman of the board of RKO Theatres, disposed of 400,000 shares of stock held by him as gifts to members of his family. His stock holdings now are still in excess of 500,000 shares.

Film Contest Prizes Will Be Awarded

Fifteen winners of the recent New York Journal-American film contest will be awarded cash prizes totaling $1,000 today at a cocktail party in the management of Radio City Music Hall here.

Russell V. Downing, managing editor and president of the Music Hall, will be host at the affair honoring the newspaper readers whose selections for top actors and actresses of the year closely matched those of Miss Rose Polisky, the Journal-American motion picture critic.

Karlin Named M-G-M Argentine Manager

Myron Karlin has been appointed M-G-M manager for Argentina by Morton A. Spring, first vice-president of Loew's International Corp. Karlin is now in Frankfurt as sales manager for M-G-M in Germany. He succeeds Stuart Dunlap, who is retiring after 22 years of service abroad with M-G-M. Dunlap will live in California.

20th Taking London Carlton for C'Scope

LONDON, Feb. 15.—The Carlton Theatre, Haymarket, formerly operated by Paramount, will be leased to 20th Century-Fox beginning Feb. 26. The theatre is scheduled for CinemaScope presentations. It is believed a CinemaScope picture of the Queen's Birthday ceremony be selected to reopen the house.

Howard E. Stark

Brokers and Financial Consultants

TELEVISION STATIONS

50 E. 58th St., N. Y.

EL 5-0405

Specialist in Motion Picture Industry

Television Radio

with Pinky Herman

PRODUCER JACK RAYVEL of the new NBC-TV morning show, "Home," which debuts March 1, has already been promised soil from the soil of 12 states by the governors of the states. The soil will appear in the "growing" which garden specialist Will Penzobel will utilize to demonstrate the other 36 state chief executives undoubtedly will join the NBCAvalade.

Orally offered on birth week in July, the Harry Saltzer production, "Name That Tune" has NBCatapulted to a Nielsen-sensational rating of 30.5. Incidentally the Red Benson-censored TV'er almost cuss hit a Hill which publishers of the song "La Lupa," the movie of the same name, which Jules Levey will preem tomorrow at the World Theatre here, has already lined up an extensive decal & juice box campaign that should pay off at the boxoffice. . . . Nat Nichey's new Enterprise Productions will package a television series scripted by Lee Loeb and starring Constance Moore.

Billing himself as "three hundred and fifty pounds of happiness," Tiny Fairbanks will broadcast the MBSaturday morning (11:15-11:30) is that and more, according to the fan mail that keeps piling up on the desk of Larry Dorn, producer of Tiny's "Remembrance" series. . . . And that reminds us: we still remember that lovable and talented little five-year-old Tiny Dorn as he appeared for the first time on the "Danny Thomas Show." How come casting directors permit such charm and talent to remain idle? . . . Tony Ford has resigned from the Walt Framer Office to join Gross & Baer Production as general sales manager. . . . Tom Magrue, just named to succeed Don Norman as general manager of KNBHollywood, started as an announcer at WTTIC, Hartford, Conn., back in 1926. . . . Ruth Stark has joined Stark-Layton Productions as ass't. to Jerry Stark.

If the future substitutes for Jackie Gleason should turn in reserve programs such as the one Robert Q. Lewis presented on last Saturday's "Jackie Gleason Show" TV's CBS, then J. Q. can relax at the assurance that when he returns, there will be no dearth of listeners. The bespectacled Robert Q. (Q for Quality) not only sings, danced, quipped and ad-libbed most effectively, but he maintained a pace that kept the entire program in high gear from start to finish . . . His performance, indeed, matched into the cock room of the Waldorf-Astoria Hotel in New York for four weeks,macrost Michael Zarin, this week starts his 20th consecutive year there. (Could easily turn out to be a steady job.) . . . Ed CBSullivan's "Twist of the Tutan" Sunday from Hollywood, was in conjunction with the CBS's 35th anniversary, proved to be 60 minutes brimming of nostalgia, plus some sure-fire propaganda for forthcoming MGM movies.

The switch of both the Lux radio and Lux TV programs from CBS to NBC, starting in September, will give the latter network a formidable Thursday night TV sked, what with Groucho Marx in "You Bet Your Life," Jack Webb's "Dragnet," followed by the Lux Video Theatre, (expected to be a hit this fall) slated for 8-9 P.M.

The wide acceptance and expansion in scope of Broadcast Music's 1954 Student Composers Radio Awards is amazingly successful in view of the fact that actually (contest winners will be announced June 1, 1954) the entries total three times the number that was received last year's contest. . . . Wonder if that film company does actually plan a film based on the "Life of Geo. Burns and Gracie Allen?" Anyhow, the March 29 telecast of the "Burns & Allen" C'Show is based on a situation wherein Columbia Pictures execs decide to make "The Burns & Allen Story." (We're for that, Harry C.)

Dots All . . . . In a wise move, Louis Weiss & Co. restrict the showing of its film, "Tales of Edgar Allan Poe," before 9 P.M. "because," says producer-director Adrian Weiss, these films are not for children. . . . Dr. Bruno Furst, memory expert, flies to Hollywood Friday to appear on Art Baker's "You Asked for it," TV's ABC.

Goldenson, Balaban Tell of Tie-up Plan For Screen and TV

A plan to develop screen talent, by using upcoming motion picture stars on television, was introduced here today by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres and John Balaban, president of Balaban and Katz, Chicago.

Goldenson Contacted Studios

Goldenson said that he suggested the plan to the movie industries during a recent visit to London and received encouraging response. He would use actors and actresses from current film stars as well as promising stars in the shows of the American Broadcasting Co., a division of AB-PT. By spotting the talent on a number of shows during the year, Goldenson explained, the American public can become familiar with the actors or actresses' names and, in addition, the public's response to the actor or actress in question could be measured.

Balaban advocated the use of TV to develop talent with wide public appeal for the movie industry in explaining that in previous years the so-called "B" picture was utilized in this fashion but because of current conditions this method is much more difficult today.

Balaban Lauds Ball-Arnaz

Balaban, underlining how TV and the motion picture industry can work together to increase benefit, predicted big grosses for M-G-M's "The Long, Long Trailer," featuring TV stars Desi Arnaz and Lucille Ball.

Goldenson said ABC-TV still is working on "Hollywood Parade," the TV show devised to promote the motion picture industry. He added that Robert Weitman, AB-PT vice-president, and Earl Hudson, AB-PT vice-president on the West Coast, are working on the "Hollywood Parade" show and the plan to develop young talent by utilizing the TV medium.

Housewives' Matinee For Chi., 'Cinerama '

CHICAGO, Feb. 15. — Promoted by a letter in the "Letters to the Editor," section of the Chicago Daily News, executives of Roosevelt-Cinerama have inaugurated a new "Housewives' Matinee" at 1 p.m. every Friday this month.

The gist of the letter was that the earlier starting time is better for those who would give housewives time to see the show and get back home to prepare dinner for the family. Giving the theatre's adoption of the earlier show a tremendous boost, and itself a pat on the back, the "News" printed an editorial today, under the title "A Letter that Got Results," telling how the executives of this "Cinerama," showing at the Roosevelt, explained the idea and put it to work.

$23,500,000 to CBC For TV Operations

OTTAWA, Ont., Feb. 15. — The Canadian Broadcasting Corp. will receive more than $23,500,000 from Parliament during 1954-55 to finance television and other operations.
PRODUCT and SERVICE REACH A NEW HIGH!

With each succeeding year BMI's products and services attain new highs in volume and value.

The large and growing catalog of BMI-licensed music in all classes—popular, folk, standard, symphonic, operatic, educational—gives continuing evidence of the quality and ability of the composers and publishers affiliated with BMI.

BMI Service, too, is reaching new highs. BMI not only serves its broadcast licensees—AM, FM and TV—with a steady flow of practical program aids, but provides its repertoire and facilities to every user of music... ballrooms, night clubs, motion pictures, hotels, restaurants, skating rinks, amusement parks, wired music, industrial plants, symphony orchestras, chamber music groups, choirs and choruses, motion picture exhibitors using intermission music and many others.

BMI-licensed pop song hits are maintaining leading positions in all of the music trade popularity charts—the Hit Parade, the Variety scoreboard, Billboard charts, Downbeat polls, the everyday best-seller lists—and, for the past four consecutive years, were voted Number One in all categories by the nation's juke box operators in the Annual Cash Box Popularity Poll.

In the field of Concert Music, BMI continues to foster composition and encourage public interest through its annual Student Composers Radio Award, its support of the American Composers Alliance, and the extensive publication of Concert Music through its wholly owned subsidiary, Associated Music Publishers, Inc.

Similar BMI services and efforts in the entire field of music are being conducted throughout the Provinces of Canada by BMI Canada Limited.
Hollywood, Jan. 20.—Most everyone has had his pick of Academy Award contenders. I'd like to give the first Oscar for 1953 to a mechanical device named CinemaScope. This is a commercial industry. Those who refer to movies as art forget that if pictures didn't make money we'd be out of business.

"The Robe," first story done in CinemaScope, has grossed $18,500,000 to date—after admission tax deduction. The story is great and would have cleaned up in little old black and white flat films, because the book on which it was based sold millions of copies and because it's religious in nature. But it would not have attained the present box office record without CinemaScope.

...AND have you seen the grosses, in theatres large and small, of 20th's other wonderful CinemaScope presentations: HOW TO MARRY A MILLIONAIRE, BENEATH THE 12-MILE REEF, KING OF THE KHYBER RIFLES and HELL AND HIGH WATER!
For World Peace

Balaban Urges Full Support To ‘Crusade’

Industry Campaign to Run Week of March 15

The industry’s full support of the Crusade for Freedom campaign to maintain and expand the work of Radio Free Europe was asked here yesterday by Barney Balaban, president of Paramount Pictures and New York state chairman of the drive.

At a trade conference, Balaban said that in his opinion exhibitors and others in the industry could make the most worthy and effective contribution to the present [Continued on page 6]

‘Eternity,’ ‘Roman’ Top Oscar Nominees

HOLLYWOOD, Feb. 16.—Columbia’s “From Here to Eternity” led in the 26th annual Academy Award nominations with 13. It was followed by Paramount’s “Roman Holiday” with 10. Paramount’s “Shane” and M-G-M’s “Lili” were third with six nominations apiece.

Following are nominations which were not published yesterday.


K. C. Stengel Heads Crescent Amusement

NASHVILLE, Feb. 16.—Kernit C. Stengel, executive vice-president, since the death of Tony Sucklam and with the company since 1934, has been elected president of Crescent Amusement Company, succeeding the late E. T. Banch. Stengel also is vice-president of the Southeastern Theatre Owners Association.

Central Film Shipping Depot Project Dropped by Distributors Committee

The plan to establish a central film shipping depot in New York has been dropped by the distributors committee of the Motion Picture Association of America. The reason for the abandonment of the project was that “there were too many complications,” according to committee members. It was also reported that several of the companies were not in agreement as to how the so-called “streamlining” plan should operate.

Whether the project will be revived at a later date has not been decided officially, but a committee spokesman said it would be at least a year before it would be attempted. Another committee member regarded it, however, as a “dead issue.”

A site for the depot had been selected but no lease had been signed.

Ticket Tax May Be Before House Group Within Two Weeks

WASHINGTON, Feb. 16.—The House Ways and Means Committee will hold its investigation of excise taxes in about 10 days or two weeks, committee members think.

They declare that the committee hopes to finish its voting on the technical tax revision bill early next week, and will probably almost immediately take up the question of the corporate and excise taxes scheduled to drop on April 1. These excises cover only liquor, tobacco, gasoline and sporting goods, but most committee members favor taking up excise cuts on admissions and other items at the same time and including these actions in the bill affecting the April 1 rates.

The Treasury would like the April 1 rates handled in one bill and any excise cuts in a later bill. This question will have to be one of the first the committee decides when it takes up the April 1 taxes.

There is some talk among committee members that there may be enough support for the excise cuts to qualify for a one-shot after the committee has decided on the April 1 taxes [Continued on page 6]

S-W’s Rosen Finds Product Shortage Still Unresolved

A strong dissent against the opinion that the product situation is easing up was registered here yesterday by Samuel Rosen, executive vice-president of Stanley Warner, who said the situation today is still the only retail outlet which has not got an inventory on its shelves.

Rosen, saying that he was speaking for both the Stanley Warner and the Fabian Circuits, said on the basis of his experience he cannot join the “bandwagon” of people who see an easing of the product shortage. Both circuits, he went on, have many spots [Continued on page 6]

Exhibitor Reaction

Majority Solidly Backs Companies’ Code Statement

Leading exhibitors in all sections of the country continue to express satisfaction over and agreement with the statement reaffirming confidence in the basic principles of the industry which was issued late last week by the presidents of eight member companies of the Motion Picture Association of America. Some called for changes in the Code, such as are now being considered.

Following are more statements given in Motion Picture Daily on the subject of the recent theatre owners and circuit executives.

Orville Crouch, Loew’s Eastern division manager, Washington, D. C., declared that the Code “is basically sound and should be retained.” He said he felt the best way for the industry to avoid outside regulation was to take every [Continued on page 4]

Warns Dissidents

Sen. Johnson Hails MPAA Stand on Code

Companies’ Statement in Congressional Record

WASHINGTON, Feb. 16.—Senators Edwin C. Johnson (D., Col.) said he was “particularly pleased” by last week’s statement of eight film company presidents that they would stand by the industry’s Production Code.

Inserting their statement in the Congressional Record, Johnson said his “important regret” is that it does not bear the signatures of all makers and distributors of motion pictures. He warned of a possible public boycott of films not bearing the Code seal.

“Unfortunately,” Johnson declared, “there are some irresponsible in the industry, just as there are in every element of our society. Some have eyes only for the ‘fast buck’ and they do not seem to care what they do to [Continued on page 4]

2 New Bills in N. Y. Spell Out ‘Immoral’

ALBANY, Feb. 16.—Senator Earl W. Brydges, Niagara Falls, and Assemblyman James A. Fitzpatrick, Plattsburgh, today introduced two bills clarifying “immoral” — “would tend to incite morals” and “incite to crime” in the state film licensing law.

The first bill generally defines “immoral,” while the second specifically and all-inclusively defines the term. Both bills spell out “incite to crime” in the same language.

The measures, Dr. Charles A. Blodell, Jr., counsel for the State Education Department, explained, were [Continued on page 4]

SBC Interest Vital to Independent: SCTOA

HOLLYWOOD, Feb. 16.—A protest against the Senate Small Business Committee’s reported intention to drop its interest in motion picture industry practices was voiced today in a telegram sent by Harry S. Arthur, Jr., chairman of the Southern California Theatre Owners Association, to Sen. Edward J. Thye, chairman of the [Continued on page 6]
**Personal Mention**

**Academy Nominations**

(Continued from page 1)

Planner and Henry Alekan, "Roman Holiday." 


Best Art Direction, black and white: Cedric Gibbons, Edward Car- fagno, "Julius Caesar." 

Best Art Direction, black and white: Cedric Gibbons, "Band Wag- on." 

Best Director: Minnelli, "Gigi;" Mankiewicz, "Judgment at Nuremberg;" 

Best Editing: Charles Fenner, "Judgment at Nuremberg." 

Best Film Editing: Cedric Gibbons, "Band Wag- on." 

Best Foreign Language Film: "Amado." 

Best Music: "Gigi." 

Best Motion Picture: "Gigi." 

Best Screenplay: "Judgment at Nuremberg." 

Best Supporting Actor: Red Buttons, "Detective Story;" 

Best Supporting Actress: Ingrid Bergman, "Parasite;" 

Best Writing, Adapted Screenplay: "Judgment at Nuremberg." 

Best Writing, Original Screenplay: "Gigi." 

**Film Leaders to Hear Highway Safety Talk**

**Johnston, All AMPP Officials Relected**

HOLLYWOOD, Feb. 16.—The motion picture industry will hold a conference on safety matters before the White House today. 

Cecil Dickson of the Motion Picture Producers and Distributors of America will speak at the meeting. 

**Golden Receives Commerce Medal**

WASHINGTON, Feb. 16.—Commerce Department film chief Nathan D. Golden received the Department's silver medal for meritorious service award today. Presented by Commerce Secretary Jesse H. Jones, the medal was in recognition of Golden's "outstanding accomplishment and service in the promotion of foreign trade for the motion picture, photographic and allied industries." 

**Brandt Takes JDA Post for '54 Drive**

Harry Brandt, president of Brandt Theatres, will be vice-chairman of the 1954 Joint Defense Appeal, it was announced yesterday by Melvin H. Loewenthal, president of Associated Federation of Theatre Owners. The campaign, which seeks to raise $25,000,000 in the New York area, is conducted as a joint effort by JDA to support the activities of the American Jewish Committee and the Anti-Defamation League of B'nai Brith. JDA is the fund-raising arm for AJC and ADL.

**Grainer Returns Here**

James R. Grainer, president of RKO Pictures, returned to New York last week after an absence of four months in Hollywood. Grainer came here following the meeting of the company's board of directors in Los- angeles last week which voted in favor of accepting Howard Hughes' offer to buy the assets of the corporation.

**Auer Services Today**

HOLLYWOOD, Feb. 16. — Funeral services will be held tomorrow afternoon at Pierce Brothers Mortuary, 16200 Vermont, for Stephen Auer, 52, Republic Pictures producer, who died Saturday at Cedars of Lebanon Hospital following a long illness.

**Mother of Barber**

Funeral services for Mrs. Tervis Barber, mother of Walter Barber, advertising production manager for Universal, will be held here today at St. Gregory Church. She died last Saturday and in addition to her husband, she is survived by three daughters.
"SPEAKING OF SCOPE—ASK US FOR ANYTHING!"

M-G-M's got product for every type of operation in this business!

While the spectacular CinemaScope sensation "KNIGHTS OF THE ROUND TABLE" (in color magnificence—Robert Taylor, Ava Gardner, Mel Ferrer, Anne Crawford) is packing theatres from Coast to Coast . . .

And the world's first CinemaScope Musical "ROSE MARIE" (in color glory—Ann Blyth, Howard Keel, Fernando Lamas) will thrill the public in March . . .

M-G-M points proudly to a wealth of entertainment for all theatre needs.

"THE LONG, LONG TRAILER"
In color—Lucille Ball, Desi Arnaz.

"EXECUTIVE SUITE"

"JULIUS CAESAR"

"RHAPSODY"
Technicolor—Elizabeth Taylor, Vittorio Gassman, John Ericson.

"GYPSY COLT"
In color—Donna Corcoran, Ward Bond, Frances Dee, and Gypsy.

"TENNESSEE CHAMP"
In color—Shelley Winters.

"FLAME AND THE FLESH"
Technicolor—Lana Turner, Pier Angeli, Carlos Thompson.

"That's just a few of many! We say it with Pictures!"
Sen. Johnson

Exhibitor Reaction

New York Bills

Motion Picture Daily

Wednesday, February 17, 1954

Sen. Johnson

(Continued from page 1)

get it. However, the responsible people in the industry practice self-restraint and self-regulation. That is greatly to their credit.

The Colorado Senator said that other "who anders to base tastes" scoff at self-discipline and hide behind "some well-meaning people who talk profanely but not impressively of artistic endeavors." He warned, however, that these individuals are "playing with fire." He said the public can control that small part of the industry which gets out of line by refusing to see pictures which pass a seal of approval, he emphasized.

"The moviegoing public knows from long, bitter experience that when a picture does not get a Production Code seal, it is not decent, clean entertainment, fit for family entertainment." Senator Johnson said.

New York Bills

(Continued from page 1)

drafted after discussions within that department, the Regents, and other agencies. No decision on which to favor or press for passage, Mr. Hesse said. The legislation is not sponsored by the Regents, he added, which met not following the recent U. S. Supreme Court decision reversing the Regents' man on "La Ronde" as "immoral.

Regents and Fitzpatrick, the sponsors, are leading Republicans. The first bill would add a new section to the Education Law, stating that for the purpose of the present law, the term 'im moral' and the phrase 'of such character that its exhibition would be to corruption moral' shall denote a motion picture film or part thereof, the dominant purpose or effect of which is erotic or pornographic; or which portrays acts of sexual immorality, lust, vulgarity or lewdness, or which expressly or impliedly presents such acts as desirable, acceptable or proper patterns of behavior.

The second measure reads any motion picture film or part thereof shall be deemed to be immoral of a character that its exhibition would tend to corrupt or injure the morals of persons represented in Section 122, if A) it expressly or impliedly presents as desirable, acceptable or proper patterns of behavior between persons not married, it appears explicitly or in detail an act of adultery, fornication, rape or seduction; B) it portrays nudity on a simulation thereof, of peculiar offensiveness to public decency, sexual relations of any kind, or actual birth, or if it presents scenes portraying sexual hygiene, sex orgies, abortion, methods of contraception or venereal disease.

Incite to Crime

"Incite to crime" is defined to mean "when the theme or the manner of its presentation has the effect to present the commission of unlawful acts or contempt for law as constituting a matter of interest or commonly accepted acts of behavior; or if it advocates or teaches the duty or right under law of narcotics or habit-forming drugs.

Both bills would take effect immediately as the main body of the law, like the Constitution," but that "from time to time, as has happened in the past, there should be a special review of the Code, and the evaluation of it, to bring it up to the times."

precaution to regulate the quality and standards of pictures within the industry, with both producers and exhibitors cooperating.

Exhibitors should not show films which do not bear Code approval, Mr. Hesse said.

Milton Schwaber of Schwaber Theatres, Baltimore, said: "Censorship is an unfortunate setup as a rule. However, the industry is conservative. Once changed, when there is a switch from one administration to the other, warped minds often find places on those boards. Such individuals become burdensome and troublesome."

The voluntary system of self regulation accepted by our industry years ago is completely adequate and the Production Code actually is a living reality.

Samuel Rosen, executive vice-president of Stanley Warner Corp., said the Production Code is "very good for the industry. Occasionally, in light of changing times and conditions, it should be reviewed. But the basic principles of the Code should remain unaltered."

Gerry Wagner, general manager of Lopert Theatres in Washington, said he believed the Code should be changed.

Leonard Greenberger of the Fair Code Theatres, Cleveland, said attention of the Code is essential but that it should be modernized to meet present living and moral standards. He said he believes the Advertising Code should be retained but revised at the point of selling to place entertainers.

The second measure reads any motion picture film or part thereof, shall be deemed to be immoral of a character that its exhibition would tend to corrupt morals if A) it expressly or impliedly presents as desirable, acceptable or proper patterns of behavior between persons not married, it appears explicitly or in detail an act of adultery, fornication, rape or seduction; B) it portrays nudity on a simulation thereof, of peculiar offensiveness to public decency, sexual relations of any kind, or actual birth, or if it presents scenes portraying sexual hygiene, sex orgies, abortion, methods of contraception or venereal disease.

Marvin Goldman of the K-B chain, Washington, said he felt very strongly that "the Production Code should not be completely disregarded. It has been a very helpful code. We must realize, however, that we have not made such changes happening in the country today," He declared there should be a reexamination of the Production Code with an eye to adult treatment of some subjects.

Leon Back, president of Allied Motion Picture Theatre Owners of Maryland and General Manager of Rome Theatres, said, in Baltimore, "I have read this statement (on the Code) as it appeared in the "Motion Picture Daily" and believe it is concise and accurate statement of the aims and objectives of producers of motion pictures. We, too, as exhibitors believe in all freedom of expression as guaranteed by the Constitution."

Meyer Leventhal, vice-president and general manager of Philip J. Schenck Theatre Enterprises, said in New York, "We believe the Maryland Code and hundreds of similar laws for about 50 years and if we are not now qualified to protect the public from lewd or obscene films and from a bad situation today. I have known motion pictures and their standards since nickelodeon days and believe the Production Code today is as fine as we could have. I say to leave it alone. I am fully in accord with the Code and have only the highest praise for the integrity of the MPAA."

Okta. Church Group
Has 'Sadie' Cancelled
As 'Lewd, Vulgar'

MEAOPLE, Okla., Feb. 16.—The showing of "Sadie Thompson" has been here after the McAles- terokla. Theatre officials said a trailer of it was "lewd and vulgar."

The film was scheduled for showing this week but Back Jones, manager of the Olds- ter Theatre, said it will be called it off because of the protests.

The Rev. John Ellis, president of the church, said that the Ok-la. group voted unanimously to ask for the ban after ministers agreed the film was "immoral. The minister never saw the complete film.

Distributor Agreed

Ellis said a woman member of his Nazarene Church congregation had protested after seeing the trailer, saying her "sensibilities were shocked."

Jones said he contacted the distributing company in Dallas and it agreed to the cancellation.

In Oklahoma City, C. A. Gibbs, branch manager for Columbia Pictures, said the film is being shown at Tulsa and Amarillo, Tex., but that trailer has been shown "all over the state" without any complaints. He said the decision of the ministers passed it with a rating for adults.

More for State Censorship
Made in Oklahoma City

OKLAHOMA CITY, Feb. 16.—A state legislative council committee voted today to investigate the need for state censorship of the film board. The committee on public health and welfare will have a subcommittee to study the laws of New York, Ohio and Massachusetts to determine if similar laws should be adopted in Oklahoma. Oklahoma at present has no official motion picture censorship boards either at state or city level.

The proposal was submitted by State Representative Glen Collins of Konawa, who asked laws prohibiting the film industry's commercial moves considered lewd or obscene. He proposed the setting up of a state board to determine which films violate moral standards.

Morris Loewenstein, president of the Theatre Owners of Oklahoma, seconded the measure: "We feel that a uniform national format such as the industry's Production Code will prove more effective than any unrelated group of control efforts which can only cause confusion and be cause for the differing regulations that would keep one section from seeing the same films showing elsewhere."

Md. Legislature Gets Bill On Censorship Curbs

BALTIMORE, Feb. 16.—A bill which would cut out the powers of the Maryland State Board of Motion Picture Censors has been in- troduced in the Maryland General Assembly, now in session at Annapo- lis. The proposed law, introduced by Delegate Jerome Robinson of Balti- more, is aimed at rejections of movies only on grounds of obscenity and indecency.

Under the present 38-year-old statute, the censor board must disapprove pictures which are sacrilegious, obscene, indecent, immoral or immoral or such as tend to debase or corrupt morals or incite to crime.
Does it come as a surprise when you look into your Cost-of-Living... and out pops a JOKER?

You'll see the reason, when you examine the Bureau of Labor Statistics report showing that your Cost-of-Living has jumped 92.8% since 1939! Your FOOD cost has risen 141.4%; your RENT 42.4% and the cost of your APPAREL 99.2%! A further look at the Exhibitors Digest reveals an increase of 98.9% for your THEATRE EQUIPMENT and SUPPLIES from 1940 to 1952! Your jumping Jack... is springing from some pretty lively prices!

However, there are no springs and no strings attached to the negligible increase, IF ANY, you've received from NSS during the very same period!

Compare all your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!
**Review**

"Baa" (Columbia)

A NOTHER Hugo Haas vehicle, dealing with the troubles of a middle-aged man with a young, tantalizing woman, is offered in this Columbia release. The situations in the film are aimed at adult audiences with the suggestive sequences promising more than they deliver.

Haas plays a gold prospector who enlists the aid of a young farmer, John Ace, to help him retrieve the gold he has discovered. After hard labor they discover the mine. But the lure of the gold is too much for Haas to give up half so he devises a scheme to rid himself of Ace. He lures the young man into the desert where his reputation suits his plan. He offers to marry her and she accepts because of the security and protection of his name. They return to the one-room cabin where the three must spend the winter.

The two younger people fall in love; according to design. Though they have prospered, Haas plans to leave them alone in the hope they will succumb to temptation. Then he can dispose of Ace with the unwritten law to justify him. But the plot backfires and the lovers escape his violence.

The story and screenplay by Samuel W. Taylor with additional dialogue by Haas in reality is rather perfunctory. Haas provides the action and directs and gives a top performance. Geo Moore is convincing but though her character is whitewashed rather thoroughly, Sir Cedric Hardwicke appears in an unnecessary prologue as the devil who tempts men to do his wicked chores.

"Baa" is on a par with Haas' other films and should do comparable business.

Running time, 79 minutes. Adult audience classification. For March release.

**S-W's Rosen Finds**

(Continued from page 1)

which are still short of product. As one state manager of CinemaScope, he said the public is more responsive to pictures in the new medium. The state is getting reports that it will be difficult, however, that the "mere fact that we have extended runs doesn't ease the situation," claiming that the run of "Kiss of Fire" is being "stretched" because of the lack of product.

Wants 'More and Better'

Rosen, who is also secretary-treasurer of the Allied Exhibitors and Exhibitors, stands out in the trade as a retailer, exhibition needs more and better pictures and can use an inventory of product occasionally.

**SCTOA**

(Continued from page 1)

select committee on small business, and all members of that committee, following a resolution unanimously adopted by SCTOA directors. The telegram said in part:

"We feel this would be a great error and injustice, definitely injurious to both the public and the small independent exhibitor."

Arthur said in his telegram, "If present laws do not give us the protection necessary against the monopoly existing in this business, then it is the duty and obligation of the committee on small business to advocate and support new laws which will protect the public and the small, independent exhibitor."

**Ticket Tax**

(Continued from page 1)

tee members that the excise-corporate tax bill might be reported out only a day or two later than the revision of tax laws and possibly on the same day. That's because the committee cannot report the revision bill out immediately as was the case with wages when it was finished last week. The bill is so long and complicated that it will take staff members several days to work through it and the lawmakers figure that while this staff work is going on, the committee can vote on the excise and corporate tax bills.

Balaban to Coast

Barney Balaban, Paramount president, will leave for the Coast by plane this afternoon for production conferences with Y. Frank Freeman, studio vice-president, and Don Hartman, executive producer.
Currently advertised in the COMPANION

The Long, Long Trailer...........MGM
Rob Roy.............Walt Disney Productions
The Glenn Miller Story .... Universal-International
Knights of the Round Table.........MGM

Here's wishing a great big HAPPY 30th Birthday to MGM...one of our favorite movie-makers. We know you'll keep making wonderful, family-type movies—that we can tell our readers are "COMPANION-approved!"

Each month 4,400,000 women read the COMPANION's movie guide—and go with their families to the recommended pictures. It's a fact—COMPANION readers have a lot to say about the movie-going habits of the whole country!

To reach these influential citizens, Hollywood has invested more money in the COMPANION during the last seven years than in any other monthly magazine. *

*Except, of course, the fan magazines.
WASHINGTON
BIRTHDAY WEEKEND
AUDIENCES IN
LOS ANGELES
(VOGUE, LOS ANGELES
LOYOLA, RITZ—AND
FOX-WEST COAST
SATURATION)
NEW YORK (VICTORIA
AND PHILADELPHIA
(GOLDMAN) WILL BE
ROLLING IN THE
AISLES WHILE
BOXOFFICES WILL
BE ROLLING IN
THE DOUGH!

AND THEN WATCH THE
MICHIGAN THEATRE
IN DETROIT!

“Audience laughed its collective head off!” —HOLLYWOOD REPORTER
“There’s every indication of money in this one, and plenty of it!” —FILM DAILY
“Happy outlook! Word-of-mouth ought to be helpful and final tally very pleasant!” —VARIETY
**New High Disney Product Outlay Put at $22,000,000**

**All Feature Length Films To Be in CinemaScope**

Walt Disney Productions has an investment of $22,000,000 in product currently, films either in production or in preparation, it was disclosed here by Lee F. Samuels, world-wide sales supervisor, who recently returned from studio conferences on the Coast.

Samuels, underlining Disney's enthusiastic support of the CinemaScope medium, said that all the current feature-length Disney productions, both live-action and cartoons, will be made in CinemaScope with stereo-phonic sound. (Continued on page 8)

**Agnew to Film Post With Defense Dept.**

WASHINGTON, Feb. 17.—Neil Agnew, industry executive, has accepted the chairmanship of a coordinating committee which will effect economies and streamline the motion picture activities within the Department of Defense.

Agnew will work closely with the Motion Picture Association of America, whose cooperation and assistance in the project were solicited by the government. (Continued on page 8)

**L. A. Catholics Urged Not to Attend ‘Line’**

HOLLYWOOD, Feb. 17.—James Francis Cardinal McIntyre, Auxiliary Bishop of Los Angeles, has instructed pastors of the diocese to read the following letter at all masses next Sunday:

"It is with sincere sorrow I am obliged to declare a position against a pernicious threat to the moral life of Europe. He will make a survey in England, France, Italy and Germany in regard to Republic's American trade centers, and will probe the possibilities of producing several pictures abroad.

Yates attributed the upsurge of theatre business to better quality pictures, asserting that "this better product is the life-line of the industry" and that "when there is an abundance of big pictures on the market, the box-office soars." He added that when there is a box-office famine, there is a resultant drop in receipts.

The Republic president said that he felt that every producer now making pictures was conscious of the fact that pictures no longer can be manufactured, they have to be "hand-tooled." Otherwise, he said, the loss of business, regardless of production cost, is such that producers could not possibly stay in business.

As for Republic, Yates said that never before in the history of the company, they are called at $107.00.

**Columbia Preferred Up 12 in 3 Days**

Heavy trading in Columbia Pictures preferred stock during the last few days has created the impression among some Wall Street sources that the company is calling in its preferred shares, although Columbia executives will not comment on the speculations.

Columbia's preferred went up three points on Monday, six on Tuesday and three yesterday, closing at 82 from a high for the day of 89. It is reported that there are 61,000 shares of the company's preferred stock outstanding and that they are callable at $107.00.

**Ask Rehearing of Adelman Trust Case**

NEW ORLEANS, Feb. 16.—The eight major distributors have filed a petition for a rehearing of the Adelman anti-trust suit in U. S. Circuit Court of Appeals here. The court recently reversed the Federal District Court's dismissal of the Texas exhibitor's case.

The major distributors in their petition contended that the recent U. S. Supreme Court decision in the Theatre Enterprises case was in conflict with the Circuit Court's finding that the Paramount case decrees are admissible as evidence in private suits even (Continued on page 8)

**Draws Applause Claim Amazing Results With New Type Lens**

RKO Development Is Demonstrated at Studio

By WILLIAM R. WEaver

HOLLYWOOD, Feb. 17.—A single anamorphic lens system which, it is claimed, can permit an exhibitor to widen his picture to whatever width his screen can accommodate without changing the height was demonstrated here last night at the RKO Radio studio. The system was developed by Joseph and Irving Tushinsky with the cooperation of RKO studio head C. J. Tevil.

The demonstration drew enthusiastic applause from members of the Western division of the Motion Picture News. (Continued on page 6)

**Name Branson RKO Foreign Manager**

The appointment of Walter Branson as general manager of all foreign operations for RKO Radio Pictures was announced here yesterday by James R. Grainger, president.

Branson received a temporary appointment as foreign manager three weeks ago, following the resignation of Alfred Crown, who joined Moulin Productions as president. Grainger's announcement of the permanentcy of (Continued on page 6)

**Seek to Enjoin RKO Hughes Sale Here**

A motion seeking an injunction to block the sale of RKO Pictures' assets to Howard Hughes was filed here yesterday in New York Supreme Court by attorneys for minority stockholders Louis Schiff and Jacob Sacks. The motion is returnable on Tuesday. The New York action came on the (Continued on page 8)
ALLIED DISCLAIMS PLAN TO VOTE AT LOEW'S ANNUAL MEET

Allied States officials yesterday denied or disclaimed knowledge of a reported plan to send members of its committee on stock representation to the annual meeting of Loew's stockholders at the home office next Thursday in an attempt to influence policy of directors in direction of increased production.

The Allied stock committee is scheduled to meet in New York next Wednesday, with the Allied board of directors convening here the following two days. An Allied official said he doubted the committee had the legal right to take action in the form of advising an elective board in favor of any one company stockholder meeting, or exercising young rights to proxies which may have been given by Allied members who hold stock in major companies.

This official explained that the Allied stock committee, in his opinion, has been authorized only to devise and recommend a plan of action. The plan would have to be approved by the board and the committee or others authorized to proceed with it before any actual action could be taken, he believes.

"Allied officials or members may attend the Loew's annual meeting of stockholders next week as individuals," he said, "I do not believe we will be represented as an organization until next year's annual meetings."

Salmon Unit Head of Brotherhood Week

Montague Salmon, managing director of the Rivoli Theatre here, has been chosen by the national exhibitors' Brotherhood Week drive, to be held Feb. 21-28. Emmanuel Frisch is national chairman of the campaign for 1954.

Brotherhood Week, sponsored by the National Council of Christians and Jews, will be headed this year with the slogan "Let's Get Together for Brotherhood."

Buckingham Services

BALTIMORE, Feb. 17.—Funeral services were held today at 2:30 p.m. for E. Buchanan, who died suddenly Sunday night. For the last 29 years he was the Philadelphia city advertising business agent for Local 19, International Alliance of Theatrical Stage Employees here.

Thomas Stelling, 70

ASHVILLE, N. C., Feb. 17.—Tom Stelling, 70, the manager here, died at his home of a heart attack. Manager of the Plaza for 25 years, Stelling had managed the Old Palace in West Asheville.

Dividend on Loew's

Loew's, Inc., directors yesterday declared a semi-annual dividend of 20 cents a share on the outstanding stock, payable March 31 to stockholders of record March 12.

Urges Exhibition of 'Price of Liberty' For Defense Dept.

"The Price of Liberty," the 16-minute animated documentary, which shows how women in the Armed Services, will be screened here next Thursday, according to an invitation issued yesterday by Joseph B. Ransone, president of the Motion Picture Producers and Distributors of America, and the Council of Motion Picture Organizations.

The documentary, made by Warner-Pathé News for the Defense Department, has won a prize of cooperation, which will be presented to anyone who can sell the widest distribution possible. About a month ago, it was stated, members of the sales managers of Motion Picture Association of America met in Washington with Defense Secretary Wilson and pledged the industry's aid in obtaining the widest exhibition for the film, which is a sequel to "The Real Miss America," last year's film. COMPO's role, it was explained, is to act as liaison between the industry and the Defense Department.

Callow Cinemara's Ad-Publicity Head

Everett C. Callow has been appointed Cinemara's advertising and publicity, effective immediately. He succeeds John Joseph, who leaves to join the Motion Picture Dept. as publicity manager on March 1.

Callow has been director of advertising and publicity for the Philadelphia news of Studio Warner Theatres since 1938, except for two-year periods during World War II and the Korean war. He served as a public information officer for the Marine Corps. He had joined War- ner in 1952 as a salesman and was manager and then was district manager in the Philadelphia area.

Bernhard from Europe

Joseph Bernhard, assistant to Si Farley of Farley and Associates, has returned from London and Paris where they surveyed theatre possibilities for the opening of Cinemara. Bernhard said no negotiations had been concluded for any theatres.

Leisen Accepts Post

HOLLYWOOD, Feb. 17.—Director-producer Mitchell Leisen has accepted the invitation of the Academy of Motion Picture Arts and Sciences to be the general director of the 26th annual Academy Awards presentation ceremony scheduled for telecast and broadcast over the NBC radio and television network on March 25.

Mintz Leaving S-W

MILWAUKEE, Feb. 17.—Harry Mintz is leaving the Stanley Warner theatre circuit effective March 6 to take over operation of three theatres which he presently operates in the Cleveland area. He is being replaced by Standard Theaters Management, Inc. The houses are the Palace, Wisconsin and Wells. Mintz was drive-in manager for Quality-Theater, Inc.

On the heels of 'Hondo' comes another superb story of the American frontier—this time in Cinemascope.

—and it's 'Hondo'-size business across the land for Warners' new big one.

THE COMMAND

WarnerColor and Stereophonic Sound

"THE COMMAND" GUY MADISON - JOAN WELDON - JAMES WHITMORE - CARL BENTON REID - HARVEY LEMMLEY - RUSSELL HUGHES - PRODUCED BY - DIRECTED BY - MUSIC COMPOSED BY DIMITRI TIOMKIN
From Paramount
In March..

FOR THE
STRONG GROSSES
SCORED TODAY
BY PICTURES
THAT ARE BIG
AND DIFFERENT!

starring
CHARLTON HESTON

Produced by GEORGE PAL • Directed by BYRON HASKIN • Screenplay b
Nothing in this business equals the excitement of a big picture—and this one's got it! Man-woman conflict and attraction. The Brazilian jungle in tropically lush Technicolor. A star team to bring the heat of its love story to the boiling point. And then a spectacular climax, devised by Producer George Pal, out-thrilling anything in "Destination Moon," "When Worlds Collide" or "The War of the Worlds." Using realism, not fantasy, Pal's depiction of the menacing Marabunta is an unforgettable miracle of entertainment!

Naked Jungle
Color by Technicolor

Eleanor Parker

Philip Yordan and Ranald Macdougall • Based on a story by Carl Stephenson
Key City Exhibitors Divided in Opinion Regarding Code

From Chicago, Boston and Detroit have come additional statements by leading film industry executives urging opinions, mostly favorable, regarding the reaffirmation of confidence in the Production Code. By the 20 memberships of the Motion Picture Association.

Harry Balaban, H. E. Balaban, and Andrew, Chicago, "have been happy and satisfied under the Code. I feel that as it stands it has done, and is doing, a good job for the industry. I do not feel that any major changes or revisions are necessary."

Jack Rose, Indiana-Illinois Theatre Owners association, said, "We have been a living code," that would be "flexible enough to protect adult pictures to be shown to adults, but not just for sensationalism." He feels that the Code "should be operated by the industry to keep pictures on a high, some coast industries that we will not have something on, but it should not be so stringent as to prevent a film such as "The Moon Is Blue" from being shown to mature audiences."

John J. Jones of Jone-Lincoln and Schneider argued that the Code doesn't need censorship, how can we voluntarily self-censorship under the Code? I don't feel that business is objective enough in their approach to be allowed to settle what is objectionable or not, but it is a factor for each producer to decide for himself as a responsible business man. The only code agreement that makes a world will work not for the advertising of adult pictures as such. Meanwhile, let's place the responsibility on the individual producer, just as it is done in other businesses.

Ray Feeley, owner-operator of the Orpheum in Des Moines, Mass., said: "While I feel that our industry as well as the press and other people are not well informed, our industry should not be unqualifiedly censored, I also feel that the Code has justified its existence by protecting from exploitation and making those branches which might have been otherwise hampered by one or more radical campaigns.

Julian Rifkin, vice-president of Rifkin Theatres, declared: "Our industry should not be bound by any code any different from one which binds any other medium of communication. As in books, radio and TV, the public should, and does decide what to select."

Arthur Lockwood, treasurer of Lockwood & Gordon Enterprises and a former president of Owners of America, said: "I agree wholeheartedly with the code statement as appearing in Motion Picture Daily and consider it excellent."

David Idal, of the Fox Theatre, Detroit, was "in complete agreement with the statement that decent entertainment cannot be produced in the society of Motion Picture and Television Engineers who twice filled the 300-seat sound stage. The system was developed behind the scenes and it is expected that it is capable of accomplishing seemingly impossible screen results with standard materials.

In addition to its ability to widen the picture, it is further claimed that producers shooting in 2550's with the aspect ratio mechanically can dispense with the second camera shooting the normal (1.33 to 1) version of the picture. In this manner, both aspects, 2.2:1 and 1.33:1, can be used, with an anamorphic projection lens only, with corresponding masking, without loss of definition.

A sequence from RKO's, "Susan Slept Here" was used to show how the picture photographed in standard proportion can be widened, using an anamorphic projection lens only, with corresponding masking, without loss of definition.

A sequence from M-G-M's, "The Mating of the Worlds," is to be used to show how a picture shot in 2.2:1 can be converted to any lesser width, down to normal, without loss of definition. The picture will be introduced commercially have been made. Yates argued in behalf of Paramount with its horizontally-foled "Lazy 8" camera, first used in shooting "White Capped Sox" and also with the normal 1.33 to 1 ratio used with its horizontally-foled Metroscope camera, which had not been publicly demonstrated heretofore, as well as the Israel by M-G-M in CinemaScope, and by several studios using standard Mitchell 35mm cameras, which, according to Technicolor, Eastman color and Ansco color processes were represented in the subjects screened.

To Honor Skouras (Continued from page 1)

made by unanimous vote of the club's directors in the week's meeting here this week. The testimonial dinner, which will be held in the grand ballroom of the Emerson Hotel here, was attended by Federal and city officials, military and religious leaders and prominent figures in the industry.

All Officers Renamed By National Theatres

HOLLYWOOD, Feb. 17.—Charles P. Skouras was reelected president of National Theatres, Inc., at the annual stockholders' meeting yesterday. All other officers and the board of directors also were reelected. Vice-presidents are: C. B. Cox, president; Henry H. Riskert and George Bowser, vice-presidents; and John C. Bertero, vice-president and attorney.

Skouras told stockholders that the concentration on big pictures by producers is causing a reduction in the total number of films produced. The resultant product shortage, coupled with increased ticket prices, is the pressing problem of all exhibitors, continued Skouras.

He also stated that theatres in Midwest, Rocky Mountain and Northern California areas had experienced an attendance decrease due to the pressing of a large number of new television stations, but that theatres there will gradually adjust to television, he predicted.

Although the "program picture" era has passed, outstanding attractions will continue to dominate booking, said Skouras. CinemaScope with stereophonic sound has been installed in 133 National Theatres in the past two years, and a total of 220 will be equipped by the end of the year. Over $4,000,000 has been spent for CinemaScope installations and $2,000,000 on two theatres, one in Denver and the completely renovated Fox in Portland, Ore.

RKO's New Type Lens (Continued from page 1)

Branson's appointment caps a career that has been involved in various executive capacities, the last being as assistant general sales manager.

Yates, who is credited with inaugurating the present annual sales drive system at RKO, began his film career as a booking manager at the Orpheum Theatre in Omaha in 1923. He became manager at Omaha for Pathe in 1925, and then proceeded to become general sales manager for RKO after the merger of RKO and Pathe in 1928, served as assistant general sales manager in 1952.

L. A. Prelate

(Continued from page 1)

the elimination of the Federal administration.

Harry Goldberg of Stanley Warner Theatres was named to Mandel's former position as one of the committee's two vice-chairmen, the other being Art Arthur of the Motion Picture Industry Council of Hollywood.

Mandel Heads (Continued from page 1)

As soon as proofs of approved advertisements for F. and P. are available, they will be distributed widely among editors, commentators and publishers and within the industry itself. The committee, which includes Donahue & Coe in consultation with Robert W. Coyle and Charles F. McCarthy of O'Brien's, is now in final contact with the approval resting with Goldberg and Oscar Doob of M-G-M, acting for the committee.

_Theatre_ Distribution

As a result of agreed upon advertisers, two pictures of F. and P. are available, the publication will be distributed widely among editors, commentators and publishers and within the industry itself. The committee, which includes Donahue & Coe in consultation with Robert W. Coyle and Charles F. McCarthy of O'Brien's, is now in final contact with the approval resting with Goldberg and Oscar Doob of M-G-M, acting for the committee.

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Sit Tight, Boys; College Professor Comes Up With Circular Screen

URBANA, Ill., Feb. 17.—A University of Illinois professor, Jozef Cohen, has applied for a patent on a wide-screen idea that might cause Cinerama and CinemaScope screens to look like postage stamps.

With standard lenses and film, and only one projector, the plan would permit an auditor to sit in a circular theatre and be completely surrounded by the picture. While the device is said to be capable of producing a picture completely encircling the audience, Cohen envisions its actual use involving a half-circle picture, because, he admits, nobody would be interested in a picture behind himself.

That is, if he has only one head.

Dickinson Suit Moves Forward

ALBANY, Feb. 17.—An answering brief by the plaintiff was allowed by Federal Judge James Foley here in the Dickinson suit against the eight major distributors and Schine Theatres.

The $3,000,000 anti-trust suit was brought by the executor of the estate of Charles E. Dickinson, former owner of a one-third stock interest in Reliance Theatres, Inc., which operated from the Palace Theatre, Lockport, N. Y., from 1933 to 1936. Following the answering brief, the defendants will be allowed to present a cross memorandum before judgment is rendered.

Kramer Elected to Board of ASCAP

Alex C. Kramer, composer, has been elected a member of the board of directors of ASCAP to fill the one-year term of Edgar Leslie, which was announced by Stanley Adams, ASCAP president.

Kramer is the composer of such songs as “Far Away Places,” “Candy,” “It’s Love, Love, Love.”

Central Casting Renames Officers

HOLLYWOOD, Feb. 17.—Y. Frank Freeman was reelected president of Central Casting Corp., at the annual meeting of the board of directors here Tuesday.

Other officers reelected are Fred S. Meyer, vice-president and chairman of the board; Charles S. Boren, executive vice-president; and James S. Howie, secretary and treasurer.

Three Films Started And Six Are Being Edited at Studios

HOLLYWOOD, Feb. 17.—Three features were started here, and six others sent to the editing departments during the second week of February. The three started were all in CinemaScope. They are: “The Pleasure of All Mine,” Columbia, with color in Technicolor; “Battleground,” Warners; and “Crossfire,” W. R. Frank, for United Artists release.


Drive-in Meet Set

By K-TMO for March

KANSAS CITY, Feb. 17.—The dates, March 9 and 10, and the place, the Continental Hotel here, were set today for the drive-in conference this spring sponsored by the Kansas-Missouri Theatres Corporation.

The board of directors, taking this action, also approved plans of the conference committee headed by Stanley Darwood and John Bashman, to emphasize in the program promotion of pictures and of the theatre, details of theatre operation touching each activity and including incidental ways to increase revenue, and talks by drive-in managers on concession operations.

One subject likely to be discussed is that of ganging the relative pulling power at drive-ins of different types of pictures, generally as well as on different days of the week.

Displays by suppliers will be set up on March 9, and will be shown that day and evening, as well as on March 10, when the conference sessions will be held.

The board received a report from Earl Jameson, Jr., on plans for a general film industry get-together at a Missouri resort, sponsored by the Kansas City and St. Louis area organizations, on May 18, 19 and 20. Additional members will be named to Jameson’s committee to work out plans for a meeting with a similar committee of the St. Louis area association.

...for the best stereophonic sound!

936 Santa Monica Blvd., Beverly Hills, Calif.

161 Sixth Avenue

New York 13, N. Y.

Voice of the Theatre

LOUDSPEAKERS

REG. U. S. PAT. OFF

“Specialists in Motion Picture Sound”
**Hughes Sale**

(Continued from page 1)

levels of an environment move in Wilmington, N.C., with the two stockholders representing the same two stockholders filed an action Tuesday in Delaware's Court of Chancery, action charged that "unless defendant is enjoined by this court of equity, assets of a value in excess of $400,000 will be transferred for the mere sum of $23,489.478." The New York motion also charged that the price paid to board chairman and principal stockholder, was inadequate.

**Review**

"Tennessee Champ"

(file-1)

THIS is a wholesome and unpretentious tale of a youth who, quite incidentally, becomes involved in the boxing racket through the machinations of an unscrupulous manager, and of how the boy's religious background and moral strength in the face of the most tremendous pressure of his career. His work really does give to picture its quality, although Shelley Winters, as his wife trying to help him on the straight-and-narrow, is also outstanding. The picture is a faultless job of direction, which makes a man of his girl friend. Wynn, the manager, picks him up and persuades him to box professionally in an emergency. Though the youngster lacks knowledge of the game, he wins with one solid punch. Wynn then takes him under his wing and the lad, grateful, makes an apt pupil.

Adelman Suit

(Continued from page 1)

though a theatre started a case subsequent to the decree.

In addition to the joint move, separates of distributors who also own RKO Pictures and Loew's, the two companies contending that the plaintiff's knowledge was built in, it has granted his bid for exclusive first-run on a competitive basis with other theatres.

In its decision, the Circuit Court reversed the U. S. District Court, Dallas, decision of 1952, dismissing the suit of the defendant, the U. S. District Court, granting the Circuit Court judgment, the Circuit Court judgment, ruling that the District Court dismissal of the circuit defendants.

**Cleveland Loses 1st-run Theatre**

CLEVELAND, Feb. 17—With the closing of the 900-seat Tower Theatre, the end of February, Cleveland will lose a downtown first-run house. The property, owned by the May Company, will be converted to business use. The Tower Theatre was built in the early 1940's by Herbert Sheftel and Alfred G. Burge.

Meanwhile in Dillhove, O., closing of the 200-seat Dillhove Theatre, leaves that town of 1,652 population, without a film house.

**RKO Circuit, 'W-T' In Millionaire Tie**

A "Doubles Contest" as a promotional feature for "How to Murder a Millionaire" has been inaugurated by the "New York World-Telegram" in a tie-up with RKO-Theatres. The purpose of the contest is to find three girls who look most like Marilyn Monroe, Betty Grable and Lauren Bacall, Savings bonds and vacation cruises are offered as prizes.

**Disney Outlay**

(Continued from page 1)

underway or planned include "20,000 Leagues Under the Sea," "CinemaScope;" "The Lady and the Tramp," cartoon feature in CinemaScope; "Boy and His Dog," which presents a cartoon feature, a yet untitled cartoon feature in CinemaScope, in addition to the subjects and the "True-Life Adventures" and "People and Places" series.

Slated to follow "The Living Desert" are the 60 to 70-minute "True-Life Adventure" format are the following: "The Vanishing Prairie," "King of the Forest," "The Elephant's Story," and "The Northern Tyrants," Films of the "People and Places series, which will become available in CinemaScope, include pictorial visits to such countries as Siam, Morocco, Switzerland and Sarawak.

**Urges Freer Trade**

**To Bolster Industry**

WASHINGTON, Feb. 17—The Senate requested Congress that the film industry would greatly increase its foreign markets if this country would cut its tariffs sharply and impose on other goods.

Howard Piquet, senior specialist in foreign trade for the Library of Congress, has said in written testimony before the Senate committee that the industry must bring to Congress the number of underdeveloped countries, to which Piquet said that substantial reductions in United States tariffs on many imports would badly hurt many industries.

Meanwhile however, regardless of such policy would result in some American industries, like the motion picture and magazine industries, facing greatly enlarged foreign markets.

Motion Picture Association president Eric Johnston and other film industry leaders have been in the forefront of the fight for a freer foreign trade policy between this country and various nations.

**32 Loew's Theatres**

Date 'Act of Love'

"Act of Love," which begins its second week at the Astor here today, has opened in Loew's for 32 of its key houses in this country and Canada, United Artists, distributor of the Anatole Litvak production, announced.

**Install Wide Screens**

SAPULA, Okla., Feb. 17.—The Criterion Theatre has installed Cinerama screens. The new screen opens with "The Robe." The Yale has installed a wide screen and will offer "His Majesty," O'Keefe's as the initial picture in the medium.
Kalmus Reports

Technicolor's Net and Sales Set New Marks

1953 Was Top Year, But Final Quarter in Drop

Technicolor's net sales and net earnings in 1953 set new records despite the technical transitions, fewer feature length pictures and fewer release prints per picture. Dr. Herbert T. Kalmus, president, announced yesterday in his annual report to stockholders.

Kalmus announced that the net profit for 1953 was $2,371,735, compared to net earnings in 1952 of $2,069,206. Technicolor's net sales in 1953 totaled $37,701,770 against $35,020,559.

Ten from RKO Through June

A line-up of 10 productions and one reissue to carry RKO Pictures through June has been assured, it was learned here yesterday following a brief home office visit by president James R. Grainger and C. J. Tevin, general sales manager and in charge of RKO's radio operations.

Grainger flew to Dallas, where he will remain until tomorrow and then proceed to Hollywood, while Tevin left directly for the Coast.

In addition to the product situation, plans are underway for top sales managers to begin a country-wide tour of RKO exchanges informing salesmen of the product line-up. Grainger arrived in New York on Tuesday following a four-month stay on the Coast.

The following is RKO's release schedule: "She Couldn't Say No," currently in release; "Rob Roy," Feb. 22; "Dangerous Mission," March 6; "Carnival Story," March 27; "Son of the Sheik." (Continued on page 4)

Name TOA Chairmen For 'Crusade' Drive

Twenty-seven regional chairmen have been appointed by Walter Reade, president of the Theatre Owners of America, to organize TOA leaders in the campaign to support the Crusade for Freedom, which is designed to expand the work of Radio Free Europe.

Leaders from each of TOA's men. (Continued on page 5)

Proposed Legislation Would Strengthen Anti-Trust Laws' Coverage of Films

WASHINGTON, Feb. 18.—Rep. Celler (D., N. Y.) introduced legislation to make sure that motion picture and other entertainment industries are subject to the anti-trust laws.

Celler has said that the Supreme Court decision in the baseball case and a New York court decision dismissing a government antitrust suit against the Shubert Theatre interests raised the question of just what is subject to the anti-trust laws in the entertainment and sports fields. His bill would amend the Sherman Act by declaring that "the words 'trade or commerce' as used herein include all forms of trade or commerce subject to the provisions of this Act unless specifically exempted therefrom by statute."

C. J. Tevin said this would assure anti-trust coverage for films, sports, legitimate theatre and similar enterprises.

Commerce Dept.

Asks U.S. Agencies Abroad For Foreign Exhibition Data

At the industry's request, the U. S. Commerce Department has asked U. S. diplomatic and consular officials overseas to report on theatre seating capacity and screen time devoted to U. S. films in their respective countries, it was learned today.

The request has been sent to American diplomatic and consular posts by Commerce Department film chief Nathan D. Golden. Golden told the government overseas representatives that the latest possible information was needed at once to help producers and distributors plan their overseas film activities.

Emphasizing the importance of the foreign market for U. S. film companies and the growing competition from industries of other countries, Golden estimated that dollar remittances from abroad during 1953 ranged between $170,000,000 and $200,000,000.

Specifically, Golden asked that his office be supplied with: the number of 35mm. motion picture prints made for foreign exhibition or exchanges, and the number of 16mm. prints made for foreign exhibition or exchanges. (Continued on page 4)

Want Action

RKO Moves for Quick Trial on 'Holders Suit

WILMINGTON, Del., Feb. 18.—RKO Pictures Corp. today moved for an immediate trial on the Schiff-Sacks minority stockholders suit, pointing out the case should be decided in order "to avoid any possible question as to the propriety" of the corporation's action on the Howard Hughes offer.

The move was made in the Court of Chancery here in the form of a motion to split into two the suit brought by stockholders Louis Schiff and Jacob Sacks, one part dealing with the defendants' allegations against the corporation and the other dealing with the charges against directors as individuals.

In making the motion, RKO attorneys pointed out that the suit split in such a fashion would facilitate bringing the case to trial. It was further argued by RKO that none of the defendants can be tried.

(Continued on page 4)

Genock Heads Kodak Video Production

ROCHESTER, N. Y., Feb. 18.—Appointment of Edward (Ted) Genock to head Eastman Kodak's television production was announced today by W. B. Potter, Kodak advertising director.

For the last 25 years, Genock has (Continued on page 4)

WB C'Scope Film to Army Sans Stereo

WASHINGTON, Feb. 18.—The Army and Air Force motion picture service will show its first CinemaScope film at 37 military installations starting March 7, according to Fred Bund, chief of the service.

The film will be Warner's "The Command." Bund said the service has already had wide screen facilities in all the theaters and is putting in anamorphic lenses, but will not install stereophonic sound.

Eisenhower Launches Brotherhood Week

"Before liberty can be truly victorious, brotherhood must be expressed among and within the free nations of the world," President Dwight D. Eisenhower declares in a statement to the National Conference of Christians and Jews, which will launch the annual observance of Brotherhood Week on Sunday.

The motion picture industry, under the chairman of the United States Motion Picture Industry for Everton Frisch, is taking active part in Brotherhood Week.

WB C'Scope Film to Army Sans Stereo

WASHINGTON, Feb. 18.—The Army and Air Force motion picture service will show its first CinemaScope film at 37 military installations starting March 7, according to Fred Bund, chief of the service.

The film will be Warner's "The Command." Bund said the service has already had wide screen facilities in all the theaters and is putting in anamorphic lenses, but will not install stereophonic sound.

Eisenhower Launches Brotherhood Week

"Before liberty can be truly victorious, brotherhood must be expressed among and within the free nations of the world," President Dwight D. Eisenhower declares in a statement to the National Conference of Christians and Jews, which will launch the annual observance of Brotherhood Week on Sunday.

The motion picture industry, under the chairman of the United States Motion Picture Industry for Everton Frisch, is taking active part in Brotherhood Week.
Exhibitors Favor Upholding Code

More comments from exhibitors in Pittsburgh, Albany and Hartford on the recent re-affirmation of confidence by presidents of eight member companies of the Motion Picture Association in the industry’s Production Code reveal a general desire to see the document in its present form, with the belief that there should be some relaxation in regard to certain types of pictures.

Charles R. Blatt, president of All-Republic Theatres, of Western Pennsylvania, Pittsburgh, said: “The Production Code of the Motion Picture Association has served this industry well, making it possible for us to operate within this country and for us to get along with all the republics of the world. It is a code which is based on freedom and not to be changed to fit the whims of any one of us.”

He said he did not think the Code should be loosened in certain film productions to enable more realism to come through.

Ernest A. Greccia, Hartford Theatre Circuit, Hartford: “The Production Code should be enforced to the fullest extent where a motion picture purporting on the risque situation cannot be played in a commercial playhouse, but must be contained in an art house, the better outlet for that type of product.”

John T. McGreevy, booker and buyer for the Harris Amusement Co., when queried in Pittsburgh, replied: “The Code definitely should be maintained. The industry has a moral obligation to the millions of patrons who support it to see that what appears on the screen is decent and moral. It certainly hasn’t hurt the industry since it has been in effect.”

Columbia Preferred Continues to Rise

Columbia Pictures’ preferred stockS have been up other 135 points yesterday, closing at 833 from a high of 850 for the day. Reports that the activity in the preferred trading during the week was due to a Columbia plan to retire the stock has been denied. To date, the shares have gone up 1334 points since Monday. Meanwhile, action on the preferred was reflected in the common, which went to 23 yesterday, for an advance of 1/4 point, equaling the 1953-54 high.

Prenosil Appointed To COMPO Staff

Sunley W. Prenosil has been appointed press contact for the Council of Motion Picture Organizations, Inc., effective immediately, by Robert W. Coyne, COMPO special counsel.

New York Theaters

No Paper Monday

MOTION PICTURE DAILY will not be published Monday, Feb. 22, Washington’s birthday. The distribution offices of the newspaper and the trade organization headquarters will be closed Monday in observance of the holiday.
"PACKS PLENTY OF BOXOFFICE DYNAMITE!"

—DAILY VARIETY

"Should prove a money-maker in all theatres!"
— Showman's T. R.

"Superior! Bristling with suspense, rugged action!"
— Hollywood Reporter

"He-man stuff with plenty of guts!"
— Film Daily

"Always exciting...should satisfy a large audience!"
— M. P. Herald

"Stark realism and emotion-stirring heroics!" — Boxoffice

PRINT BY
TECHNICOLOR

The Most Thrilling Story of the Marines Ever Filmed!

AUBREY SCHENCK presents
Tony
Curtis

Frank
Lovejoy

Mary
Murphy

WATCH FOR MIAMI AREA SATURATION!
**Technicolor Net and Sales**

Continued from page 1

Larger than standard size negative as a means of improving the Technicolor process. Standard prints made from it by its dye transfer process. The current form of this new process utilizes two color negative on which the picture is recorded on an area equal to two normal size frames. The negatives are, contrary to custom, he said, moved horizontally through a modified black-and-white camera. The release prints can be projected on any screen in any aspect ranging from one to four.

Paramount's "White Christmas" is the first such picture. Kalms said that Technicolor was making progress in the problem posed by the size of the CinemaScope screen. He said that thus far the prints made for "The Robe" have been by the standard dye transfer process made from single strip Eastman color negative on Eastman color positive, or employing new equipment. As to 3-D, Kalms said that considerable work would be necessary in developing the special positive strip called Vektograph, a product of the Polaroid Corp., upon which Technicolor may employ its usual dye transfer process or in the making of single-strip, single-projector process.

**Sees Completion in 90 Days**

Kalms said that final agreements for a French Technicolor company will be made within 90 days. Earnings by quarters last year were $284,983, first; $2,361,611, second; $1,594,822, third; and $273,103, fourth. Kalms said that future favorable prospects were seen in the relatively low cost of Technicolor prints as compared to competitive prints; elimination of the excess profits tax and the fact that the industry rapidly is going to color.

**3-D 'Stagger Gets 30 Days or $200 Fine**

SAN FRANCISCO, Feb. 18—The San Francisco District Attorney, who was compounded of the noise made by the "3-D" picture of "The Nevada" at the 3-D last December by pleading Paramount manager, insist that the film be here of disturbing the peace and sentenced to pay a $200 fine or serve 30 days in jail.

To which John Novak, 39, violently stated his objections, showed an increase at the box office following the affair. Cook said that future favorable protests were seen in the relatively low cost of Technicolor prints as compared to competitive prints; elimination of the excess profits tax and the fact that the industry rapidly is going to color.

**RKO Line-up**

(Continued from page 1)

Sindor, the reissue of "Pinocchio," is currently in release. "Sindor," said Palm, who has made 12 other quantities of the picture, is the story of the world and covered a number of World War II assignments.

**Sunday Bill Killed**

CHARLOTTE, Feb. 18.—A proposal to permit theaters here to operate on Sunday evenings from 6:30 to 11 P.M. died in the City Council after a heated debate in which preachers and laymen of several Protestant churches participated.

**CBC and Union Sign**

OTTAWA, Feb. 18.—The Canadian Broadcasting Corp. and the Canadian Council of Authors, and Authors League of Canada, have signed an agreement in which wages and working conditions to Aug. 14, 1955, respecting television employment.

**U.S. Agencies**

(Continued from page 1)

ture theaters in operation in "your country";
- Estimated total seating capacity.
- The percentage of seating capacity in "your country" devoted to U.S.

Similar information is asked for from commercial theaters to which an entrance fee is charged.

The disarmament bulletin sent out by George Christian, editor of the Motion Picture Export Association and Independent Motion Picture Distributors, contains pertinent information on world theater facilities and screen time devoted to U.S. films.

**Supplies 40% of Income**

"When it is realized that foreign revenue accounts for 40 percent of the total income of the U. S. film industry, and that this foreign revenue spells the difference between profit and loss for the American industry, one can easily realize the importance of the foreign market to this industry," the bulletin declares.

"It has been estimated that dollar revenue from foreign earnings from abroad during 1953 ranged from $700,000 to $2,000,000. It is important, therefore, that complete and current foreign market information be made available to the industry. Competition from foreign produced films, especially Italian, British, French and German productions, has increased in recent years, and together with legislation and restrictive exportation and distribution of U. S. films in a large number of countries, has undoubtedly affected the percent screen time devoted to U. S. films.

U. S. World Lead Cut

"American films at one time commanded 90 per cent of the screen time of world theaters. During the last few years this screen time has decreased to 70 per cent."

Collection of the requested information, Golden wrote, "will be of great assistance to U. S. exporters in planning promotional activities in specific areas abroad, the emphasis to place on various aspects of the foreign film industry, and to the planning of their films, and for future production for the foreign market." 

- **'Bait' Here Tuesday**

Columbia's "Bait" will have its world premiere at the Holiday Theatre here Tuesday. Hugo Haas, who is co-starred with Cleo Moore and John Agar, also produced and directed the picture.

- **Gobs Order 13,000 Cinerama Tickets**

SAN FRANCISCO, Feb. 18.—A single order for 13,000 reservations to see "This is Cinerama" has been received by the Orpheum Theatre here from the Navy's Pacific Task Force in a ship-to-shore telephone message. This is believed to be the largest single ticket order ever made. The Orpheum, which seats 1,500, had been planning special showings to accommodate the sailors, who are slated to land here tomorrow.

- **Shantz to Ampex**

REDWOOD CITY, Calif., Feb. 18.—William B. Shantz, formerly of Pabco Products of San Francisco, has been appointed executive staff of the Ampex Corp.'s sales division. Ampex produces magnetic recording equipment.

- **Education Award Goes to Disney**

ATLANTIC CITY, Feb. 18.—The American Education Award went to Walt Disney "for his devotion to the advancement of education, and for his contribution to the film industry and the ideals of the world over."

Granted by the National Convention of School Administrators, Disney is described as a "producer of the finest in motion picture entertainment."

**Loeb Files Affidavit**

In an accompanying affidavit, Joseph J. Loeb, assistant secretary to the corporation, said the company's board of directors has no interest of stockholders to accept the offer of its board chairman, Hughes. He went on to say that the $2,485,000 proposal is subject to the approval of stockholders who will convene at a special meeting to vote their acceptance or rejection on March 18, in Dover, Del.

A simple majority of outstanding stock, other than the 1,262,120 shares represented by the current holdings of Hughes, is needed for a decision, it was added.

Loeb also told the court that the corporation is owned by 14,000 shareholders other than Hughes, representing $26 million outstanding stock, while the plaintiffs in the suit, Schiff and Sachs, own 102 shares each.

If the offer of the board of directors, he continued, Hughes' proposal "is fair and reasonable," he is willing to withdraw the allegations that the offer is inadequate.

Plaintiffs in Two Actions

RKO's quick maneuver for a trial came as a surprise to the Nike, and District Attorney Natanson, who have been in the position of having to block the announcement of the proposed Hughes' deal, made on Wednesday in New York Supreme Court. The latter action, which is returnable on Tuesday, seeks to enjoin the sale.

The plaintiffs, represented by the law firm of Halperin, Natanson, Shvitz and Scholer, while RKO is represented by attorney Gowan, Leibowitz, Newton and Irvine.

**NTFC to Honor TV 'Love Lucy' Team**

The National Television Film Council will present an award to Lucille Ball and Desi Arnaz for "their major contribution" to the telecasting of films, it was announced yesterday by Melvin L. Gold, NTFC president. The award will be presented at the "I Love Lucy" team on Feb. 26 during the regular monthly meeting of the organization at the Commodore Hotel.
HOLLYWOOD, Feb. 18—Director George Sherman is planning a two-week tour of key spots in the United States to study reactions of theatre men to his screenplay, “The Lost Command.” Formerly known as “Fortaleza,” the play has been retitled as Sherman’s first independent production to follow “Dawn at Socorro,” which he is now finishing for U-L.

**Criterion Books ‘She’**

RKO Radio Pictures’ “She Couldn’t Say No” will open at the Criterion Theatre here on Feb. 26 for a limited engagement.

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**MotionPicture Daily**

**Feature Reviews**

**"New Faces"**
*(Alphonse-20th Century-Fox)*

**CinemaScope**

SOMETIME in this CinemaScope musical is a thin thread of a plot, but it's quite likely that the audience won't care if they recognize it or not. These songs have been in vogue a time enjoying the familiar, or doing the rounds of the personalities and the production numbers. The picture was filmed directly from the stage, using the original cast from the Broadway hit and most of the musical and scenic effects in which Ronny Graham, Eartha Kitt, Robert Clary, Alice Ghostly and others participate. The much-publicized Miss Kitt lives up to expectations in her screen debut, which she can put over as few others can. Her renditions of "Uska Dara", "Let's Have a Party" and "Miss Broadway" are arresting. Robert Clary is equally effective in their individual spots. A highlight of the entire show is a burlesque of "Death of a Salesman", a hilarious parody filled with topical humor.

To hold together the production numbers and sketches is a story which concerns an actor-producer who, on the opening night of his revue, is badly in need of cash and who is threatened by a creditor to stop the show before he gets the money on the line. The creditor is locked up in a room backstage until the show is over. And the Texan father of one of the show girls is so pleased with his daughter's main performance that he pays up the required sum. The utilization of CinemaScope enhances the picture, giving it the effect of a "live" show. The color, by Eastman Color, is effective. "New Faces" should be entertaining to small town audiences, as well as the larger ones.

**Berman Swartz was co-producer. Harry Horne directed.**

Most of the sketches were supplied by Ronny Graham and Melvin Brooks.

Others in the cast are June Carroll, Virginia DeLuce, Paul Lynde, Bill Mulligan, Martha Allen, Sammy Nurse, Gail West, Polly Ward, Carol Lawrence, Johnny Lavery, Elizabeth Logue, Faith Burrwell and Clark Ranger.

Running time, 98 minutes. General audience classification. For February release.

AL STEELE

**"Genevieve"**
*(Rank-U-I)*

THE sophisticated dialogue of this well-made British comedy, drool yet witty, places this picture high on the list. Stars of the piece are John Gregson, veteran of British money-making spectacles last year, Kenneth More and Kay Kendall, an attractive and talented quartet which should please either general or selective American audiences. The "Genevieve" of the title is a well-preserved 1904 vintage automobile which Gregson and Miss Sheridan, his wife, have entered in an old-automobile race from London to Brighton. One of the opponents in the race is More, Gregson's best friend, who is accompanied by Miss Kendall, a model, and a huge St. Bernard dog.

Each car has its share of mechanical difficulties, which are complicated by the rivalry of the two men, first over Miss Sheridan and then over the virtues of their respective cars. This leads to a hilarious race from Brighton back to London, with both ladies unhappy accomplices.

The incidents are full of high good humor and the dialogue is skillfully written, but most important, the characters, as played by the above four, are extremely good-natured and pleasant. Others in the cast include Joyce Grenfell, Geoffrey Keen, Harold Siddons and Arthur Wontner.

Excellent timing and pace is reflected in the direction of Henry Cornelius, who also directed and produced the top-notch story and screenplay are the work of William Rose. The British countryside, in color by Technicolor, is attractive in the extreme.

Running time, 86 minutes. General classification. February release.

**"Pride of the Blue Grass"**
*(Allied Artists)*

THE race track, with its background of romance and conflict, of intrigue and achievement, is treated sympathetically in this fast-paced tale of Kentucky and its beautiful horses. With Lloyd Bridges in the lead, it has good support from Carea Miles and Arthur Shields. This type of story has been told before, but still offers, especially in this instance, plenty of appeal. Miss Miles, owner of a horse named Gypsy Prince, is sorely beset by lack of funds. Miss Bridges serves to reveal that she has been helped by Captain Pellon, an actor and producer, who is also Miss Bridges' fiancé. Lloyd Bridges is entertaining as a detective who is ardent about his work and particularly that of the horse and he gets to work for another stable where he comes under the not-too-benevolent influence of Siren Sheridan.

All is resolved happily; however, in the finale, Gypsy Prince, entirely cured, is entered in a big race and wins. Bridges, a spectator, is jubilant, and forthwith is reunited with Miss Miles and returns to work as trainer of the great horse, certainly one of the highlights of the film. Directed by Michael Shuman, Hayes Getz produced and William Beaudine directed. Others in the cast include Michael Chacon, jockey: Harold Cheshire, a stable owner; Cecil Weston, Emory Parnell, Joan Shawlee and Rod Walker.


**"Intimate Relations"**
*(Carroll Pictures)*

THIS British import relates the consequences stemming from a mother's possessiveness of her son and an exotic romantic triangle involving the son, the father and a young woman. Issued on 24th play by Jean Cocteau, the theme is handled maturely and the acting is sincere in the most part, the action unfolds like a photogaphed stage play. The nature of the story and the quality of the acting probably will find its best appeal among art theatre audiences.

The story centers around a neurotic mother who almost devours her son with misdirected love. When she learns that he is in love with a young lady from an exotic background, she acts in a very uncharacteristic manner by trying to bring the romance to an end. Furthermore, it is the fact that the girl was in love with the boy's father, never of course knowing of the family ties. Eventual disclosure of the tangled emotions leads to an assortment of conflicts. Although these struggles and anguishs are presented with wit and humor, the acting is quite melodramatic. Frank screenplay, the mark of theatricality is plainly stamped on the proceedings.

The ending, grim in one respect and happy in another, resolves things completely.

Elsy Albin is sensitive and talented as the young girl, while Marian Spencer and Ruth Dunning give excellent portrayals as the mother and her sister respectively, and Russell Enoch and Harold Warrender are splendidly cast as the son and father.

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

**"Loophole"**
*(Allied Artists)*

A LOS ANGELES bank and the almost successful robbery of the institution, forms the background of this story starring Barry Sullivan as an innocent bank teller framed for a $90,000 theft; Dorothy Malone, his wife, and a slighted saloon-bonding company official. Known only to the audience is the fact that one of the surprised auditors of the bank is a phony, who in the general confusion arising from the attempted robbery, fooled Sullivan's cage.

Although the police and F. P. I. cannot prove anything against Sullivan, he is fired by the bank and in the ensuing weeks bounces out of a number of other positions by the hard-headed bonding company detective. Just as the robber, who is becoming cheaper, determines each and every day of the so-called auditor, leading to a chase and a happy ending.

None of the events, in fact, is particularly surprising, but director Harold Schuster has succeeded in getting the maximum excitement out of all. The cast is cleanly edited and nicely acted by the principals, as well as supporting people. The latter include partly Don Beddoe, as a middle-aged bank teller whose knowledge of the trade enabled him to mastermind the robbery, and Mary Beth Hughes, as his expensive girl friend and the cause of it all.

The screenplay, by Warren Douglas, is tightly knit and suspenseful. George Bricker and Dwight W. Babcock wrote the original story and Lindsay Parsons produced.


**"Appointment for Murder"**
*(E. P. E.)*

AN Italian murder mystery on the same level as a corresponding American drama, "Appointment for Murder" will draw its best audiences in Italy. The cast is good, and the picture is beautifully done. All the parts are well done, with the situation being well handled. Detectives in the picture are being dispatched to a murder scene and the working of the case is all part of the detective story. The film is a good one, but not great, and should be seen only by those interested in murder mysteries.

Running time 90 minutes. General audience classification. For February release.

**More 'Man' Prints**

United Artists has ordered 250 additional prints of "Go, Man, Go." Edward Dugan Clarke had the Harlem Globetrotters, because of exhibitor demand for the picture during the holiday season, according to company reports. The picture is being booked to coincide with the appearance of the barnstorming Globetrotters in various territories.

**Realtar Franchise**

DENVER, Feb. 18—Realtar has taken over the franchises for the Denver and Salt Lake territories from Robert Patrick, who owned them and gave them up to concentrate on road shows. Laura Hansson will remain as office manager and booker, with no manager named as yet. James Nicholson, Realtar vice-president, made the change here.
Third Try
RKO Re-opens
Talks on Code Seal for 'Line'

Company Officials Meet
With P.C.A. Heads Again

HOLLYWOOD, Feb. 22—RKO Pictures officials have resumed negotiations with officials of the Production Code Administration, with a view to obtaining a Code seal for Howard Hughes' "The French Line" after revisions in the picture have been made, it was learned over the weekend.

This is the third attempt by the company to obtain P.C.A. approval for the picture. It was submitted and denied a seal prior to its public exhibition last December. Following its opening in St. Louis without a seal, (Continued on page 3)

Acetate Film Tests Prove Safety Value
To City Officials

New York City officials, including representatives of the fire, licenses, fire prevention and other departments, are convinced of the true safety factor of acetate film as a result of demonstrations in Rochester, N. Y., conducted by Eastman Kodak Co., according to Emmanual Frisch, president of the Metropolitan Motion Picture Theatre Association.

The MMPTA, through D. John Phillips, executive director, sponsored the demonstrations as a "purely educational" project, Frisch said at the weekend.

Nine tests, using both acetate and (Continued on page 6)

Call U-I Conference
In Latin America

Universal International branch managers from 20 Latin American countries will meet with home office executives at a U-I Latin American sales conference which will open in Buenos Aires on March 15. Universal president Milton Rackmil, executive vice-president Alfred E. Daff, and foreign general manager Americo Meoli will head the home office group.

Exhibitors from the home office will be Al Lowe, Latin American supervisor; Fortunat Baronat, director of publicity; and Joseph Mazzu, in (Continued on page 6)

Three Promoted in
Realignment of RKO Sales Executives

In an executive realignment of the RKO Radio sales organization, three officials have been promoted by Charles Beasberg, general sales manager, Herbert H. Greenblatt, who has been Midwestern district manager, has been named Central division manager, with headquarters remaining in Chicago. J. Herbert MacIntyre, Western district manager, becomes Western division manager, with headquarters remaining in Los Angeles, while Harry Gittleson, sales administrative manager, has been promoted to the post of executive assistant to Beasberg.

RKO completed the realignment following the promotion last week of Walter E. Branson from assistant sales manager to general manager of foreign operations.

Greenblatt, who started with RKO (Continued on page 3)

Set TOA Delegates
To Arbitration Meet

Theatre Owners of America's delegates to the industry arbitration conference which is being initiated by the Motion Picture Association of America will meet in St. Louis to elect a TOA president, in the absence of MPAA president Eric Johnstone's invitation to the picture showmen.

In accepting the bid, Reade said that TOA is approaching the meeting "with great optimism and in a

'Executive Suite'

[Continued on page 6]

Martin Quigley, Jr.,
A Festival Speaker

SÃO PAULO, Brazil, Feb. 22—
Martin Quigley, Jr., editor of "Motion Picture Herald" and author of the recently published book, "New Screen Techniques," which is here for Brazil's Film Festival, discussed the industry's newly developed projection and photographic processes at a conference Friday held as part of the Festival.

Attending was Abel Gance, French film director, whose feature "Napoleon," was filmed in 1927 with three cameras and shown with three projectors.

'Good Morning'

Sen. Schoeppel
Lauds MPAA's Code Stand

Hopes Public Will Buy Code Seal Films Only

WASHINGTON, Feb. 22—Senator Andrew F. Schoeppel (R., Kan.), head of a Senate small business sub-committee which has been studying industry trade practices, applauded the decision of major producers to stand by the industry's Production Code.

"In the best interest of the industry and the public," he told the Senate, "I hope that every one of them and out of the industry will be free to sell the Code. I urge every producer to make only Code-approved pictures; I urge every exhibitor to show only Code-approved pictures; I hope that the public will patronize only Code-approved pictures.

"It is the one sure way of making certain that decent entertainment will always be the best entertainment."

Schoeppel started off by saying be (Continued on page 3)

Tax Exemption Talk
Beclouds Admission
Levy Outlook in '54

WASHINGTON, Feb. 22—Growing Congressional pressure for substantial tax cuts to stimulate business has completely belied the outlook for admission tax relief this session.

Most of the lawmakers pressing for tax cuts mention excise cuts as one of their goals. But even more of them mention an increase in individual income tax exemptions.

The problem the industry faces is (Continued on page 3)

Exhibitors to D. C.
For Tax Parleys

Exhibitor leaders from the field will start migrating to Washington during the next three weeks for conferences with their respective Senators and Congressmen in regard to the elimination of the Federal admission tax.

Purpose of the Washington junkets, (Continued on page 3)
**Personal Mention**

**William Ornstein, M-G-M** trade press contact, had one of his short stories from his book, "Almost a Hero," reprinted in the weekend edition of the "New York Post." ... 

**Steven E. Perakos**, attorney for Perakos Theatre Corporation in New York City, has been named head of the by-laws committee of the Lawyers Club of that city.


**Elliott Foreman**, M-G-M special press representative, has returned to New York from a four week tour of the Midwest and South.

**M. J. Daly**, of the Blue Hills Drive-in Theatre, Hartford, has left for Boca Raton, Fla.

**Charlotte Sizer**, of Loew's Poli-Neon Theatre, has returned to New Haven from Florida.


**Howard Keel** will open a singing engagement at Las Vegas on March 1.

**Robert Tavlor** arrived in Florida on Sunday for New York.

**Calls Hall's Sound Near 'Failure-Proof'**

CAMDEN, N. J., Feb. 22 — The RCA stereophonic sound equipment installed at the Radio City Music Hall in New York is currently proving itself to be virtually "failure-proof," J. F. O'Brien, RCA theatre equipment manager, states.

He called the Hall's installation, the most complete and flexible RCA sound system. Theatres have since time advent of 3-D and wide-screen films.

**IATSE's Walsh to Coast Conferences**

Richard Walsh, International president of the IATSE, left for the Coast over the weekend for a week's stay. Although the trip is described as routine, it is reported that he may participate in the windup of studies contracts under the new basic agreement.

**'Pinochio' Held Over**

Walt Disney's "Pinochio," in release in New Orleans, has been held over for the Memorial in Boston and the Albee in Providence.

**To Build Drive-in**

EUGENE, Ore., Feb. 22 — Elian Allen, Oregon theatre operator, announced the early construction of Allen's Drive-in Theatre, which will be equipped with a wide screen.

**Westrex Stereo Head To Start World Tour**

HOLLYWOOD, Feb. 22 — Dr. John G. Frayne, engineer manager of the Westrex Corp., will leave here on Sunday for a two-month world tour to acquaint the industry abroad with developments in stereo-microphone recordings and stereophonic sound reproducing for theatres.

**Steinberg, Champion To Start World Tour**

In a rendition of the Paramount Films' in-love and exploitation department, Herb Steinberg, formerly in charge of publicity, has been named national exploitation manager. At the same time, Jerome Pickman, director of promoting, publicity and exploitation, promoted Burt Champion to Steinberg's former post of home office publicity manager. Champion had been assistant manager of radio and TV publicity.

Sid Mesibov, formerly in charge of exploitation, has been assigned to handle national news and special promotions.

**Five Reade Managers Win Prizes in Drive**

Managers of five Walter Reade theatres won prizes in the circuit's recently concluded fourth quarter drive for promotional and management activities during the Christmas holiday season.

Jointly awarded first prize are Joseph Scimmers, city manager, and Charles Gordon, Breadway Theatre manager, in Kingston, N. Y. Sommers and Roy Blumenthein, manager of the Strand in Freehold, are also awarded a special prize for sale of Christmas scrip books. Second prize went to John Hahm, city manager of the Parkway, and manager of the Paramount and Oxford in the same community, Robert Hayes, city manager of the theatres in Asbury Park, won third prize.

**Altschuler On Tour Of Branches Abroad**

Richard W. Altschuler, president of Republic Pictures International Corp., left here for London by plane on Sunday on the first leg of a tour of the company's European offices.

**Scope for NE Loew's**

HARTFORD, Feb. 22 — All 11 houses on Loew's Poli-Neon England Theatres Circuit have been equipped with wide-screen and stereophonic sound equipment, according to Harry F. Shaw, division manager.
FLY-TWA
SKY TOURIST
COAST TO COAST
$99
Between CHICAGO and
LOS ANGELES or SAN FRANCISCO
only $76
Between
NEW YORK and CHICAGO
only $33

Regularly scheduled daily flights. See your travel agent or call Trans World Airlines.
there's big power in "man in the attic"!

TREMENDOUS IN ITS FIRST ENGAGEMENTS! Up there with the biggest at the Fox, Philadelphia! Sensational at the Fox, Detroit! A Money-Maker everywhere!

DATE IT NOW! Get behind it with a showmanship campaign! There's great business waiting for you with this exploitation natural!

A Panoramic Production • Released by 20th Century-Fox
JACK PALANCE

...in the year's most unusual entertainment... in "Man in the Attic"

THESE ADS!
**Television--Radio**

**with Pinky Herman**

L ELAND HAYWARD'S second TV stint will be seen Sunday (8:00-9:00 P.M.) when host Jimmie Ginger will co-produce and co-host Porter's musical comedy, "Anything Goes," starring Ethel Merman, Frank Sinatra and Bert Lahr on the "Colgate Comedy Hour" via NBC-TV. Script was adapted for video by Herb Baker, son of Bert Baker and the late Maurice Abrahams, who wrote many hit songs. . . .

Newton E. Melzer, former independent film producer and more recently with CBS-TV, has joined Van Praagh Productions as producer-director-writer. . . . The original "Mr. & Mrs. Team" and easily one of the most popular with John Q. Public, Ed & Peggie Fitzgerald, have started their 15th consecutive year on ABC and ABC-TV. . . . Residents in New York state own 3,712,620 TV receivers; Californians collectively have the second largest number, 2,809,640 sets, and in third place is Pennsylvania with 2,276,940. There are approximately 28,500,000 TV sets in the country.

**Sullivan Toastmaster**

At Ball-Arnaz Dinner

Ed Sullivan, newspaper columnist and master of ceremonies of "Toast of the Town," will be toastmaster at a luncheon for Lucille Ball and Desi Arnaz given by the National Television Film Council on Friday at the Hotel Commodore.

**Fire in Oklahoma House**

WOODWARD, Okla., Feb. 22—A fire caused by an electric power wire short circuit did extensive damage to the Woodward Theatre here on Friday. Firemen fought the blaze more than 90 minutes before it was brought under control.

**Acetate Tests**

In the second round of nitrate film, were shown to be the largest nitrate to be tested. The tests consisted of a nitrogen compound, an attempt to extinguish the flames and attempts to burn the acetate film. It was pointed out by industry officials that they had never been shown its actual value. They said that industry representatives at a meeting the previous day had heard about the safety film but had never been shown its actual value. It was explained that Eastman was making a report of the tests which would add to its insurance rating bureaus.

**Officials Reported Impressed**

It was said that the city safety officials were deeply "impressed" by what they saw. They apparently knew that the industry had changed over to the use of acetate film in 1951 but they were not aware of its potential as a safety factor, Frisch said.

**Await IMPPA Action**

As AFM Signs Pair

The American Federation of Musicians here still await word from the Coast on membership action by the Independent Motion Picture Producers Association on a proposed new contract. IMPPA, the only major film organization which has not yet signed a new AFM contract, asks the musicians' union proposal for a wage hike and other benefits to its membership for a decision.

Meanwhile, RKO Radio Pictures and Republic, the two studios which did not sign the recent industry accord in Miami, reached an agreement with the AFM here last week. The RKO and Republic pacts, which followed the pattern of the industry agreement, were said to be for a one-year period and provide for a sliding scale of wage increases.

**U-I Meet**

(Continued from page 1)

charge of the overseas branch department, Cesar Abad, recently appointed U-I special field representative for Rank films in Latin America, will attend also.

Host at the convention will be U-I's general manager for Argentina, Maurice Iser, and guest of honor will be Air Comisario F. M. F. West, managing director of the J. Arthur Rank Overseas Film Distributors.

**Honor K. C. Stengel**

At Crescent Dinner

NASHVILLE, Feb. 22.—Kermitt C. Stengel, newly elected president of Crescent Amusement Co., here, was honored at a dinner by Crescent officials and employees and theatre managers from the Nashville area.

Speaking at the dinner were C. R. McCown, general manager, and Webb Haynes, secretary-treasurer, of Crescent, Floyd Rice, Tennessee Theatre manager; A.L. Shurtley, manager of the Columbia, and Jack Funk, who spoke for Crescent office employees.

**Every week is**

walt FRAMER

"Top-ranking day!"

**STRIKE IT RICH**

The Big Pay Off

walt FRAMER PRODUCTIONS

"AMERICA'S LEADING INDEPENDENT TV PRODUCER"

1150 AVENUE OF THE AMERICANS, New York 36, N. Y. • OXford 7-3322

S'tunny. If you don't have it you want it and when you have it you don't see it.

Somehow, ABC's newsmen seem to overlook a natural TV personality who has been doing a sensational job for the past five or six years over this network originating at Cincinnati. Program, "Big Jon & Sparkie," in the past two years was awarded second place each June by the radio editors in the Motion Picture Daily-AFRA-Publicists poll and to this reporter, the mystery is the fact that this "natural" for TV program isn't brought to New York for a daily afternoon series. . . . The original "Singing Sam, the Barbados Man," (Sam Green) who's been back on WABC three years, is leaving town with plans to launch his own TV variety show in the fall. . . . Wounded GI's at the St. Albans Naval Hospital have voted ABC-TV's Scotty Scott as the girl they'd like to weather any storm with. (blonde, petite and lovely, is Scotty, who cares about a little thing like a split infinitive.)

**HOWARD E. STARK**

Brokers and Financial Consultants

TELEVISION STATIONS RADIO STATIONS

50 E. 58th St., N. Y. EL 5-0401

Specialists to Motion Picture Industry
AN AVALANCHE OF BOXOFFICE ACTION!

DANGEROUS MISSION!

co-starring

VICTOR MATURE • PIPER LAURIE
WILLIAM BENDIX • VINCENT PRICE

Color by TECHNICOLOR

with BETTA ST. JOHN • Directed by LOUIS KING • Screenplay by HORACE McCoy, W. R. BURNETT and CHARLES BENNETT • Produced by IRWIN ALLEN
### HOW BUSINESS RANKS NATIONAL ADVERTISING MEDIA

<table>
<thead>
<tr>
<th>Ranking of National Media</th>
<th>Medium</th>
<th>Advertising Revenue (Jan.-Dec., 1953)</th>
</tr>
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<tbody>
<tr>
<td>1st</td>
<td>LIFE</td>
<td>$109,708,903</td>
</tr>
<tr>
<td>2nd</td>
<td>CBS-TV</td>
<td>97,466,809</td>
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<tr>
<td>3rd</td>
<td>NBC-TV</td>
<td>96,658,551</td>
</tr>
<tr>
<td>4th</td>
<td>Saturday Evening Post</td>
<td>80,865,877</td>
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<tr>
<td>5th</td>
<td>CBS-Radio</td>
<td>62,381,207</td>
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<tr>
<td>6th</td>
<td>NBC-Radio</td>
<td>45,151,077</td>
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<tr>
<td>7th</td>
<td>Time</td>
<td>35,391,178</td>
</tr>
<tr>
<td>8th</td>
<td>ABC-Radio</td>
<td>29,826,123</td>
</tr>
<tr>
<td>9th</td>
<td>Better Homes &amp; Gardens</td>
<td>27,240,924</td>
</tr>
<tr>
<td>10th</td>
<td>This Week</td>
<td>26,822,080</td>
</tr>
</tbody>
</table>


Source: Publishers’ Information Bureau (gross figures).
Radio and television figures are for network time only.

*Collier's became a bi-weekly in August, 1953.
New Role

StereoDemand To Be Met By TOA Group

Will Challenge Policy Of Some Distributors

In another clear-cut reversal of its traditional policy, Theatre Owners of America will challenge the attitude of some distributors who are demanding that stereophonic sound be used in the presentation of CinemaScope product.

The policy reversal stems from the fact that TOA, in the past, has side-stepped involvement in trade practices, but, according to reports from TOA regional units a TOA committee will put the challenge into operation.

The committee, it is learned, will insist that distributors of CinemaScope films serve exhibitors regardless of restrictions and further, it has instructed (Continued on page 4)

Steribert Says U. S. Film Service Aim Is New Production

WASHINGTON, Feb. 23.—The chief aim of the government’s Overseas Film Service in the year ahead is to resume production work, Congress was told.

The statement came from Theodore C. Streibert, chief of the U. S. Information Agency, during testimony before the House appropriations committee on the agency’s budget for the year starting July 1. The appropriations requested for the motion picture service in the coming year total (Continued on page 5)

May Devise Allied Stock Plan Today

A plan of operation under which Allied States Association members would gain a voice in production policies of a film company through stock acquisition was worked out here today by an Allied committee, which has been appointed for that purpose. The committee consists of William Snaper, Ben Marcus, Rube Shor, Horace Adams and Benjamin Berger. The group will meet in advance of (Continued on page 4)

First Achievement Award of ‘Fame’ To Be Presented to Spyros Skouras

Spyros P. Skouras, president of 20th Century-Pool, has been named recipient of the first Achievement Award presented by “Fame,” the annual evaluation of film industry personalities published by Quigley Publications.

The citation to Skouras is “in recognition of his notable contribution to the art and industry of motion pictures by the development and introduction of CinemaScope and for the widening of mankind’s horizons of knowledge, inspiration and entertainment realized by this new technique.” It is signed by Martin Quigley, publisher of the annual, now in its 22nd year of publication.

The Achievement Award is to be presented to Skouras at a later date, following his return from Europe.

Termed ‘Out of Order’
Block Move for Vote on Immediate Tax Reduction

WASHINGTON, Feb. 23.—A Democratic attempt to get an immediate House Ways and Means vote on reduction in the admissions and other excise taxes was ruled out of order by Chairman Reed (R., N. Y.).

Reed said the committee would take up the entire question of excise tax rates at a later date, but well in advance of April 1, when some excise rates are scheduled to drop.

The matter came up as the committee continued its voting on the Technical Tax Revision bill. One section of the bill, which is a complete rewriting of the present Internal Revenue Code, would have merely carried over into the new law all existing excise rates.

Committee and Treasury officials explained that this in no way prejudiced the committee’s right to cut excise rates in a later bill, but was merely designed to keep things neat and tidy in the (Continued on page 4)

Pola-Lite Offers 3-D Unit, Glasses To Theatre Owners

Two new developments, a single track 3-D projection unit called the Pola-Lite System and new full vision 3-D glasses, are now available to exhibitors, Al O’Keeffe, vice-president in charge of distribution for the Pola-Lite Company, said here yesterday.

O’Keeffe stated at a trade press conference at the Hotel Astor that the present 3-D films are not commercially sound for small theatre owners and the added expense involving 3-D kept many a small exhibitor from installing the equipment.

The new Pola-Lite System, which has replaced the Moropotic unit, has many improvements and refinements. These units will be offered at terms (Continued on page 4)

Production Will Rise By Apr. 1, Says Walsh

HOLLYWOOD, Feb. 23. — The volume of film production, now at a low ebb, will begin to rise about Apr. 1, Richard F. Walsh, president of the IATSE, told the American Federation of Labor’s Film Council at its regular Tuesday meeting here today.

The council discussed “runaway production” at length, with comments (Continued on page 4)

Press Ire Soothed At Brazil Festival

By MARTIN QUIGLEY, Jr.
SAO PAULO, Brazil, Feb. 23.—A mass press and radio interview of American film stars was held here today at headquarters of the International Film Festival. The interview was held following two previous cancellations, which resulted in an irate proclamation yesterday by 30 Brazilian and European journalists who threatened a news blackout on Americans at the festival.

The first cancellation on Saturday occurred when the Americans attended are not given by the governor of Sao Paulo.

The decision to hold today’s interview at the American Consulate was (Continued on page 5)

Standard to 2.66:1

See Deal Near Between Para. And Tushinsky

Wide Aspect Ratio Pick By Use of New Lens

HOLLYWOOD, Feb. 21.—Paramount will be in a position to sell a picture to an exhibitor in his own choice of aspect ratios, from standard to 2.66:1, if negotiations now in progress for use of the Tushinsky variable anamorphic lens are successfully concluded, as expected, this week. The Tushinsky process was described in detail in the Feb. 18 issue of Motion Picture Daily.

Joseph Tushinsky, the inventor, tonight admitted that the Paramount negotiations have been moving steadily and smoothly, although no actual signing of papers has taken place. Paramount sources made no comment beyond confirming that an important policy announcement is planned for next week.

At last week’s demonstration (Continued on page 2)

Injunctive Bid Vs. RKO Radio Heads For Hearing Here

A hearing on the injunctive bid of RKO Pictures minority stockholders is shaping up here for tomorrow in the wake of proceedings in New York and Delaware courts.

Tomorrow’s hearing in New York Supreme Court will be on the motion of minority stockholders Louis Schiff and Jacob Sacks, seeking to enjoin the sale of the company’s assets to board chairman and principal stockholder Howard Hughes. The motion (Continued on page 4)

Pinstein Sues List Over RKO Stock Buy

Harry Pinstein, former RKO attorney, has filed a suit for $266,667 plus interest against Albert List, board member of RKO Theatres, for alleged services performed in enabling List to acquire working control of the theatre circuit.

The complaint asserts that in November, 1952, List asked Pinstein to collect data in regard to assets and (Continued on page 5)
E. W. Aaron, Veteran Executive, Dead

Edwin W. Aaron, Western sales manager for 20th Century-Fox, died at his home in Cleveland, Ohio, on February 10. He was 59 years old.

A veteran of many years in the film industry, he held several important sales posts for 25 years with M-G-M prior to joining 20th Century-Fox in 1948 as assistant general sales manager.

Aarons began his film career as a cashier for the E. M. Saunders Exchange in New York. After being absorbed into M-G-M, he became an accountant for Metro. In the following years he held several positions as assistant department manager, assistant to general sales manager and in 1943 was promoted to director of sales.

In 1945 he was promoted to assistant general sales manager.

Surviving are his wife Dorothy Aaron, and a daughter, Mrs. Herbert S. Mann. Services were held yesterday at the Riverside Memorial Chapel and burial was at Westmore Hills Cemetery.

Moss to Europe on Product Search

Charles B. Moss, operator of the California Theatre in Berkeley, is leaving for Europe where he will leave home Friday on the Queen Mary for a tour of production centers in Europe.

The American public has only recently become aware of the entertainment values of foreign films. Moss decided this was due to the shortage of foreign production made necessary for the exhibitor who can no longer obtain American pictures to give serious consideration to foreign films.

Moss will visit studios in Rome, London and Paris and view recently completed product; at the same time he will investigate production facilities in England, a country which he has been recently active.

Minter to Film 6 For Renown in '54

A program of six British productions, said to cost over $1,000,000 ($2,800,000) has been assembled by producer George Minter for Renown Pictures for the next 12 months, it was disclosed yesterday.

The six films, each in CinemaScope, the others being for "wide screen" exhibition, it was stated. All will be quickly completed and ready for release shortly, it was added, "Grand National Night," and "Our Girl Friday."
M-G-M PICTURES TOP THEM ALL!
THEY'RE FAVORITES AT THE MUSIC HALL!

"Mogambo" started the Hit Parade in October, launching a new M-G-M record of 8-pictures-in-a-row at the famed Music Hall! Now "THE LONG, LONG TRAILER" is delighting audiences of the world's most famous theatre, with a terrific line-up of other big M-G-M hits to follow one after another. On Broadway and across the nation it's a happy celebration as M-G-M's 30th Anniversary rolls merrily along!

SALUTE TO ED SULLIVAN's
"TOAST OF THE TOWN"

Approximately 50,000,000 people heard and saw the M-G-M Anniversary Show, Sunday night, February 14th, on CBS-TV's hour-long show! Never before has any company's line-up of pictures received such visual selling to the nation! M-G-M takes this opportunity to express gratitude to a great showman, Ed Sullivan, for a magnificent job!
Fresh Rise
New Product, Holiday Spur
B'way Grosses

Strong product combined with the
daily three-day weekend gave vir-
tually all first-run Broadway situations
in.

The list of top grossers included
The Long, Long Trailer," New
Faces," The Glenn Miller Story," Riot
in Cell Block 11," Act of Love," and
Top Banana.

The good business along Broadway
was reflected over the holiday weekend
in York Metropolitan neighborhood
situations, too, according to circuit of-
ficials. The circuits reporting fine
weekend business include Loew's, KRO
Theaters and Trans-Lux The-

Music Hall Crowded

At Radio City Music Hall, a big
$157,000 is indicated for the first week
of "The Long, Long Trailer," "New
Faces" in CinemaScope at the Roxy is
expected to register a strong $85-
000 for its initial week. At the Cap-
itol, an outstanding $92,000 is seen for
the second week of "The Glenn Miller
Story," a gross which virtually par-
es the first week's business.

"Riot in Cell Block 11" opened to a
good $37,000 at the Mayfair, while a
fine $24,500 is seen for the first week
of "Top Banana" at the Victoria. A
swell $22,750 is indicated for the sec-
ond week of "Act of Love" at the Ast-
or. "His Majesty O'Keefe" at the Par-
mar has been extended to run until its
third week with a good $33,000.

"This Is Cinerama" continues to pack
in the customers at the Warner, with
a sizable $40,000 forecast for its
38th week there. "It Should Happen
To You" at Loew's Cinerama brings an
income of $21,000 seen for the sixth
week. A pretty good $17,000 for the
third week of "Rob Roy" at the Crite-
ration is forecast, while "How to Marry
a Millionaire" at the Globe is due to
hit a more than satisfactory $17,800
for its 15th and final week. "The
Robe" will open at the Globe on Sat-
urday, returning for its second Broad-
way run. Another CinemaScope pro-
duction, "King of the Khyber Rifles," at
the Rivoli is expected to do a fairly
moderate $11,000 for its ninth week.

"Genevieve" Strong

Off-Broadway first-run houses also
enjoyed good holiday business, with a
big $18,700 predicted for the first
week of "Genevieve" at the Sutton. The
long-standing hold-over "Lillia-

based on the original Schiff-Sacks
stockholders' suit, charges the $38,-
000 sought from Hughes as dam-
ages is an asset of the corporation which
has been ignored in the pro-
ceedings.

The hearing shaped up following the
withdrawal here yesterday of a similar
injunctive complaint in New
York Supreme Court. The in-
junction, withdrawn without prejudice,
charged that the $3,438,478 offered
in settlement for the Schiff-Sacks
assumption was inadequate. It was withdraw-
ning a preliminary hearing on Satur-
day. Another good court of Chancery,
where the minority stockholders Schiff
and Sacks had made a comparable
complaint.

March 8 Trial Asked

In the Court of Chancery on Sat-
urday, it was suggested that a trial
could be set for March 8, a week later
than requested by RKO Pictures,
which sought a quick trial "to avoid
the possibility of the corporate's acting
on the Hughes' offer.

Plaintiffs Schiff and Sacks agreed
the trial would be set if provided that
five witnesses would make themselves
available for pre-trial examination.
An interview included Hughes,
James James G. Gray, president,
Roller Walker, vice-president, Wil-

now in its 50th week at the Trans-
Lux 22nd Street, is due to hit a smart
$9,000, while a nice $8,000 is seen for
the 12th week of "The Long, Long
Triple" at the Trans-Lux 60th. At the
Paris, a steady $7,500 is indicated for
the 21st week of "The Captain's Para-

Good Weather Helps
Chicago Grosses

CHICAGO, Feb. 23. — Favorable
weekend weather and the Washing-
ton's Birthday weekend brought large
crowds to Loop theaters here.
A trail of pickets in front of the
21st Century in its 29th week at the Palace, drew a
powerful $4,450 last week, while 6,000 tickets
are expected for the 12th week which will come
close to $3,000 in its third week at the Oriental.
Another good gross here are "The
Glenn Miller Story," pulling $60,000
in its second week at the Chicago; "Helt and High Water," chalking up
a solid $35,000 in its opening session at the
Essence Woods; "Rome, 11 O'Clock," holding up well at
$6,500 for its fifth week; "In the Mood" at $4,000 for its third
week, and "You Can't Have Your
Ice and Eat It" at $3,000.

"His Majesty O'Keefe" drew a good $17,500 for its second round at the Roosevelt and
"Living Desert" closed a highly
successful ninth-week run with a fine
$8,000 for the last week.

"Pinocchio" Grosses
Well in New England

BOSTON, Feb. 22.—Walt Disney's
"Pinocchio" will gross an estimated
$100,000 in its New York play at the
Memorial Theater here, to give
the house one of its biggest weeks in
recent memory.

Meanwhile, in Providence at the
Albee, the gross is expected to top
$17,000 for the first week of the RKO
Radio Pictures release.

"SHOWPLACE OF THE EAST"

MOVIELAB'S new preview theatre brings
TO THE EAST the ultimate in projection.
• Three 200'f.p.s. projection
• 16mm interlock projection
• 35mm tap interlock projection
ALSO CUTTING & EDITING ROOMS AVAILABLE

619 W. 54 St., N. Y. 19, N. Y. • 244-0627

Block Move

(Continued from page 1)

by a gross of $17,000 for the first week of the RKO
Radio Pictures release.

revised bill. Rep. Mason (R., Ill.)
said he entertained the proposal to be

"Rep. Brown, D.,(Il.) then moved
that the committee adopt "Speaker
Martin's" proposal to cut to 10 per
cent on all advertisements over 10
per
cent. Reed ruled this out of order.
There was no appeal from his rule,
and the Mason motion in order was
agreed to.

Reed later issued a statement de-
crating the Boggs motion would have
shaped up for speedy trial in Dela-
ware, feeling that the "propriety of
the offer will be tested in another mi-
nority stockholders' unit, the Castle-

Block Move

(Continued from page 1)

ational Allied's board of meeting to be
held Thursday and Friday.

Meanwhile, indications are that at
least one big employer has som-
time satisfactorily to a question-
naire which sought data on their
usual stock holdings in film com-
panies. This is revealed in a bulletin
sent out by Allied's New England unit,
Independent Exhbitors, Inc., which
said it would be interested in data on
information, stated that "we are ashamed
and chagrined at the results. Appar-
tially, the survey was not carried out
clusive when the Allied board met in
Cincinnati earlier this month because
they decided to continue the ques-
trium and named a committee to
draw up a plan of action.

A report on the canvas to date
indicates that the recommendations
will be made to the board tomorrow
once

Stereo Demand

(Continued from page 1)

ious to go to the Department of Jus-
tice and the Senate Small Business
Committee for relief in case of refusal,
even though there have been unsatis-
factory experiences with the govern-
ment on such instances.

As one regional TOA unit expresses
the move, such a step is unusual to
TOA, "but it points up the extreme
seriousness of the situation," add-
ning that the refusal "end unless somet-
ing is done." The unit asserts that "our investments total millions of
expenditure and distribution and we cannot let the tail
continue to wag the dog."

Buys Lippert Franchise

SAN FRANCISCO, Feb. 23.—Al
Grubstick is the owner of the Lippert
Pictures franchise here having bought
out Irving H. Levin and Charles
Kraus.

...
WALT DISNEY’S version of Jules Verne’s “20,000 Leagues Under the Sea,” being photographed 30 feet under water off the coast of Nassau in the Bahamas, has a backdrop to Nassau to make photographs under water of actor-divers, cameramen, grips, propmen, lifeguards and directors who dare lumber in with their cameras for CinemaScope version of the Jules Verne science-fiction classic.

Seven pages of these pictures appear in the current issue of “Life.” On the front cover, Captain Nemo and full color of a Lentilus crew appear in Victorian-looking self-contained diving equipment the way Jules Verne imagined them to be.

“Act of Love,” reports Phil Hartung in the March issue of “Woman’s Home Companion,” “is beautifully photographed in Paris. It has been adapted from the novel The Girl on the Via Plamiana.”

“Hans Christian Andersen’s” dancing star Jeanne Marie appears in the delicately colored front cover of “Look’s” March issue. “Ruby Trail” is represented in the same issue, by an eye-catching ad in full color that is uncorporated. Also appearing in this issue is a two-page ad on “Beat the Devil” in color. More than half a page of the ad is given over to a listing of the theaters in the United States and Canada which will play the film during March.

“Go, Man, Go,” reports Ed Miller in the March issue of “Seven-teen.” “Is the kind of a movie during which you slip off your shoes and simply enjoy yourself. It’s the warming, true-to-life yarn of the fabulous basketball team whose members are known as the Harlem Globetrotters. The game lacks the movies, and the team came to be. The Globetrotters play themselves (and if you’ve never seen them, you’re in for a treat).”

In the same issue there is a striking full-page ad on “Red Garters.”

“Dragnet”’s” dancing star, Cyril Cusack, demonstrates in “Call Mr. Call’s” March issue, how exercise can be fun, when done in dance rhythm. Many full color photographs of Cyril are spotlighted on a two-page editorial spread, illustrating how figure control exercises can be done in time with dance steps.

“The Long, Long Trailer” is represented by a striking full-color page ad in “Pictorial Review’s” February 21 issue, in which Leo, the MGM Lion’s 30th Anniversary Celebration is spotlighted.

Louella Parson’s “Movie Citations” in “International News” and “Motion Picture Daily” are the Drama, “Executive Suite”; Best comedy, “Money From Home”; Best production, “Night People”; Best action, “Rope, Girl, Block.”

“The Glenn Miller Story”’s star, June Allyson, featured in a full color trailer September ad below which appeared in the February 21 issue of “American Weekly.”

WALTER HAAS
Saluting MGM's 30th Anniversary

From THE BIG PARADE to KNIGHTS OF THE ROUND TABLE...
Eastman has been proud to work with MGM

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, N. Y.; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California
Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois

W. J. GERMAN, INC.
Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.
Agents for the distribution and sale of Eastman Professional Motion Picture Films
Non-Exclusive Licensing Plan For Tushinsky Lens Unveiled Tests at Major Studios As Para. Negotiates

HOLLYWOOD, Feb. 24.—The variable anamorphic lens system, the use of which is now being negotiated by Paramount Pictures, is being made available to the entire industry under licensing agreements, the co-inventor of the system, Joseph Tushinsky, of RKO Radio Pictures, told Motion Picture Daily today.

It was further disclosed that tests are being made for Columbia Pictures as well as other major studios. According to Tushinsky, the licensing arrangement being offered is designed to give every exhibitor, large or small, an opportunity to utilize the lens' anamorphic facilities whenever practicable. To this end, Tushinsky

Proxy Fight Joined By Decca Board

Decca Records board of directors hit back yesterday at a broadly issued statement by Lloyd, former director, who launched a proxy fight, charging Decca president Milton Rackmil with being a "one-third part-time president."

The Decca board in its answering statement called Lloyd a "thief" and charged Rackmil with "stealing money."

In his letter to stockholders, in preparation for Decca's annual meeting April 13, Lloyd referred to Rackmil's actions as, "a series of vicious and mischievous efforts to demoralize the company and to create and foster a spirit of discord among us."

Extend Divestiture Time for AB-PT

WASHINGTON, Feb. 24.—The Justice Department has agreed to give American Broadcasting-Paramount Theatres a six-month extension on two important divestiture deadlines. The department agreed to extend from March 1 to Sept. 3 the deadline for AB-P to divest of its exhibition theatres. It was required under the consent decree to sell its Interstate Circuit. Originally the company was to have

SCTOA Accepts Bid To Arbitration Meet; Would Mull Rentals

HOLLYWOOD, Feb. 24.—Harry C. Arthur, Jr., chairman of the Southern California Theatre Owners Association, has accepted the invitation of Eric Johnston, president of the Motion Picture Association of America, to attend the proposed meeting to consider the setting up of an industry arbitration system.

In accepting the invitation, Arthur expressed the opinion that many phases of film-rental procedure could properly be included in the agenda of the meeting, even though the subject

Allied Stock Buy Plan Up to Board

A plan under which Allied States members may pool their stock interests in one or more distributing companies for the purpose of gaining a voice in production policies will be submitted to Allied's board of directors at a meeting in the Warwick Hotel here today. The board meeting is a continuation of the sessions held in Cincinnati earlier this month.

A committee, appointed by the directors at the Cincinnati sessions, met here yesterday and devised a stock

End of An Era

Electronics' Survey Finds TV's Novelty Period Over

WASHINGTON, Feb. 24.—The electronics industry and Americans are returning to their

Harrison Fills 20th Western Sales Post

The temporary appointment of Alex Harrison, 20th Century-Fox home office representative, to the post of Western sales manager for the company was disclosed here yesterday.

A decision on a permanent appointment, will be made shortly with the return here from Miami of Al Lichtman, distribution director, it was added. In the meantime, Harrison will fill the post formerly held by Edwin W. Aaron, who died last Saturday.

C'Scope Policy

MAY CHANGE U.K. RELEASE PATTERN

Ready Industry TV Pilot Film Soon

The pilot film for "Invitation to Hollywood," the new title of the proposed television series to promote the motion picture industry, will be ready within the next 10 days, it was disclosed here this week by Robert Weitman, vice-president of American Broadcasting-Paramount Theatres.

Weitman, who recently returned from a trip to the Coast, said the outline of the program has won the approval of studio heads there. He went on to say that the pilot film will be completed before negotiations are opened with the American Federation of Musicians regarding the series, which has been the subject of many delays since it was approved in principle by the Motion Picture Association of America and the American Broadcasting Co., a division of AB-PT.

The ABC vice-president in charge of talent and programming added that with the exception of the APM, other

Skouras Decides to Sell Away From Rank in Stereophonic Impasse

By PETER BURNUP

LONDON, Feb. 24.—The entire release and film booking pattern throughout Britain may be disrupted in consequence of the stalemate between J. Arthur Rank's theatre operations here and 20th Century-Fox over mandatory stereophonic sound installation for CinemaScope exhibition.

John Davis, managing director of the Rank Organization, has broken off the talks in the recent discussions with Spyros Skouras, 20th Century-Fox president, in his resistance to any stereophonic sound installations beyond the 75 theatres of which the Rank Organization already is committed.

Davis offered to continue to equip additional theatres with CinemaScope essentials other than the stereophonic sound, but Skouras forthrightly refused to concede anything on that basis.

Thereafter Skouras decided 20th-

COMPO Tax Drive Moves Into High Gear

WASHINGTON, Feb. 24.—The Council of Motion Picture Organizations is ready to throw its admission tax relief campaign into high gear early next week, it was learned.

The COMPO Tax Committee is worried that the House Ways and Means Committee will move faster than originally suspected in acting on

Hillside Seeks New Rentals Case Trial

A motion to vacate the judgment dismissing the suit brought by the Hillside Amusement Co. against major distributors for alleged film rental discrimination will be made in New York Federal Court today. If successful, the case would be retried.

The action was the first film case
**Personal Mention**

MURRAY SILVERSTONE, head of 20th Century-Fox International, will return here by plane on Saturday from England.

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, and Sam Becker, U.S. Latin American supervisor, returned here yesterday from a tour of Latin American branches.

ASTERIO ABOUR, Universal International vice-president and general manager, will leave here by plane at the weekend for Puerto Rico and South America.

Douglas Asos, of Lockwood & Gordon Theatres, has been supervising the West Playhouse, Wethersfield, Conn., during the Florida vacation of William H. Daugherty.

Ted Holt, on the engineering staff of Loew's Poll-New England Theatres, has been on special duties in Connecticut and Massachusetts after an extended New Haven Hospital stay.

EMERY AUSTIN, M-G-M exploitation director, has been confined to his home with flu during the past few days.

Wolfe Cohen, president of Warner International, will leave here tomorrow aboard the Queen Mary for London.

Curtis Bernhardt, director, arrived in New York yesterday from England and will leave here today by plane for Hollywood.

KENNETH C. DIMICK has been named manager of the Nugget Theatre, the recently acquired West Branch of the late Arthur C. Barkwood.

Rex Harrison and Laurence Harvey will leave New York by plane on Saturday for Europe.

Walter Wanger has returned to Hollywood following a swing through seven key cities of Texas.

NEVILLE BRAND, now in Boston, is due in Hartford at the weekend, after which he will return to Hollywood.

CHARLES LEVY, Eastern publicity director for Walt Disney, is in Indianapolis from here.

Bob Dorfman, Eastern publicity representative for Walt Disney, is in Nebraska from New York.

SAM ROSEN, of Lockwood & Gordon Theatres, Hartford, has left here for a vacation in Florida.

**MOTION PICTURE DAILY**

**“Miller Story” Sets All-Time U-I Records**


In first week engagements, the “Miller Story” grossed $36,000 at the Strand Theatre in Buffalo, $33,000, at the Plaza, New York; $32,000 at the Lafayette; at the Fulton, Pittsburgh, $30,000; at the Madison, Detroit, $24,000; at the Golden Gate, San Francisco, $21,000; at the Hippodrome, Baltimore, $22,000 is sighted, and at the Radio City, Minneapolis, $20,000, is indicated.

At the Capitol here, it did $91,000 in its second week; at the Chicago Theatre, Chicago, $60,000; and at the Upton, Tower, Fairway and Granada in Kansas City, $25,000.

**Boston Business Big On Holiday Weekend**

BOSTON, Feb. 24.—The Washington Birthday weekend was one of the healthiest in the history of office grosses registered in downtown Boston since the war years.

Walt Disney’s “Pinocchio,” at the Keith Memorial Theatre got off to a smash start on the 24th, and was still running strong on Friday. Despite competition, the picture continued to draw well, especially on Wednesdays.

Both “Pinocchio” and “The Secret of the Andes” were up 20 percent in boxoffice business, and “The Secret of the Andes” was setting a new record for the week, according to M-G-M managers.

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**“Riot” Business Good In Michigan Theatres**

HOLLYWOOD, Feb. 24.—“Riot in Cell Block 11,” which opened its three-day engagement at the Michigan Theatre in Chicago on Friday, was the top grosser, according to boxoffice reports.

**“Million Dollar” Sets All-Time U-I Records**

**FCC Current on TV Applications**

WASHINGTON, Feb. 24.—The Federal Communications Commission said it is currently processing applications for new television stations.

D. J. McManus, vice-president of the FCC, said outstanding, the FCC said, adding that almost all these were involved in community service. Of the 250 already have been set for hearing, are in hearing or have finished hearings, according to the commission.

**Todd-AO Process Is Shown to Goldwyns**

James Mulvey, president of Samuel Goldwyn, Inc., who has been involved by a number of Goldwyn representatives, recently saw a demonstration of the Todd-AO process in Buffalo, it was stated here yesterday.

Mulvey’s attendance at a Todd-AO demonstration came on the heels of similar demonstrations for other top film executives, with special showings for industry officials related in Accent on Power. Mulvey on his trip to Buffalo were Mrs. Francis Goldwyn, wife of the producer; Sam Goldwyn, Jr., lawyer, and sound technician of the Goldwyn studio.

**Columbia Personnel Here Get New Pact**

A new contract covering salaries and working conditions for the entire personnel of Columbia Pictures and Columbia Pictures International has been agreed upon between the Columbia Pictures Department and the Home Office Employees Union, Local H-63. It is reported that the salary increase for workers receiving up to $37 weekly; $5 on salaries up to $50 and $5.50 for those receiving more than $50 a week. Effective July 1, 1947, the new pact will expire on August 31, 1948, with the expiration date scheduled for Union major distributor in New York.

**Fonda, Ford Signed For ‘Mr. Roberts’**

BURBANK, Feb. 24.—Jack L. Warner, executive producer, announced today a contract between Ladd, director of “Mr. Roberts” which has been signed as star and John Ford as director of Warner Bros., following the shooting of the Broadway stage’s hit, “Mr. Roberts,” which “Mr. Roberts,” which is being produced by Fonda, which has already won the title role he created on the stage.

**Miami Story’ Debut At Site Of Locale**

Columbia has completed arrangements for the world premiere of the Sam Katzman production, The Miami Story, which will be shown in Miami, where all of the location scenes were filmed. The stars Barry Sullivan and Adele Jergens, are set to launch a public appearance tour in conjunction with the Miami opening.

**Squad’ Bows Tomorrow**

Columbia’s “Combat Squad,” will have its first New York showing at the Rialto, a prelate Sunday night, with John Ireland and Lon McCallister are starred.
SHOWDOWN AT LARAMIE!

where Shanessey rules with a loaded gun and waits for Jeff Harder to make his play...and blaze a trail for the Iron Horse through the town they said was too tough to break!

Rains Into Laramie

with JOYCE MacKENZIE - BARTON MacLANE

Directed by JESSE HIBBS - Screenplay by D.D. BEAUCHAMP and JOSEPH HOFFMAN - Produced by TED RICHMOND

"...Pictures with that Universal appeal"
Effects of television on motion pictures and on the entertainment and recreation industries have not come true for two reasons, Jordan asserted. One reason, he said, is that the audience is no longer the same. The second reason, he continued, is the quantity and creative ability of the men in the industry. Most of the entertainment industry's problems have found ways to live with and even to profit from television.

Points to New Media

Specifically on the subject of the motion picture industry, Jordan said that large-scale expansion of thousands of old theatres, was modernizing others and constructing thousands of new drive-in's. It also produces Cinemascope, Cinematone and other new devices since World War II, which has created more leisure time for people. The other reason, he continued, is the courage and creative ability of the men in other branches of the entertainment industry, and the fact that they have found ways to live with and even to profit from television.

In-Car Heaters Allow Early Outdoor Start

COLUMBUS, Ind., Feb. 24 — Many outdoor theatres plan early openings through the installation of in-car electric heaters, Gordon T. Ritter, electric home theatre equipment director of Arvin Industries, Inc., said yesterday. Ritter, whose company last fall introduced a portable electric home theatre designed for drive-in theatre use, said many operators plan on opening 15 to 45 days earlier this year than in previous years.

"Outdoor theatre people in states north of the Mason-Dixon line, who are posting installing in-car heaters, tell us they plan on early March openings this year where before they couldn't get underway until April," Ritter commented. "Early reports from other operators in balmy climates indicate that they were able to open and stay open under the cold and winter on a profitable basis after equipping with heaters.

New Reade Drive-in Near Atlantic City

Purchase of a tract of land on U.S. Rte. 30, near Atlantic City, N.J., has been announced by Walter Reade, Jr., president of Walter Reade Theatres. Reade said that the drive-in would open in the latest model of the modern in-car heaters, a play area for children and the new type screen which permits the show to start two hours earlier than usual.

C-Scope Policy in U.K.

(Continued from page 1)

For its own way here, dropping the traditional release through Rank and will, instead trade in the open and independent market. Thus "How to Marry A Millionaire" will play the 25 Rank theatres already contracted by M-G-M, but the choice of release bookings here will be on a free-for-all basis. Skorup says that the new screen adapters demand a revised vision of the release pattern because of the unique Cinemascope creates an entirely new range of opportunities for theatres.

Skorup said there have been far-reaching discussions in financial circles which are now prepared to extend three years credit to exhibitors on an insurance basis to finance installation of full Cinemascope equipment and expansion. He added that the "Robe" has become the greatest single box-office attraction in the history of the British Empire. He cited an estimated potential record-breaking gross of $20,000,000 to $30,000,000.

"The obvious fact is this," Jordan said. "Today, people demand better entertainment. When they get it, they go. When they don't, they stay home."

Immediate prospects for theatre television, according to Jordan, "are for steady, not spectacular growth, as home TV creates more fans. The hope of large-scale expansion may come true when big special events can be carried in true-to-life color."

Loew's International Awards Announced

The second annual "M-G-M Hall of Fame" event, an international gathering of the film industry have been announced here by Morton A. Spring, first vice-president. Honors for 1953 went to Stewart Granger, "star of the year"; Abraham Gutfrid, M-G-M manager of Thailand, "director of the year"; and Gatsby Zehbl, manager of the Metro Theatre, Cairo, "exhibitor of the year."

Stewart Granger was chosen "star of the year" because of returns on "The Prisoner of Zenda," "Scaramouche" and "Young Bucky." Granger was selected because he led the M-G-M office in Thailand to first place in the Loew's International quota standings. Zehbl was honored for his enterprise and efficiency as theatre manager.

Taylor Again Heads Canadian Pioneers

TORONTO, Feb. 24 — Nat Taylor, president of National Theatre Enterprises, has been reelected president of the Canadian Picture Pioneers.

Morris Stein, of Famous Players-Canada, was reelected vice-president, while president Tom Daley of Famous Players University Theatres was reelected secretary-treasurer.

Tushinsky

(Continued from page 1)

said, projection lenses will be offered exhibitors on three different plans.

Lenses will be sold outright to large theatres in most cases, it is urged. In addition to projection lenses being made available on a rental basis. Finally, in "hardship cases," it was added, the lenses will be furnished gratis for as long as the extent of the exhibitor's hardship warrants. Tushinsky said he would, at $1,000 per pair, with the price dependent on the volume, it was stated.

Regarding the tests, it was stated that exquisite fine results are being obtained with footage shot with M-G-M's Metroscope camera, which obtains a materially extended aperture width by eliminating three of the usual four sprocket holes and placing the remaining hole in the base line. But standard Mitchell 35mm cameras are giving complete satisfaction, as was demonstrated last week at the test for the Society of Motion Picture and Television Engineers.

Allied Stock

(Continued from page 1)

poising-acquisition plan, details of which will be withheld until after the deal is signed. Abram Myers, chief financial officer of Allied chairman and general counsel, said here yesterday that the board is free to accept the plan, reject, modify it or abandon it.

Myers said that there was no agenda for today's board meeting. The director was considering the plan stock, discuss unfinished business left over from the Cinnamin meeting. Myers declined to specify what these issues might be and would make no comment on the possibility that the board may take action on the plan at next month's conference. Besides Eric Johnston, president of the Motion Picture Association of America.

Industry TV Pilot

(Continued from page 1)

talent guilds have worked out an agreement on the program with ABC-TV. The program, originally titled "Bollywood Parade," will feature clips from major releases in a "local" atmosphere, and in theatres, in addition to screen personalities.

Weinman also reported that meetings with studio heads and ABC-TV officials are continuing on the Coast to work out methods to develop young screen talent through featuring such talent periodically on ABC-TV programs.

Three Films Started; 17 Before Cameras

HOLLYWOOD, Feb. 24 — The shooting was completed four pictures last week and finished shooting two others, bringing the total of films in camera to 21. This is the highest figure since the beginning of the year.

NOW READY FOR NATIONAL RELEASE AFTER
NINE BIG WEEKS at NEW YORK’S ASTOR THEATRE!

The mightiest caravan of incredible spectacle and barbaric splendor the screen has ever presented!

"COLOSSAL... LAVISH... LUCIOUS!"
say N. Y. REVIEWERS

"BOXOFFICE!"
say EXHIBITORS

WILLIAM M. PIZOR and
BERNARD LUBER presents

SEE! SEE! SEE!
The Fabled Treasures of Solomon Before Your Eyes!
Forbidden Rendezvous with Sheba in the Oasis!
Mammoth Temple of the Pagan God, Shamash!
The Archers and Charioteers in Mortal Battle!
The Secret of the Valley of Silence!
Sheba's Temptation of Solomon!
Crucifixion of the Spies!

BOOK IT NOW! from LIPPERT!
**Reviews**

**“Dangerous Mission”** (RKO Radio)

THE magnificent scenic background of Glacier National Park, photographed in color, saves this film from mediocrity. The views of the Rocky Mountains alone would be enough to compensate for the story, starring Victor Mature and Piper Laurie, directed by Vincent Price, William Bendix and Betta St. John in supporting roles. An avalanche and a forest fire add to the qualities with which Mother Nature has endowed the picture. The screenplay is by Bennett, Frank, who is original story by Irwin Allen, who also produced, the predication of Miss Laurie, bookkeeper in a New York night club who is witness to a gang world murder. To escape, Miss Laurie runs away to Glacier National Park, where she gets a job in a hotel. Following her are Price, a smooth-talking gunman assigned to murder her, and Mature, a plainclothesman assigned to protect her and get her back to New York.

In the course of doing his duty, Mature falls in love with Miss Laurie, and his actions complicate his mission with Miss St. John, an Indias girl who also works at the hotel. The final situation, wherein Mature and Miss Laurie pursue Price and his willing hostage, Miss St. John, across some wild mountain territory, is chock full of elemental suspense and ends quite satisfactorily.

The principals all look well and perform their chores adequately under the direction of Louis King. Bendix is seen as a park ranger who assists Mature and Miss Laurie. The roles are played by Steve Darrell, Harry Cheshire, Waler Reed and others.


**“Genoese Dragnet”** (U.F.E.)

A WELL-TOLD story of kidnapping and extortion which reveals interesting sidelights about Italian law and court procedure. “Genoese Dragnet” should also find patrons in the art houses, as well as among the Italian language audiences. However, despite excellent editing, the running time of one hour and forty-five minutes is too long to hold interest in a picture of this type.

Immodestly involved in the abduction and death of an infant, and the crime of extortion from the baby’s parents, is a struggling mechanic who rents the baby to a transistor and looks for extra money. When police realize too late that he has been part of the crime he goes in search of the man who contacted him. He finds him and wants to take him to the police, but a small fortune in bribery keeps him from doing so.

The police have about given up their search when a district attorney reopens the case and after careful investigation discovers the mechanic and his new-found wealth. Though he tells the complete story of his involvement, the circumstantial evidence against him tells his guilt. His lawyer then goes on an extensive investigation and logically and convincingly discovers the true criminals.

Charles Rutherford is excellent as the innocent mechanic. A haunting technical background, somewhat like “The Third Man,” increases the mood of the film which is directed by Guido Brignone from a story by Gaetano Loffredo. It is a Fortunato Miasino Production for Romana Film.

Running time, 105 minutes. General audience classification. For February release.

**Legion Classifies 17; Four in ‘B, 13 in ‘A’**

Edif’s Half Acre,” “New Faces,” “Red Carters” and “Rhapsody” have been placed in Class B in the latest listing of the National Legion of Decency, which at the same time classified 13 films as Class A.

In Class A, Section 2, are “Appointment for Murder,” “Elephant Walk,” “Lost Horizon,” “The Overland Pacific,” “Riot in Cell Block 11” and “Saskatchewan.” The film industry, composed of six pictures, all in Class B, Section A, 1, “Battle of Rogue River,” “The Creature of the Black Lagoon,” “Hell and High Water,” “The Green Dragon of the Blue Grass” and “Yukon Vengeance.”

**Conn. Drive-Ins to Open Season Now**

HARTFORD, Feb. 24—The Connecticut drive-ins in the United States are preparing for what is likely to be a brisk start into the season. One of the most popular of the drives is turnpike Theatre Corp., scheduling a weekend policy at the Pike Drive-in, Newington, Hartford suburbs, through mid-March. Opening will consist of U.A.’s “Sabre Jet” and “Gun Belt.”

**U.A. Acquires Rights To ‘White Mane’**

United Artists has acquired for distribution nationally the 20th Century-Fox picture, a 1960 release. The film, which was set to play in drive-ins, was made in Canada with William L. Snyder’s “White Mane,” now in its 10th week with U.A.’s “Heidi” at the little Carnegie drive-in here.

The two films are being sold as a program “package.”

**Hits ‘Portable’ TV**

**For Theatre Use**

A warning that so-called “portable” theatre TV equipment, said to have originally been designed for bars, grills and hotels, is “not suitable” for theatres was sounded here Tuesday by Nathan L. Halpern, president of the Theatre Owners of America.

Halpern, who said TNT has recently conducted “an exhaustive inquiry into theatre TV equipment,” hit the idea of using “portables” as “theatrical theatre television.” Declining to name the sets, Halpern said they were introduced about six years ago for bars, grills and hotels and “have been dusted off... and reoffered as small theatre equipment.” He acknowledged that there are some specially built sets for small theatres which he called “marginal” for some theatre TV use.

The TNT president said that there are 112 theatre TV sets in the country, exclusive of the nine sets recently purchased by circuits. In addition, he went on, there remain in the manufacturer’s inventory less than 20 standard theatre TV sets of RCA and General Precision Laboratories.

**“Robe” Sets Records In 605 Playdates**

20th-Century Fox’s “The Robe” set records in 605 first day playdates in 605 first domestic and Canadian playdates at an average of 3-weeks’ engagement, the company reported.

The first CinemaScope production, which starts in a handsome engagement Saturday at the Globe Theatre, ran up the score during the first 17 weeks of its release and grossed a circuit total of $20,000,000, the company said.

**Wein Re-elected**

CLEVELAND, Feb. 24—John C. Wein was re-elected president of Local B-5, IATSE, for another two-year term. Other officers are: vice-president, Frank DeFrancisco; recording secretary, John R. Harmon; financial secretary and treasurer, Harry Lyman.
SCTOA
(Continued from page 1)

has been excluded. In his letter of acceptance, Arthur said, in part:
"We can well understand that the distributor may not want to subject to arbitration the extra amount of film rentals to be paid him, but we believe there are many issues in connection with the whole question that may very properly serve as a basis for arbitration . . . ."

"For instance, relationship of film rentals to admission prices, and the extent to which the distributor or exhibitor may be permitted or required to pay these expenses which may very easily form the basis for arbitration if the parties feel that either one or the other is taking undue advantage or is in violation of law."

Al Hanson, of the SCTOA board of directors, will attend the meeting with Arthur.

All But Allied Have Responded to Bids Now

All of the exhibitor organizations with the exception of Allied States have submitted replies to the challenge letter sent out by the Motion Picture Association of America to participate in a new arbitration.

Theatre Owners of America and Independent Theatre Owners Association of New York previously accepted the invitation and have advised the Motion Picture Theatre Associations also of New York, said it would attend the sessions, if held, as an observer.

The Allied board of directors, meeting here today and tomorrow, may respond to the challenge. It is believed unlikely that Allied will participate, due to the exclusion of film rentals from the projected arbitration discussions.

The MPAA invitations suggested that a date for the first arbitration conference be set within 60 days. From the time the bonds went out, which would make it some time in early April.

Building Drive-in

HARTFORD, Feb. 24.—Jacob Asdorian is building a drive-in with a capacity of 1,700 seats, on Hartford Avenue, West Hartford, Conn., to be known as the Wannsee Drive-in. Asdorian recently sold his Manchester, N. H., drive-in to the Yankee Circuit.

Suspects Design In Immoral Trends

WASHINGTON, Feb. 24.—Rep. Price (D., Ill.) said he wondered whether "the objectionable movies, obscene literature and immoral pastimes that are in so many fields of entertainment could well be planned operation of subversive elements."

Price expressed the concern as he inserted in the Congressional Record a recent speech by John J. Griffin, vice-presi- dent of the United Bank and Trust Co. of St. Louis, in praise of the organization and the National Legion of Decency to maintain moral values. Griffin declared that film religion and that the best weapon they can use to destroy America is to destroy the moral fiber and character of its people. Price said he had long held this view.

Child Without Adult Barred in O. House

CORTLAND, O., Feb. 24.—Children unaccompanied by an adult will not be admitted at any time to the Cortland Theatre here in accordance with a new policy announced by Field, manager. Field stated that he put the new policy into effect in order to protect his adult patrons, whose support, he said, has increased as a result.

The admissions and other excises, and hence is mobilizing exhibitor pressure. Delegations of exhibitors will start arriving here early next week to contact Congressmen, and other means will be exploited to bring the industry to the committee attention and to the attention of Congress generally.

Field's Laws and Means Committee is scheduled to finish its voting tomorrow on the technical tax revision bill, and most likely will move into the excise bill early next week. An excise bill could be produced in several days, it is believed.

10 Per Cent Cut Certain

A cut in the admission tax to 10 per cent of almost certain to be approved by the committee, since the industry faces an uphill battle in its efforts to get any greater relief than that.

Republican members of the committee are putting on substantial excises as an argument to forestall Democratic attempts to increase personal exemptions.

Extend AB-PT (Continued from page 1)

sold 76 theatres. So far, 61 have been disposed of.

Postponed from March 3 to Sept. 3 was the deadline for AB-PT for all its other required divestitures. The New York court in March, 1952, gave the company until Sept. 3 to sell or settle joint interests in 181 other theatres. This deadline was later set back to March 3, 1954, and now has been set back to Sept. 3. Justice officials said about 45 theatres still must be divested.

The Department also postponed from March 1 to Aug. 31 the deadline for Stanley-Warner Theatres to sell theatres in Troy, Albany and Johnstown. These three theatres were over and above those listed in the original Warner decree, and had to be sold following the acquisition of Stanley-Warner because Fabian and Warner controlled first-run exhibition in those towns.

HiIIsIdE (Continued from page 1)

which sought to apply to film licensing the Robinson-Patman Act, which prohibits price discrimination on certain commodities. Hillside, which operates the Mayfair Theatre, Hillside, N. J., claimed that rentals charged for comparable theatres in Warner Brother theatres in New Jersey were lower than those asked for product at the Mayfair.

The suit was dismissed after several weeks of trial.
Now CINEMASCOPE gives your audiences a front-row seat to the fabulous $6.60 musical...just as Broadway cheered it...with all its songs, stars, dances and fun!

Edward L. Alperson presents LEONARD SILLMAN'S

NEW FACES

in glorious COLOR in the wonder of STEREOPHONIC SOUND!

starring RONNY GRAHAM - EARTHA KITT - ROBERT CLARY - ALICE GHOSTLEY

Directed by HARRY HORNER - Co-producer BERMAN SWARTTZ - Released by 20th CENTURY FOX
Johnston Refutes
Goldwyn on Bid
To Code Meeting

An emphatic denial of ever promising to call a mass meeting of interested producers to discuss Code changes was issued by Eric A. Johnston, president of the Motion Picture Association of America, in a statement released yesterday at MPAA headquarters.

Johnston, who is in Sao Paulo, Brazil, attending the Brazilian film festival, was informed of the statement made yesterday in Hollywood by Samuel Goldwyn at the Screen Writers Guild awards dinner.

Declared Johnston: "In our conversation in Hollywood, I certainly made no promise to call a mass meeting of all interested producers to discuss changes in the Production Code.

"The statement by the companies is, of course, in no way a repudiation" (Continued on page 6)

Allied to Consider
Arbitration Bid

The board of directors of Allied States Association today is expected to consider Eric Johnston's invitation to an arbitration conference, but any action on it probably will not be taken until a later date, Abram Myers, general counsel, said here last night at the conclusion of the initial session of a directors' meeting.

Myers said that the reply to the Motion Picture Association of America president would have to be "carefully written and prepared" and would not be ready at this time.

First COMPO Ad Set
For Tomorrow in
'Editor & Publisher'

The first of 26 full-page advertisements in "Editor & Publisher," which the Council of Motion Picture Organizations is sponsoring will appear tomorrow in the issue of the publication. The advertising campaign is part of the program designed by COMPO's press relations committee to acquaint the lay press with industry problems.

Headed "Our Newspaper Friends Told Us to Tell You Our Story," the first ad starts off as follows:

"Several of our publisher friends have suggested it would be a good idea for the motion picture industry to (Continued on page 7)

Widen Scope
Allied's Stock
Plan May End
In Proxy Fight

Also Seeks to Exchange
Independent Production

Allied States Association will resort to a proxy fight, if necessary, within an existing film company in order to "superimpose the present disastrous policies of such company with more liberal policies," it was stated here yesterday by Abram Myers, Allied general counsel, following a meeting of the board in the Warwick Hotel.

The directors devoted most of the day to the consideration of a special committee's plan for independent exhibitors to acquire and pool stock holdings in one or more distribution companies for the purpose of achieving a voice in production quality and quantity.

Myers said that considerable time may elapse before the plan reaches fulfillment. Therefore, he said, it was decided to investigate and encourage. (Continued on page 6)

Shift RKO Holders' Suit to Delaware

The RKO Pictures' minority stockholders' motion to block the sale of company assets to Howard Hughes was held in abeyance in New York Supreme Court yesterday following a stipulation by both sides looking to a trial in Delaware beginning March 8.

In Delaware, a similar motion brought by minority stockholders Slicht and Sacks to block the sale has been filed in chancery court, Wilmington.

Under terms of the stipulation, the (Continued on page 6)

U.S. Delegation to
Rio After Festival

By MARTIN QUIGLEY, JR.

SAO PAULO, Brazil, Feb. 25- Following the close of Brazil's film festival tomorrow the delegates of all countries will leave here for Rio de Janeiro to attend a reception to be given by President Vargas and to participate in annual Carnival, now in progress.

The American delegation will stay (Continued on page 7)
Personal Mention

Maurice A. Bergman, University of Chicago, has been named a recipient of the 1954 Daniel L. C. White Award by the American Historical Association for his book, "The American Labor Movement in the Age of Fordism." The award is presented annually to recognize outstanding work in the field of labor history.

Edward R. Miller, secretary-treasurer of the National Screen Sound Association, and his wife, Helen, have been named to the Board of Directors of the National Association of Broadcasters.

T. M. Bullock, executive editor of the Motion Picture Herald, has announced the appointment of John W. McComb as the new managing editor of the publication.

Motion Picture Date has announced the appointment of William B. Rees as its new editor-in-chief.

Continued SBC Check on Film Industry's Trade Practices Promised by Shoepell

WASHINGTON, Feb. 25.—The Senate small business subcommittee headed by Senator Shoepell (R. Kans.) will continue to keep an eye on the film industry after 10 years of study, and the subcommittee has no plans at present for any comprehensive hearings, similar to those held last year. However, subcommittee staff members will continue to check on industry operation efforts and on Justice Department anti-trust effectiveness.

The staff will also continue to investigate any exhibitor complaints that it gets, and possibly take the matters up with the Justice Department in connection with recent conferences, according to House Labor Committee. The staff has been active on various individual complaints received in recent weeks.

The decision to continue to watch industry trade practices was made by Senator Shoepell after protests from West Coast and other exhibitors against reports that the subcommittee was about to give up on the interest in the industry.

House Group Cuts Funds for USA, Commerce, Census

WASHINGTON, Feb. 25.—The House Appropriations Committee voted to cut the funds for the government's oversea film program.

Hoff Warns Against Sacrificing Quality Stereophonic Sound

OMAHA, Feb. 25.—Asserting that exhibitors should think twice before either under or overpowered stereophonic sound systems, J. Robert Hoff, executive vice-president of Cooperating Theatres, has warned that "when you sacrifice quality stereophonic sound, you destroy everything." Theatres and other companies and manufacturers are striving for better sound to attract more patrons to your theatre.

The statement released today by Hoff said that the entire industry is trying to sell pictures on the new development, and the consumer who wants nothing will be able to do so, and not to "sell what we have built up for a few cents to ruin your picture." Hoff also said that the price of the four smaller houses is now $31,915.

'Subject to Lower Prices'

"But there is a limit to lower prices," Hoff stated. "The point is reached where you must sacrifice quality and sound and it is beyond that point where we do not want to go."

Hoff is also chairman of the Mutual Screen Theatre Co., Inc., a new group which has been formed to operate stereophonic sound systems, and he is a director of the Associated Theatres of America.

Liberty Theatre Case Hearing Postponed

CHICAGO, Feb. 25.—The Liberty Theatre case, in which Louis Philo is seeking an injunction restraining the Chicago Stock Exchange from threatening in the future the independence of the city's newspaper industry, has been rescheduled for a March 22 hearing, pending a possible settlement.

The hearing originally was set for today, but other defendants in the suit besides the Chicago Times, the Tribune, and Jack Rose and Alex Manina of the Chicago Daily News, were absent.

NEW YORK THEATRES

SWG Awards

(Continued from page 1)

Jones's novel, the Best Written American Musical honors went to Helen Deutsch for her screenplay "Lili" (A-G-M), from Paul Gallico's story. The former mayor, who is active in civic affairs, is also a member of the screenwriters' guild, which is given to the screenwriter who has contributed the most through the year, and the award, which goes to the "Prince Valiant," "The Big Sky," "The Bells Of St. Mary," "For Whom the Bell Tolls," "Stalag 17," the "Informer," by the decision of the SWG's 21 board members.

This year's Press Award for the Best Written Script of a Motion Picture Adapted From Recognized Author was postponed until next year when the prize will be $2,000. The postponement was decided because, in the judge's opinion, no adaptation of a classic this year attained the excellence of "Julius Caesar" and the Shakespeare picture carried out as variously by producer, director, and actors.

For the first time in Guild history, an award was given to the "Best Written Teleplay." The honor was won by Gwen and John Bagul for "The Last Voyage." The address of the evening was given by Robinson, chairman Ivan Goff turned the meeting over to F. Hugh Herbert, SWG president, who introduced Charles Brackett, Darryl Zanuck, Dore Schary and Don Hartman, all former screenwriters, for award presentations.

Lucille Ball • Desi Arnaz

in

"The Long, Long Trailer"

Photographed in Amore Color

Printed by Technicolor • A R.C.M. Picture

and Spectacular Stage Presentation

Lucille Ball • Desi Arnaz

in

"The Long, Long Trailer"

Photographed in Amore Color

Printed by Technicolor • A R.C.M. Picture

and Spectacular Stage Presentation

Martin Lewis • Jerry Lewis

in

"Martin & Lewis - First Time in Technicolor

Money From Home"

Paramount

Lucille Ball • Desi Arnaz

in

"The Long, Long Trailer"

Photographed in Amore Color

Printed by Technicolor • A R.C.M. Picture

and Spectacular Stage Presentation

Martin Lewis • Jerry Lewis

in

"Martin & Lewis - First Time in Technicolor

Money From Home"

Paramount
EVERY PASSIONATE PAGE... EVERY THRILLING MOMENT OF THE GREAT BEST SELLER!

The adventures of Jason Starbuck, who ruled forbidden Morocco and fought its wildest revolt to free an American beauty he loved from the hidden harems of that fabulous land!

Universal International presents

JEFF CHANDLER
RHONDA FLEMING

Yankee Pasha

COLOR BY Technicolor

with LEE J. COBB, MAMIE Van DOREN, BART ROBERTS and the MISS UNIVERSE BEAUTIES
DIRECTED BY JOSEPH PENEY • SCREENPLAY BY JOSEPH HOFFMAN • BASED ON THE NOVEL BY EDISON MARSHALL • PRODUCED BY HOWARD CHRISTIE

PICTURES WITH THAT UNIVERSAL APPEAL!
Nationally publicized in all leading magazines, JANE RUSSELL in 3D has created more excitement this year than any other Hollywood personality.

REPRINT FROM LIFE
ISSUE OF JANUARY 11

While these things happened in the New York newspaper in the real-life
J.R. in 3D!

Need we say more?

HOWARD HUGHES presents

JANE RUSSELL in

THE FRENCH LINE

co-starring

GILBERT ROLAND • ARTHUR HUNNICUTT • MARY McCARTY

An EDMUND GRAINGER Production • Directed by LLOYD BACON
Screenplay by MARY LOOS & RICHARD SALE • Produced by EDMUND GRAINGER

Color by TECHNICOLOR

Songs as Gay as Champagne!
**Goldwyn, on Code Change**

Goldwyn, who has been involved in the film industry for many years, is a strong advocate of the MPAA Code. He believes that the Code is necessary to protect the industry from censorship and to maintain the integrity of the films. In the past, he has been critical of the Code, but he now supports it and is involved in its implementation.

**Line’ Critics**

The MPAA Code has been criticized by some as being too restrictive and limiting the artistic freedom of filmmakers. Critics argue that the Code is not effective in preventing censorship and that it does not adequately protect the rights of filmmakers.

**Johnston Denies**

Johnston, the president of RKO Pictures, denies that the company has been involved in any illegal activities. He states that the company has always followed the rules and regulations set by the MPAA.

**RKO Holders’ Suit**

A group of RKO stockholders has filed a suit against the company, alleging that it has been mismanaging its assets. The suit seeks to have the company's management replaced and to have the assets sold to pay off the company's debts.

**Surveying MGM Lot For Possible Oil**

MGM has been conducting an initial survey of its lot in Los Angeles to determine if there is oil present. The results of the survey are expected to be released in the coming weeks.
**COMPO Adv.**

(Continued from page 1)

to tell its story to all publishers and editors by means of advertisements in 'Editor & Publisher.' They tell us, with the frankness of friends, that we may call it hokum, but as an industry, our press and public relations are pretty awful.

"To prove the point to numerous stories or adverse editorial comment which they themselves know to be based on mis-information or misunderstanding of facts,

"Following their advice we are starting a series of advertisements in which we have been talking about business. Not as press agents, but as representatives of an important American industry come to visit with you once a week.

"The motion picture industry has plenty to discuss, but at this moment we're concerned with other things — with the 20 per cent Federal admission tax, which the law provided was to be the six months after World War II ended. We want to acquaint you with the effects of this tax and its damage to the industry.

Newspaper-Style Copy

In a letter issued with the proofs, Robert W. Coyne, COMPO special counsel, said that the copy used in these ads is the single best forward prose of a well edited newspaper, rather than the inflated, over-dramatized style used in advertising. The aim of these ads is to persuade and inform rather than sell, Coyne said. The consultant added that high in the industry should feel free to comment on them and that COMPO will be glad to receive ideas for ads that can be incorporated into the series.

Guiding the COMPO press campaign are: chairman, Harry Manolel, RKO Theatres; vice-chairman, Harry Goldberg, Stanley Warner Theatres, and Art Arthur, Motion Picture Industry Committee, Hollywood; Oscar A. Dubil of M-G-M; Jerry Pickman of Paramount, and Kenneth Clark of the Motion Picture Association of America.

U. S. Delegation

(Continued from page 1)

at the famous Copacabana Palace in Rio de Janeiro. The spotlight during the second week of the film festival here was on members of the American delegation. Great press and public attention was given to the Hollywood stars in the group. Also, Hollywood pictures were well received at the festival screenings.

Women In Service Honored By Short

"The Price of Liberty," a new De- partment of the War's subject specials, dramatizing the role of American women in the Armed Services, was screened for an audience of invited guests at the John Vichman theatre here yesterday.

Produced by Warner-Pathé News, the film was made with the cooperation of the Council of Motion Picture Organizations and will be distributed to theatres March 26 with COMPO aid.

Narrated by Walter Cronkleite, the highly interesting film depicts the varied work of women, from nurses to clerks and mechanics, in the service of Uncle Sam from the time of Molly Pitcher to the close of World War II. A "Frontier Days" sequence will be shown at the WAC, WAVES, SPARS, WAFS and Nurse Corps of today.

$5 in Dividends for Every $1 Invested

One veteran Loew's stockholder, commending the management's statement in its annual report at the company's annual meeting here, told of his experience as a Loew's stockholder.

He said that for every dollar that he invested in the company some 24 years ago he has received upwards of $5 in cash dividends. Never in any year, he said, has Loew's failed to pay a dividend, even during the depression.

**Loew's Outlook**

(Continued from page 1)

and secretary, who acted as chairman, expressed apologies for the inadequacy of the space, adding that next year's annual meeting probably will be held in a Loew's State Theatre. Friedman, in response to a motion aimed at compelling Schenck's attendance at next year's stockholders' meeting, said the motion is not necessary, explaining that he would convey the stockholders' sentiments to Schenck.

Vogel Reports on 'Scope

An optimistic report on CinemaScope was presented by Joseph R. Vogel, vice-president, in response to a query. Vogel, saying that the process has already added considerably to the drawing power of motion pictures, added that as yet the full potential of CinemaScope has not been realized. He predicted that there will be considerable expansion in advertising and sound, referring to stereophonic sound.

Moskowitz underlined Loew's position not to sell its films to television to engage in TV production. He pointed out that the company has 16,000 exhibitor customers and "we'd study for a long time" before the company would make further competition for these customers.

Answering a stockholder's suggestion, Moskowitz said that the production of TV shorts is not a particularly lucrative line.

Regarding the company's pension plan, which goes into effect March 1, Moskowitz said that the company contribution this year will be $50 per cent less as compared to previous years and that the benefits this year will be accordingly, 50 per cent reduced. He said this year's reduction will not affect accrued pension earnings.

Regarding the picture "Quo Vadis," Moskowitz put the saving to the company because of the reduction of $12,000,000. He added that over $1,000,000 of the company's money was paid into the pension plan for employees $35,000,000.

Loew's in the same 10-year period was said to have earned $94,000,000 after taxes and $167,000,000 before taxes.

Advertising Down Slightly

For the last eight months Moskowitz said the company has been reducing its contractual commitments with studio personnel. He said that the company's advertising expenditure of $5,300,000 in the last fiscal year was eight per cent less than the previous year.

It was stated that Loew's acquired the 23 per cent interest of the late N. L. Naisom in the Polio Hospital in New England at a cost of $800,000. M-G-M's record company was described as doing quite well, with earnings much better although a little behind last year's high. The book value of Loew's stock was put at $26.33 per share, compared to the current quotation on the New York Stock Exchange of $14.50 per share.

In response to a query on "Quo Vadis," Moskowitz said that Loew's as of Jan. 21 still had a $3,000,000 investment in the picture. He explained that the picture has received special engagements so far and that the company has decided to amortize the costs in a proportion-to-income formula. He expressed his conviction that the picture will show a profit.

Moskowitz said he could not estimate the grossing potential of "Gone With the Wind" when it is reissued, adding that its world-wide gross total $75,000,000.

Regarding the admission tax and the federal tax, he repeated, the tax would be passed on to the public. Vogel said the industry has made no such promise to Congress, pointing out that the tax has grown out of existing prices from rising, as other items have risen in the post-war years. He thought the admission price situation should be examined by the individual theatre.

Schenck Reelected President of Loew's

Nicholas L. Schenck was reelected president of Loew's at yesterday's board of directors meeting immediately following the annual meeting of stockholders.

Other officers reelected include: Charles C. Moskowitz, vice-president and treasurer; J. Robert Rubin, Dore Schary, Hugo M. Mannix, Melvin Dietz, Joseph R. Vogel, Benjamin Thau, Marvin H. Schenck, J. Cohn and Louis K. Sidney, all vice-presidents; Leopold Friedman, vice-president and secretary; Jesse T. Mills, controller and assistant treasurer.

Bell & Howell to Buy DeVry Corp. April 15

CHICAGO, Feb. 25.—The Bell & Howell Co., pioneer equipment manufacturers, will purchase the DeVry Corp. on April 15, under a deal announced here this week.

A substantial portion of DeVry assets, including tools, inventories, patents and government contracts are to be included in the purchase. On May 1, Bell & Howell will begin manufacture of DeVry 16mm. products and spare parts from its own plant.

The Parmel Corporation of Chicago has bought 55mm. DeVry tools and equipment for making television projectors. W. C. DeVry, president, and E. B. DeVry, secretary-treasurer, are planning to expand the DeVry Technical Institute, a training school for TV technicians.

THERE IS A WORLD OF DIFFERENCE BETWEEN AN ACT OF SIN AND AN ACT OF LOVE!
Mobilizing Figures Ready for COMPO's Tax Campaign
Will Show 1,120 Houses Closed Since April 1

WASHINGTON. Feb. 28.—About 1,120 motion picture theatres have gone out of business since last April 1. Another 4,000 to 5,000 theatres are staying open just in hope of admission tax relief this year.

During the 1953 year, attendance dropped eight per cent, and grosses dropped four per cent, with grosses concentrating more and more in first-run run-of-the-mill films.

These are the figures that the Council of Motion Picture Organizations tax committee will use in presenting the industry’s case for admission tax relief to members of the House Ways and Means Committee this week. Some 30 exhibition leaders are expected to arrive here starting tomorrow to buttonhole committee members and (Continued on page 6)

SCTOA Bows to COMPO on U.S. Tax

LOS ANGELES. Feb. 28.—Following an exchange of correspondence between Robert W. Cuyk, special counsel of the Council of Motion Picture Organizations, and Harry C. Arthur, chairman of the board of Southern California Theatre Owners Association, the latter has agreed that SCTOA should discontinue its unilateral activities to obtain a reduction of the Federal admission tax.

SCTOA had addressed Congressmen suggesting the exemption for all admissions less than 75 cents. At the same time, the all-industry effort, through COMPO, was endeavoring to (Continued on page 6)

Say Administration Tax View Stands

WASHINGTON, Feb. 28.—The Administration said it “has not changed” its tax program from the one sent to Congress last month by the President.

In his January tax message, the President emphasized that the government could not lose any additional revenue, and that any cuts in the ad-

(Continued on page 7)

‘Vistavision’ of Para. To Be Demonstrated Tomorrow on Coast

HOLLYWOOD. Feb. 28.—Paramount will demonstrate a new method of picture presentation which will be called “Vistavision” at its studio Tuesday afternoon, vice-president V. Frank Freeman disclosed in invitations wired to the press.

Although Paramount spokesmen declined to elaborate on Freeman’s description, it is understood that Tuesday’s demonstration will be concerned exclusively with results obtained with the vertically-fed “Lazy 8” camera, which photographs an image on two

(Continued on page 6)

Wm. O’Donnell Moves to Trans-Texas Post

DALLAS. Feb. 28.—William O’Donnell, division manager of Texas Consolidated Theatres for the last 14 years, has resigned to become vice-president and general manager of Trans-Texas Theatres of which Louis Novy is president. W. E. Mitchell, personnel manager of Texas Consolidated, has been appointed by Karl Holitzke, president, to succeed O’Donnell.

Foreman Huggins, long-time interstate employee, will join O’Donnell as the latter’s executive assistant. James (Continued on page 7)

Eyes Color TV

Rep. Gross Up $4,200,000 For 1953, But Net Is Down

Consolidated net income of $679,217 after provision of $800,000 for Federal taxes was reported by Republic Pictures Corp. on Friday for the fiscal year ended Oct. 31, 1953. The company’s gross revenue for the preceding year after provision of $825,000 for taxes, was $1,705,603.

Col. Preferred in New Advance of 5%

Columbia Pictures preferred stock, after a week of relative calm, erupted into activity again in Friday’s trading on the New York Stock Exchange. The issue advanced 5½ points on a turnover of 15,000 shares, closing at $185. Financial sources revived speculation that a conversion or retirement plan is in work for the issue. The company had no comment.

Allied Takes Stereo Complaint to SSBC

Allied States has complained to the Senate small business committee about 20th Century-Fox’s stereo phonographic sound policies, it was learned at the weekend.

The committee, which has been checking industry trade practices, received copies of Allied’s complaints with the report of Department on 20th-Fox’s policies on requiring stereophonic sound for ColorScope films in drive-ins and regular theatres.

See New ‘U’ High In Foreign Income

A substantial increase in foreign income for Universal Pictures for the current fiscal year was forecast here at the weekend by Ben Cohn, assistant foreign manager, on his return from a five-week tour of Continental Europe. Cohn, declining to state the amount of the increase other than it represents a “substantial” percentage above the previous record year, went on to say that the motion picture business throughout Europe is good. He cited the growth of new theatres in some countries, especially Germany, where in Cologne, for example, there are 60 theatres compared to the two (Continued on page 7)

Long-Range Allied Plans

Meetings Two Years Ahead

Under a long-range planning program, Allied States Association has scheduled its conventions and board meetings into 1956.

At the concluding session of Allied’s carrier directors meeting here at the weekend, the board also added a summer directors meeting for this year, necessitated by the problems and fast-moving events current in the industry. Among these is Allied’s general counsel and board chairman, said that in the past there was not sufficient business to warrant a summer session but that present conditions will require an August conference.

The following meetings and conventions were blue-printed at the board sessions here last week:

—Spring board meeting, May 10-11, Nicollet Hotel, Minneapolis; summer board meeting, Aug. 24-25, Greenbriar Hotel, White Sulphur Springs, W. Va.; national convention, Dec. 12-14, Schroeder Hotel, Milwaukee; second (Continued on page 6)

Goldwyn in Denial Of Johnston Denial

HOLLYWOOD. Feb. 28.—Determined to have the last word, Samuel Goldwyn borrowed it from Eric Johnston’s statement of last week denying he had promised Goldwyn, as the producer claimed in a speech here Thursday night, to call a mass meeting of Hollywood producers to discuss “modernizing” the industry’s Production Code.

The Motion Picture Association (Continued on page 7)

Testimony Is Heard In Carrier Rate Case

ALBANY, N. Y., Feb. 28.—Testimony supporting and attacking the petition by the Smith & Howell Film Service for a 10 per cent increase in delivery charges to theater of Albany and Buffalo exchange districts was offered at a hearing before Public Service Commission examiner Morris Goldfarb.

George C. McCrillis, Syracuse cor-

(Continued on page 7)
Personal Mention

M OREY R. GOLSTEIN, Allied Artists vice-president and general sales manager, will arrive on the Coast today from New York.

MARK DE PREE, city manager for Florida State Theatres in Daytona Beach, has been promoted to the post of junior executive vice-president and office of the circuit in Jacksonville. He will be succeeded at Daytona Beach by French Harvey, formerly of the Howell Theatre, Palm Beach.

CHARLES COOPER, head of Theatre Constabulary Co., returned to Chicago over the weekend following conferences here with Al. O’Keefe, vice-president of Pola-Lite.

Harry Feldman, sales head of Universal Pictures special films division will leave here today for Cleveland, returning on Friday.

PETER PEROAKIS, of Perakos Theatre Associates, New Britain, Conn., has left here with his son, John, for Clearwater, Fla.

Virgil Hopkins, manager of the fimm, division of Republic Pictures in Atlantic City, has sent a son born recently to Mrs. Hopkins.


William B. Zollner, head of M-G-M shorts and newssal es, is in Pittsburgh from New York.

Allen Winek, theatre and film editor of the “Hartford Times,” will visit New York on Wednesday.

Albert Shulman, of Shulman Theatre, Hartford, is visiting in New Orleans.

Robert Incram, Southern district manager for Columbia Pictures in Atlanta, has returned there from Miami.

Stanley Donen, director, arrived here Saturday from Hollywood.

Put RCA Profit at $35,022,000 in ‘53

Net profit of the Radio Corporation of America in 1953 amounted to $35,022,000 compared with $33,325,000 in 1952, David Samoff, chairman of the board, disclosed in his annual report to stockholders.

These earnings, it was stated, are equivalent to $2.27 per share of common stock. Net profits per share were $2.10 per share earned the year before.

Two Theatre Owners Sue 10 in Oklahoma

OKLAHOMA, Feb. 28.—Ten distributors and exhibitors have been ordered by a Federal judge here to answer all questions asked by the former theatre owners who have filed an anti-trust suit against the firms in the District Court. U. S. District Judge Stephen Chaudler has filed a memorandum opinion requiring the 10 firms to produce the information which the plaintiffs, Robert T. Brauch, former owners of the Home State Theatre here, have hired a converted insurance building for several years.

Choice Product Withheld

Curran and Brauch alleged the defendants, composed to keep them from seeing first pictures, asked a number of questions relating to records and correspondence, but the 10 firms said gathering replies would be too expensive. Judge Chaudler ruled it would involve no undue expense.

The 10 firms are State Theatres Inc., Columbia, Low’s, Paramount, RKO, 20th Century-Fox, Universal, MGM, Warner Theaters and the Cooper Foundation.

Line Picketed at Charlotte Opening

CHARLOTTE, Feb. 28. — The opening of “The French Line” here was marred with pickets, reports coming from a local Catholic Church and the Knights of Columbus Council, who marched up and down past the Capitol carrying placards stating that the film had not been approved by the Production Code Administration.

A spokesman for the pickets said that they weren’t trying to keep people from seeing the picture but that they wanted to demonstrate that such pictures would not be shown without a protest.

New Film Company Formed by Cochran

Formation of a new producing organization called Robert Alexander Productions, Inc., was announced here over the weekend by actor Steve Cochran.

The company will produce films mainly for theatre consumption with each film expected to have its first production, Cochran said, TV films will also be produced.

Cochran, president of the organization, added that End of Next Spring is the title of their first film. Harrison Reader is secretary-treasurer.

20th Returns ‘Roe’ For Broadway Run

“The Roe,” 20th Century-Fox’s initial Cinemascope production, began a return engagement here Saturday at Brandt’s Globe Theatre for an indefinite period.

The return to Broadway, necessitated by public demand, was highligbted by the presence of Clifton Webb, Rita Gam and Sloan Simpson.

Industry Escapes Colo. Legislation

WASHINGTON, Feb. 28.—The Colorado State Legislature has adjourned without any damage to the free industry, announced Brian, Motion Picture Association legislative representa- tive here as a result.

These are the first state law makers to quit this year. Bryson said that all but one of the 14 states scheduled for hearings this year will have started this week. California deliberates Monday with the Louisiana session starts in April.

Will Honor Zanuck At Neb. Centennial

Darryl F. Zanuck, vice-president in charge of production for 20th Century Fox, will be honored by his home state of Nebraska at the Centennial celebration in Omaha, March 28, for outstanding contributions to the progress of motion pictures.”

The World premiere of the CinemaScope production, “Night and the City,” will be held during the two-day festival.

NTFC Honors ‘Lucy’ Team for TV Aid

Lucille Ball and Desi Arnaz were honored by the National Television Fund Committee at a Friday luncheon at the Hotel Commodore for their contribution to the filming of TV shows as exemplified by their “I Love Lucy” series.

A special plaque was presented to Desiderio Alberto Arnaz, I, the baby of the couple who made his television debut last year. Acting as toastmaster was Ed Sullivan, among those on the dais were Mel Torme, NTFC president; Jack Valenti, president of the NTFC of Columbia Broadcasting Co.; Kenneth Bern, Robert Krim, Stuart Holman, Bernard Solomon, director of CBS-TV program- ming; H. W. Chesley, Jr., vice-presi- dent in charge of advertising and promotion for Philip Morris cigarettes, Sydney Meyers, NTFC secretary, and Sam Spring, treasurer.

Industry Leaders on Variety Committee

Russell V. Downing, chairman of the dual of the annual Variety Club Heart Award dinner, is forming a national committee to assist in the industry’s tribute to William J. Wannamaker, Waldo Waldorf and Harry C. Hotel here on May 6. Among those who have accepted Downing’s invitation is served by Bishop Elward Blumhangen, Steve Brody, Leonard Goldenson, James R. Gruiner, Arthur Kirk, Milton Rallack, Harold Schwartz, Harry E. Parker, Robert E. Skouras and Herbert J. Yates.

German, who will receive the New York Variety Club first annual Heart Award, is president of the Variety Club Foundation to Combat Epilepsy.

Church Paper in Chi. Asks Protest Against Showing of ‘Line’

CHICAGO, Feb. 28. — Continuing its attack against the forthcoming exci- tement of “The French Line” at the Woods Theatre here, “New World,” official Catholic paper of the Archdiocese of Chicago, carried an editorial calling on “all decent people in Chi- cago” to protest the showing of the picture.

Weaver Quoted

The editorial quotes at length from “Motion Picture Daily” and “Motion- picture Daily” correspondent William R. Weaver’s review of the film in the Chicago Herald and Examiner, and quotes a story that sets “The French Line” apart from pictures of its general kind.

It distinguishing contest, and its characteristic, is anatomical cadaver in the photographing of feminine breasts, all and sundry, and it can be said with truth, whatever may have imagined a three-dimensional camera might be made to do with subject matter like this has been done at long range, in middle distance and close up.

The editorial also takes issue with a statement attributed to Ralph Smith, Essaness general manager, in which he defended the showing of the picture at the Woods, stating that “Chicago has a capable censorship board. If the picture were led observably wrong, we would get by. It’s good family entertainment.”

It Didn’t Get By

“The fact is,” the editorial concludes, “it didn’t get by. ‘The French Line’ doesn’t have the seal of approval from the Federal Production Administration. The motion picture industry con- demns it. If Mr. Weaver’s report is factual, and we know it is factual, then God help the families that patronize the Woods Theatre. If this kind of thinking is to develop, progress and spread among us, then God help all families.”

Tell L.A. Catholics Of Ban on ‘Line’

Hollywood, Feb. 28.—Catholic clergymen in the Los Angeles Archdiocese have announced today that RKO Pictures’ “The French Line” falls under the ban of the Legion of Decency. In an official announcement of “Tilting,” the newspaper of the Archdiocese of Los Angeles, published every Friday.

The five parish priests are requested to arrange another call to the faithful (this Sunday) that the film, “The French Line,” falls under the ban of the Legion of Decency and all the implications of the pledge apply to the picture and theatres showing it.

The picture opened at two Los Angeles theatres, without the Production Code seal. Franklin Friday.

Retheknit Weds

Sid Rechtenk, Warner Brothers office home publicist, was married here Saturday to Sally Sachs, television writer of Chicago and Hollywood. The couple left for a week’s honeymoon.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Sunday editions 20 cents. Subscription rates per year, $6 in the Americas and $12 foreign; single copy, 25c.
"BRING'EM BACK ALIVE!"

When you go hunting for patrons...throw away that pea-shooter...and get yourself some man-sized ammunition to do the job! You'll never catch a Lion with a mousetrap...and you'll never arouse interest in your Attractions, with a feeble whisper!

So step out and SHOUT about your new attractions! YELL about the new methods of presenting this great entertainment!...And let The Prize Baby go to work for you...with his big arsenal of Showmanship Ammunition...that bags patrons for your theatre...and Brings Them Back Alive!

Sell Bigger SHOWBUSINESS with Bigger SHOWMANSHIP!
HERBERT J. YATES presents

HELL'S HALLAC

ACTUALLY FILMED IN HONOLULU

Starring

Written by STEVE FISHER • Associate Producer and Director JOHN H. AUER

A REPUBLIC PICTURE
Motion Picture Daily

Monday, March 1, 1954

COMPO

(Continued from page 1)
seek for greater relief than the reduced to 10 per cent pre-
proposed by House Finance Committee (R., Mass.) and other Republican
leaders in the House.

The Ways and Means Committee will likely vote on excise tax changes
this week. House GOP leaders hope to have an excise bill on the House
floor next week. This bill would ex-
clude some from the excise tax and
reduce the tax on others, including presumably the admission tax.

Cut to 15% Favorled

Most Republican leaders have backed a plan to cut to 15 per cent all exci-
cess now over that rate. COMPO is
mobilizing its strength to sell the
Ways and Means Committee the idea
that this relief is not enough, and
that Congress must go substantially
further if the industry is to be really
helped. Right now, COMPO is not
launching any campaign to pressure
all members of Congress, but is con-
centrating on the key Ways and
Means Committee. The exhibition
leaders consider the bill to be mainly
from states with Congressmen in the
Ways and Means Committee. Once a bill has passed the commit-
tee, COMPO officials believe, it will be
time to turn the spotlight on all other members of the House.

Democratic members of the House-Senate Economic Committee,
meanwhile, issued a re-
port calling for "a drastic re-
duction of all excise taxes on necessities and services.

In another development, the Radio-
Electronic-Television Manufacturers Association said it will keep its top
members here on March 4 to or-
ganize an industry drive to reduce the
10 per cent manufacturers excise tax on black and white TV sets and to
tax the radio completely on color
sets.

SCTOA Bows

(Continued from page 1)
obtain complete elimination of the tax.
Calling this, as well as COMPO’s authorization to compromise on a less-
then-all basis, should that prove ex-
pedient at any stage of the tax reap-
peal campaign, to Arthur’s attention, Coyne urged that SCTOA join the rest of the in-
dustry. He reportedly has ad-
vised Coyne of the organization’s willingness to do so.

Vote Today Likely
On Excise Rates

WASHINGTON, Feb. 28—There seems to be a strong like-
lihood that the House Ways and
Means Committee will start vot-
ing on excise tax changes

The committee fin-
ished its voting on the tech-
nical tax revision bill (H.R. 5741)
Chairman Charles Bamberger(R., N. Y.) scheduled another committee con-
clave for tomorrow morn-
ning. Sources ad-
mitted privately that the sub-
ject of excise taxes would be dis-
}
horizon situations that were left in the wake of the war.

Colin, who made the trip as captain of the current world-wide Daff office, called American office installations in Europe are proceeding at a slower pace than in the U.S., although European exhibitors are enthusiastic about the medium. Screened as in the U.S., are growing larger in Europe, he added, with many theater operators already planning to order the equipment.

American Aboaf, vice-president and sales manager of Universal International Films, was in Universal City in explaining Universal's Circum-Scope policy abroad.

The company's two CinemaScope films in the cutting stage, Universal has added a "wait and see" attitude, it was stated. Universal's CinemaScope pictures, it was added, are being made in conventional versions, too. Colin said Universal plans to give the foreign exchange market a choice, those in CinemaScope, in the manner best suited for his theater, consistent with the welfare of Universal.

Alfred Dorfman, Universal's vice-president, joining the press conference, stated that there has been a rise in non-controllable operational expenses abroad.

O'Donnell Moves

(Continued from page 1)

E. Braswell and Raymond Willie, Jr., will move up to Trans-Texas book- ing staff.

O'Donnell had been with Texas Consolidated Theatres, where he became a theatre manager in San Antonio, later being promoted to city manager, which position he held since 1954 when he became division manager. Mitchell, before joining Interstate, was vice-president and general manager of the Dallas "Dispatch.

Trans-Texas Circuit Adds Seven Houses

AUSTIN, Tex., Feb. 28—Trans-Texas Theatre Co. has purchased six theatres from Texas Consolidated Theatres and one from the Texas Interior circuit. The deal took place today. With the acquisitions, Trans-Texas now owns 16 theatres.

Headed by Louis Novy, a former partner in Texas Interstate, Trans-Texas was formed two years ago. The purchased theatres are the Majestic, Abilene; Capitol, Brownsville; Ideal, Corsicana; State, Denison; Main, Paris, and Strand, Watauga Falls, all former Texas Consolidated houses, and the Hollywood, Ft. Worth, which was an Independent.

The circuit will move its headquarters from Austin to Dallas. Harold Novy, the president, said, will remain in Austin as the executive. The company owns three theatres here, four in Dallas, one in Temple and one in Amarillo.

'Rose Marie' Premiere Wednesday in Chi.

CHICAGO, Feb. 28—"Rose Marie," M-G-M's second CinemaScope production, will have its world premiere at the State Lake Theatre here Wednesday. The picture will open in Detroit on Friday.

Review

"Battle of Rogue River" (Columbia)

HERE again is the tried-and-true story of the U.S. Cavalry in frontier days, of hostile Indians, gunsplay, romance and hand-to-hand combat. As produced by Sam Katzman it is routine, but interesting, and the color by Technicolor adds greatly to its visual attractiveness, handled by George Montgomery, Richard Denning and Martha Hyer, and they do well with the familiar situations presented under the direction of William Castle. Douglas Hayes did the story and screenplay.

Montgomery takes over a post in Oregon with orders to settle peacefully with the Indians. He finds peace difficult because the Indians are duped into attacking the soldiers and vice versa. On the romantic side there is not too much harmony either. The primary purpose of "Rogue River" is the prehensile, via the camera, by Richard Denning.

Michael Granger is well cast as an honorable Indian chief. Others in a lengthy list of players include John Crawford, Emery Parnell, Freeman Morse, Bill Bryant, Charles Evans, Robert Frank Sully. Running time, 71 minutes. General classification. For March release.

Tax Stand

(Continued from page 1)

missions or other excesses must be offset by new or increased excesses.

The Treasury Department and was contained in a statement issued by the Secretary of the Treasury, Humphrey, approved by the White House prior to its issuance. The statement was aimed mainly at combating a Democratic drive to increase personal income tax exemptions, and is not likely to have any effect on feelings among Republican Congressmen that some excesses should be cut this session.

The addition of the administrative provisions of the Internal Revenue Code, the committee made several changes of interest to the industry.

One Revision Suggested

One change would levy a new one per cent per month charge on under-payments of taxes to depository accounts. These are the accounts where corporations must deposit the funds they withhold from employees' salaries. At present, there is no penalty on under-payments, so long as the contractor makes it, in the end, to return its liability on its final return.

Republic Gross

(Continued from page 1)

ness abroad "continued to improve in 1953 although exchange restrictions and regulatory legislation continued in many important foreign markets."

Stating that the company anticipates a substantial increase during 1954 in its services to the motion picture producers, Yates says "We are expanding Trucolor facilities in our laboratories so as to be in a position to handle color printing for television."


Tillman Opens Drive-In

PORTLAND, Oreg., Feb. 28—Clarence Tillman, operator of the Canyon Drive-In, is among the first to open the 1954 outdoor theatre season in this area.

Goldwyn

(Continued from page 1)

president concluded his deal with the M-G-M monster, "The Silver Chalice," that you (Goldwyn) are now saying, I wish our conversation had been put down."

Said Goldwyn in rebuttal: "Mr. Johnston's denial is contrary to the facts. He did assure me, as I have stated out, that he had a meeting and I had sufficient confidence in his integrity to believe it was not necessary for him to put that in writing. I see I was wrong in that respect."

Johnston maintained in his denial that he had told Goldwyn to put any specific suggestions the producer might have for "underuting" the Code into writing and the conversation by directors of the Motion Picture Association at some future meeting. The MPAA maintains that no specific proposals for Code changes ever were submitted in writing by Goldwyn.

Johnston Due in U.S.

At End of This Week

Eric A. Johnston, president of the Motion Picture Association of America, is due to return to the U.S. either Friday or Saturday from Argentina, where he has been attending an important meeting, it was announced by the board of directors of his association. The MPAA board's annual meeting, held in Paris, France, frequently in March, could be convened on Johnston's return. The MPAA president is due reaching the U.S. is slated to remain in this country about two weeks before departing on his Ambassadorial mission to the Far East, where he is expected to attend an international conference in Paris to examine the French situation, slated.

Jules Levey Acquires 'Versailles Story'

Independent distributor Jules Levey has acquired the theatrical rights to "The Versailles Story" and will release the French-made film in April in an international cast, preceding the general release of the film by approximately a week. The picture is scheduled for release in major mid-Western cities and a national cast, including Claudette Colbert, Sacha Guitry, Orson Welles, Micheline Presle and Jeanne Moreau. Guitry also wrote and directed.

CinemaScope Prices High, Says SCTOA

LOS ANGELES, Feb. 28—Reduction of raised admission prices for CinemaScope productions is the subject of correspondence between the Southern California Theatre Owners Association and 20th Century-Fox.

Harry C. Arthur, Jr., president of SCTOA, maintains that the industry would benefit if CinemaScope was to be offered to the public at regular prices. Arthur contends that the advanced prices have the effect of lessening attendance by regular patrons and that the distributors would do better if they would ask rentals permitting retention of the regular prices.

At Lichtman, 20th-Fox distributor of distribution, however, points out that the distributor is not allowed to interfere with admission prices, and that the public is not willing to pay a premium for quality.

'Pinoccio' Held Over

BOSTON, Feb. 28—Walt Disney's "Pinoccio" has been held over in all New England drive-in theatres in situations that have completed their scheduled playing time of the picture, according to Hattan Taylor, RKO Radio branch manager here.

7 DAYS IN HAWAII

5465

(From New York), including round trip air fare and hotel accommodations

Fly United DC-6 air tour service all the way, with stopovers at Honolulu and Hilo. Air fare includes: 7 days of touring in the sun and businesslike service. Only United features 2 abreast seating and wide con- bustion on all planes.

UNITED AIR LINES

FARE PLUS TAX.
WESTERN UNION

FAX DETROIT MICHIGAN 22 NL PD
STEVE BROIDY, ALLIED ARTISTS STUDIO
4376 SUNSET DRIVE, HOLLYWOOD CALIF

"RIOT IN CELL BLOCK 11" OPENED TO TERRIFIC BUSINESS ON
SATURATION BOOKINGS IN OUR TOWNS. WE HAD EXCELLENT TV
PROMOTION FROM SIX KEY TV STATIONS THAT BLANKETED THE STATE.
THIS WAS BACKED UP BY SUPPORTING NEWSPAPER, RADIO AND
TABLOID CAMPAIGN AND HAS ENTIRE STATE TALKING ABOUT PICTURE.
CONGRATULATIONS TO ALLIED ARTISTS AND REGARDS.

M.F. GOWTHORPE, PRESIDENT
BUTTERFIELD THEATRES INC

It'll happen
in your state,
too!

There's Another BOXOFFICE RIOT Brewing! Watch for Allied Artists 'ARROW IN THE DUST' in Technicolor!
Exhibitor Reaction

Goldenson Sees Value in Lens Of Tushinsky

renders report as para. plans to show vistavision

Great possibilities for the variable anamorphic Tushinsky lens were seen by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, yesterday on his return from Hollywood where he saw a demonstration of the process at the RKO Radio Pictures studio.

Goldenson's comment came on the eve of today's slated unveiling of Paramount's Vistavision system on the Coast for the press. It was not known here yesterday whether today's demonstration will include test film shots of the Tushinsky process, too, a process for which Paramount is negotiating. A Paramount spokesman stated, however, that the Tushinsky lens is adaptable to Vistavision, increasing the flexibility of the latter.

(Continued on page 4)

Teletasters lauded on code observance

WASHINGTON, March 1.—Leaders in government and industry have complimented television broadcasters for their program of self-regulation through the televisual code of the National Association of Radio and Television Broadcasters.

Today marks the third year of operation of the code, and the NARTB released a group of messages congratulating the industry, Senate Commerce Committee Chairman Bricker (R., O.) said: "Television broadcasters should continue.

(Continued on page 4)

prudential builds 'scope drive-in

A 1,000-car drive-in, equipped for Cinemascope presentations, is to be built at Somerville, N. J., by Prudential Theatres and Rapf & Raden, Arthur M., Rapf announced here yesterday. No decision on the type of sound to be installed has been reached, it was stated.

Prudential Theatres and Rapf & Raden own the Court Theatre in Somerville. Recently they have spent $200,000 in converting this house for Cinemascope and installed air conditioning.

A-A plans to upproduction

Hollywood, March 1.—A special meeting of Allied Artists stockholders will be held here on March 23 to vote on increasing the company's capital stock by authorizing 150,000 shares of $10 par cumulative preferred stock.

If approved, the $1,275,000 proceeds of the new issue after payment of underwriting commissions in the name Paramount will be used for expansion of AA's production program and general purposes, according to Steve Brody, president.

Brody also disclosed that for the 26 weeks ended Dec. 26, 1953, AA had consolidated net profit, unamortized, of $209,000 after payment of $1,000 for Federal income taxes. For the 52 weeks ended June 27, 1953, AA reported a net profit of $41,112 after provision of $53,000 for Federal income taxes. Net for the first half of that fiscal year was $166,771.

AA's income for the first half of the current fiscal year was $5,359,196.

(Continued on page 5)

Police Censorship unlikely in Ohio

COLUMBUS, O., March 1.—There is little threat of local police censorship in Ohio should the state censor laws be repealed, according to Robert Wile, secretary of the Independent Theatre Owners of Ohio. Wile said that several theatre owners had queried him about how to guard against "being closed up by the police or other groups if censorship is abolished."

Wile said there is little danger of.

(Continued on page 5)

U.S. Tax Fight May Be Over This Month

WASHINGTON, March 1.—The industry probably will know the outcome of its fight for admissions tax relief by the end of this month.

Unlike last year, when the tax campaign dragged on for months, this year's effort should be a short one. That's because the Republican leaders in Congress have decided that whatever happens about changing the admissions tax and other excises should be included in a bill extending certain other excises that are due to expire automatically on April 1.

Since Congress must act on this bill April 1, the industry should know its fate by then, too.

(Continued on page 5)

Name IMPDA Group for FTC Complaint

A special committee to document the recent complaint filed with the Federal Trade Commission against Italian Films Export by the Independent Motion Picture Distributors' Association has been appointed by the IMPDA. The committee is expected to appear before the FTC at an early date.

At a general membership meeting of the association, the special committee also was directed to investigate.

(Continued on page 5)

Flexibility of new paramount system, other facets, explained by weltner

LONDON, March 1.—The "essential requirements of flexibility" as embodied in the new Paramount system, which is to be unveiled in Hollywood tomorrow, was emphasized here by George Weltner, president of Paramount International.

Weltner, passing through London on the last leg of a seven-week world tour, said that "our policy is not to produce films for just a few big theatres but to make them acceptable for 95 per cent of the theatres in the world. Hence the essential requirements of flexibility. The exhibitor can have all or part of these new devices, or, in fact, none at all, for our films can also be projected over conventional systems. The cost of the package would be less than a tenth of existing new designs with their multi-track systems."

He went on to say that a new screen developed by Paramount makes masking automatic as required in a given film. The masking, he explained, is implied in use of giant panoramic screens, when it is desired to retain the quality of an intimate scene.

(Continued on page 5)

Cut to 10% Sure

house leaders favor lower tax

But Republicans will resist its elimination; Compo faces hard fight.

WASHINGTON, March 1.—The House Republican leadership has definitely decided to support a reduction in the 20 per cent admission tax to 10 per cent.

However, the leadership will resist efforts to cut the tax further. That means that any further reduction in the admission tax will not be included in a general excise rate bill which the House Ways and Means committee and of the House itself.

Whatever Compo's tax committee does, it will have to be done fast. The reduction in the admission tax is to be included in a general excise rate bill which the House Ways and Means committee will vote on later this week, possibly Wednesday. Chairman Reed (R., N. Y.) may introduce.

(Continued on page 5)

Defend rackmil to decca stockholders

The role of Milton R. Rackmil as president of both Decca Records and Universal Pictures was strongly defended here yesterday in a Decca management letter to stockholders. The letter was sent out in answer to the charges made by former Decca director George L. Lloyd, alleging that Rackmil is a "one-third part-time president" and should be replaced in a proxy contest.

Management in its reply stated that.

(Continued on page 4)

Partmar asks high court to reconsider

WASHINGTON, March 1.—Partmar Corp. has asked the Supreme Court to reconsider its decision allowing that the Los Angeles theatre firm has no right to a further trial of its damage claim against Paramount.

The high court ruled against Partmar by a 5 to 2 vote, affirming the opinion of both the Los Angeles District Court and the Ninth Circuit Court of Appeals. All three decisions said that the courts' rejection of.

(Continued on page 5)
Motion Picture Daily

Tuesday, March 2, 1954

Personal Mention

BEN GOETZ, in charge of M-G-M production in England, arrived here yesterday from London and will leave New York today for the Coast.

VINCENT THOMPSON will lecture tonight to advertising students of the Art Directors Club in the Young & Rubicam auditorium here on the subject of poster art and reproduction.

MYRT T. BLUM, head of the Business Admissions Department at Barker Hills, will be married at the Hotel Pierre here today to Ruth Rhodes, fashion designer.

FORTUNAT BARONAT, director of foreign publicity for Universal-International, will leave New York today for Buenos Aires.

NORMAN PANAMA and MITCHELL FRANK, producer-director-team, left here yesterday by plane for Hollywood.

RICHARD NEAME, British producer, will arrive in New York today from England aboard the “Queen Elizabeth.”

M. J. E. MCCAFFREY, manager of the Allied Artists Los Angeles exchange, will leave here today for Phoenix.

L. D. NETTER, Jr., general sales manager of Altec Service Corp. and E. W. WILSON, general sales manager, have left New York for Chicago.

ELIZABETH TAYLOR and MICHAEL WILDING will arrive in New York today on the “Queen Elizabeth” from Southampton.

BERNARD LEWIS, promotion manager of L. F. E. Releasing Corp., will leave here today by plane for Atlanta.

SAM ZEMBALIS, producer, will leave here today for Hollywood.

Chicago Police Head Will Screen Line

CHICAGO, March 1.—Police Commissioner O’Connor has bowed to pressure from reform and religious groups and requested a screening of the picture “The French Line,” although the picture already has been passed by the Police Committee Board. “The New World,” official newspaper of the Archdiocese of Chicago has been conducting a spirited campaign against the forthcoming showing of the picture at the Essaness Woods. O’Connor could pass the picture as is, but could cut objectionable scenes, or ban it completely.

‘Miller’ Held Over In 141 Engagements

Universal-International “The Glenn Miller Story” has made its initial run over in its first 141 engagements, Charles J. Feldman, vice-president and general sales manager, said yesterday.

Chicago’s First Run Grosses Off Slightly

CHICAGO, March 1.—First run business continues in a slight slump here, although there are a few bright spots. Of the “New Faces” heads for a good first week of about $30,000; the Palace, where “The Count of Monte Cristo” is showing, $40,000 again in its 31st week; and the World Playhouse, where “Kome, Home, Kome” expects to bring in fine figures, $4,500 after the first week, $8,000 to $10,000 in the first two weeks of its run there.

Building up well are “The Glenn Miller Story,” $43,000 in its third and final session at the Chicago; $45,000 for “Hurry Wife” at 000 in a second round at the Woods; “Money from Home,” giving the RKO franchise an excellent showing in its fourth and last week; “Knights of the Round Table,” still doing well at $25,000 for a fifth week at the State Lake and “The Man Between,” spinning the wicket for a fair $15,000 opening week at the Loop.

Mrs. Louis Berg Dies

Funeral services for Mrs. Pearl Berg, wife of Louis Berg, entertainer and producer of the Berliner Head over in its first 141 engagements, Charles J. Feldman, vice-president and general sales manager, said yesterday.

Set March 15 for Schine Case Trial

BUFFALO, March 1.—There will be no more postponements of the Schine circuit divestiture suit today as Judge John Knight ruled today in granting a postponement of the trial to June 15 when the case is scheduled to start before Judge Knight today. The trial must start on March 15, he said.

Balto. Trust Suit

Names Loew’s, 20th

BALTIMORE, March 1.—The Edmondson Village Theatre, which claims to be the top-grossing neighborhood theatre in Baltimore, has filed a damage and injunction anti-trust suit against Loew’s 20th Century-Fox and 20th-Fox.

The theatre alleges that even though it bids higher for first-run road films than Durkee’s nearby Edgewood Theatre, Loew’s and 20th-Fox have been giving the films to the Edgewood because it is in a competing circuit. Edmondson’s request for the injunction and $50,000 damages totaled $15,000.

A suit, filed by Baltimore attorney Paul Duce and Washington attorney Robert Sher, says that Edmondson does not have this problem with other distributors and that it can not avoid the problem with Loew’s and Fox until about a year ago. The Edmondson Village Theatre, according to the suit, is a focal point in a large shopping area, with parking space for cars, and has been Baltimore’s top-grossing neighborhood theatre since it opened in 1949.

Harris to CBS Post

Leslie Harris, formerly vice-president of Bernard Schubert, Inc., has been named vice-president and general manager of CBS-TV Films, Sales, Inc.

To Cite ‘Robe’ Painter

Artist Dean Cornwall will be honored at the Illustrators’ Society club house here tomorrow for his paintings for “The Robe.” Bruce Barton will preside at the scroll presentation.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Lucille Ball • Desi Arnaz

“The Long, Long Trailer”

Photographed in Anser Color

Printed by Technicolor • A M-G-M Picture

SPECIAL STAGE PRESENTATION

DEAN MARTIN • JERRY LEWIS

FIRST TIME IN TELEVISION

MONEY FROM HOME

PARAMOUNT

MOTION PICTURE DAILY

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The New York daily issue will be published March 3, 1957. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Defense Department Awards Certificate To Universal-Int'l

HOLLYWOOD, March 1.—A certificate of appreciation has been awarded to Universal-International by the Department of Defense for patriotic service in pioneering overseas entertainment services for the Armed Forces throughout the world.

Edward Muhl, U-I vice-president in charge of foreign operations, accepted the certificate from Col. Joseph F. Goetz of the Armed Forces professional entertainment branch.

SAG Signs TV Pacts In Cleveland, S.F.

HOLLYWOOD, March 1.—Contracts of the Screen Actors Guild have been signed with leading film producers of Cleveland and San Francisco covering actors in television film commercials. Similar agreements had been closed previously with producers from New York, Chicago, Los Angeles. Negotiations are proceeding with producers in Detroit, Boston, Cincinnati and Pittsburgh.

To Cite ‘Robe’ Painter

Artist Dean Cornwall will be honored at the Illustrators’ Society club house here tomorrow for his paintings for “The Robe.” Bruce Barton will preside at the scroll presentation.
NOT SINCE Frankenstein HAS HORROR PAID OFF LIKE THIS!

RECORD BUSINESS: Doubled the gross of any previous U-I picture at Broadway-Capitol Theatre, Detroit.

RECORD BUSINESS: Set all-time house record, Century Theatre, Grand Rapids, Mich.

RECORD BUSINESS: Set all-time house record, Lucon Theatre, East Lansing.

RECORD BUSINESS: Set all-time U-I house record, Capitol Theatre, Kalamazoo.

RECORD BUSINESS: Set all-time U-I house record, Franklin Theatre, Saginaw.

RECORD BUSINESS: Set all-time U-I house record, Family Theatre, Monroe.

RECORD BUSINESS: Set all-time U-I house record, Strand Theatre, Flint.

RECORD BUSINESS: Set all-time U-I house record for regular admission film, Strand Theatre, Pontiac.

and Out-grossed Mississippi Gambler, Washington Theatre, Bay City.

Out-grossed Mississippi Gambler and Bend of the River, Riviera Theatre, Port Huron.

CREATURE FROM THE BLACK LAGOON

starring

RICHARD CARLSON · JULIA ADAMS with RICHARD DENNING

ANTONIO MORENO

Directed by JACOB ARNOLD · Screenplay by HARRY ESSEX and ARTHUR ROSS · Produced by WILLIAM ALLAND · A Universal-International Picture

AVAILABLE IN BOTH 3D AND 2D
Goldenson

(Continued from page 1)

system, and he indicated that Paramount is very close to signing a deal for the Tushinsky lens.

The AB-PJ president said that a team sighted the new lens to have a reel of Walt Disney's "Fantasia," projected at an aspect ratio of 1.33, and he claimed that the Tushinsky variable lens worked perfectly. In addition, shots of an upcoming Paramount-RKO production filmed in the process were shown, he stated. Saying it was "very interesting," Goldenson added that it "offers great possibilities."

Walter Reade, president of Theatre Owners of America, who returned from the Coast where he reportedly saw a private demonstration of Paramount's Vistavision process and the Tushinsky system, declined comment at this time.

The Vistavision system, according to a Paramount spokesman here, will not make stereoscopic sound theatre installations mandatory. He went on to explain that Paramount may include stereoscopic sound in future productions, but that these productions also will be available without stereoscopic sound. The greatest aid of the teaching profession... and likely to increase newspaper circulation (when) having seen an event (on TV) people also like to read about it to learn what it means, why it occurred.... Chalk up one as of the best of the entire set of Kraft Theatricals last week's production of "Gallin, All-America," (NBC-TV), a delicate story by Nicholas Beahm, beautifully portrayed. The entire cast including Don Dubbins, Judson Pratt, Johanna Beryl, Burt Cass and Patry Bruder, each turned in a flawless stint. As for Ed Herlihy, his announcing chores were done with forceful delivery as usual.... Harry Winston back in our "wonderful city" from a week end trip to Greenville, South Carolina, where he was principal speaker at the testimonial dinner to Frau (Mr. Basketball) Selvy, who has capped almost all the scoring marks in collegiate basketball.

This chronicler has waxed enthusiastic about the varied talents of Johnny Olsen ever since the days when we first heard his "Rumpus Room" WMTJim-dandy series in Milwaukee back in 1944, and his band and charming wife Penny came to New York soon afterwards and together they've built up a national following among kids from 6 to 60, numbering in the millions. However, it wasn't till last Friday, did we hear his national Counselums' night at Finch College, a terrific 'straight man' on his programs, can also trill with the best. No wonder Johnny calls her his "million dollar Penny."...Animated Productions, Inc., will film five one-minute and five 20-second animated Tastykake commercials and station-breaks, utilizing Al Stahl's novel cartoon presentations, for Gray & Rogers. Colone Productions (Whitney Stahl and George Scramshew) will present Denise Darce in a series of half-hour TV vehicles starting late next month. The package titled "Chez Denise" will provide the screen with ample opportunities to display her talents.

RECOMMENDED: Bill Tabbert, whose unforgettable singing in Rogers & Hammerstein's "South Pacific" was magnifico, for his own TV series. He's currently in "In Robert Alda on your Show" these mornings at 10:30 TV to ABC. Bill Harrison's all-around talent, will do a "WABDollar a Second" quizzer. The deliberately funny quiz on and ad-lib by Jan Murray Sundays on the "WABDollar a Second" quizzer. A network show for lovely Monica Lewis, seen daily over WABC-TV, but only locally.... The talented "Sprite Theatre Group" of radio and TV origin, playing Ford's FingerWeek at Finch College Theatre on Park Ave., was a hitronic hit.... Garry Moore on any program at any time.

DEE JAYWALKING: Paramount folks are doing a fine exploitation job on "Red Garter" via a disc jockey campaign, combining press personality interviews and constant spins of platters featuring the 11 songs dubbed in the rousing musical Western.... Bill Luckinhar has formed a new recording firm, Quality Records, and the initial release featuring Marco Polo warbling, "Have a Hummy Dipper." "Disappearing," can still be heard by Rusty Starr and his Western Ramblers to a long-terner, ... Slepper of the year is Guy Lombardo's Decca platter of Luigiy's (He pened "La Vie En Rose") "Mademoiselle Hortensia," an up-tempo Waltz merchants feel your feet misbehaving.

DOTS ALL: Ruth Gilbert has joined Stark-Layton Productions as ass't to Jerry Layton. Lisa Kirk to gueststrill Friday at 8 p.m. on "Dave Garroway Show" on NBC Channel 4...Zvi's transcribed "Red Skelton Show," half-hour radio series, has been sold in 453 markets and 94 per cent of the stations and sponsors have bought the full five-times-a-week schedule. A John L. Sinsational accomplishment. Mike Wallace will encore "The New Revue," a half-hour Friday at 5:30 on NBC TV, which will be beamend in color and will feature Toni Southern, David Daniels and the Honeydreamers with the Norman Paris Trio. Ted Fetter is the producer with Jerry Shaw, director.

Telecters

(Continued from page 1)

support of this code and the voluntary self-regulatory program which it represents. The House Commerce Committee on Tuesday told the NARTB that "I am confident that your industry will continue to prefer self-regulation to government regulation. Effective self-regulation, however, requires continued adherence on the part of the members of the industry to proper standards of conduct."

Hyde Pays Tribute

Federal Communications Commission chairman Rosel Hyde declared that "the code marks a significant step forward in the process of voluntary self-regulation on the part of the industry." Martin H. Work, executive secretary of the National Council of Catholic Men, wrote that "in the days when so many of these responsible for the various communications media are confusing liberty and freedom of speech with license and unregulated expression of ideas, it is especially significant that the television broadcasters are celebrating the second anniversary of their self-regulation code.

Other messages of congratulations came from the broadcasting and film companies, the broadcasting associations of churches, the U.S. Chamber of Commerce and the American Association of Advertising Agencies.

Rackmil Defended

(Continued from page 1)

Decca stockholders own not only all of Decca but also approximately two-thirds of Universal. The letter went on to say that "Rackmil gives his full time and his full attention both to Decca and to its subsidiary, Universal Pictures, which together provide your dividends." The letter added that Rackmil's compensation from both companies "is less than is paid to chief executives of comparable companies."

Three Film Men Drop Interest in WSJL-TV

HARTFORD, March 1.—Matthew Fox, president of Motion Pictures for Television, Inc.; Lewis F. Blumberg, son of Nate, who is chairman of the Universal-International board of directors, and Basil Estreich, associated with Fox for the last eight years in legal and executive capacities, have withdrawn their interests in WSJL-TV, television station in Bridgeport, Conn. Harry Luftig, business executive of Ansonia, Conn., has acquired full control of the station.

Union, N.Y. Studio Sign

Gray-O'Reilly Studio, producers of commercial and industrial films, has signed a long-term agreement with the Association of Motion Picture and Television Film Craftsmen (CIO) covering working conditions, wages and hours for all categories of film technicians.

Organ Magic

Ward on TV and Radio

37th Week at Rainbow Room

Radio City, N.Y.
Tax Cut

(Continued from page 1)

the excise rate bill in the House today. Roughly, it would exempt current excise rates on liquor, tobacco, gas and amos, now scheduled to drop on April 1, 1954, and hold cut to 10 per cent all other excise rates now above that level.

The House leaders hope to have the bill up on the House floor and passed some time next week.

The crucial voting will be in the Ways and Means committee since tax bills are usually handled on the House floor under a rule which bars closing.

COMPO's tax committee faces an uphill fight to get greater relief in the House, especially since the Ways and Means committee seems inclined to go along with the leadership's decision. Nonetheless, exhibition leaders started arriving in the Capitol today to contact Ways and Means committee members and to seek greater relief than reduction to 10 per cent. Among exhibitors already here are Russell Leddy of Wisconsin, Jack Bomar and K.K. King of Arkansas and Hallie Gilbert of West Virginia.

The Treasury Department disapproves of the across-the-board excise-cutting plan, Secretary Humphrey said. He indicated that the Treasury is not prepared to go along with "selective" cuts on excises—presumably, including the excise on beer, since President Eisenhower promised relief in this field in his veto message of the House repeal bill last year. Nonetheless, the Treasury is not expected to make any strong attack on the excise-cutting plan in the House, such as is now planned against the Democratic-sponsored increase in individual income tax exemptions.

A House Ways and Means committee meeting scheduled for today was postponed. Committee officials said the committee did not have any business ready for action.

Coyle 'Breefs' Newspapers

In '54, Coyle says...

In an interview printed in the current issue of "Editor & Publisher," trade paper of the newspaper business, Robert W. Coyle, special counsel for the Motion Picture Organizations, outlines in detail the reasons for the film industry's campaign for repeal of the admission tax. With "Rain literally at our heels," said Coyle, "we simply want the industry to take a second look at the facts upon which to base a fair appraisal. We

MORNING PICTURE DAILY

Tuesday, March 2, 1954

INDEPENDENT PLANS 2

With Tushinsky Lens

HOLLYWOOD, March 1.—Plans for the production of two Technicolor features, to be shot in the new Tushinsky variable anamorphic process, were disclosed today by producer-director Irwin Allen.

Allen, who recently resigned from EKO Radio Pictures to form his own independent production company, Windsor Productions, has opened negotiations with the studio for distribution of the films.

IMPDA

(Continued from page 1)

the alleged suppression of competitive MBDs, the distribution of Spanish-made pictures and the latest proposal for an agreement between the Motion Picture Export Association and French film producers.

The committee consists of Jules Levey, Max Goldberg and Jack Holdberg. Arthur L. Mayer, IMPDA president, will serve as an ex-officio member of the committee and EphraimLondon will act as general counsel.

Other Chairmen Named

Other committees and their chairmen set up by the association were: public relations, Edward Harrison; trade practices, James Stork; distribution and credit, Levy; relations with government agencies, Hoffer and Greenfield, George Roth.

In its complaint to the FTC, the IMPDA asked the commission to prevent IFE from continuing in the business of distributing films in the United States, charging that IFE had interfered with free enterprise and competition in the distribution of Italian pictures.

The annual meeting of the IMPDA has been scheduled for March 31 in New York, Mayer said.

USIA to Develop TV Program Abroad

WASHINGTON, March 1.—The U.S. Information Agency has sent a top broadcasting official to London to develop the use of television in the overseas information program, it was announced.

The official is Patrick Campbell, former vice-president of Don Lee and a early film industry worker.

do not ask for publicity but for understanding.

"In the year's campaign in which Congress revoked the tax, after which the President vetoed the Mason Bill," continued Coyle, "we were shocked when some influential newspapers took a position against us, although the great majority of the papers that commented on the subject supported us. We feel that those editors who criticized the elimination of the 20 per cent tax voted to have expired six months after the end of the war, but still in effect nine years later, had not been briefed by the industry on existing legislation."

COMPO's present plan is for newspapers to receive the same documented report as was given the precarious position of the industry as are given to Congressmen.

A-A Plans

(Continued from page 1)

expenses for the period amounted to $4,997,325. Income for the corresponding period of the previous year was $8,540,864.

Gross income and working assets as of Dec. 26, last, were $61,123,279, and current liabilities were $3,553,648, both unaudited.

Brodby stated, "An analysis of box office returns from "Riot in Ell Block II," which to date has opened in most of the most important territories of the country—New York, New England, Texas, and Michigan—revels that the total picture is rung off the shelf in a few days."

On the basis of this comparison, Brodby added, "The film is not easily proven to be the best grosser in the history of Allied Artists as well as the most profitable."

Censorship

(Continued from page 1)

such action if exhibitors play only pictures which have MPAA or Production Code seals. "The Motion Picture Association and the distributor of the picture will defend any attempt to close a theatre showing a picture with a seal," said Wile.

Fine Screening Necessary

"Pictures without a seal will have to be closely examined and screened by any exhibitor who wants to play them," Wile warned. "He should also present to the distributor in his contract that the distributor will be responsible for any damage caused by the closing of the theatre," he said.

"However, there is little police censorship in those states which do not have state censorship, so there is no reason to believe that there will be any in Ohio," Wile said the question is still "academic" since there is no immediate prospect of repeal of the state censor statutes.

The Columbus Dispatch comments favorably that the "new or modified nature of police power laws" and the "widely varying attitude of individual states with respect to local censorship" made the "mildest and tolerant brand of censorship such as Ohio's to be regarded as a very minor evil." The "Dispatch" said that Ohio is faced with a "flood of pictures found, over the years, to be unfit for general exhibition.

Three Instances Mentioned

The newspaper referred to the imminent resubmission to the censorship board of previously banned pictures like "The Miracle," "The Outlaw" and "Ecstasy." The "Dispatch" reminded its readers that it had predicted just such a situation following the U.S. Supreme Court ruling in the "Al" and "La Ronde" cases.

Partmar Asks

(Continued from page 1)

Paramount's plea to evict Partmar also barred any decision on Partmar's counter-claims for damages against Paramount. In a rehearing petition filed, Partmar argues that the decision gives Paramount a far greater gain, in cutting off Partmar's damage claims, than Paramount would have obtained from evicting Partmar in the first place.
VARIETY

‘HELL’ SOCKO! — Baltimore

‘HELL’ HOTSY! — Chicago

‘HELL’ TORRID! — Louisville

‘HELL’ POWERFUL! — Buffalo

‘HELL’ SOCKEROO! — Seattle

‘HELL’ BIG! — Denver

‘HELL’ HIGH! — Cleveland

‘HELL’ HUGE! — Philadelphia

20th Century-Fox's

"Hell and High Water"

TECHNICOLOR-DELUXE

CINEMASCOPE

IN THE WONDER OF STEREOPHONIC SOUND

...and the same HIGH grosses in Milwaukee, Miami, Des Moines, Providence...EVERYWHERE!
For All Houses
Vistavision is Demonstrated

By Paramount

Largest Film Image Is Claimed by Balaban

HOLLYWOOD, March 2.—Paramount Pictures today demonstrated to the press at the studio here the new Vistavision process which the company claims "presents the largest film image ever seen on any theatre screen anywhere." Barney Balaban, president of Paramount, summarized the showings as follows: "This Vistavision process eliminates grain and fuzziness and provides an overwhelming picture with complete..." (Continued on page 4)

Aspect-Ratio Choice Wide for Para. Films

By WILLIAM R. WEAVER

HOLLYWOOD, March 2.—Paramount today demonstrated to the press that it is in a position, as reported exclusively in the Feb. 24 edition of Motion Picture Daily, to sell the exhibitor pictures in his own choice of aspect-ratio. The first pictures to be offered under this policy, which permits of exhibition in a range of ratios from standard to 3:1, will be "White Christmas," filmed... (Continued on page 4)

Photoplay Awards to Monroe, Ladd, Col.

Martha Monroe, Alan Ladd and Columbia's "From Here to Eternity" are the 1953 winners of the annual Photoplay Magazine gold medal awards, which are determined by the opinions of the nation's audiences. The actress, actor and motion picture were designated as the most popular for 1953 in a nationwide poll of America's patrons.

Gold medals will be awarded the... (Continued on page 5)

Bill Reducing Ticket Tax To 10 Per Cent Introduced

Liquidation A Possibility for RKO: Hughes

Howard Hughes is not closing the door on possible liquidation of RKO Pictures Corp. In his offer to purchase the company according to the proxy statement being mailed to RKO stockholders by the management, Hughes has added an indication that he "has no plans, with respect to the corporation, except possible liquidation."

The statement, which recommends that stockholders vote to approve the Hughes' offer at the meeting to be held in Denver on March 18, makes clear that Hughes' deal would work if the stockholders approve and if certain other conditions are met. Hughes will pay $23,489,478 cash for all RKO assets. Then Hughes will vote his stock, approximately one... (Continued on page 4)

Equity Lists Scale For 'ANTA Album'

Actors Equity Association yesterday submitted to the American National Theatre and Academy the conditions under which it would permit its members to appear on the ANTA Album, which would be telecast over a closed circuit by Box Office Television to approximately 30 theatres on May 23.

Equity is asking $300 for each performer's appearance, regardless of his... (Continued on page 5)

Action Speeded on Republican Leadership's Excise Cutting Measure; Ways and Means Committee May Report the Bill Out Today

By J. A. OTTEN

WASHINGTON, March 2.—House Ways and Means Committee chairman Reed (R., N.Y.) today introduced in the House the official GOP leadership's excise-cutting bill, including a reduction in the admissions tax to 10 per cent. The Ways and Means Committee is scheduled to meet tomorrow to report the bill out. Indications are that it will be passed in the House some time next week. Under the bill, the reductions would be effective April 1.

All signs are that the leadership will resist any attempts to reduce any excise more than is proposed in the Reed Bill. The industry's job in getting greater relief is in the House and is made more difficult by the speed with which the excise bill is now moving and by the fact that tax bills are usually considered in the House under a procedure barring any changes from the version reported by the Ways and Means Committee.

Nonetheless, the tax committee of the Council of Motion Picture Organizations was still keeping up the fight, planning to contact members of the Ways and Means Committee and of the House right up to the last minute. If the drive for greater relief fails in the House, the battle will shift immediately to the Senate, since the... (Continued on page 5)

"Banana" to Go Again

To Md. Censor Board

United Artists is resubmitting "Top Banana," a 1929 film comedy, for review by the entire Maryland State Board of Motion Picture Censors following its banning, on grounds of a scene featuring burlesque and a dance act termed "indecent," by a single censor acting for the board. "Top Banana" has been granted Class 'B' approval by the Legion of Decency and has passed state film censors in New York, Ohio, Pennsylvania and Kansas. United Artists previously fought the banning by the Maryland censors of two previous releases, "The Moon Is Blue" and "The Captain's Paradise."
Decca Case Hearing
Set for March 15

Hearings on the petition to the New York Supreme Court by George L. Lloyd, former director of Decca Records, Inc., against the management of the Decca, Inc., were continued yesterday. A second hearing was postponed to March 15, it was announced yesterday.

Charging that his removal from the company is invalid, the ousted director has accused Milton R. Racklin, president, and third, part-time president. The company's management has strongly defended Racklin and charged Lloyd with conducting "business decisions in an attempt to take over the management of the company.

Censor Bill Changes
Up Next Tuesday

ALBANY, March 2—The Assembly Judiciary committee did not reach today the two Fitzgerald bills proposing a general as well as a specific classification of "immoral" in the state film licensing law, and a formal clarification of "incite to crime."

The committee will consider the university next Tuesday. The committee, except rules, wind up their action on referrals, and the present session, 10. It was because "immoral" as used in the present statute, was too vague than the U. S. Supreme Court recently reversed the state regulations ban on "La Ronde." The bills were drafted to correct this weakness.

Five European Films
From Helene Davis

Five new European productions will be released this month by Europa Films, a new foreign film distributing company, Helene Davis Pictures Corp., it was announced here by Helene Davis, president. Three of them come from France and Sweden, including Martine Carol, Silvana Pampanini, Wolfgang Ganz, Jeanne Moreau, and Frank Villard and May Britt. The French films are "Caroline and Amélie," "Demolition," "Validation," "The Mysterious Island," and "The Name of the Rose." The Swedish films are "Cecelia and the Bachelor," "The Man Without a Name," "Virgin of the Rhine," and "None More Wicked." From Sweden comes "Illicit Interlude." From Italy comes "The Black Sword."

Producers for Spain

Producer Hugo Fregonese left New York Sunday for Madrid to launch preparations for filming his first for Deforme-Reich Productions, "The Black Sword." This novel by Carlos Filanco will be produced in conjunction with Capilla Films in Technicolor and Cinemascope. Fregonese will use the Estudios Cine Arte in Madrid for his interiors.

300-Seat Theatre Installs 'Scope

NEW LONDON, O., March 2.—Installation of Cinemascope is being made at the 300-seat Karlton Theatre here, believed to be the smallest theatre in the nation to install this type of equipment. The local population is 1,300.

'Vevil' Opens Mar. 12
In 68 N. Y. Theatres

"Pit the Devil," John Huston's adventure film starring Humphrey Bogart, Jennifer Jones and Gina Lollobrigida, opened at the Pantages in New York on March 12, opening simultaneously in 68 theatres throughout the New York metropolitan area, it was announced yesterday by William J. Heiman, vice-president in charge of distribution for United Artists, which is releasing the Santanna-Romanov production.

Ten theatre circuits are represented in the 65-theatre premiere: RKO, Loew's, Century, Paramount, Loew's, Sol., Century, Interboro, Fabian, T. J., and Cinema.

Journal Planned for Heart Award Dinner

The New York Variety Club Foundation to Combat Epilepsy will publish a journal this summer, executive secretary of the Foundation. The proceeds of the journal will be used to further the work of the Foundation which supports schools for epileptic children. The first annual Variety Club Heart Award dinner, it was announced by William J. Heiman, vice-president of the Foundation, will be held at the State Theatre, 13 in the Brooklyn in White Plains, six in Westchester and one in Staten Island will show the premiere of the film.

The ten theatre circuits are represented in the 65-theatre premiere: RKO, Loew's, Century, Interboro, Fabian, T. J., and Cinema.

Wide 'Lagoon' Dates

"Creature From the Black Lagoon," Universal-International's $3-D film, will be given a series of 17 territorial saturation openings in March and April. They are in Boston, Chicago, Detroit, Madison, Minneapolis-Moline, Omaha, Kansas City, San Francisco, Milwaukee, Seattle, Atlanta, Birmingham, San Antonio, Austin and Amarillo.

Lill Celebrates

The first anniversary of M-G-M's 'Lill' will be observed Tuesday at the Trans-Lux 52nd Street Theatre, the distributor announced yesterday. Leslie Caron, who will cut the anniversary cake, is now appearing with the Ballets de Paris.

International Confab
Of Industry Officials
Urged at Brazil Fete

BY MARTIN QUIGLEY, Jr.

RIO DE JANEIRO, March 2—A proposal for a meeting of production and distribution executives from automations was made today by film spokesmen of several countries at an international meeting by Eric J. Ulmer, president of the Motion Picture Association of America, in honor of the Brazilian officials who organized and conducted the International Film Festival held at Sao Paulo.

Cannes Suggested

Johnston, treating the suggestion for the production-distribution conference, noted that Brazil could host the conference, if desired. The festival was held as a part of the annual Cannes Festival and might promote many improvements in the international exchange of films with the resultant building of mutual understanding between industry heads of the various countries.

Officially Honored

Johnston was honored yesterday at a luncheon given by Oswaldo Aranha, Finance Minister of Brazil. This was followed by a ball last evening in the Municipal Theatre, attended by a group of Hollywood stars who were cheered by a large crowd which gathered to watch the festivities.

Mass for Baby Sheehan

A Mass of the Angels will be sung at 10 A.M. tomorrow for Kathleen Sheehan, 2-year-old granddaughter of Thomas F. O'Connor, vice-president and treasurer of RKO Theatres, who died in the Bronx last night. N. Y. The child, who did Saturday, will be buried in Calvary Cemetery.

30 Dates for 'Faces'

"New Faces," 20th Century-Fox Comet series, will have its 30th opening this month, the company announced yesterday.
From M-G-M comes the perfect holiday attraction, a great de luxe entertainment. The screen hasn’t witnessed a love drama of such power in years. With its magnificent music and authentic continental backgrounds, “RHAPSODY” has star and production values to make it The Headline Easter Show!

(Another Big Hit in M-G-M’s Parade of 30th Anniversary Attractions. Join the Thousands of Showmen in the Industry’s Joyful Jubilee.)

M-G-M’s MAGNIFICENT DRAMA OF MUSIC AND ROMANCE!

“RHAPSODY”
In Color by TECHNICOLOR

ELIZABETH TAYLOR
VITTORIO • JOHN • LOUIS
GASSMAN • ERICSON • CALHERN

Screen Play by FAY AND MICHAEL KANIN
Adaptation by RUTH AND AUGUSTUS GOETZ

Based on the Novel “Maurice Guest” by Henry Handel Richardson • Music Conducted by Johnny Green • Piano Solos Played by Claudio Arrau • Violin Solos Played by Michael Rabin

Directed by CHARLES VIDOR • Produced by LAWRENCE WEINGARTEN

EXTRA GREAT NEWS!
Terrific business nationwide
“The Long, Long Trailer”
(Lucille Ball, Desi Arnaz No. 1 at box-office as well as on TV). Hold-overs, naturally!
Tax Bill

(Continued from page 1)

Senate is expected to act on the excise bill as soon as it gets it from the House.

COMPO’s official reaction to the Reid Bill was from Robert Coyne, COMPO special counsel. Coyne’s reaction was to let him (COMPO) have enough to save an awful lot of theatres,” Coyne said.

Coyne added, “We did want to close without tax relief. Over 1,000 have already closed, and yet the number of operating theatres in the red has increased.”

Citing new figures from COMPO research expert Albert Sindlinger, Coyne reminded the ad men that the current ad drive is to get complete repeal for the tickets costing less than 50 cents and some reduction on the higher-priced tickets.

The Reid Bill would extend the present excise rates on liquor, tobacco, gasoline and surtax, all scheduled to fall on April 1 under present law. At the same time, however, it would remain at 10 per cent all other excises now above that level. Included in the new 10 per cent tax are the ad admissions tax.

Committee officials said Reid hoped to have the excise bill through Congress in time for the lower rates to take effect April 1, but that it might not be possible to pass it that quickly and that the press might have to be delayed until May 1. Reid said he had held the excise bill ready for some time, but had not wanted to introduce it until the committee was ready to act, for fear of producing buyers’

Vote to Extend

Corporate Tax Rate

WASHINGTON, March 2.—The House Ways and Means committee has voted to extend the present 52 per cent corporate tax rate for another year, until April 1, 1955.

The rate is scheduled to drop to 47 per cent on April 1 under present law, but Reid has proposed to extend the corporate rate of 52 per cent as part of the total extension of the present rate in the technical revision bill.

Vistavision Demonstrated

(Continued from page 1)

definition of focus and the finest quality picture it is possible to obtain. “This is the main point of my thinking,” continued Balaban, “are compatibility and flexibility.” The Paramount executive stressed that the chief goal of the company has been to develop a plan of screen presentation applicable to small theatres, as well as large. Paramount consistently refused to consider any plans or methods which would make it mandatory for exhibitors to invest a large amount of capital in one piece of equipment in new money in new equipment, he asserted.

“With regard to sound,” Balaban pointed out, “under Paramount’s plan it is optional with the exhibitor as to whether he installs auxiliary sound equipment or not. If auxiliary sound equipment is to be used, it is Paramount’s finding that dimensional sound is simpler, easier and more exactly in every respect than stereophonic sound and the results are approximately the same. Dimensional sound is from a single sound track on the positive print. This track will play on one horn, two horns, or three or more horns.

“Dimensional sound is not arcane nor of squeezed pictures, for those exhibitors who desire the presentation of a motion picture in this form, we suggest the use of larger gauge projector lenses, such as the Tushinsky lens. We are advised that the Tushinsky lens can be made available in larger quantities in the immediate future.”

From the beginning, Paramount decided that the camera must be equipped to record the entire motion picture on the screen “height” was equally as important as width, Balaban said. Therefore, he continued, Paramount recommends that every exhibitor install the largest possible screen both as to height and width that his theatre will permit. Having done this, the exhibitor will be able to play pictures of any size and ratio he desires, he said.

Describes Camera

The Vistavision camera uses a horizontal double frame negative to photograph the picture, Balaban explained. The variable negative, uniform in all its development, can be cut into any frame size desired.

Strikes. Now that the bill has been introduced, he said, it is essential that Congress act quickly.

A Democratic motion to cut the excise as part of the technical revision bill was voted down in the Ways and Means committee today, and the conference agreed to make the excise question up tomorrow in the Reid Bill.

Treasurer Secretary Humphrey said the committee will consider all the excise cuts in the Reid Bill.

He did not say, however, which he could support and which he could not. He added that it was important to act now.

The Treasury Department has been prepared for some time to consider a revision of excises in particular hardship cases where industries were being badly hurt by excessively high excises. But the Treasury secretary on excise taxes now proposed in the bill is more than the Treasury can afford at the present time.”

Hughes Plan

(Continued from page 1)

third of the total outstanding shares, in favor of a proposed reduction in Vistavision would be expected by inviting all stockholders other than Hughes to turn in 3 to 1 of their shares, a cut of 25 per cent for their stock. The stock would be paid for out of the $23,498,478 which has been set aside for the company’s assets.

The proxy statement also shows profit and loss figures and a balance sheet as of Oct. 3, 1953, according to the statement, RKO Pictures Corp. and subsidiary companies showed, on a consolidated basis, a net loss of $3,494,936 for the 39 weeks ending Oct. 3. Film rentals during the period amounted to $42,766,815.

The balance sheet as of Oct. 3 showed assets, on a consolidated basis, of $30,097,771, including cash of $4,734,587 and RKO-Paramount securitites costing $260,000.

The management statement says that, as of March 1, 1954, the consolidated enterprise as of Oct. 3 was the equivalent of $4,400 a share, and that the operations have been unprofitable for an experience since that date, it declares, “it is the opinion of the board of directors that the net losses from operations which will be incurred between that date and March 31, 1954 (the last day for acceptance of the Hughes offer) will reduce the net worth as reflected in the consolidated balance sheet less than $4 an share.”

The proxy statement says that payments to the preferred shareholders of RKO subsidiaries may have a value substantially higher than their book value, including films which have been fully amortized, two studios in Los Angeles and Culver City, and as-set of foreign subsidiaries.

All things considered, the statement concludes, “in the opinion of the board of directors, the proposed cash consideration to be paid to the corporation by Mr. Hughes is fair and reasonable. The acceptance of the offer is in the best interests of the corporation and its stockholders.”

‘Cinerama’ to Get
N.A.T.O. Citation

“This is Cinerama” and Lowell Thomas will receive a special award on March 18 from the National Association of Travel Organizations in recognition of stimulating interest in travel in the United States and abroad.

Robert W. Ryan, president of NATO, will present the scroll at a meeting of the American Hotel Sales Managers Association of New York.

Cinerama”, the motion picture daily that earned the distribution policy for the Tushinsky.
**National Pre-Selling**

"MUST movies can be depended upon to produce on their audience at least one strong emotion—hatred, fright, joy, love, sorrow, boredom or disgust," reports "Life" in the current issue of its weekly review. "The Glenn Miller Story" has just come along and is having a varied effect on its audience. "Life" made some infra-red photographs during one of the picture's sell-out New York showings, and the performances, which show reactions that vary from happy giggles to heart-rending sobs, some people booh, some coddle, and some just have a good cry—all of which spells out excellent box-office.

"The Barefoot Contessa" star Ava Gardner is interviewed in Rome's City Cinema for the February 28th issue of "American Weekly." "The Barefoot Contessa" has Humphrey Bogart as the male star.

"Living It Up's" star Jerry Lewis, reports "Look" in the current issue, "Physically, I'm a Fraud," a farm boy believed to be dying of radiation poisoning, who goes to New York to live it up.

Jerry Lewis and a newcomer, frizzle-toppled blonde Sheree North, enter a jitterbug contest in which they appear to shake loose from the law of gravitation. A full-page photograph, in addition to many others, shows Jerry and Sheree really living it up.

"Knights of the Round Table," "Miss Sadie Thompson" and "The Best Years of Our Lives" are reviewed and recommended in "Woman's Home Companion" March issue.

"Genevieve," reports Ed Miller in "Seventeen's" March issue, "contrary to what most people might think, is the name of a ladylike 1940 Darragh production, in which the real heroine of this lighthearted English comedy, every year, members of a Barre, Vermont club, journey from London to Brighton in their ancient auto, and 'Genevieve' is the whimsical story of what might have happened on a recent run. The pictures gives arising higher prices and bigger attractions, particularly the first CinemaScope productions on February's coming in on January receipts rising to $90,555 from the previous month's figure of $89,489, and showing an increase of 10 per cent over February, 1953, collections, which were $90,654.

Collections for 1954 total $189,944 to date, last February's total having been $177,103 in the corresponding period last year.

Another city agency, the Chicago police censor board, revealed today that it reviewed 107 films, 15 of them foreign, during the past month, labeled them of "adults only," and passed the rest without cuts.

Tucker, Pat O'Brien and Buddy Ebsen are pictured in costumes worn during the time the West was being settled.

"The Long, Long Trailer" has been chosen by Florence Sonders, as the candidate for the "Redbook Silver Cup Award" for March.

"Bengal Rifles," star Arlene Dahl, is being included in for "Parade's" March 7th issue, "that the most important half of each day is that she devotes to a Yoga-like exercise. She sits in a chair with her head lower than her feet. 'It's just like a week's vacation,' she claims.

WALTER HAAS

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**Equity Lists Scale**

(Continued from page 1)

role, with rehearsals limited to 10 hours a day in a 10-day period. Performers would be paid $5 per hour for reheasal overtime. The ANTA Album is described as a "super benefit." The lottery will be up to $100 to work out the Equity conditions with BCT.

**Chicago Ticket Tax Receipts Increase**

CHICAGO, March 2—Chicago admission tax receipts continue to reflect the increased popularity of films. The receipts, given for the moving picture tax, are used for various Chicago civic projects.

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**Rodgers**

(Continued from page 1)

which would identify him with productions designed to alleviate what many exhibitors claim is a serious product shortage.

Rodgers said he would consider such a proposal although details have not been supplied him yet. He related that he also had been approached to serve as chairman of the board and consultant to a theatre circuit. The sales executive said he would be interested in the second but not the first. In further discussing the type of activity in which he will engage, Rodgers said he would be willing to devise sales policies for special productions but would not become a producer's representative in the sense of approving every contract or being associated with any but top films.

No 'Now-It-Can-Be-Told'

Of possible writing about the industry, Rodgers said he has no idea of joining the expose or now-It-Can-Be-Told school. "The experience I have had," he said, could make valuable reading to others starting out in distribution or to those wishing to enlarge their knowledge of it.

He said that although he was recalled to the board of directors of Loew's at the annual meeting of stockholders here last week, he felt that his future activities would conflict with his work for the stockholders and submitted his resignation from the board to the company.

**Associated Ended Monday**

Rodgers recalled that last October the company had agreed to accelerate the termination of his contract to March 1, instead of next July 26. His 30-year association with Loew's, according to Rodgers, was terminated last Monday. A prepared statement expressed Rodgers' pride in being associated with the company over the years and regret in ending the tie.

Rodgers is scheduled to leave here for Florida, a day or two, returning around April 15.

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**Fly TWA**

COAST TO COAST

$99

Between CHICAGO and LOS ANGELES or SAN FRANCISCO

$76

Between NEW YORK and CHICAGO

$33

All fares plus tax. Reservations. See your travel agent or call Trans World Airlines.
Mr. Exhibitor!

DO YOU SEE SEAMS BEFORE YOUR EYES?

Now, at last, you can present motion pictures as they were meant to be shown!

NO DISTURBING LINES to detract from the magnificence and beauty of CinemaScope, wide-screen, 3-D or regular flat projection.

The New LUXURIA SEAMLESS is the ultimate achievement in new-process screens and will fit all theatre needs because it is CUSTOM TAILORED.

New LUXURIA SEAMLESS is now available with three types of viewing angles...Medium, Wide and Extra Wide.

Here are the important differences!

• Seamless means just that — made in one piece up to 90 ft.
• Less amperage and more brilliance in all installations.
• Completely perforated for all types of sound.
• Tailor-made to order for your theatre's size and viewing angle.
• Longer life — and it's washable.

P. S. Before you buy any screen — Be sure you see the New LUXURIA SEAMLESS — It'll help in the LONG RUNS.

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COMPO Tax Compromise Rejected By House Group

Rep. Mason, Who Sponsored Total Repeal Bill Last Year, Casts the Deciding Vote Retaining 10 Per Cent Tax for All Theatres

By J. A. OTTEN

WASHINGTON, March 3.—The House Ways and Means Committee today voted to retain the admissions tax from 20 per cent to 10 per cent, effective April 1. Republicans on the committee beat down three Democratic attempts to give the motion picture industry greater relief. The Democrats proposed that the first 50 cents of each admission be exempt from any tax and that the rate on any amount over 50 cents be cut to 10 per cent. They said this was the formula being urged on members of Congress by the tax committee of the Council of Motion Picture Organizations.

Thrice Defeated

Twice the vote against this proposal was 28 to 20 and once it was defeated on a 12 to 12 tie vote. In the first two cases, Rep. Noah Mason (R., Ill.), who last year led the fight for complete repeal of the tax, cast the deciding vote against the proposal and in the third case he abstained, defeating the proposal. All 10 Democrats on the committee voted for the proposal in each case, being joined by Republicans Baker of Tennessee and Simpson of Pennsylvania. The other Republicans on the committee all opposed the change.

House To Get Bill Today

The lower admission rate is included in an overall excise rate revision bill extending some rates at present levels and reducing many others. The committee completed all its sections by-vote section voting on the bill today, and made a few minor technical changes in the bill. The bill was then introduced by Chairman Reed (R., N. Y.), yesterday and will meet again tomorrow to report the bill formally to the house. House GOP leaders hope to pass the bill next week, and will resist any changes.

'Haveing in the air' refers to RKO Parent Co.

The declaration in the RKO Picture Corp. proxy statement sent to stockholders of the company yesterday that Howard Hughes has no plans with respect to the corporation "except possible liquidation" refers to the parent holding company whose assets Hughes proposes to purchase and to RKO Radio or other operating subsidiaries, officials of the company disclosed yesterday.

Chicago Police Head Bans 'French Line'

CHICAGO, Mar. 3.—"The French Line," controversial RKO Radio 3-D release, has been banned in Chicago by Police Commissioner Timothy O'Connor.

Reversing the Chicago Police Board, which passed the film with a cut, O'Connor announced his decision today.

It's SuperScope

Tushinsky Process to Be Shown Here on March 22

HOLLYWOOD, March 3.—In announcing that their new variable anamorphic process would be shown under the trade name of SuperScope, Joseph and Irving Tushinsky stated here today that the first New York trade showing will be held on March 22 in the RKO 86th Street Theatre. The showing will be under the sponsorship of RKO Theatres, the Theatre Owners of America and Allied States Association. Sol Schwartz, RKO Theatres president; Walter Reade, Jr., TOA president, and William Snaper, former Allied president, saw the process demonstrated recently in Hollywood.

The Tushinsky process has been in the course of development at the RKO Radio studios here for the last year, and because of the studio's cooperation, that company is the first licen-
**Personal Mention**

J. R. GRAINGER, president of RKO Radio, is in New York from Hollywood. •

ARLENE ANN STEERS, daughter of Mr. and Mrs. John S. Harrington, was married in Hollywood Saturday to Brian Tozer. The bride is the daughter of the Allied Artists supervisor of prints and accessories.

MURRAY WHITMAN, past chief booker of Buffalo Variety Club, has left there with Mrs. Harry S. Warren, Sr., and after which they will go to Dallas for the convention of Variety Clubs International.

DON FEZERSON, president of Don Felderson Prod., has returned to Hollywood, following a trip to Havana with R. K. KAPLAN, president of Guild Films Co.

MAX LEFKOWITZ, Community Circut head, Cleveland, returned there from Florida in time to welcome his first grandson born to his daughter, Mrs. Lois Butler, in St. Luke’s Hospital.

CLARENCE MADSEN, who returned to Cleveland after seven years to manage the Berea Theatre, Berea, a Modern Theaters unit, succeeding Don Jacobs, now on leave.

ANITA JEAN MARCUS, daughter of Nat Marcus, manager of the Warner Brothers theatres, will be married Sunday to Jules E. Kutner of Niagara Falls.

•

JAMES F. MCCARTHY, Connecticut district manager, Stanley-Warner Theatres, has returned to his Hartford home, following a three month’s stay in a Boston hospital.

GEOFFREY WELDNER, president of Paramount International, will arrive here today from Europe abroad the “United States.”

RUTGERS NELSON, RKO Radio foreign publicity manager, underwent an emergency operation Tuesday at St. Vincent’s Hospital here.

OSCAR A. MORGAN, Paramount Pictures short subjects and newsreel sales manager, has returned to New York from the South.

•

JACOB H. KARP, executive assistant to Y. FRANK FREEMAN, vice-president of Paramount Pictures, will leave here today for Europe and Israel.

•

LOU COHEN, of Loew’s Poli Theatre, Hartford, has left there for Miami.

•

LARRY TROYN, executive at the Walt Disney studios, will return to Hollywood today from New York.

•

MILE FRANKovich, producer, and BUNNIE BARNEs, his wife, will arrive here today from Europe on the “United States.”

**Motion Picture Daily**

WASHINGTON, March 3.—The House Labor Committee today to deny the National Labor Relations Board the right to decide on cases involving unfair labor practice charges, has defeated all such cases into Federal courts for action.

The vote was 14 to 13. Under the bill, as included in the newly proposed bill to amend the Taft-Hartley Act, the board would be confined mainly to union representation elections.

Chairman McConnell (R., Pa.) predicted, however, that the vote would be reversed at a later session. He favors a proposal to keep the board’s present jurisdiction, but instead, to do away with the general counsel’s office.

**New Ford Film Set For 17 N. Y. Houses**

John Ford’s “The Sun Shines Bright” will open in the New York area next month after first showings at seventeen metropolitan theaters as well as at houses in Jersey City, New Brunswick and Newark. John E. “Trent’s Last Case,” which was made at the Little Carnegie theatre here, will be released with it.

“The Sun Shines Bright,” was directed by Ford from a screenplay based on three Irwin Cobb stories and was chosen by Arleen Whelan. Herbert Willcox was producer-director of “Trent’s Last Case,” which stars Michael Whiting, Margaret Lockwood and Orson Welles.

**Jacobs Opening House in Connecticut**

HARTFORD, March 3.—Irving C. Jacobs, Jr., treasurer of the Motion Picture Theatre Owners of Connecticut, is opening his newly-constructed Branford Theatre, Branford, Conn., replacing the house destroyed by fire last January. 1943. The theatre is equipped with an RCA 31-foot convex screen and stereoscopic sound.

**Goldenson on Council**

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, has been appointed to the advisory board of the New York City council. The council will draw up plans to bring new business to the city and halt the exodus of business from the city.

**Goodlatte Receives**

LONDON, March 3—J. G. Good- latte, Associated British Cinemas managing director, is expected back at his desk in about three weeks. Goodlatte has been suffering a virus infection since his return from America shortly before Christmas.

**Decca Division**

Directors of Decca Records, Inc., in New York, have elected a Decca Dividend of 71/2 cents per share on the company’s capital stock payable on March 31 to stockholders of record.

**British Union Hits MGM For Lay-Offs**

LONDON, March 3.—The Associated Allied Technicians has issued a sharp protest to M-G-M for having recently laid off half of the production staff at its Elstree studio. It charges that in order to keep the studio running, the union has acceded the 31-M-G-M heads of “increasing casualization” and complete lack of stabilization.

The production decrease is reportedly in both the studio’s film and stage divisions. The union is supporting the new technique with new techniques. The British unionists are so concerned over this new plan that they fear that America's production will cease entirely; it is said.

** Officials Say Mexican Export Curb Needed**

MEXICO CITY, March 3.—The Mexican Government has definitely not gone into the motion picture business, Alfonso Cortina, chairman of the National Cinematographic Board, has been informed of the new government regulation to curb the exportation of Mexican films.

The regulation was imperative, explains Cortina, because of distribution of Mexican films abroad had been so slowly that it was giving Mexico a reputation. The new board has already refused export permits for 10 new films, ruling that the “creation of films abroad” would be detrimental to both the interests of Mexico and the Mexican motion picture trade.

**Panoramic May Do 10 Films For RKO**

HOLLYWOOD, March 3.—Panoramic Productions is currently negotiating with RKO Radio Pictures to make 10 films during the next year with RKO financing. Leonard Goldstein, Panoramic production head, admitted. However, this does not mean Panoramic will make a film per year as per its agreement with 20th Century-Fox which ends with the completion of “Hawk in the Desert,” production on which will start soon.

**Hunter’ Deal Signed By Gregory and UA**

A deal for the financing and distribution of “The Night of the Hunter” has been signed by Arthur B. Krim, president of United Artists, distributor, and Paul Gregory, who will produce the film, which is based on the novel by Davis Grubb. Charles Laughton will direct the drama, which will star Robert Mitchum. Production is scheduled to start Sept. 8.

**King Brothers Here**

Herman and Frank King of King Brothers Productions have arrived in New York with the first print of “Carnival Story, which RKO Radio Pictures will distribute. The King campaigns and a world premiere are being held with RKO home office expense. The picture was shot in Munich, Germany, in Technicolor.

**M. N. Wolf Retiring Following 35 Years Service With Lew’s**

BOSTON, March 3.—Maurice N. Wolf has retired from Loew’s, Inc., after a 35-year term of service with the company. While he served as resident manager of the Exchange here and, in more recent years, has been associated with the relations representative for the company.

In 1934 he organized and became the first president of the Boston Friar Club that same year became the Variety Club of New England. During the five years that he was in charge of the relations representative, he addressed 500 groups on the subject of motion pictures.

**Prenninger to Make ‘Jones’ in Scope**

Otto Prenninger has formed Carlyle Productions in New York to produce “Carmen Jones” in CinemaScope independently of 20th Century-Fox reports. It is an adaptation of an Oscar Hammerstein screenplay, will be brought into production in mid-April.

Prenninger’s plans to do a production of James M. Cain’s “Mildred” after he has completed “Jones.” Casting difficulties, it was stated, have forced delay. Prenninger is known for his “Doctor’s” and Bernard Shaw’s “The Doctor’s Dilemma.”

**Levey Forming New Distributing Firm**

First step in his plan to set up a new distribution company will be started next week by Jules Levey who flew to the Coast yesterday to look over firms for purchase.

Levey is reported to be preparing to launch a company that will distribute both foreign and domestic pictures. Plans call also for participation in European production.

While on the Coast, Levey also said releasing studio for his Italian import, “La Lupa.”

**Moses Elected V-P At Fine Sound, Inc.**

Seymour Moses has been elected operations vice-president of Fine Sound Recording Co., Inc., C. Robert Fine, president, announced Friday. Moses has been with M-G-M and recently was with Poly-Lite.

Fine Sound is a film, disc and tape recording firm. Its subsidiary, Perma Sound, was developed by the Perspecta stereophonic sound system which employs a single, standard optical sound track.

**Gaughan Starts Field Duties With TOA**

George Gaughan, newly appointed field representative for the Theatre Owners of America, began his duties at the Loew’s Grand Theatre in Minneapolis, Minn., this theatre operator, following conferences here with Walter Reode, Jr., who served for a time as a left for a tour of Southern territories.
Cross your fingers! knock on wood! you and CINEMASCOPE never had it so good!

Warner Bros. usher in the ultra-new look in musicals!

‘Lucky Me’

COLOR BY WARNERCOLOR

IT STARS
DORIS DAY • ROBERT CUMMINGS • PHIL SILVERS

From a Story by JAMES O'HANLON • Music by Sammy Fain • Lyrics by Paul Francis Webster • Musical Direction by Ray Heindorf • PRODUCED BY HENRY BLANKE • DIRECTED BY JACK DONOHUE
ALAN LADD * SHELLEY WINTERS

SASKATCHEWAN

COLOR BY Technicolor

ROBERT DOUGLAS * J. CARROL NAISH * HUGH O'BRIAN * RICHARD LONG

"RIDE CLEAR OF DIABLO!"

COLOR BY Technicolor

STARRING AUDIE MURPHY
DAN DURYEA
SUSAN CABOT
ABBE LANE

from U-I's GOLDEN for MARCH OF THE CHARLES ANNUAL

CREATURE FROM THE BLACK LAGOON

STARRING RICHARD CARLSON
JULIA ADAMS

with RICHARD DENNING * NESTOR PAIVA
ANTONIO MORENO * WHIT BISSELL

Available in both 2-D and 3-D
Chicago Ban

(Continued from page 1)

decision with the statement "On March 20, the city in Chicago and coming to the conclusion that its showing there would be contrary to public morals and decency, and especially harmful tojuvenile delinquency and juvenile crime."

"Any action I can take," he con-
cluded, "is the bill that Congress will pass in the next session of Congress."

Banning of the film, which was scheduled for screening within the week at Woods March 23, is the culmination of a hard-fighting campaign by "The New York Times" against the film.

The Chicago branch of the Ameri-
can Civil Liberties Union has offered its services to the city in the fight for the ban of the picture, should the film company desire its assistance.

Columbia Net

(Continued from page 1)

$2.41 in the last 26 weeks of 1953; in the current 1954 period they amounted to 16 cents.

The statement notes that the com-
parative earnings per share of the common stock, after preferred divid-
dends were calculated on the increased amount of common which was out-
standing on Dec. 26, when the number of shares outstanding was 739,358. On Dec. 27, 1952, the number was 670,669.

Rockne Case Is Again Slated for Hearing

CHICAGO, March 3.—The Rockne Theatre, which operates under the auspices of the Rockne are asking that 20th-
Century-Fox and M-G-M be enjoined from future showings of "Cine-
maScope pictures on a single-feature basis, has been re-scheduled for hearing after defense attorney Sam Block had 20 days to file another brief, plaintiffs lawyer Richard Orlikoff had 20 days to answer and, block, in turn, has an additional 10 days to answer Orlikoff.

IATSE Joins Move to Curb Filming Abroad

HOLLYWOOD, March 3.—Efforts to restrict production abroad by Hollywood companies and to give another boost on Tuesday with the an-
nouncement by the Hollywood Film Commissions, according to Paul L. F. Walch, president of the International Alliance of Theatrical Stage Em-
ployees, would give the congress his full support. Walch will return to New York later this week.

'Scope at Scale Prices

ALBANY, March 3.—"Hell and High Water," which opened today at Fabian's Palace, was advertised at regular prices: 60 cents in the after-
noon, 85 cents at night and 25 cents for children. It is the first Cinema-
Scope production to be screened here at no advance price.

Chances. Tax bills are considered in the House under a rule barring any changes except for one over-all Dem-
ocratic motion, so that the bill will pass without any greater admission tax than the reduction of 10 or 15 per cent, unless the industry can per-
suade the Democrats to include that measure in their all-over counter-pro-
posal.

Robert Coyle, COMPO special counsel, said COMPO's tax commit-
tee would have to chew things over a little before it decided on its next step. He said that for the purpose of the measure of relief the committee is giving us," Coyle said, "but we still must work for greater relief for the smaller theatres. We must always re-
member that a reduction to 10 per cent won't save some 4,500 smaller theatres now in distress."

Another note of hope for the industry did develop today. Treasury officials told the Ways and Means Committee, the depression-motion picture industry one of two industries which the Treasury feels deserve tax relief now.

Yesterday evening, Treasury Secretary Humphrey said he was prepared to go along with "selective relief" in the present tax structure. He said that if the number of theatres hard hit by present rates, but that he could not support the broad excise tax as many as many items as proposed in the bill.

At his weekly press conference to-day, President Eisenhower said the Humphrey statement outlines the official Administration stand on the sub-
ject. The President refused to say, however, where he stood on the Reed bill if it came to him in its present form.

Amusement Tax Cut By Bradford, Pa.

BRADFORD, Pa., March 3.—The 10 per cent city amusement tax that Bradford has imposed, the mayor of Bradford has imposed, has been reduced to five per cent by the City Council today. Previously, the tax was renewed ann-
ually.

Theatres and bowling alleys claimed that the 10 per cent tax was affecting their business. One Dipson circuit operated house here opened solely for weekend business while another Dipson theatre was closed over a year ago.

Detroit House Sold

DETROIT, March 3.—United De-
troit Theatres has sold the Riviera Theatre to William J. Reighl, owner of the nearby Riviera, located about three miles from the center of town, will be opened in the fall as an outlet for stage musicals.

Film Cavalcade Slated

"Yesterday and Today," a 60-year cavalcade of movie highlights, with highlights of "New York, New York," will be screened at Cinema- 40th St. Embassy Theatre on March 12, United Artists, is distributing.

'Steel Lady' Opens


Asks Colfax, Wash., Tax Abolishment

COLFAX, Wash., March 3.—La-
vista, manager of the Colfax Theatre here, last night wrote to the city council to abolish the five per cent city amusement tax, "in order that I might stay in business," he stated. The Washington newspaper, Weskil pointed out that television has almost killed the business and that he did not plan to continue op-
eration without some tax relief. He said that the amusement tax levied on the gross box office sales had been more than $3,000 in recent years. "No other business has to pay $3,000 a year just to operate in Colfax, and I don't see why I should have to," said Weskil.

The city tax on an adult ticket amounts to 13 cents. Federal tax on the same 65 cent ticket is 10 cents.

Gieseman Aide to Isaac

SAN FRANCISCO, March 3.—Chiff Gieseman has been named assis-
tant, treasurer, bookkeeper and general manager of Stanley War-
ner Cinemas Theatres. The announce-
ment was made by Isaac while in this city on business.

RCA Ads Orders

CAMDEN, N. J., March 3.—Orders for RCA stereotype sound system begins for 56 more theatres were an-
nounced today by A. J. Platt, man-
ger of RCA theatre equipment sales, 14,000 theatres that are dues-paying members.

"These theatres have authorized us to buy this space to tell you why we re-
peal of the Federal 20 per cent ad-
motion tax "is so vital to the life of our industry."

The advertisement continues by stating that admissions prices are es-
tablished by the audience. A compar-
tion between admission prices and the necessity for food, clothing, and shelter, is listed.

The advertisement in conclusion says theatres "have only two reasons for being and that Congress at the last session passed a bill elimi-
nating the admission tax. The second is that when President Eisenhower vetoed the bill, he promised to recom-
end relief from the tax at this ses-
son of Congress."

"Your local movie theatre managers ask only that you and your newspaper reflect the same understanding of their problem that has activated Congress."

Trust Action

(Continued from page 1)

has been favored over the PIP-operated Plymouth, Robert Shir, attorney for District Theatres, moved that District Theatres own the PIP group, and that Cummins group had sold out more than six years before the suit was filed and that therefore the statutory limitation had run out on the com-
plaint. The Cummins group did not oppose the motion, and Judge Mat-
thew McCurn in U.S. District Court here dismissed the suit.

The same argument would not ap-
ply for the distributor. The statute of limitations was suspended as regards them during the period that the government's anti-trust suit was pending.

4 Start at Studios; 3 Others Finished

HOLLYWOOD, March 3.—Four pictures went before the cameras, three others were sent to cutting rooms, and all were finally suspended in mid-shooting last week.

New undertakings were: Vera Cruz, with director Mervyn LeRoy, UA; "Mambo," Ponte-De Laurentis, Paramount; "Tight Squeeze" and "Pagan's Island," RKO.


Dividends Off, Says Commerce Dept.

WASHINGTON, March 3.—Pub-
lcally reported cash dividends of film companies in January were $1,201,000, compared to $1,970,000 in January, 1953, the Commerce Department re-
ported. It attributed most of the drop from all sources, including RKO.

'Mask' Bows March 19

Mayflower's "The Golden Mask" will have its world premiere at the New York, March 19. William J. Heineman, vice-presi-
dent in charge of distribution for United Artists, announced here yester-
day.
company pointed out here yesterday. RKO Pictures Corp., the parent company, would be only a shell in the event Hughes is forced out. However, Hughes was approved and consummated, it was pointed out, hence the "possible liquidation" of that company would have little, if any, significance.

The proxy statement makes no reference whatever to a possible liquidation. On page 30, disclosed that the average proportion of British films shown during that period was 28 per cent for the first feature and 22 per cent for the supporting program film. This compares with 27 per cent and 24 per cent, respectively, for the year.

Of the 4.460 returns received by the board, 414 were entirely exempted from quota regulations. In addition, 4,226, 884 failed to achieve the prescribed 30 per cent first-feature quota. This compares with 1,043 out of 4,183 for the previous year. Of these 884, 560 fell short by five per cent or less.

A total of 1,026 failed to achieve the prescribed 25 per cent quota for the supporting program feature, which compares with 1,901 for the previous year.

The average quotas achieved for the year as a whole by the three distributors were: RKO, 28 per cent; Warner Bros., 49 per cent; and Twentieth Century-Fox, 41 per cent. If films eligible for quota relief, were 34 per cent for the first feature and 31 per cent for the supporting film.

Acquires Md. Houses

BALTIMORE, March 3—A deal has been closed by Jack Fruchtman of Washington, head of a corporation which owns the first-run Tivoli Theatre of Frederick, Md., which has been purchased and lease rights bought of the second-run Frederick Theatre. The Tivoli was built in 1926 at a cost of about $500,000 by the late Harry M. Crandall of Washington.

'Mutiny' May Be 1st SuperScope Release

Although RKO Radio is the first licensee for the Tushinsky SuperScope process, there is a strong possibility that the first release, with the Caine Mutiny, Stanley Kramer production for Columbia, will be the first release. The release in SuperScope, "Motion Picture Daily" learned yesterday, will be the first run. The picture is reported to have cost three million dollars to produce.

UK Film Gain Shown In '53 Quota Report

LONDON, March 3—The Board of Trade, Films Branch, reporting on operations of the "Quota Acts" relating to the distribution and exhibition of films in the United Kingdom, in a report issued yesterday, disclosed that the average proportion of British films shown during that period was 28 per cent for the first feature and 22 per cent for the supporting program film. This compares with 27 per cent and 24 per cent, respectively, for the year.

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The Creators' Popcorn Warmer

The Creators’ Corp., Nashville, Tenn., has a new popcorn warmer for over-the-counter service. It has two 3-cubic-foot elevator wells and forced-air heat circulation. In workmanship, materials and design it is comparable to the Creators’ “Olympic” over-the-counter popcorn machine and can be used side by side with the latter to form a matching popper and storage unit of large capacity. Of all metal construction, the cabinet of the warmer is finished in gleaming cream enamel trimmed in stainless steel and chrome.

A three-phase selenium rectifier of a new design has been put on the market by H. E. Robin, Inc., East Orange, N. J. It is catalogued as the Robin-Arc X-100 and is designed to deliver 100 amperes of 62 volts continuously from inputs of 185-250 volts, three-phase, 50/60 cycle current. It is adjustable from 36 up to 62 volts in small increments.

Three Chicago companies have joined forces to advertise and promote the new refreshment novelty for drive-in theatre—the Hot Chili Cone. They are the Silver Skillet Brandies Co., which makes the chili, the Northwest Cone Co., manufacturer of the salted “Eat-It-All” cracker cup; and the Helma-Lacy manufacturers of the food warmer. The chili is easy to serve; all the operator must do is ladle it out of the food warmer into the special cone, which is taken from a handy dispenser.

Schine Books UA Pair

The Schine circuit has booked United Artists’ “Heidi” and “White Mane,” UA reports.

Reviews

“Beat the Devil” (Santana-Romulus-United Artists)

In the triple role of producer, director and co-writer, John Huston has used a mixture of noir and romantic elements in “Beat the Devil,” a filmed, strange, thinly unusual film. The story is told in the staccato style of a drug addict, using a variety of voices, the most prominent being that of a police officer, played by Bing Crosby. The other voices are handled in a more humorous manner, with the exception of the characters played by Dorothy Lamour and John Wayne, who are more straightforward and less colorful.

In the final analysis, “Beat the Devil” is a film that is both entertaining and thought-provoking. It is a film that challenges the audience to think about the nature of reality and the role of the observer in the creation of that reality. It is a film that is both a commentary on the nature of human existence and a reflection on the power of language and storytelling.

“Riding Shotgun” (Warner Brothers)

A South American youth, played by a young boy, is taken to a ranch by a group of American tourists. The boy is to be used as a guide for the tourists, who are also visiting the ranch. The boy is reluctant to go, but is forced to do so by the authorities.

As the boy and the tourists are exploring the ranch, they come across a group of bandits. The boy tries to warn the tourists, but they do not believe him. The bandits capture the tourists and hold them for ransom. The boy manages to escape and go for help, but the bandits find him and kill him.

The film is a tale of survival and danger, set against the backdrop of a beautiful landscape. It is a film that is both entertaining and thought-provoking, challenging the audience to think about the nature of reality and the role of the observer in the creation of that reality. It is a film that is both a commentary on the nature of human existence and a reflection on the power of language and storytelling.

Industry to Be Cited By Boston Library

BOSTON, March 3 — The Boston Public Library Centennial Commission will present to the public at a dinner to be held on April 6, the names of ten outstanding Americans who have made significant contributions to the field of literature. The dinner will be held at the State House, and will consist of various speeches and presentations by the honorees.

The honorees include ten outstanding Americans who have made significant contributions to the field of literature. They are:

- Charles L. Lane, editor of the Boston Globe
- John F. Kennedy, President of the United States
- Martin Luther King Jr., civil rights leader
- Daniel Webster, statesman
- Mark Twain, author
- Booker T. Washington, educator
- Frederick Douglass, abolitionist
- Harriet Beecher Stowe, author
- Walt Whitman, poet
- Stephen Vincent Benet, poet

The dinner will be held at the State House, and will consist of various speeches and presentations by the honorees. The dinner will be open to the public, and will be held on April 6. The dinner will be held at 7 p.m., and will consist of speeches and presentations by the honorees.

New Types of Glasses

CINCINNATI, March 3 — As a result of study of public demand, a new type of 3-D glasses is now in production. John F. Dreyer, president of Depth Viewers, Inc., has announced. Dreyer said that his firm has expanded its manufacturing space to turn out the new type of glasses.

The new glasses are made of a rigid Polycarbonate plastic film which is thinner than the present type of film, and can be replaced. They have 90 per cent more viewing area than earlier models, the company claims.

Two 'B' and Five 'A' In Latest Legion List

“Tennessee Champ” and “Top Banana” have been placed in Class B in the latest listing of the National Legion. Of the five films designated as Class A in the same listing, three are in Section 4. They are “Gold Diggers of 1933,” “The Life of Eugene O’Neill,” and “Yankee Doodle Dandy.” The final list will be in Class A, Section 1.
WARNS GOLDWYN

‘Dope’ Films Harmful, Says Narcotics Top

Anslinger Rejects Code Change Approving Them

WASHINGTON, March 4.—“Modernizing” the industry’s Production Code to permit treatment of narcotics subjects in motion pictures, as advocated by Samuel Goldwyn, would not be in the public interest, Harry J. Anslinger, U. S. Commissioner of Narcotics, asserts in a letter written to the producer yesterday and released at the Treasury Department here today.

On three recent occasions Goldwyn has publicly advocated removal of the Code’s current ban on the narcotics theme as production material. The first time was over a West Coast television program, the second time in a speech at the recent Screen Writers Guild annual awards dinner in Hollywood, and most recently in a letter (Continued on page 3).

A.A. Will Start Ten Films in 3 Months

HOLLYWOOD, March 4.—Ten pictures will go into production for Allied Artists during the next three months, including “Witchita,” the company’s first CinemaScope production, which will have color in Technicolor, executive-producer Walter Mirisch has disclosed.

Mirisch also revealed that 15 other properties are in active preparation in what he termed the greatest production program in the history of the company.

CLAIMS STEREO FOR DRIVE-INS

What may be the answer to stereophonic sound in drive-in theaters was described here yesterday by Claude Ezell, Texas drive-in operator, whose organization has developed a compact three-horn unit in a single speaker.

Ezell, and an associate, Albert Reynolds, flew to New York from Dallas to show the speaker to Sypros Skouras and other 20th Century-Fox executives. While Skouras would not say specifically that 20th-Fox had approved the Ezell instrument, he showed considerable enthusiasm and stated that the company would approve “anything that would help drive-ins to have stereophonic sound.”

While an audio demonstration could not be given in the 20th-Fox home office, (Continued on page 8)

CITES GROWING ROLE OF INDEPENDENTS

The growing prominence of the independent producer and the increasing responsibility of distribution companies handling independent product was pointed out here yesterday by Herbert Golden, of the amusement industries division of Bankers Trust Co.

Golden, who recently returned from a three-week trip to the Coast, explained that the “responsibility” of distribution companies today includes that of financing, varying from acting as a guarantor or opening the avenues of financing to independents. Virtually (Continued on page 8)

AN OPEN LETTER TO SAMUEL GOLDWYN

NOTE that in an address to the Screen Writers Guild in Hollywood last week you repeated your proposal of several weeks ago that the Production Code be “modernized.” In sequel to your proposal there appears to have arisen between you and Eric Johnston a dispute as to whether or not Mr. Johnston has agreed, in accordance with your request, to call a mass meeting of all interested persons to discuss the entire question.

In order that your proposal for what you believe to constitute a needed “modernization” of the Code shall not become entangled in an incidental dispute as to whether or not Mr. Johnston promised to call a mass meeting, I turn now to the following proposal:

That you inform me, either verbally or in writing, what changes in the Code, what additions or eliminations, you think necessary for the accomplishment of the purposes for which it is intended.

I agree that after study of any such proposals as you may submit to me your good offices to persuade the board of directors of the Motion Picture Association to adopt any or all of the items of your proposals (Continued on page 3)

DEMOCRATS ASK FOR LOWER US TICKET TAX

10% Cut Insufficient, Tenn. Exhibitors Say

NASHVILLE, Tenn., March 4.—Only a complete elimination of the amusement tax can avoid bankruptcy of theaters in some situations, W. Russell Holder, president of the Rockwood Amusement Co., stated here, in echoing the plea to congressional representatives by Stacey Whittle, president of the Tennessee Theatre Owners Association. Whittle said on Wednesday in Washington that “the 10 per cent rate cut in the over-55-excess tax reduction measure (Continued on page 8)

TO SET NEW TALKS ON ITALO-U.S. PACT

Agreement has been reached on an agenda for a new meeting between Etiet Monaco of the Italian government film commission and Griffith Johnson of the Motion Picture Export Association to further discuss a new film import and remittance agreement for the American industry and Italy, an official of Italian Films Export said yesterday on receipt of advice from Rome.

Date and place of the new meeting (Continued on page 8)

HOUSE VOTES USIA APPROPRIATION CUT

WASHINGTON, March 4.—The House defeated by a voice vote a move to cut another $20,000,000 from the appropriations for the U. S. Information Agency in the year starting July 1.

The House Appropriations Committee had voted to give the agency $75,834,000 for the coming fiscal year, compared with a budget request of $89,000,000. When the bill came up on the floor today, Rep. Bushey (R., Ill.), proposed cutting the amount to (Continued on page 8)

VA. THEATRES CAN OPEN SUNDAYS NOW

RICHMOND, March 4.—Theatres in Virginia can now open Sundays under a bill passed by the state Assembly. The bill, sponsored by the Virginia Motion Picture Theatre Association, exempts motion picture theatres from the state’s Sunday code.
Members Being Informed

Proxy Voice in Distribution Sought in Allied Stock Plan

Allied States Association’s plan to gain a voice in the operations of a distributing company called for merely the purchasing of stock in a company. Allied members are still at an Allied committee which will vote them at annual stockholders’ meetings. This procedure is being used by the company in regional units to gauge the response of their members. 


John Davis, managing director of the J. Arthur Rank Organization, and Dinah Sheridan, English actress, were married in London on Wednesday.

William B. Zoeller, head of M-G-M short subjects and newsreel section in Buffalo today from Detroit, and tomorrow will go to Boston.

Richard Brooks, director, and Van Johnson will sail from New York tomorrow aboard the “Liberte” for Europe.

Hilda Lesser Rickles, secretary to E. M. Saunders at M-G-M, has returned to New York from Miami Beach.

Ed Harrison, film publicist, is back on the job after being incapacitated for five months as a result of a broken leg.

Phil Hodes, former industry executive, is in New York from Hollywood, where he is headquartersing at the RKO exchange.

Kenneth Clare, Motion Picture Association of America vice-president, is in New York from Washington.

Milton Schwartz, head of Schawer Theatres, Baltimore, has returned from there.

Elizabeth Taylor and Michael Wilding left New York yesterday for Florida.

Rosemary Clooney and Jose Ferrer will return to New York on Monday from Europe.

Chester Erskine, producer, has arrived in New York from Hollywood.

John Watson Dies

TUNICA, Miss., March 4—John Thomas Watson, 43, owner of the Palace Theatre here, died of a heart attack at his home in Tunkahoma, his wife Wilma, his son, John, and his mother, Bessie.

Fewer But Better Policy Fine Only When You Get Both

FT. LAUDERDALE, Fla., March 4—The C.B. production policy of “fewer but better pictures” is fine for exhibitors when the producers deliver what they’re talking about, but except for the theatre when the pictures aren’t better, according to James C. Shanklin, vice-president of Atlantic Exhibitors, who is vacationing here.

Television was introduced to his home territory only recently, Shanklin said, and his experience has been that “with a good production I can still do fine box office.”

No Place for ‘B’ Picture

In my judgment, there is no place now for the ‘B’ picture,” Shanklin said. “If we are to survive against all competition nowadays we must get top productions. Longer runs from them will take up the slack created by the decrease in production. But we must have those top productions. If we could get only 56 such pictures per year, I feel sure they would be sufficient, with proper exploitation and a strong leadership, to keep our theatres lighted.”

Shanklin quoted an editorial from “West Virginia News” approving the relatively new TV there as follows: “The more we see of television the more convinced we become that we have here at last a lot of sympathy for the future of the movies. They have nothing to fear if they stick to entertainment.”

Lou Shanfield Retires

Lou Shanfield of 20th Century-Fox’s home-office art department, who is retiring today after 21 years service, was honored by 75 of his colleagues last evening at a dinner held at Lou’schow’s Restaurant.

‘Jungle’ to Mayfair

Paramount’s “The Naked Jungle” has been booked by the Mayfair Theatre here, the distributor has announced.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Lucille Ball • Desi Arnaz

The Long, Long Trailer

Photographed in Anna Color

Print by Technicolor • An M-G-M Picture

SPECTACULAR STAGE PRESENTATION

HOLLYWOOD, March 4—Edwin F. Zabel, chief film buyer for National Theatres, has been named by Charles P. Skoras, president of NT, to serve as general manager of the Fox West Coast circuit during the six-month period during which the absence is due to George Bower, vice-president, who will tour Europe.

Zabel FWC Manager In Bower’s Absence

HOLLYWOOD, March 4—Edwin F. Zabel, chief film buyer for National Theatres, has been named by Charles P. Skoras, president of NT, to serve as general manager of the Fox West Coast circuit during the six-month period of local absence due to George Bower, vice-president, who will tour Europe.

The Grande Théâtre here, which has booked the controversial “Salt of the Earth,” has had the support of such noted projectionists, it was stated here yesterday by a spokesman for IATSE Local 7, which calls the Grande Théâtre a “non-union” house.

The IA projectionist local was contacted in his efforts to get the show. Richard Walsh’s expressed desire for the film, produced and directed by either members of the “Unfriendly 40” of Hollywood personalities who declined to cooperate in the Congressional probe of communism. Walsh was one of IA’s leading men and his interest in any situation where the picture has been booked, giving rise to reports that IA projectionists may refuse to handle the film.

Quick Action Planned

A local 306 official said here yesterday that if the film, which tells the story of a mining strike in New Mexico, is booked in any IA house, Walsh would be informed immediately.

The film, slated to open at the Grande on March 14, was directed by Herbert J. Biberman and produced by Richard Michael Wilson, while Paul Jarrico produced the picture for Independent Pictures. It stars the Mexican actress Rosaura Revueltas, who was deported following charges in connection with Communism. Walsh said the film was one of his personal favorites, and the leading male role is played by Juan Chacon, in real life the president of the International Mine and Smelter Workers, Local 890, of Bayard, N. M. The Mine, Mill and Smelter Workers has been ousted from the CIO on charges of being Communist-dominated.

Variety Club Premiere

OMAHA, March 4—Ticket sale for the Variety Club-sponsored premiere of 20th Century-Fox’s Cinema-Scope “Night People” at the Nebraska Centennial for the Society of Beneficence. Children’s Benefit, which was brought in $2,500 to date. Seats in the “Golden Circle” are priced at $25 and general admission tickets are $5.

Mission Opens Today

“Dangerous Mission” will open at the Holiday Theatre here today.
Ask Lower Tax

(Continued from page 1)

of the Council of Motion Picture Organizations has been seeking, but it certainly is close enough to make COMPO very happy if it is finally approved. A bill has been seeking an exemption of the first 50 cents of any admission charge and 10 per cent tax on the rest. For tickets of 50 cents or under, the COMPO plan and the Democratic plan would provide an entire exemption. The COMPO plan would mean a slightly better break inasmuch as it would permit the lower-priced tickets under the Democratic plan for higher-priced tickets. Under the COMPO plan, for example, on a $1 ticket there would be a tax of 10 per cent only on the last 50 cents—or a 5 per cent tax. Under the Democratic plan, the full $1 would be taxed or a tax of 10 cents.

There's still a chance that the Democrats will offer the COMPO proposal. But as of now, according to Rep. McCormack (D., Mass.), he intends to go along with the Democratic motion to "exempt all admissions up to and including 50 cents." The Democratic plan would permit a closed-door meeting of Democratic members of the Ways and Means Committee with minority leader Rayburn (D., Tenn.) and McCormack.

The bill is scheduled to come up for a House vote Wednesday, and House GOP leaders predicted it would be passed in its present form. Under House rules, the official Democratic motion picture tax bill is the one that can be made on the House floor to change the committee-approved bill.

According to committee officials, reduction of the admission tax to 10 per cent would cost the Treasury about $160,000,000 a year and exemption of tickets over 50 cents would cost another $40,000,000 annually.

May Appeal to Senate Group

If the Democratic drive should fail in the House, COMPO will turn its attention immediately to the Senate Finance Committee. Indications are that the committee plans to move quickly on the excise bill, with very brief hearings, if at all. House Republican leaders are confidently predicting that the President—despite his initial opposition to the cuts in the Reid bill—will go along—will not veto the bill unless many deeper cuts and more cuts made in the Senate. The key GOP leader in the House said the Treasury is looking to the Senate to remove some of the cuts in the Reid bill, but that the Treasury will be lucky if the Senate doesn't make more cuts.

Mason 'Bound to Go Along'

Rep. Mason (R., Ill.), who cast key votes against Democratic proposals for greater relief for the film industry cuts, was at the January Senate meeting Wednesday, said the 50 cents exemption might be taken up in a later, separate bill, if the Senate can be persuaded to remove an agreement among Republican members of the committee to hold the line against any efforts to cut excises more than proposed in the Reid bill, and that he felt bound to go along.

An Open Letter To Samuel Goldwyn

(Continued from page 1)

that I find possible to justify with the original intent and purposes of the Code.

I AM HEARTENED by your renewed assurance of loyalty to the basic principles upon which the Code is founded and by your declaration that you are "wholeheartedly in favor of sound self-regulation that will keep motion picture industry under the scrutiny and control of the public." This high-minded position which you publicly taken entitles you to be heard in full as to how and where the Code should be amended.

Hence, I offer to you space in this publication to state your proposal in whatever detail you may choose, together with the above-mentioned agreement personally to urge the adoption of all your proposals that justify with the original intent and purposes of the Code.

It apparently has been decided that there will be no mass meeting called to discuss Code changes. Such a decision is doubly wise and prudent. The subject matter is not such as can be left out of the din and clamor of an unorganized program of speecchmaking anything constructive could be realized. The Code plan did not originate out of any such environment and the basic, definitive document, which has well-served its purposes for the past twenty-four years, was not and could not have been written by mass meetings.

In promptings, as you have, a widespread agitation for Code "revisions" there is an obligation devolving upon you to follow through and make known details of the proposal you have in mind, both for what betterment for the Code operation they may portend and also so that those who have followed your lead in calling for "revisions" may know in detail where you have sought to lend them.

THE QUESTION originally raised by you on "revision" have been decided by you on the important matter of a tax should not now be left hanging in the unprofitable status as to whether or not Mr. Johnston will have to call a mass meeting. Certainly it cannot reasonably be said that a mass meeting is the indispensable key to any needed solution of the question. It would be uncharacteristic of you to approach any such mass meeting without first having accomplished a clarification of your own views. It would similarly be unexpected that any such meeting—however eloquent and numerous the speeches—would seriously affect your original conclusions.

Therefore, it would seem to devolve upon you to accept the proposal of the Code of the Senate to adopt some other means, promptly, to make known what you mean by "revision." Your name, which is one of status and authority with the public, is now linked by a denigration with "revision," to which there has been a negative response. The public as a consequence sees you as a yaptıing war of destroyers against the Code. The situation is an unhappy one for an industry which otherwise has quite enough to contend with in the area of public relations.

There are other reasons as well, Mr. Goldwyn, why you should consider taking early steps to clarify your Code position:

ALTHOUGH IT IS well known within the industry to have been only an accident of timing, your original call for "revision" came coincident with the appearance of Howard Hughes' "The French Line," as a result it is widely assumed by the public that you were calling upon the Code to be so "revised" as to be able to approve the material in that picture which had been objected to.

And, further, as you must know, it is alleged by some that your call for the Code revision was prompted more by an urge for pure attention rather than serious concern as to the literal provisions of the Code.

All of this seems to make clear—and I hope will be so accepted by you—that no time should be lost in proceeding by one means or another to make known precisely how and where you think the Code fails, and how any such failure may be corrected—by a revision of the Code.

I am sure, Mr. Goldwyn, that as the person responsible for originating and developing the Code you will respect my right to an especial concern over the unclarified situation created by your unspecified demand for revision and that you will cooperate presently to the end of making plain the difficulties and discuss it by the industry and the public just what you are seeking.

MARTIN QUIGLEY

New York City, March 5, 1954.

Narcotics

(Continued from page 1)


Commissioner Anslinger also re- minds Goldwyn in his letter that the Prohibition Act of 1914-46, to permit the treatment of narcotics subjects in films and the results were so adverse that the Code was had to be reinstalled. He cites similar adverse experience with the subject as motion picture material in England and names national organizations which have taken a strong stand against the pro- posal which on three occasions has been adversely by Goldwyn.

Insofar as is known, the nar- cotics change is the only sug- gestion Goldwyn has offered publicly for "modernizing" the Code since he was invited last December by Eric Johnston, Motion Picture Association of America, to submit such proposals to the MPAA board after Goldwyn had pro- nounced the Code out-dated.

In his letter to Goldwyn, Anslinger says in part:

Judging from the many motion pictures that have been re- viewed, it is our opinion that it is al- most impossible to produce pictures dealing with the subject that do not stimulate undue curiosity or interest concerning the use and traffic in such drugs, inciting to violations of the narcotic laws. Our experience shows that it is clearly not in the public interest to feature such a problem whether it be illegal narcotic traffic and addiction.

"We have been successful in checking the trend toward an increase in juvenile narcotic ad- diction in many places where it has been a problem. It would be most unfortunate therefore for the public welfare if any ac- tion such as the showing of motion pictures on narcotics is taken which would be likely to endanger these recent gains."

"While I have profound respect for your views, I thought you should have the benefit of our experience in this field, as we have the highest level of decency and morality. Our experience shows that it is clearly not in the public interest to feature such a problem whether it be illegal narcotic traffic and addiction."

Arnall Due Here for Conferences Today

Ellis Arnall, president of the Society of Independent Motion Picture Pro- ducers, is due here today from At- lanta for a series of conferences with officials of member S.I.M.P. companies and others.

Conferences are slated with Roy O. Disney, president of Walt Disney Pro- ductions; Franklin C. Karger, president of Samuel Goldwyn Productions, and Arthur L. Mayer, president of the independent Motion Picture Distribu- tors Association. At the moment, Arnall is scheduled to leave for the Coast, where he will preside Sunday night at a dinner honoring independent producer Stanley Kramer.
20th Century-Fox Salutes the

PHOTOPLAY GOLD MEDAL AWARD TO

Marilyn Monroe

MOST POPULAR ACTRESS
OF 1953

NOW! "HOW TO MARRY A MILLIONAIRE"
CinemaScope • Technicolor

SOON! "RIVER OF NO RETURN"
CinemaScope • Technicolor

...and have you dated her in
"GENTLEMEN PREFER BLONDES",
"NIAGARA", "DON'T BOTHER TO KNOCK"
and "WE'RE NOT MARRIED"!

SPECIAL PHOTOPLAY ACHIEVEMENT AWARD TO

Robert Wagner

FOR HIS RAPID RISE
TO STARDOM IN 1953

NOW! "BENEATH THE 12-MILE REEF"
CinemaScope • Technicolor

SOON! "PRINCE VALIANT"
CinemaScope • Technicolor DeLuxe

...and have you dated him in "TITANIC"!
OTOPLAY AWARD Winners!

SPECIAL PHOTOCOLOR ACHIEVEMENT AWARD
TO
CINEMASCOPE

“A MAGNIFICENT CONTRIBUTION TO MOTION PICTURES BY 20th CENTURY-FOX”
Presented to Darryl F. Zanuck

THE HALLMARK OF QUALITY IN MOTION PICTURE ENTERTAINMENT! At its superb best on the Miracle Mirror Screen... In the wonder of 4-Track Magnetic Stereophonic Sound! Have you seen the grosses, in theatres large and small, on “THE ROBE,” “HOW TO MARRY A MILLIONAIRE,” “BENEATH THE 12-MILE REEF,” “KING OF THE KHYBER RIFLES” and “HELL AND HIGH WATER”!

PHOTOPLAY CITATION TO Richard Widmark
his performance in “PICKUP ON SOUTH STREET” one of the year's top grossers! Date it again!

PHOTOPLAY CITATION TO Victor Mature
for his performance in “THE ROBE” The greatest boxoffice attraction in the entire history of entertainment!

PHOTOPLAY CITATION TO

SOON! “Demetrius and THE GLADIATORS”
Cinemascope • Technicolor Deluxe
N MILLER
STORY
agements
LDOVERS!
Review

"Paris Playboys" (Allied Artists)

HAVING just about run the gamut of places in America where they can be out of place and thereby funny, the Bowery boys have set out for distant lands. The genteel queen city of Europe proves to be a suitably incongruous place for these New World ruffians to practice their antics, and so terrific Eleventh Hour and Edward Findlay's up-to-the-minute slapstick as possible to get maximum contrast with the film's cultural setting—physically speaking. The end result is pretty much the same as what the boys usually produce.

Bernard Grocey, Veada Voni, Sievvn Geray, John Wengraf, Marianne Lynn, Davin Condon and Benzie Battrev are variously involved in the proceedings, which get under way when Hall is mistaken for a missing French scientist and, after clarifying his identity, is employed to impersonate the missing man in his Paris home and surroundings, until the genuine scientist can return. Usual misunderstandings and complications follow, and the picture winds up with Hall having accidentally discovered the formula the scientist has been unsuccessfully working on for a decade.

Ben Schwall produced and William Beaudine directed, each with their usual competency.


Independents (Continued from page 1)

every major company with the exception of Metro-Goldwyn-Mayer and Universal is linked up with a number of independents, he continued, adding that Metro traditionally does not release independent product.

The changeover from what Golden termed the "pure independent," who procured his own financing and delivered the print for distribution, came gradually, heightened, however, by new industry conditions. These he listed as the tightening up of bank credit and the drying up of considerable sources which provided money for film financing.

Several Factors Involved

Other factors stressing the growing role of independents in Hollywood today, Golden continued, are the production cuts of major studios and the introduction of new techniques. Favoring the independents' tie-up with major distribution companies, Golden explained, are some top quality pictures obtained by the distributors for a relatively small cash outlay, thereby reducing the distribution companies' risks.

Goldern saw the greatest difficulty in today's market for the "medium" budgeted picture, maintaining that the "high" and "quality" stories did well, while low-budget pictures can more readily recoup costs and show a profit.

Disney UK Company to Handle 'Desert'

LONDON, March 4.—Walt Disney's production company, Walt Disney Film Distributors, Ltd., will distribute Disney's "The Living Desert" here. Headed by the two Disney executives, Cyril Edgar and Cyril James, the firm is planning to concentrate solely on the film.

Arthur Alligbra has been appointed publicity manager of the new Disney company. Alligbra was in charge of 20th Century-Fox's British production until its recent close-down.

Extend Contract

HOLLYWOOD, March 4.—The Academy of Motion Picture Arts and Sciences announced that the public relations contract of the firm of Howard G. Mayer and Dale O'Brien has been extended through the Academy Awards of 1957.

10% Cut Insufficient (Continued from page 1)

is not enough to save small theatres from bankruptcy.

Benjamin Holder, whose company operates 30 theatres in small Central Tennessee towns, said that he had closed four of his houses recently. White announced that his "A" theatre in Cookeville, Tenn., had closed.

Italo-U.S. Pact (Continued from page 1)

are expected to be set with the return here this weekend of Eric Johnston, Motion Picture Association of America president, from South America. The I. F. E. spokesman said Monaco has described the talks held thereon the new Italo-American agreement as having been in a "most friendly and cooperative" spirit.

3 Exchanges Top U-A Sales Drive

United Artists' 35th anniversary sales drive is in the third week of the third lap with Washington, St. Louis and Winnipeg exchanges in the lead. William J. Heimann, vice-president in charge of distribution, and B. G. Kranze, general sales manager, announced here yesterday.

The Washington exchange is headed by Art Levy. D. J. Edele manages St. Louis, and A. Feinsteirn is in charge at Winnipeg. The drive will end May 15.

Gen. Sarnoff Named 1954 Humanitarian


In his response Sarnoff urged "greater" by Policies Commissioner O'Connor. However, no appeal or other court action has been instituted yet, so far as could be learned today.

Perry Lieber, RKO Radio publicity and advertising chief, is here from New York to appear with his son, Jerry, in the "Dodgers" and "Our Gang" at the Roxy today. Several local "celebrity" officials have indicated they will help the company fight the police censor ban.

Drive-ins (Continued from page 1)

where the unit was shown to the trade press, an explanation was offered by Ezell, Reynolds and Herman Goldstein, whose company, the Bishop-Plaza Corp., will manufacture the equipment.

Mechanical Features Described

The speaker is made of fibre glass and weighs 29 pounds. It is 15 inches long, six inches in depth and five inches high, slightly curved with three cones approximately two inches apart. The speaker can be suspended from the rear winshield of the defroster ledge of a car by a thin cable which is capable of holding a weight which will help the small speaker rest at approximately the spot where the radio is now located on the dashboard. The three horns can be regulated by a single volume control and can be used for both stereo and conventional sound, according to Ezell.

It is claimed that the speaker gives true stereophonic sound and that it is not a "mixer." It will be available to all manufacturers on a license basis. It will have its first public performance in either Corpus Christi or Dallas on March 16.

Appropriation Cut (Continued from page 1)

$55,814,000, but was defeated on a voice vote. The House will pass the bill tomorrow without any further change in the U.S.A. appropriations.

The bill includes the full amount requested by the administration for the Justice Department's Anti-Trust Division. It wishes requests to expand the Commerce Department's Business and Defense Services Administrations and the Census Bureau.

French Film Is First On UK Academy List

LONDON, March 4.—"Forbidden Games," French picture, has been placed the best film of 1953 by the recently formed British Film Academy. "Genevieve" was cited as the best British film of that year and "The Longest Day," also British, as the best documentary.

Audrey Hepburn and John Gielgud won the awards for best British actresses and best British actor. Both received their trophies for work done in American films, Miss Hepburn being cited for "Roman Holiday" and Gielgud for "Julius Caesar." Marlon Brando was named best foreign actor for his work in "Caesar," while Leslie Caron's performance in "Lili" won her the accolade of best foreign actress.

RKO Weighs Fight On Chi. 'Line' Ban

CHICAGO, March 4.—RKO Radio has retained the local law firm of Pope and Ballard following the ban on "line-banning" by Police Commissioner O'Connor. However, no appeal or other court action has been instituted yet, so far as could be learned today.
March 29 Through April 2

**Paramount Sets 32-City Screening of New Films**

A 32-city Paramount product show for exhibitors, circuit operators and film buyers will be staged by Paramount from March 29 through April 2, it was disclosed here at the weekend by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Called the Paramount Pictures “Pageant,” the program will highlight four Paramount pictures, “Portrait,” “To Have and Have Not,” “Mr. Blandings Builds His Dream House” and “Shining McGraw.” The program is designed to provide theaters with an uninterrupted flow of top-flight pictures, it was stated.

The theatres selected and the day each will be taken over for the program will be announced shortly by Schwalberg, president of National Program Corporation, local division and branch managers will be hosts at the all-day screenings.

“Elephant Walk” is a Technicolor drama set in the jungle tea country of Ceylon, upon much of which it was filmed, Elizabeth Taylor, Dana Andrews and Peter Finch are starred. Irving Asher produced and William Dieterle directed from a screenplay which John Lee Mahin based on the best-selling novel by Robert Standish, “About Mrs. Leslie,” features Academy Award winners Walter Huston and Joan Fontaine in a story of a New York City tenement.

“A Walk in the Sun” is a Technicolor drama which John Huston filmed in World War II North Africa, based on the novel by Ernest Hemingway, featuring Errol Flynn and Maria Felix.

A deal has been set to theatre teles- cast the “Shining McGraw” show to theatre TV, it was disclosed here at the weekend by Box Office Television, the agency which booked the event.

The particular theaters which will be booked when the planned telecast will be announced at a press conference on Wednesday, called by ANTA, was stated. The production, billed a “super benefit,” will highlight top Broadway and Hollywood talent and will last two-and-a-half hours during the evening hours of Sunday, May 23. Edgar A. Rosenberg, executive producer of BOT, will stage the event.

**Drive-in Conference Tues.-Wed. in K.C.**

**KANSAS CITY, March 7—** Industry leaders on the program now planned for the drive-in conference scheduled by the Kansas Film Association here on Tuesday and Wednesday include Paul Peterson, general manager of the Walter Reade drive-in theaters, who will moderate the discussion of concessions; Jack Braunagle, who will be moderator of the discussion on exploitation, and Glen Cooper of Dodge.

**Heavy Film Schedule Set by King Bros.**

King Brothers Productions has one picture ready for national release and six other properties in various stages of preparation, Herman King said here this past weekend.

Meeting with the trade press at the RKO Radio home office where he discussed promotional and sales plans, King announced that the English version of “Carnival Story,” which was

**W.B. Scope Films Sans Stereo in U.K.**

**LONDON, March 7—** As in the U. S., all Warner pictures in Cinema-Scope released here will be offered with either stereophonic sound or single optical track recording, in accordance with any given exhibitor’s requirements, Wolfe Cohen, head of Warner Bros. International, said on Friday.

Cohen has arranged to test reels incorporating excerpts from eight forthcoming Warner CinemaScope films.

**Compo Tax Group to Map Future Strategy**

WASHINGTON, March 7— The industry’s future strategy in the admission tax relief campaign will be discussed tomorrow at a meeting of top leaders of the Council of Motion Picture Organizations.

The meeting will probably be held in Miami, where several COPO leaders are now. Robert Coyne, Compo special counsel, said he hoped to have the following at the meeting: Al Lichtman, Sam Pinanski, Wilbur Snaper, Pat McGee and Colonel H. A. Cole.
All Interrogatories In For Gov't 16mm Case

HOLLYWOOD, March 7.—With all 12 defendants in the Government's 16mm motion picture case ordered to appear in court today, the motion picture industry faces the possibility of millions of dollars in damages. The defendants, who are alleged to have violated the anti-trust laws by engaging in unfair competition, are being represented by chiropractor Dr. Charles B. Smith of Chicago.

Commercial TV Bill Introduced in U.K.

LONDON, March 7.—The establishment of an "independent television board" was decided in the commercial TV bill which was introduced in Parliament at the weekend. The bill, sponsored by Lord Henderson, would give the Government control of the Postmaster General for 10 years, or at the discretion of Parliament for 20 years, a power which would enable the Government to control the transmission of all programmes on the three TV channels.

Top Honor to 'Roe' By Foreign Critics

"The Rose" has been selected by the Foreign Language Press Film Critics' Circle as the best picture of 1953 in the organization's 12th annual poll. Editors of more than 70 newspapers printed in 19 languages were polled.

Eastman Kodak limits the largest wage dividend in its history for its employees this year. Today, they will receive $27.75 for each $1,000 they earned at the company during the 1949-1953 period.

Kodak Employees Get Big Dividend

The dividends will amount to $24,750,000. This is $2,150,000 more than the company distributed to its employees by such means last year.

Wolfberg Theatres Has New President

DENVER, March 4.—Reorganiza-

"The Rose" was introduced by the recent death of its president, Harry Wolfberg, who has passed his brother, Edgar H. Wolfberg, a Chicago businessman, in his position. Vice-presidents named at the meeting were Ruth S. Wolfberg, widow of Harris, and Tom Smiley, who has been both producer and director. Smiley will now be general manager, and John R. Smith, manager of the theatre, will take over Smiley's former position.

Goldwyn's Reiner in Additional TV Post

Manny Reiner, foreign manager for Samuel Goldwyn Productions, has been named by Goldwyn to be general manager of its West Coast offices, fil-

Goldwyn Buys Rights To 'Guys and Dolls'

Producer Samuel Goldwyn has pur-

Hayward to Produce Film on Lindbergh

HOLLYWOOD, March 7.—Jack L. Warner announced that Leland Hayward will produce, as a Warner Brothers release, 'The Spirit of St. Louis', the story of Charles Lindbergh's New York to Paris flight and the events leading up to it. Billy Wilder will write and direct the picture, which will be made for Cinemascope and WarnerColor.

Clark at 'Man' Bow

Dane Clark, star of "Go, Man, Go!," which opens on the first day of the new football season, is starred in the film's opening here today at the Globe Theatre to present 25 Vioit basketball and football teams whose players buy tickets.
UA HAS THE BIGGEST PRODUCTION NEWS FOR THE 1955 SEASON

FACT #1
NOW SHOOTING
JOSEPH L. MANKIEWICZ'S
THE BAREFOOT CONTESSA
Color by Technicolor
Starring Humphrey Bogart, Ava Gardner, Edmond O'Brien
Written and Directed by Joseph L. Mankiewicz

FACT #2
NOW SHOOTING
THE PURPLE PLAIN
Color by Technicolor
Starring Gregory Peck
Directed by Robert Parrish
A. J. Arthur Rank Presentation

FACT #3
NOW SHOOTING
VERA CRUZ
Color by Technicolor, Widescreen
Starring Gary Cooper and Burt Lancaster
Directed by Robert Aldrich
A Hecht-Lancaster Production
Harold Hecht, Exec. Producer

Academy Award Winner
HUMPHREY BOGART

Academy Award Nominee
AVA GARDNER

All-time Box-office Giant
GREGORY PECK

Academy Award Winner
GARY COOPER

Academy Award Nominee
BURT LANCASTER

QUALITY PICTURES IN QUANTITY
would have been $899,200 as compared with $1,057,150 in 1952. It was fur-
ther explained that the loss from the
sale of the properties resulted in the
elimination of earnings of $2,000,000 and
instead would have been $760,000 which
would otherwise have been payable, and also
resulted in an estimated tax refund of
$2,000 on the carry-back of loss to the previous
year.

During 1953, it was pointed out, pro-
duction was increased for special equip-
ment for new methods of projection, includ-
ing 3-D, CinemaScope and stereotone, and
this expenditure resulted in substantial
additional charges to expense and
depreciation.

Operations Income Up

Income from operations in 1953
amounted to $34,075,569, com-
pared to $31,521,002 in 1952. Expenses in
1953 totalled $30,185,381, compared to
$27,
55,839 in the previous year.

The report states that box-office
receipts showed an increase for the last
year and that this increase was due to the
number of important productions which were exhibited at
 theaters. The revenue from.
theatres in attendance for comparable
theatres was about 1 per cent, as compared to 8 per cent in the pre-
vious year, the stockholders were told. Also,
income from real estate and
concessions operations were higher last
year than it was in 1952.

The increase in operating expenses,
the report said, was due almost en-
tirely to increased license fees paid by the company to distribu-
tors for their product.

Stockholder-Total Down

Not including the 151,000 shares
held by the corporation, the number of outstanding shares in 1953
amounted to 3,764,913 in 1953. The
number of stockholders in 1953 to-
talled 12,000, compared to 13,750 in
1952.

A fifty-eight of the circuit's 82
theatres are equipped for CinemaScope and the program for new equipment
will result in an expenditure of about
$2,000,000, the district manager said.

As of Jan. 1, the company's long-
term debt amounted to $19,201,000, a reduction of $2,097,000 from
last year.

'La Ronde' Opens Mar. 16

"La Ronde," French production whose
billing by New York state
censors was upheld by the Supreme Court in one of its recent
cases on censorship, will open March 16
at the Bijou and Little Carstairs theatres.

Paramount

(Continued from page 1)

by Hal Wallis and directed by Daniel
Mann, it co-stars Rock Ryan.

"Knock on the Door" is a Technicolor
comedy starring Danny Kaye and
Swedish actress Mai Zetterling. It
was produced, written and directed
by Melvyn Frank and Norman
Panama.

The "wonders" of the "pageant" will be
devoted to showing "Elephant Walk." The other two films will be
screened in the afternoon.

The show programme is being pre-
pared so that attending exhibitors will have complete information concerning the
three projects.

W.B. Scope

(Continued from page 1)

films with a single track at private
screenings for exhibitors in order to
equip them to judge reproduction standards for themselves. However,
whether the public will be the ultimate
arbiter is not known.

He said that Warner's future
pictures will be made in 3-D, Cinema-
Scope or conventional processes, ac-
ger to which best suits the
industrial subject matter. The
Warner's "The Command" in
CinemaScope will open at the Warner
Theatre here, employing stereophonic sound and anaglyph red-
and blue-tint glasses, with the release date of the
former conditioned thereby. Neverthe-
less, it will be released at A. C., presumably with single track sound.

Cohn's policy announcement was
encouraging to exhibitors here who have been urging 20th-Century-Fox
to contract a test to CinemaScope pictures in single track sound.

'Look' Name Stengel

(Continued from page 1)

from the pictures released during
1953, "Look" selected 11 as the
"movies of the year." They were
"From Here to Eternity," "Mogambo," "Billy Whis-
tle," "Shane," "Stalag 17," "Roman Holi-
day," "Little Boy Lost," "Peter Pan," "The Lusty
Virgins," "Confessions of an English
Girl," and "Little Fugitive."

Oakford Rites Held

CXYWYD, Pa., March 7—Fun-
dinous rites were held at Oakford
Church in memory of Edward H. Oakford, 55, one-time
head of the Keilt-Pruter-Moss book-
ing office and grand-nephew of the late L. E. Allen, Oakford's first
mayor. The former president of the B. F. Keith circuit, burial was
hold at Westminster Cemetery. Oakford died in Millford, Conn.

RKO Sees More

Stability Ahead

Increased stabilization in pro-
duction, which has been the goal during
the current year was predicted in
RKO Theatres' annual re-
port to its stockholders, released
here this week.

Exhibitors, the report said, have
been burdened with a short supply of pictures which has led to
shortage for the industry in general. Reasons for the film shortage
were considered to be over-
consumption, the increasing value of
pictures and uncertainty as to future production techniques.

The Tushinsky lens, developed by
Joseph and Irving Tushinsky of RKO
Focus, at present is being marketed under
a contract for which RKO
is paying $75,000 a year for rights.

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In the THEATRE Equipment World . . . . with RAY GALLO

The Speaker Security Company, New York, has a new steel cable for attaching in-car speakers at drive-in theatres to their posts to prevent theft or damage of the speakers. Made of galvanized wire and produced by the company is simply drawn through the speaker arm and attached to the post, as indicated in the drawing. The cable is 3/16-inch in diameter consisting of 131 strands of steel with a breaking strength of approximately 200 pounds, according to the company.

To serve buttered popcorn in the theatres the Rex Specialty Bag Corp., Brooklyn, N. Y., has a new aluminum foil bag with a special glassine liner. This liner has been specially laminated to form a bag within the bag for added protection against leakage. Irving Singer, vice-president in charge of sales for Rex, points out that the aluminum foil has insulating properties, and when the bag is turned down about one inch it retains the heat, flavor and crispiness so that attendants can prepack the corn in advance of rush hour business. In addition the leftover corn can be kept in the bags overnight and retain its freshness.

Carl L. Krenger has been named sales manager of the Radiant Lamp Corp., Newark, N. J. He was western district manager for the company's Hollywood office for the past six years. Before joining Radiant he ran with Paramount Theatres in the Detroit area and in various sales and service capacities for the Jam Handy Organization and Detroit Edison Co.

Added to the line of "Lustra Double-Duty" fluorescent lamps of the Lustra Corp. of America, Brooklyn, N. Y., is a new fluorescent tube called the "Glo-Tone." The lamp emits a warm, peach-colored light, and produces a "soft and intimate" effect for such areas as theatre lounges.

Clarence W. Lindrose, Jr., has been named to the Transverter sales and service field staff of Herter Electric Co., Cleveland, according to an announcement by Robert C. Neiswander, sales manager. Lindrose will head the company's factory office, covering the U. S. and Canada. He will call on National Theatre Supply branch offices in 29 major cities as well as the General Theatre Supply in Canada.
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<tr>
<th>WEEK</th>
<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
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<td>(Rev.)</td>
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<td>HIGHWAY DRAGNET</td>
<td>SINGIN' IN THE RAIN</td>
<td>(Rev.)</td>
<td>PHANTOM STATION</td>
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<td>THREE YOUNG TEXANS</td>
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<td>WAR ARCHER</td>
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<td>Feb. 28</td>
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<td>HELL AND HIGH WATER</td>
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<td>(Feb. Releases)</td>
<td>CRIME WAVE</td>
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<tr>
<td>March 7</td>
<td>MR. PUTT'S GOES TO MEXICO</td>
<td>ROSE MARIE</td>
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<td>FANGS OF THE WILD</td>
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<td>(March Releases)</td>
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<td>NONNIE IN CIVILIAN CLOTHES (Color)</td>
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<tr>
<td>Apr. 4</td>
<td>PRIDE OF THE BLUE GRASS</td>
<td>GYPSY COLD</td>
<td>(March Releases)</td>
<td>GERALDINE</td>
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<td>RACE OF THE HUE MORE</td>
<td>(March Releases)</td>
<td>(March Releases)</td>
<td>JUDY GARLAND</td>
<td>NONNIE IN CIVILIAN CLOTHES (Color)</td>
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</tbody>
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Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama
MPAA Moves

Industry Set
To Oppose NY
Censor Bills

IMPDA Hits Proposed
Changes as 'Nebulous'

The industry here yesterday pre-
pared to oppose the proposed changes
in the New York State censorship
laws, seeking to 'tighten' the defini-
tion of 'immorality.'

The Motion Picture Association of
America, in issuing its opposition to all
forms of state censorship, has sent
Manning (Tim) Chaggett, associate
public relations director, to Albany.

In the meantime, Arthur L. Mayer,
president of the Independent Motion
Picture Distributors Association, has
asked for the privilege of being heard
by the legislative committee conduct-
ing hearings on the two proposed bills.
It is understood that either today or
tomorrow the Assembly Judiciary Com-
mittee will consider both bills, aimed
at meeting the objections of the U.S.

(Continued on page 5)

Judge to View 'Line'
In Chicago RKO Suit

CHICAGO, March 8—RKO Ra-
dio's request for an immediate injunc-
tion restraining the City of Chicago,
Mayor Martin H. Kennelly, and Po-
lice Commissioner Timothy J. O'Con-
nor from preventing the exhibition of
RKO's 3-D release "The French Line," has
been put over until tomorrow to give Judge Padden of the
Superior Court of Cook County an
opportunity to view the film, which
will be screened especially for him
tomorrow morning.

RKO's complaint, which names the
(Continued on page 4)

'Crusade' Chairmen
Named by Allied

Ben Marcus, president of Allied
States Association, has appointed 21
area chairmen to cooperate on the
Cruze For Freedom drive in theat-
res, March 15-21. Barney Balaban,
national vice-chairman and New York
State chairman of the Crusade, an-
nounced yesterday.

Marcus' appointments are as fol-
ows: Irving A. Isaacs, North Eastern
area; Dr. J. B. Fishman, Con-
necticut; Irving Dollinger, New Jer-
sy; Sidney E. Samuelson, Eastern
(Continued on page 5)

WILL H. HAYS — An Appreciation

The death of Will H. Hays marks the end of a career of rare
distinction. In the varied fields of law, politics and the motion
picture industry he contributed an array of notable services.
Among the leading public personalities of his day he enjoyed a
position of respect and stature. Over a broad field of interests
and activities in the motion picture industry he left an enduring
imprint of his personality, intelligence and energy.

The career of Will Hays was uniquely an American success story.
Originating in the town of Sullivan, Indiana, he entered upon plans
designed to carry him to associations high in the councils of public
life and industry; yet always, in fact and in spirit, he adhered to
his Hoosier state traditions.

Will Hays was endowed with a remarkably keen intelligence
and perception, yet in dealing with persons of lesser talents he char-
teristically displayed an abundance of patience. It was, perhaps,
this faculty more than any other that enabled him so well to gain
the many achievements in various areas with which he is to be credited.

He had a remarkably high sense of public and private respon-
sibility. In whatever task he assumed he habitually took the long
view as to eventual implications and consequences. He was a militant
patriot with a profound love of the institutions of the nation. He
was deeply religious and throughout his career gave reality, by word
and deed, to the exacting obligations of human brotherhood.

Having long been a co-worker in many undertakings, his death
brings to the writer a deep sense of personal loss; yet, in retro-
spect, there is a corresponding sense of gratitude and appreci-
aton for the high privilege of friendship and cooperation with a
person of the character of Will Hays.

—MARTIN QUIGLEY

Hundreds Pay Tribute

Services for Will Hays in
Sullivan, Ind., Tomorrow

Funeral services for Will H. Hayes, Producers and Distributors of America, will be held in Sullivan, Ind., his
town tomorrow.

Hays died at his Indiana home on Saturday, following a lengthy illness. He was 74 years old.

A memorial service sponsored by the Sullivan County Bar Association of which Hays was a member, will
be held in the Court House there at 2 P.M. Wednesday. It will be fol-
lowed by services at the Presbyterian Church of Sullivan at 4 P.M. Burial
will be in the family plot at the Sul-

livan cemetery.

The Motion Picture Association of America will be represented at the
services by two former associates of Hays: Sidney Schreiber, MPAA gen-
eral counsel, and Jack Bryson, legis-
lative liaison. Eric Johnston, MPAA
president, is in Argentina, concluding
an extended Latin American trip.

Tributes to Hays' memory and ac-
complishments were paid by hundreds

(Continued on page 4)

Prepare for Vote

House GOP in
Move to Curb
Tax Relief

To Meet Today on Reed
tExcise Tax Measure

WASHINGTON, March 8—House
Republican leaders called a confer-
ence of GOP House members for to-
morrow to line up the party against a
Democratic drive for greater tax
cuts for the film industry.

The GOP conference being called
with an eye on Wednesday's sched-
uled House vote on the Reed excise
tax bill, which cuts the 20 per cent
admission tax to 10 per cent. The De-
Democrats have said they would offer
an amendment to exempt tickets of 50
cents or under and cut the tax to 10
per cent on higher-priced tickets.

House Speaker Martin (R., Mass.)
said the GOP conference was being
called to make it clear to the Repub-
lican rank and file that greater
cuts can be allowed than those already
included in the Reed bill.

The vote on the Democratic motion,
(Continued on page 4)

COMPO Prepares to
Set Tax Strategy

MIAMI BEACH, March 8—The
Council of Motion Picture Organiza-
tions' committee seeking repeal of the
Federal theatre admission tax met
here today without reaching a definite
working plan except to enlist the ad-
dvice and assistance of various Con-
gressmen.

Robert Coyne, special counsel for
COMPO, will be in Washington to-
morrow to confer with Senators and
Congressmen favoring the repeal of
the tax. Coyne said that a solid method
(Continued on page 4)

Pinstein Sued for
Giving Data to List

RKO Radio and RKO Pictures
Corp. have filed a suit against Harry
Pinstein, former vice-president and
counsel of the companies, charging
that he gave confidential information

(Continued on page 5)
Distributors Can't Recover Court Costs
WASHINGTON, March 8.—The Supreme Court today rejected a distributors' motion to have them pay lawyer's costs in defending the anti-trust suit brought by Theatre Owners of America. The court decided that case in favor of the distributors some weeks ago.

Youngstein to Head Heart Award Group
Max Youngstein has been named chairman of the ticket and promotion committee of the first annual Variety Club Heart Award dinner, according to Russell V. Downing, chairman of the dinner committee. Youngstein said that he would invite a member of the advertising and publicity department of each major company to serve on his committee. He expects to be able to announce all committee officers this week.

RKO Minority Trial Opens in Delaware
WILMINGTON, Del., March 8.—The RKO Radio Pictures minority stockholders suit went to trial here today, opening before the Chancellor Seitz in Chancery Court.
The trial, growing out of the minority Sacks-Schiff suit seeking a block of the sale of the company's assets to Howard Hughes, board chairman and principal stockholder, is expected to last two weeks. Among the witnesses yesterday were G. B. Abt, an accountant, who claimed that there were discrepancies in certain items in reportings not worth in statements released late in 1952 and early 1953. He was represented by Harry J. Hahn, attorney for the plaintiffs, and cross examined by Roy W. McDonald, representing RKO.

Depositions Also Filed
Deposition testimony was entered by Gerrit Van Wagner, company counsel; Walter H. Walker, vice president and general counsel, and J. Miller Walker, vice-president and general counsel, all of Universal-International. Depositions were read into the record by Bernard Buchwald in response to Mr. Quigley.
McDonald stipulated that Walker's deposition could be read subject to its being signed later.

Publicists to Hear Pact Data Tonight
The Screen Publicists Guild here will give a report on contract negotiations at a general membership meeting tonight at 13 Astor Place, it was announced by Howard F. Fink, president of the Variety Club Foundation to Combat Epidemiss.

ia. Theatre, Allied Office Lost in Fire
EMLA, Inc., March 8.—Charlie Jones' Down Theatre and all of the office equipment of Allied Independent Theatre Owners of Iowa-Nebrook-Minnesota were destroyed by a fire which raged seven other business establishments and nine dwellings here. No injuries were reported. The fire brought out all of the city firemen who were met at the edifice, said he didn't know whether he would re-build or not, much depending on the plans of the insurance company for the loss.

De Bra to Address Catholic Institute
Arthur H. De Bra, director of the community and exhibitor relations department of the Motion Picture Association of America, will address the annual meeting of the Press on Federal decisions affecting self-censorship of the industry on Thursday night at the Hotel Biltmore.

SRO Leases Floor
The SRO Leasing Organization has leased the entire top floor of the new 21-story building now being completed at 21st St. and Madison Ave. here. The company will move to its new quarters in the early spring.

W. R. Weaver in 35th Year With Quigley
William R. Weaver, Hollywood editor of MOTION PICTURE DAILY, who joined the staff of The Quigley Company as a youth, is now celebrating his 35th anniversary as a member of the organization.

8 Companies Sign Home Office Pacts
Eight film companies have signed pacts with home office employees with raises ranging from $1 to $5.95 per week and uniform paid holidays written into 1954-55 contracts. Russell M. Moss, executive vice-president of Motion Picture Home Office Employees, H-03, IATSE, announced here yesterday.

Contracts have been signed with Paramount, Universal-International, United Artists, 20th Century-Fox, Republic, RKO, United Film Industries, and RKO Service Corp.

"We expect to complete negotiations for Warner Bros., RKO Pictures, and Paramount, publicists are now at work in the Home office here." Moss said.

Effective as of Aug. 31, 1955
All the contracts between union and film companies will expire on Aug. 31, 1955, so that negotiations for the new contracts could be covered on a industry-wide basis, the union executive stated.

Moss said that there are some minor problems to be ironed out before contracts are completed. "We are ready for this year. "We are trying to get 100 per cent union membership in every contract as of Aug. 31, 1955."

Every company has agreed upon the Eric Johnston formula which gives home office employees seven full holidays and four half-day holidays per year. On Christmas, New Year's, Washington's Birthday, Decoration Day, July 4, Labor Day, and Thanksgiving Day, home offices will be closed.

The office workers will have a half day on Lincoln's Birthday, Armistice Day, Election Day and Columbus Day.

RATES FOR SAM ROBERTS
CHICAGO, March 8.—Funeral services were held today for Sam Roberts, 67, who died here yesterday. Roberts, a well-known booking agent, overlooker of the agency's offices, was born in Indianapolis, and booked the Palace Theatre, Rockford, Ill. He is survived by his wife and three brothers.

RATES FOR THE COAST
MOTION PICTURE DAILY, Martin Ousley, Editor-In-Chief and Publisher; Sherwin Kase, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Ousley Publishing Company, Inc., 1276 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-6900. Cable address: "Quigpubco, New York." Additional editorial offices in Los Angeles, Chicago, New Orleans, Chicago, Calif., and Toronto, Canada. Entered as second-class matter, March 3, 1929. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 50c.
In over 200 New England situations Walt Disney's 'Pinocchio' beats the record set by the former champion Walt Disney's 'Snow White'!

Here are just a few of the sensational grosses...

MEMORIAL, Boston, Mass. .......... $30,705.
ALBEE, Providence, R. I. .......... $17,193.
OPERA HOUSE, Bellows Falls, Vt. ... $762.
CENTER, Fall River, Mass. .......... $5,231.
STRAND, South Bridge, Mass. .......... $1,421.
OLD COLONY, Plymouth, Mass. .......... $1,343.
PARAMOUNT, Brattleboro, Vt. .......... $1,045.
PARAMOUNT, Newport, R. I. .......... $3,123.
MAGNET, Claremont, N. H. .......... $1,078.

RESERVE YOUR BEST PLAYING TIME FOR 'Pinocchio' NOW!
MOTION PICTURE DAILY

Tuesday, March 9, 1954

French Line’

(Continued from page 1)

Woods Theatre Corp., as well as the city, the mayor, and the police commission, has filed suit or is about to file suit against the chapter of the municipal code which sets up pre-censorship of motion pictures as unconstitutional, that a similar suit was filed by the Illinois Cities and Villages Act is immoral; that the provisions for banning a picture if it is "indecent" are too vague, indefinite, uncertain, and incomplete as to offend due process, that the censorship board with threat- ened actions have no "basis in fact" and "no support in law," and that the commissioner of police "cannot, without power to revoke a permit," but that his action "by which he attempted to revoke the permit was unreasonable, arbitrary, and capricious," and that if made effective would operate as an unreasonable discrimination against the plaintiff.

Sam F. O'Connor Testifies

On the stand today were Ralph Smutnick, general manager of Essaness Theatres, which operates the Woods, where the picture originally was scheduled for screening; Chicago Police Commissioner O'Connor; and the RKO Chicago branch manager, Sam Golderick.

Under questioning Smutnick described the film as a “de luxe musical” and stated that he thought it “absence nor immoral.” Commissioner O'Connor stated on the stand that he feels that the censor board was wrong in issuing a permit for the showing of “The French Line” because the picture “is immoral and uncensored.” He is said to have asked that the picture’s license be revoked, instead of the picture being labeled “adult only,” because “it is to show obscenity and it is to show obscenity.”

“Delightful Musical”

Golderick, when asked to describe the picture, said that it is a “delightful musical” and that it is a picture of “quality” and he referred to the “fine artistic presentation” of the picture. The picture, he added, was “polished” and “well done.”

Moral Law Unchanging, Says Cardinal McIntyre

The HOLLYWOOD, March 8—James Francis Cardinal McIntyre today was quoted in a special interview published in the Los Angeles Mirror, as saying:

Moral Law Unchanging, Says Cardinal McIntyre

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Moral Law Unchanging, Says Cardinal McIntyre

French Line’ Dance

Cut Out by Maryland

BALTIMORE, March 8—The controversial dance by Jane Russell in “The French Line” has been ordered out in the case of that picture by the Board of Motion Picture Censors. It is the first time in history that a member of the board, declared the dance “indecent.”

The decision, Trubst states, is “pre- dicted” that the contribtors to the appeal to the board for another review in the presence of a representative of the film’s agent.

Services for Will Hays

(Continued from page 1)

William J. German: “Will Hays was a friendly and personal individual whose kindness and sympathy have been shown to all of us and to me personally. We are all deeply grieved at the passing of the man whose life we knew so well and whose passing will be greatly missed.”

E. W. Hammons: “Will Hays came into the world a great man and brought it up to its present stature. We owe him a great debt of gratitude because he brought the code of ethics to the industry.”

Arthur L. Mayer: “He was a great leader, a man of unusual strength and vision who performed a great service to the industry in the days we needed him very badly. His death is a severe blow for all of us who had been associated with him.”

J. R. Granger: “Will Hays’ devotion to the industry, and his high standing on its behalf, will always be remembered with gratitude.”

Nicholas M. Schenck: “Will Hays was a great friend and gave invaluable service to our industry. We mourn his loss.”

N. J. Blumberg: “In the passing of Will Hays, I feel greatly the loss of a fine, personal friend. He was a man of thought and vision, and will be always remembered.”

Jack Cohn: “The death of Will Hays is a great loss to our industry and a personal bereavement to me. A loyal and lasting public servant, he was a bulwark of strength and inspiration to us all at a time of great crisis. America has lost a great citizen.”

Walter Reade, Jr.: “The demise of this great industry figure is to be regretted. Will Hays was a loyal friend and supporter of our industry.”

Arthur B. Krim: “The death of Will Hays is a great shock for his passing is an irreparable loss to the industry with which he was so intimately identified and with which he will be always remembered.”

For United Artists and myself, I wish to extend most sincere condolences to Mrs. Hays and Will Hays, Jr.”

Mr. C. Keough: “The death of Will Hays, Hays from the motion picture industry one of its greatest leaders, is a personal and a public loss, and the many activities in public interest has made him one of the leading Americans of our time.”

W. Schenberg: “The industry will miss Will Hays, Hays, one of its foremost champions and one of the leaders who helped to make the picture industry enjoy today’s achievements in government, business, and the law, as well as in motion picture industry, are indelibly set down in the pages of history, and his works will be a monument to his memory.”

Spyros P. Stouros: “We in the motion picture industry are ever mindful of Will Hays’ contributions to the welfare of motion pictures and its grave responsibilities to public entertainment. The entire nation mourns the passing of one of its most distinguished elder statesmen.”

Joseph H. Moskovitz: “Will Hays was a man of great honor. The many contributions he rendered to his country will always be an insuperable monument and particularly so in the motion picture field.”

Al Lichtman: “Lawyer, politician, friend of our country, Will Hays was a symbol of all that was dignified, courageous and true of our business. His name will stand as long as there are motion pictures.”

Charles Elkind: “The death of Will Hays takes the scene a man who brought more dignity and respect to his industry and to the business as a whole. He touches other in his history. His strength and service in our common welfare contributed to surpassing measure to the heights we have reached today.”

W. C. Gehring: “In the years when we were beset by attackers and haters and all sorts of snipers, Will Hays was a man who stood up for us, for our ideals and for our country. He was a friend of all who seek to be honest and to serve their country.”

Samuel Goldwyn: “I had great respect and admiration for Will Hays. He was a very fine American who not only served his government well, but also gave splendid and de- votionally to the movie picture industry. We shall all miss him greatly.”

Joseph J. Breen: “He was an extraordinary man of enormous vitality and power and coupled with a deep religious sense of responsibility. He was a great American, a great patriot, a truly great American who merits a place among the foremost citizens of this generation.”

Darryl F. Zanuck: “A wise counselor at a time when the young and lusty industry needed organization and unity, especially in the fight against Hays.”

Joseph M. Schenck: “He was a friend to everyone in the motion picture industry, and there will be none among us who will not feel deeply toward and remember his passing.”

Y. Frank Freeman: “Will Hays brought to the motion picture industry in its time of need an honesty and a respectability that will never be measured. We miss him and we can ill afford to lose men like him.”

House GOP

(Continued from page 1)

which will come late Wednesday, Washington will next week.

Earlier today, taxes were discussed at the weekly House legislative committee meetings with the president and legislative leaders. Martin said the President had declared that the various excise cuts in the Reid bill went against his philosophy and would not oppose the bill in the House but would rather wait until the measure was passed to ask for smaller excise reductions.

There were other developments:

Some Senators said that the Treasury was unofficially suggesting that no excise be cut to less than 15 per cent. A speaker for the Senate committee chairman Millikin (R., Col.) said that his committee would hold very brief hearings on the excise bill, possibly starting Friday.

Democratic Senators continued to urge Senator George to offer his proposed increase in individual income tax exemptions to the excise bill when it reaches the Senate. Such an amendment, approved, would endanger the entire bill.

To Report on Technical Tax Revision Bill Today

WASHINGTON, March 8.—The House Ways and Means Committee tomorrow afternoon will report the so-called technical tax revision bill to the House. The bill is expected to come up on the House floor on March 17 with a final vote on March 18.

COMPO

(Continued from page 1)

approach to the problem will then be ascertained.

Attending today’s meeting at the Roney Plaza Hotel were Sam Finan- cier, president of American Theatres Co. of Boston; Al Lichtman, general sales manager of 20th Century-Fox Col. H. A. Co., president of American Theatres Co. of Boston; Thomas Rem- busch, president of Allied Independent Theatre Owners of Indiana; A. L. Mengel, president of Sundling & Co., and Coyne.

U-I Has 1,200 Dates

For ‘Saskatchewan’

Universal-International’s “Saskatch- ewan” will open at the Loew’s State here tomorrow, and as part of its annual sales drive, more than 1,200 theatres throughout the country will play the film between March 9, 1954, and April 7, 1954, said Alcarrate’s “Closer” and "Look" magazines carry ads which list the dates, the featured "Saskatchewan" during the 30-day period.

Join in Celebration

ATLANTA, March 8.—The Atlanta Women of the Motion Picture Industry here in the forthcoming Variety Club Old Newsboys Day on Sunday.

Benefit for ‘Sadia’

The M-G-M Technicolor picture “Sadie” will have its New York premiere Thursday evening at the Normandie Theatre, as a benefit for the French Hospital.
`Crusade`
(Continued from page 1)

Pennsylvania; Leon R. Buck, Maryland; Rube Shore, West Virginia; Morris H. Woloch, Wisconsin; Horace Adams, Ohio; Lew Wisper, Michigan; Trueman T. Remus, Chicago; J. S. Goldberg, Wisconsin; Charles Jones, Iowa-Nebraska; E. L. Pease, North Carolina; Ben Edelman, Kansas-Missouri; B. J. Befort, Mid-Central; Neil Bezeck, Rocky Mountain; D. F. Blissard, Middle-South; Glenn Miller, Minnesota-Mississippi; Al Berenson, Gulf States, and P. R. Isley, Texas.

The owners of America already has appointed its Crusade drive chairmen, as have the distributor companies. The Allied, TOA and distributor chairmen in each area will work together to get the maximum support from theaters for the Crusade For Freedom campaign which is run principally in support of Radio Free Europe which broadcasts to the countries behind the Iron Curtain.

**Pimstein Sued**
(Continued from page 1)

$9,500 paid to Pimstein as a legal consultant after his withdrawal from the company's defense of the 1950 seizure charge, the suit alleged, was not within his employment agreement with the company. The plaintiffs said that Pimstein violated the state's public code in supplying List with confidential data without the company's consent.

Pimstein, in turn, has a suit pending against List for money allegedly due him for services in enabling List to buy Control of the RKO circuit. Pimstein had been with the RKO organization since 1926.

**'Cell Block' Set For Saturation Dates**

HOLLYWOOD, March 8—Walter Wanger has announced that the film "Cell Block II" has been set to open Easter Week at the first-run Fox, St. Louis, and under a saturation booking will open day-and-date in 36 other houses in the Missouri area, according to Harold Wirthwein, Allied Artists western representative.

At the same time, Wirthwein disclosed another saturation booking, involving a run of "Cell Block III" in the Utah-Idaho area on April 2.

**20th-Fox Declares Extra 10c Dividend**

MIAMI, March 8—In addition to a quarterly dividend of 25 cents a share, the 20th Century-Fox board of directors, meeting here, declared a special cash dividend of 10 cents a share, bringing the total for March 1 to stockholders of record on March 18. A 25-cent dividend was paid in December.

The directors also authorized the purchase for retirement of a maximum of 100,000 shares of common, starting April 1, the company having about 2,700,000 shares outstanding.

**To Operate Drive-Ins**

ATLANTA, March 8—Tom Jones of the J. Jones Co., Atlanta has taken over operation of the Gober Drive-In, Headland, Ala., and the H. & R Drive-In, Hartford, Ala.

**Television-Radio with Pinky Herman**

Paul Winchell flew to Miami right after his TV show for a two-week vacation. Janet Blair will sub next Sunday (special material by Jack Segal and Madelein Russell) and Doretta (Kisment) Morrow will handle the star assignment on March 21. ... Bob Monroe planning to do a television of Peter Lorre's chiller-radio series, "Nightmare..." Adie to K. A. Judelson: "Thanks for your kind words re: FAME... Lovely Louise Vanier, recently seen on the 'Martin Kane' and 'Virginia Graham' TVers, outdistanced 50 of the town's top models to cop an important and timely government public relations film assignment, slated to be produced this week in Puerto Rico. A slightly different part was shown last week by Ralph Edwards on his "This Is Your Life," program. Ralph honored this year's winner of the westminster dog show, a cocker spaniel named "Rice & Shine." Idea was dreamed up by Frank Hobbs of Winner Bros. thackery and Gary Stevens, producer of "20 Questions," the team that engineered the recent "Eddie Cantor—This Is Your Life" tie-up. P.S.: Hobbs and Stevens both own cocker spaniels.

**Disk Jockeys**

Who have been doing nobly by the Louis B. Braille Music Institute of America's campaign to raise funds to purchase records for the blind, will be pleased to learn that World Music and the composers respectively of the composition, "Lighthouse in the Harbor" have signed agreements to donate part of royalties to this fund. Sammy Kaye, whose waxed number for Columbia records, has also hop aboard the bandwagon with personal plugs for the project. Louis Forbes and Duke Jordan have signed as well to help produce half-hour musical telefilms. Forbes is a nominee for the Academy Award for his "Cinerama" score and Goldstone is the producer-director of "Life with Elizabeth" and "L-berage Telefilms." Ruby Mercer MBStarts a new platter-chatterer series Monday, taking over the 3:00-4:00 P.M. slot, across the board.

Scott Kaye

**The Philco Television Playhouse presentation Sunday of Horton Foote's "The Dancers" (NBC-TV), proved to be a delightful delineation of the 'love conquers all' theme with standout performances by Janet De Gore and Jamie Broderick. ... Star of 20th Century-Fox flicker "New Faces," Ronnie Graham, who colonized the sound stage, is now paired off with two top comics to write for them. Want to keep his jokes for his own TV program slated to base in this fall. ... Westward Productions, Ltd. is the name of Samuel Goldwyn's new television company with Manny Rappaport as general manager. ... Because the TV program on "Queen of Sheba" is now being played to a very large share of credit in the nine-week run at the New York Astor Theatre, Lippert Pictures has set up a national TV exploitation budget of $35 grand. ... The Tuesday Buick show over NBC (Milan Berté, comedian) sparkling with Mickey Rooney and Eliseu Barton as guests, Ellen, daughter of music publisher Erz Barton, is loaded with "street..." ... Columbus, Ohio, folks will WBNSe: Commonwealth Film & TV products for the next 18 months.

**Sycy**

Prexy G. Ralph Brantley has augmented the sales force of Interstate TV Corp. with the conclusion of a deal with Dougfair Corp. to syndicate a new series of "Douglas Fairbanks Presents" half-hour telefilms which will be completed about May 1. ... Alex Drier, NBC's "Man on the Go" seer: A taxpayer might be referred to as a government worker with no connection, who sick leave and no hold (Alex, beware the chides of March). ... Chalk up another for another for a WILW alumus who made the big time. Newest luminary from that Cincinnati station (where Doris Day, Bill Harrington, Big Jon Arthur, to name a few, got their starts) is George Skinner, who will leave WPTZ in New York (9:00-10:00 A.M.) across the board TV series March 29. Charles Hinds will direct the show and Knowing Skinner's talents, ye scribbler predicts a bright horizon for "The George Skinner Show." ... Elliot Lawrence, who will supply the music for the N. Y. Publicists Guild second annual Ballyhoo Ball March 30 at the Hotel Astor.

**Censor Bills**
(Continued from page 1)

Supreme Court ruling on "M" and "La Ronde.

In New York State, the New York State Council of Churches, a Protestant group, has announced its approval of a proposed "unarrestable power" bill which proposes a general approach to the clarification of "immoral" in the state film licensing law. The Council, through its legislative committee, said it considered that a "reasonable and acceptable definition" is contained in the present measure.

The Brydges-Fitzpatrick bill, which contains the short, general definition, is said to be favored by the state administration, while the State Education Department reportedly favors the longer, specific definition contained in the other measure.

Mayer, in announcing the committee's opposition, issued a prepared statement, which read in part: "The phraseology of the proposed bill would leave us completely uncertain as to which pictures would be approved for showing in the state. It is my belief that the Supreme Court of the United States regarded such words as 'immoral,' 'sacrilegious,' or 'obscene' as too indefinite and vague for practical application, we think it would consider words such as 'lost,' 'vulgarity' or 'licentiousness,' which are more nebulous and more difficult to interpret."

**Expect Short Hearing Today On N. Y. Fitzpatrick Bills**

ALBANY, N. Y., March 8—The Assembly Judiciary Committee hearing tomorrow afternoon on the Fitzpatrick bills proposing a general and a specific definition of "immoral" in the state film licensing law, may be expected to be relatively short, in view of the many other measures on which the committee is working before Friday. The hearing will be limited to one speaker on each side.

**Chicago's First Runs Slightly Off Normal**

CHICAGO, March 8—With a few exceptions, first runs business is below normal here this week, the exceptions being "Beat the Devil," chalking an excellent $25,000 in its initial week at the United Artists, where it is billing doubled with "Man in the Attic." "Genevieve," hitting a fine $6,500 in its opening week at the Sord, and "The Long, Long Trailer," pulling in a good $88,000 in its first session at the Chicago, with the help of favorable reviews.

"This Is Cinerama" is continuing strong, with a face value of $35,000 for the 32nd week.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y.
EL 5-0465
Specialists in Motion Picture Industry

Tuesday, March 9, 1954
Climaxing its exciting issue-after-issue coverage of Hollywood products and personalities, LOOK salutes the leading performers and films of 1953 in six pages of pictures and text in its March 23 issue, on sale everywhere today.

LOOK’s coveted annual movie awards turn the spotlight on the outstanding performances and production achievements of the preceding year, focusing the attention of millions of entertainment-minded readers across the nation on the movies.

The awards are a vital part of the program which has built for LOOK one of the largest magazine audiences ever assembled . . . and made LOOK an outstanding vehicle for movie advertising.

**LOOK...MOVIES’ GREATEST SALESMAN**
Tradewise...
By SHERWIN KANE

WILL H. HAYS will long be remembered as a man who effectively led the motion picture industry in periods of some of its greatest trials. Devoting nearly a quarter of a century to his post as president of the Motion Picture Producers and Distributors of America, time and events gave him ample opportunity to become a key part of the history and tradition of the industry he served so long and so well.

Habitually referred to in the lay press over the years as "the czar of the motion picture industry, his friends and associates never thought of him as such. Hays, in fact, was not an industry "czar." He was a leader, a counsellor, a diplomat. He was persuasive; he could be forceful. But Hays was not dictatorial nor arbitrary.

His training and experience in the law and in politics were sufficient in themselves to dissuade him from appearing to be or aspiring to become a "czar." His long administration was one marked far more by applications of common sense than by issuance of edicts.

In his early years at the helm of the industry Hays did much to improve its stature at home and abroad. Checking the spread of statutory censorship, improving the financial status and bank credit position of the motion picture, organizing many of the operating functions of the industry in both production and distribution, these and many more were Hays' contributions.

An able and gifted man, Hays has won a permanent place in the history of the motion picture industry.

NEW YORK, U.S.A., WEDNESDAY, MARCH 10, 1954

MOtion PICTuRE DAILY

FIRST IN FILM NEWS

VOL. 75, NO. 46

MOTION PICTURE

TEN CENTS

Ahead of 1953
Finds AB-PT Business in West, Southwest Better

Business of affiliated theatres of the American Broadcasting-Paramount Theatres in the areas of San Francisco, Los Angeles, Phoenix and Tucson is "better than for the same period a year ago," Edward L. Hynman, AB-PT vice-president, said here yesterday. Hynman, who recently returned from an extensive three-week tour of affiliated AB-PT companies, said that the city of Phoenix and Tucson seems to be "the fastest growing area in the Southwest." This area, he added, has been back following the intrigue Air-By-Word, starring the Salt Lake City region, recently hit by home television, he added, has not enjoyed a business upsurge since the first of the year. Hynman, acknowledging that costs are up, too, declined to estimate the rise in operating profit for the "better producer's area.

The AB-PT vice-president said that he and his associates returned to the office with "our enthusiasm undimmed and our optimism higher than ever."

Provisions in Tax Revision Bill Hold Industry Interest

WASHINGTON, March 9—The House Ways and Means Committee today formally reported to the House the comprehensive technical tax revision bill, including many provisions of interest to the film industry.

The bill will be taken up on the House floor on March 12, with final vote made by April 18. No changes can be made on the House floor except for the officially-sponsored Demo- crats. Democrats have said they will confine their changes to two: striking out a provision which provides for start eliminating double taxation of corporate dividends and adding a provision to boost individual income tax exemptions $100.

The bill would extend for one year—until April 1, 1955—the $250 cor-

'Air Command' to Be 3rd in VistaVision

HOLLYWOOD, March 9—Y. Freeman, Paramount vice-president and studio head, announced that the studio's next production to be filmed in VistaVision will be 'Strategem,' starring James Stewart and June Allyson.

Meanwhile, second week of demonstrations of VistaVision on the preview stage get under way for exhibitors and studio groups. They will continue in line with Freeman's policy to give all interested persons in the industry an opportunity to see the new process.

Dore Schary, Eddie Mannix, Ben Thau, Louis K. Sidney, George Sid-

(Continued on page 2)

(Continued on page 4)

Outlook Poor for Tax Cut to Less Than 10 Per Cent

By J. ALFRED TAYLOR

WASHINGTON, March 9—The outlook grows dim today for greater admission tax relief in the House than a reduction to 10 per cent.

There is strong probability that the Democrats will not offer when the Reed bill comes up for a House vote tomorrow, their motion to exempt all tickets costing 50 cents or less, and the odds were greater that the motion, if offered, would be defeated.

This situation grew out of other developments on the Reed excise bill, in addition to curtailing admissions tax and many other excises, also would continue indefinitely the present high rates on liquor, gas, autos and tobacco. These

(Continued on page 4)

Will Hays Services
In Indiana Today

SULLIVAN, Ind., March 9—Will H. Hays, president of the Motion Picture Producers and Distributors of America for more than 23 years, Postmaster General of the United States in the Harding Administration, Republican national committee chair- man for the successful Harding campaign, lawyer and member of numer- ous boards of directors of large corpor- 

ations, will be buried in the family plot of the home town cemetery here on the banks of the Wabash River tomorrow.

Honorary pallbearers are: George Ball, Muncie, Ind.; Bruce Barron, New York; Bernard Baruch, New

(Continued on page 4)

AB-PT Report
Sees No Alarm
In Outlook for
Product in '54

Hyman Bases Findings
On 44-Page Survey

By MURRAY HORNWITZ

There is no immediate cause for alarm regarding the product outlook for 1954, Edward L. Hynman, vice-presi- dent of American Broadcasting-Paramount Theatres, declared here yesterday.

Hynman, basing his belief on a 44-page survey con- ducted by him for the company, acknow- ledged that there has been a gradual lessen- ing in quantity, but went on to say that "qual-

ity" has increased and showings signs of increasing further. He would not say flatly that exhibition is "out of the woods," indicating that there are "soft spots" in the releasing plans of

(Continued on page 5)

Myers Would Use Old
Films in New Media

OKLAHOMA CITY, March 9—The motion picture industry may make "tremendous gains" by showing old film classics in new processes, Abram P. Myers, board chairman of Allied States Association, told Allied of Oklahoma members at their convention here today.

He said it real film companies would release prints for showing in

(Continued on page 4)

Judge Refuses to Lift
Chicago 'Line' Ban

CHICAGO, March 9—RKO Radio's request for an injunction pre- venting the banning of "The French Line" in Chicago was denied today by Judge Thomas G. Padden, who said that he was denying the request because there was no "immediate emergency," the damage suffered by RKO is "not irreparable," and the

(Continued on page 4)
Brewer Is 'Flattered' By IA 'Draft' Rumor

HOLLYWOOD, March 9.—Roy M. Brewer, national representative for the IA in Hollywood and now connected with the Allied Artists executive, expressed himself as "flattered" but disposed simply to "wait and see." When asked today to comment on the rumors that he is seeking the post of Senate majority president of the IA, Brewer said, "I am being urged by four up-state local leaders to join them in "drafting" him as candidate for the Senate majority presidency of the IA.

The proposed candidacy was brought to light by former incumbent president, Richard F. Walsh, with whom Brewer differed diametrically with regard to the handling of IA STSE studio locals.

Skouras Chairman of Industry R.C. Drive

Synos P. Skouras, president of Twentieth Century-Fox, who serves as chairman for the motion picture group in the campaign for the New York chapter of the Red Cross, has announced that he will be accompanied by George H. Coppee, chairman of the group in Greater New York. As chairman of his group, Skouras is seeking support for the Red Cross from theatres and circuits, producers and distributors, and motion picture equipment and service firms. He is planning a meeting of executives of the industry and related firms to solicit their aid and support for the many humanitarian services conducted by Red Cross at home and abroad.

The national goal is $85,000,000 of which New York's quota is $5,000,000. Skouras' group is seeking to raise $44,000.

Greenthal V-P Posts For Diener, Hauser

David E. Diener and Herbert S. Hauser have been appointed vice-presidents of the Motion Picture Unit of the American Legion. Olga Quigley, who joined the agency in 1947 in the copy department, is currently creative director of the agency, according to the Sutton, Paris and Fine Arts Theatres.

The association with the agency began in 1947 in the media and production departments, is currently an account executive as well as director of the departments. He handles the sales of the theatrical enterprises, distributors, and Walter Reade Theatres.

'Moon Is Blue' Gets Okay in Elizabeth

"The Moon Is Blue" will play in Elizabeth, N. J., as the result of a decision handed down by the Union County Superior Court.

In refusing to return a indictment on a police complaint, the Grand Jury in the Elizabeth case, which was brought by local atmospheric projectionists, the Local 368 spokesmen. The picture, produced by Paul Jarrico, an unopposed witness in the complaint, was slate to be screened Friday afternoon at the "Preview Theatre," 1600 Prospect Avenue, which is occupied by atmospheric projectionists. The Local 368 spokesmen said that in light of Walquist's order be will be informed of the screening. Walquist asked all locals to inform him if the picture is booked in union theatres, lending the Grand Jury no chance to return a verdict,player projectionists to refuse to handle the film. "The Salt of the Earth" will also be shown there. There, a non-union house, on Sunday.

Armstrong Acquires Seven Ohio Houses

TOLEDO, March 9.—Jack Armstrong has acquired the seven theatres and one auditorium in the industrial market, the first being "Parsifal," a Selections Capullo Huget production. Henry R. Arias, president, announced yesterday at a press conference.

"Parsifal," a 92-minute French film with English titles, will be released within the next few weeks. Arias said.

Arias, along with Leo Abrams, vice- president, and Meyer P. Beck, advertising and publicity executive, will establish offices in Chicago, Atlanta, New Orleans, St. Louis, Los Angeles and San Francisco.

John Baldwin Dead

HOLLYWOOD, March 9.—A private funeral will be held tomorrow for John Baldwin, 64, one-time playright and in recent years a screenplay writer, who died yesterday at his home on the Sunset Strip. His widow and son, John L. Jr., survive.

Arias to Release 6; 'Parisfa' First

Newly-formed Arias Quality Pictures, Inc., plans to release six foreign features in this competitive and international market, the first being "Parsifal," a Selections Capullo Huget production.
GLEESOME THREESOME!

HOLD IT!
Hold-overs nationwide for "LONG, LONG TRAILER"! M-G-M's comedy riot is a smash hit everywhere!
(Lucille Ball, Dasi Arnaz — Color, too!)

HOLD IT!
Hold plenty of time when you book M-G-M's "EXECUTIVE SUITE." Every advance preview for press and magazines forecasts one of the year's 10-Best! The best-seller is even greater on the screen!
(William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch.)

HOLD IT!
Hold Easter Holiday time for "RHAPSODY," M-G-M's love story of the year with the world's greatest love music. A de luxe holiday attraction!
(Elizabeth Taylor, Vittorio Gassman, John Ericson — Technicolor, too!)
Tax Outlook

(Continued from page 1)

rates would otherwise drop on April 1.

The Democrats had planned to offer a two-part move to change the Reed bill: to limit the extension of the present binger, gas, auto and tobacco rates until April 1, 1955, and to exempt the lower-priced tickets. Auto dealers and liquor industry officials, disliking the indefinite extension of the present auto and liquor tax rates, turned on the heat in favor of this Democratic motion.

Committee to Meet Today

As a result, many Republicans notified GOP House leaders that they would have to vote for the Democratic motion. And as a result of that, a conference of all Republican members of the House today instructed the Republican members of the Ways and Means committee to change the Reed bill so as to extend the present auto, liquor, gas and tobacco rates for only one year. The Ways and Means committee will meet tomorrow morning to approve that change in the Reed bill.

These developments took the steam out of the Democratic sails, and Democratic leaders late tonight they did not know whether they would any longer try to change the Reed bill.

Meanwhile, the tax committee of the Council of Motion Picture Organizations was already switching its attention to the Senate, where the bill will go when it passes the House tomorrow.

Senators Being Contacted

Key exhibitors who intimately know members of the Senate Finance committee and other important Senators are being called to Washington to sound out the Senators on the prospects for greater tax relief in the Senate than voted in the House. Only a few days are left to get votes in the House on the possible Democratic motion, figuring it too late to affect the outcome there.
TV Set Production Dropped in Jan.

WASHINGTON, March 9—

Television set production dropped sharply during the month of January, according to the Radio-Electronics-Television Manufacturers Association. An estimated 420,571 TV sets were produced in January, compared with 449,787 sets in December.

AB-PT

(Continued from page 1)

certain companies, "I would not be panicly, though," he declared.

The fan magazine April issues also have ads on "Rose Marie."

"Genevieve," reports "Life" in the current issue, "is the story of a 19th century opera gal who goes to Hollywood running after a rich bar- register who seems to be the love of her life, or his wife, according to "Genevieve."" Hyman, shooting off an annual commemorative sports car rally from London to Brighton in the company of his resigned wife and a select group of announcers, including a 1904 Spyker, driven by his actor, Temps the star of the car, that he will get back to London first. Even at a crucial moment in the race, with both of the men chasing each other, the finish and the car at stake, the hero stops politely for a chat with a nice old gentleman who is "Genevieve," the name of the car he ever owned.

"Knights of the Round Table," reports "The Woman's Home Companion," March issue, "is a CinemaScope film of passion and pagentry filmed in England."

In the same issue "Miss Sadie Thompson," "The Best Years of our Lives," and "Beneath the 12-Mile Reef" are also reviewed and recommended.

The Barefoot Battalion," reports Ed Miller in "Seventeen," March issue, "is a story of a tough Greek movie about a youthful band who fought Nazi invaders during the Second World War without guns, using their wits to harass the Germans and to save their own lives."

"Saskatchewan" is represented by a full color two-page spread with an additional half-page which backs up the spread in the current issue of "Collier's." A liberal amount of space in the ad is given over to the listing of theatres that will play "Saskatchewan" during the next four weeks.

"Sabrina Fair's" star Audrey Hepburn is on the front cover of "Look's" current issue. She has received the title of "Actress of the Year Movie Award."

In the same issue there is a full-color, two-page spread on "Rose Marie" and a four-color, two-page spread, plus an additional half-page, on "Seventeen." The latter is more than one page of the "Saskatchewan" ad devoted to listing some of the theatres that will show the picture during the four-week period starting today.

WALTER HAAS
A limited number of prints will be available for EASTER ENGAGEMENTS of the finest which CINEMASCOPE has yet offered. It is suggested that you immediately get in touch with your 20th Century-Fox branch manager.

THERE CAN BE NO GREATER BOXOFFICE ATTRACTION FOR EASTER!

20th Century-Fox presents

Prince Valiant

Color by TECHNICOLOR-DELUXE
CINEMASCOPE
In The Wonder of Stereophonic Sound!

20th Century-Fox presents a CinemaScope Production PRINCE VALIANT
starring JAMES MASON • JANET LEIGH • ROBERT WAGNER • DEBRA PAGET • STERLING HAYDEN
Produced by ROBERT L. JACKS • Directed by HENRY HATHAWAY • Screen Play by DUDLEY NICHOLS
Color by TECHNICOLOR-DELUXE • Based on King Features Syndicate's "PRINCE VALIANT" by Harold Foster
Justice Dept.
Charge Schine
Violated U.S.
1949 Decree

Criminal, Civil Actions
Are Filed in Buffalo

WASHINGTON, March 10.—The Justice Department today filed criminal and civil proceedings against the Shinee theatre interests for alleged violations of the 1949 anti-trust consent decree. The proceedings, which the Department said were filed in the Buffalo District court, named as defendants Schinee Chain Theatres, Inc., five subsidiary corporations, I. Myer Schine, Lewis W. Schine, and John A. May.

The government charged that the defendants continued to maintain the conspiracy which the 1949 decree sought to break, and had violated various injunctive provisions of the decree. It also said the Schine chain had failed to get rid of 23 of the 39 theatres it was supposed to sell under the decree.

The criminal proceedings said the Schine interests had continued a conspiracy to maintain local monopolies in theatre operation and to prevent other exhibitors from competing. They

(Continued on page 3)

Treasury Citations
To Industry Groups

WASHINGTON, March 10.—Industry representatives will receive from the Treasury Department next Tuesday in California engraved citations for offering valuable service in behalf of the Treasury's bond campaign over the years.

The Treasury said James J. Newman, assistant director of the U. S. Savings Bonds division, will make the presentations at a lunch in the

(Continued on page 3)

Earl Snyder Heads
Allied of Oklahoma

OKLAHOMA CITY, March 10.—New officers of Allied of Oklahoma elected today are: Earl Snyder of Tulsa, president; Siebert Worley of Shamrock, Tex., vice-president; Harold Bowers of Tulsa, secretary, and Bernard McKenna, of Norman, treasurer. All will be board members.

Glen Thompson of Oklahoma City

(Continued on page 3)

SCTOA Asks Test
Of One-Track Vs.
Four-Track Sound

HOLLYWOOD, March 10.—Harry C. Arthur, Jr., chairman of the Southern California Theatre Owners Association, today released the text of a 1,200-word letter to S. J. Scorrus, president of 20th Century-Fox, challenging that company's policy on 4-track sound, urging him to "spot-test" one-track versus 4-track sound, and to judge results from the point of view of "aid to all." Arthur asked SCTOA members to read the text carefully and to give them their comments.

Arthur's letter, regarding the use of Cinemaphone product, that a "4-track stereo, that such a demand among smaller exhibitors, to which installation costs are completely prohibitive, is exorbitant, arbitrary and unfair. Large, theatre-circuit owning, smaller independent theatre exhibitors are the backbone of the industry. Without them it would be a matter of time before the

(Continued on page 3)

Boasberg Announces
Defense Chairmen

Charles Boasberg, chairman of the general sales managers committee, has announced the names of the local exchange area chairmen who will handle distribution of "The Price of Liberty," the two-minute short sponsored by the Department of Defense, which is scheduled to be released March 26.

Following is a list of the area chairmen and their exchange cities:

Norman Jackler (Columbia), Albany; (Continued on page 7)

'Holders Query
Rackmil Sees Economies
From Decca-'U' Merger

An acknowledgment that a merger of Universal Pictures and Decca Records would probably result in economies came yesterday from Milton R. Rackmil, Universal president, at the annual meeting here of Universal stockholders.

The merger question was uppermost in the minds of a number of stockholders, as they asked their questions. In response to a series of questions from one stockholder, Rackmil, who also is president of Decca, stated that the record company now owns 67 percent of Universal common outstanding, representing the two-thirds majority required for stockholder approval of any merger. Pressed by the same stockholder, Louis Gilbert, who urged a quick merger, Rackmil said that "I shall take your sentiments under advisement. . .but I can assure you," Rackmil responding to another question, said the board of directors of both companies, acting separately, would have to pass on any

(Continued on page 7)

By Vote of 411 to 3
HOUSE PASSES CUT
IN ADMISSION TAX

By ROBERT BROWN
Editor, Sullivan, Ind., Times
SULLIVAN, Ind., March 10 (Spl.)

- The body of Will H. Hays was laid to rest here this afternoon on the majestic hill of Center Ridge Cemetery which overlooks the city he loved so well.

Interment followed impressive services at the Presbyterian Church where last rites were intoned by Rev. Homer G. Weisbecker to the strains of "Onward Christian Soldiers" and before a huge embalment of flowers more beautiful than any movie scene the former censor ever viewed.

Among the scores of bouquets were those with telegraphed messages of

(Continued on page 7)

Italian Film Gross
Up $90,000 in Jan.

Box-office receipts in Italy for January, 1954 were $4 million lire ($90,000) higher than the returns for the corresponding period of 1953, according to figures recently received here by Italian Films Export.

Gross admissions for the first month

(Continued on page 7)

20% Levy Sliced to 10%;
Compo to Ask Senators
For Greater Reduction

By J. A. OTTEN
WASHINGTON, March 10.—The House today forwarded a bill to the Senate to reduce the 20 per cent Federal admission tax to 10 per cent, recommending a compromise between Senate Republicans who raised it to 10 per cent for all other tickets, which is believed the Senate will at least go as far as the House bill, and may go further.

The final House vote on the bill, which affects many other excise rates as well as the admission tax, was 411 to three. Only Representatives Lyle (D., Tex.), Jones (D., Mo.) and Marshall (D., Minn.) voted against it.

It was Lyle who had earlier offered the Democratic motion to exempt motion pictures, and was defeated. (Continued on page 3)

Eleven in Production
At Paramount Studio

HOLLYWOOD, Mar. 10—Eleven productions now in work at the Paramount studios here include three films currently before the cameras, seven in various stages of editing and one slated to start within two weeks. Three of the films will be shown in VistaVision, while nine of the 11 will have color in Technicolor.

Pictures currently shooting are "The Big Top," "The Country Girl" and "Mambo." Strategic Air Command" will go before the cameras on March 22, while "Strategic Air Command" and "White Christmas" will be filmed in VistaVision.
**Personal Mention**

E. S. GREGG, Westrex Corp, vice-president and general manager, and U. B. Ross, director for Latin America, have returned to New York from Mexico, Panana and South America.

Peter Perakos, head of Perakos Theatre Associates, New Britain, Conn., has returned there with his son, John, following a Florida vacation.

William B. Zollner, head of M-G-M house sales, will return today from a tour of company exchanges in Upstate New York.

E. K. O'Shea, Paramount vice-president for distribution, will leave New York on picnic to Buffalo, Chicago and other exchange areas.

Leonard Goldstein, president of Panoramic Productions, and Robert L. Jacks, vice-president, have arrived in New York from Hollywood.

Harold Wirthwein, Allied Artists Western division sales manager, left Hollywood yesterday for Seattle and Portland.

Blanche Livingston, in charge of publicity for RKO Theatres out of town, will leave here tomorrow by plane for the West Indies.

Richard Ney will arrive in New York from Europe today aboard the “Queen Mary.”


Russell Holman, Paramount Pictures Eastern production manager, will leave here Sunday for the Coast.


William Richardson, president of Astor Pictures, Atlanta, has returned there from Florida.

Samuel Goldwyn is due here at the weekend from the Coast.

Rosemary Clooney will leave New York by plane today for Hollywood.

**Brooklyn Film Council Lauds Production Code; Pledges Support to Films With Seal**

The Brooklyn Film Council for Brooklyn, a non-sectarian organization formed in 1932, has adopted a resolution expressing confidence in the Motion Picture Production Code and pledging support to films having the PCA seal, Mrs. George H. Sutcliffe, chairman, reported yesterday.

The resolution, expressed the council’s concern over efforts to change the Code and commended the recent statement of American motion picture association of America directors on the Code under the heading “Decent entertainment is the best entertainment.”

“Your council, in conformity with the Code by the Motion Picture Association, and we pledge our support to those pictures to which they give their seal of approval, which is a guarantee that they fulfill the morals of those who see them,” stated the resolution in part.

**Republic to Follow Media Middle Road**

LONDON, March 10 — Stating that Republic would follow a “middle road” in its new production media, Herbert J. Yates, president, told a large delegation of exhibitors last night that the company was passing through an “emotional period of hysteria” caused by gadgets and gimmicks.

Yates said that all of Republic’s pictures would be produced without stereophonic sound but that they would be available for both conventional and wide screens. He expressed the opinion that wide-screen would become an essential of the future, provided it did not exceed 35 feet.

Republic has not adopted stereophonic sound, Yates said, because of the “excessive cost,” the fact that many existing theatres are not constructed to accommodate new arrangement, and because sound “doesn’t make a bad picture good or add value as far as the public is concerned.”

**COMPO Ad Stresses Tax Relief Need**

The third in a series of advertisements by the Council of Motion Picture Organizations in “Exhibitor” stresses that a 50 per cent reduction in the Federal admissions tax would save $4,820 theatres now in the red.

COMPO, which released the text of an amendment to add the tax written by the姐妹 of the magazine yesterday, has already placed two others in the publishing trade journals. The text points out that these theatres are holding on because they hoped that at this session of Congress the additional tax would be eliminated. To help these theatres, COMPO states, it is carrying on its fight for more liberal tax breaks.

It was stated that the first 50 cents of theatre admission from the tax and to impose the 10-cent surcharge as an amount of admission in excess of 50 cents.

**Stars Picked by WB For ‘Helen of Troy’**

Hollywood, March 10 — Selection of Rosanna Podesta, Italian star, and Jacques Sernas, Continental player, for the roles of Helen of Troy and Hector, respectively, in Warner Brothers’ “Helen of Troy” was announced here today by Jack L. Warner. The picture, which is the studio’s big project of the year, will star Robert Taylor.

The picture, said to have been given the biggest budgets in Hollywood history, will go into production immediately at Cinecitta studios in Rome. It will be made in Cinemascope and Warner Color.

**2 AP-BT Dividends**

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., announced yesterday that the board of directors declared dividends of 25 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the corporation, payable on April 20 to holders of record on March 26.

**Gardens’ Opens Mar. 26**

Paramount’s Technicolor production “Red Garden” will open at the Astor Theatre here on March 25.

**Artists First To Sign New Pact With Publicist Guild**

In the first settlement of the current national motion picture publicity strike, the New York Screen Publicists Guild (DPOWA) and the motion picture distributors, producers and the SPG have signed a two-year contract, it was announced yesterday.

The new contract, covering advertising, exploitation and the personal, provides a new classification and minimum system resulting in a $2,500 in the first year and $3,500 in the second year. It provides six years of service and $140 for senior publicists and salary increases ranging up to $25 a week.

**Retractive to Jan. 1**

This pact is retroactive to Jan. 1, and calls for a wage raising totaling $1,100 at the end of the year. At a special SPG meeting Tuesday evening, the general membership ratified the contract. It also voted unanimously to donate 10 per cent of its weekly salaries to a common fund for the support of any publicists forced to strike against companies with which negotiations are continuing.

**Capitalizing 20th Century-Fox,**

whose contract expires April 17 but is negotiating at present, will be represented by International and Warner Brothers.

The SPG Executive Board, headed by Larry Huckleb, 20th-Fox president; G. A. Kline, Columbia, vice-president; and Sheldon Gunzberg, U-I, secretary, have been authorized to set up individual units. Individual units and strike funds were reported in the vicinity of $10,000.

**Minimum Scales Set**

The new UA-SPG pact provides: national minimum and scale minimum giving $140 to senior publicists, $1,100 and $120 after one year for publicists (with this level reached by all employees after six years service); $1,000 for associates, with $80, $50 and $100 after one, two and three years; $50 to the office personnel, with $60 after six months.

Individual salary increases averaging approximately $12 a week and $175 a year, arbitration of all layoff and dismissals, and requests for increases based on job seniority; filling of job vacancies, and a six week vacation which occurs; sick leave ranging up to 10 weeks annually after nine years service; realignment of the tolerance of free-time provisions, and retention of previous provisions for three-week vacations after five years and the union seal.

**‘Kettles’ Slated for 75 House Pre-Release**

The 30-theatre Schenectady circuit in five states, the 25-theatre Sheen circuit in four states, and Universal-International, have joined together in a March 26th pre-release of “Pa Kettle At Home,” the film company announced here yesterday.

The film, which is highlighting the film, is the sixth of a series, in conjunction with the arrival of spring. The series has been a success in the past years.
CHARGE SCHINE

House Passes Bill Tax

(Continued from page 1)

tion picture and other admissions of 50 cents or less. That motion was de-
feated by a close 217 to 206 margin. On this crucial vote, every Republican
present voted against the motion, together with the House Ways and Means
Committee, and were opposed by the Majority O' Randle (D., Mass.), and Reps.
Boyd (D., Ala.) and Chatham (D., N. C.). All other Democrats sup-
sported the bill.

Several Plead for Relief

Several key Democrats took the House floor to plead for greater
relief for the motion picture industry than that provided in the bill reported
by the House Ways and Means Committee. Among them were Reps.
Mc-Cormack (D., Mass.), second in command of the Minority; Rep.
Cooper (D., Tenn.), ranking Democrat on the House Ways and Means
Committee, and Rep. Boggs (D., La.), member of the committee.

In reply, House Majority Leader Halleck (R., Ind.) said the Republicans
were trying to work out a reasonable treatment for all industries that "we tried to do
something for the movie people and are passing the MA-
son Bill and we're really doing something for them this ses-

SCTOA

(Continued from page 1)

sion." Ways and Means Committee Chair-

man (R., N. Y.) said the need for fast
action on the pending bill had prevented the committee from discussing its provisions. (Rep.
Rimbach (R., Pa.) again promised that "this is not the end—we are going to review
excise tax matters again later on." Rep.
Simpson (R., Pa.) said that further cuts in "hardship areas are both desirable
and anticipated."

COMPOG Fora s Action

COMPO's tax committee has already

summoned key expositors to explain its contract finance committee members. Maurice Barr
of Louisiana was scheduled to arrive this week toSenator Dandridge (D., La.); Ray Kinney of Vermont was
due to talk to Senator Flanders (R., Vt.); Willis Davis of Georgia is scheduled to see Senator George
(D., Ga.) tomorrow, and Edgar Doob of

Wilmington is arriving tomorrow to talk to Senators Davis (D., Del.) and Williams (R., Del.), both Finance
Committee members.

President Eisenhower is scheduled to make a public

appearance before the nation early next week on his "tax

philosophy" but is likely to talk about the Democratic

drive to boost personal exemptions

over the excise bill.

The President and Treasury Secre-

tary Humphrey have said they feel the bill goes too far in cutting
taxes, but do not make any attempt to block the bill in the House. They
are expected to make more of an effort to cut or eliminate the tax on
food and drink in the Senate, but most observers do not give them too
much chance of success ther.

GOP Congressional leaders have said they do not expect a veto of the bill, providing the Senate does not take
on much more extreme cuts.

COOPER "Disappointed"

Rep. Cooper told the House he was "very disappointed" that the Republi-
cans were opposing the Democratic efforts to exempt lower-priced ad-

vertising. He cited these activities to show that the motion picture industry is a "distressed industry":

That 62,280 theatres have closed since 1946, including 1,171 since last July.

That 6,217 theatres are now oper-
in the red.

That 4,820 of these theatres would still be in operation even after the red

duction proposed in the Reel bill.

That most of these theatres

charge an admission of 50 cents or more and would be helped by the Democratic

motion picture industry.

Of these theatres that would not be

helped sufficiently by the Reel bill, 2,820 are in one-theatre towns where

there would be no other entertainment if these theatres had to close. Cooper

asserted.

Boggs emphasized that the Lyceum motion picture

would cost the treasury only $40,000,000 a year

more than the changes provided in the Reel bill, pointing out that
doubling the tax on motion picture industry would be 000,000,000 a year

making a great contribution to our in-
dustry, and you'll make it a success."

Treasury Citations

Beverly Hills Hotel; Y. Frank Free-

man, president of the Association of

Motion Picture Producers, will pre-

pare a similar study.

Newman will tell the industry for generous offers of production

services, a wide variety of material for the Treasury's campaign. In addi-
tion he is expected to point out that the industry's picture trailers and short
features have had "tremendous selling impact and have materially

assisted the Treasury in its broad-

efforts for tax collection." Among the those who will receive cita-

tions are Universal Pictures and those

producing "The Boxcars," "The Bond Between Us," "Dore Schary and

Pete Smith, producers of "Cash

Stashers," "Columbia Pictures; the

Hollywood Coordinating Committee; the

Musicians Mutual Protective Asso-

ciation; the Screen Directors Guild;

the Screen Writers Guild."

K.C. Drive-in Meet

Is Well Attended

KANSAS CITY, March 10.—A

very-heavily-attended drive-in con-

ference, with 175 operators registered, held under the auspices of the Mis-
souri-Kansas Theatre Association at the

Continental Hotel today got down to the details of running the outdoor

theatres.

Among the speakers heard today were Richard Siggman and William

Sawyer, of Malco Theatres, and A.

L. Liver, Midwest manager of the 20th

Century-Fox, who spoke on the

changing of CinemaScope to drive-in

theatres.

Stanley Duryod, owner of the convention, presided.
"Phantom of the Rue Morgue" is the new showmanship-plus sensation from Warner Bros. in 3 Dimension and WarnerColor. Print by Technicolor.
FIRST FIGURES ARE IN AND THEY'RE PHANTASTIC!

SMASH AFTER SMASH IN BIG AND SMALL SITUATIONS AND MORE BIG ONES COMING UP!

FLASH! HOLDOVER IN DETROIT!
FLASH! HOLDOVER IN DAYTON!
FLASH! HOLDOVER IN LOUISVILLE!

FLASH! PHILLY PHENOMENAL!
FIRST THREE DAYS BUSINESS TREMENDOUS!
WATCH THE GROSS GROW!
**Earnings of Studio Workers Up in Jan.**

HOLLYWOOD, March 10—Studio union members averaged $116.84 weekly earnings in January, which compares with $109.35 in January a year ago. Work week averaged 40.7 hours this year, 40.1 last.

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**Siege’ Openings Set In 6 Midwest Areas**

A saturation campaign for Panoramic Productions’ “The Siege at Red River” has been planned by 20th Century-Fox in that company’s exchange areas of Des Moines, Omaha, Oklahoma City, Dallas, Minneapolis and New Orleans. Leonard Goldstein, producer, and Debra Paget and Jeffrey Hunter, stars of the film, will participate in opening ceremonies in Omaha on March 22, and will proceed on successive days to each of the other cities, ending at New Orleans on March 27. The presentation will open in each city on the day of their arrival.

The openings will be accompanied by intensive promotional campaigns.

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**19 Pictures in Work At Coast Studios**

HOLLYWOOD, March 10.—Nineteen pictures were in the shooting stage at the weekend, following the start of five new undertakings and completion of three others. Two 20th-Fox productions in Cinemascope and Technicolor were standouts among the starters.


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**Mayer-Kingsley Gets New French Import**


“Le Plaisir” will open next month in Los Angeles after which it will come to New York. The film has just completed a run at Studio One Theatre in London.

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**New Post for Wilson**

TORONTO, March 10.—Keith Wilson, former manager of the Odeon Theatre in Brampton, has been appointed Odeon Theatres’ district supervisor in Central Ontario. Ed Pryima was moved up to Wilson’s former post from the Brampton Kopy which is now being managed by Charles Mason.

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**Reviews**

**“The Golden Mask”**  (Maryevee-United Artists)

HIGHLY interesting scenes of North Africa in color by Technicolor are a plus factor in this Van Heiffin, Wanda Hendrix and Eric Portman story about treasures sought from ancient Roman burial grounds. The film starts slowly but builds into a good pace, rating as average adventure fare with good exploitation possibilities.

Portman, along with Heiffin, Miss Hendrix and Jacques Francois, seek the long-lost golden mask which is reputed to contain a golden mask which was regarded as a love lock symbol by Caesar’s soldiers. Evidence that is discovered in the ruins of Carthage lead them into the desert where they into roguish, handlings and studdingery. A former associate of Portman, known for his addiction to grave robbing, kidnaps Heiffin so that he may get to the golden mask ahead of Portman.

Heiffin leads this rival, played by Jacques Brunius, to the camp of a desert beggar where there is a Legion-Fox pit in to jump the old homestead to rescue Heiffin, but Brunius escapes. Miss Hendrix tells Heiffin of her love for him and the party goes on to find the Roman tomb. Portman is elated, for the discovery of the mask, and Brunius’ right arm is cut off by Brunius, cutously wounded, stumbles into the tomb. He rushes for the mask but becomes another of its victims. Exotic dancers and an Arabian-style cop-and-robbers gang are among the film’s exploitable properties.

Running time, 88 minutes. General classification. For release in March.

**“Ma and Pa Kettle at Home”**  (Universal)

A TREATHER in the series of Ma and Pa Kettle pictures with Marjorie Main and Percy Kilbride is heading your way with box office prospects as strong as those its predecessors boasted. “Ma and Pa Kettle at Home” is an amusing story of how parents try to help their son with a college scholarship.

Main and Kilbride’s performance is a gem, perfectly timed and managed. You can pretty well gauge its prospects by what the Kettles have done for you before. It rates with the best of the Ma and Pa’s; eldest son, Brett Halsey, is in competition with girl friend Alice Kelley for a college scholarship. His essay for a national magazine about the kettle farm is slightly far-fetched. Ma and Pa learn that the essay judges, Alan Mowbray and Ross Elliott, will spend a week at the farm to see if they can be the winner of the farm’s homestead, so that some similarity to the farm described in the essay could be attained.

After much scrumaging for farm animals and machines, painting and refurbishing the Kettle’s old place, they are ready for the judges’ visit. They are let down by a snowstorm, rain falls and washes away the fine exterior of the farm revealing the drab original. Halsey’s chances for the scholarship seem to fade away, but Ma and Pa come through in some hilarious situations to help both Halsey and Miss Kelley go to college.

Others in the cast include Oliver Blake, Stan Ross, Emory Parnell, Richard Eyer and Irving Bacon. Richard Wilson produced and the film was directed by Charles Lamont. The story and screenplay are by Kay Larder.


**“Stormy, the Thoroughbred”**  (Wall Disney Prod.—Buena Vista)

T HIS Walt Disney featurette is a live-action Technicolor film about a thoroughbred horse, which, while adhering to a story line, still manages to cover within its 45-minute scope such diverse and interesting aspects of equine life as race-horse training, ranch work and polo matches. The film is designed to augment a full-length Disney production to form a complete program.

While it falls short of some of Disney’s best, it should prove an excellent attraction as part of an all-Disney or other program designed for the family or juvenile trade.

The plot can be described as an equine Horatio Alger story. Stormy, the colt, is the star and the camera follows him through the processes of rearing and racing training. Because he doesn’t grow quite tall enough, Stormy is sent on to the farm, but is banished to less distinctive, though not less interesting, work on a ranch. From there, however, he becomes a polo pony and in a match which constitutes the last scene, he proves that being built close to the earth found is not an offensive trait.

The film was produced and directed by Larry Lansburgh from a screenplay by Bill Walsh. Jack Holt and Carolyn Coggins are responsible for the original story. Running time, 45 minutes. General classification.

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**Zoos Sell Theatres**

MILWAUKEE, March 10.—Ben P. Knaust, the president of the Milwaukee Zoological Association and a member of the Milwaukee Zoological Society’s board of directors, has bought the Plaza Theatre at Burlington and the new drive-in at Oshkosh. Knaust, who is retiring after many years in the business, Polkobick has started extensive remodeling at the Plaza.

**Vaughan Joins Brisson**

Frederic Brisson, president of independent motion picture producers, has named Al Vaughan as company publicity and advertising director. Vaughan was the former head of Samuel Goldwyn for several years, recently serving in the same capacity for Sol Lesser Productions.

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**Shifts in MGM Field Promotion Staffs**

Several changes in the M-G-M field promotion staff have been made by Fanny Austin, exploitation manager. Charles Feller, a member of the home office publicity staff, has been named to succeed Elliot Foreman at the New York-New Jersey branch. Foreman retired on March 1 after many years with the company.

John L. John has been transferred from the Chicago office to Pittsburgh and soon Joseph Doyle has been moved from Chicago to succeed John in Indianapolis. Several other Chicago replacements are expected in Detroit.

Jack Weiner, currently handling the New Jersey and New York territory, will shortly take over the Florida territory. He will be replaced in the Florida territory by head quarters in Jacksonville. Art Katzen, now handling the Omaha territory, will assume the New Orleans-Memphis area. Replacing Katzen in Omaha will be Robert Stone.

**Tax Collections Off In Last ’53 Quarter**

WASHINGTON, March 10.—General Motors automobiles and trucks in the quarter ended Dec. 31, 1953, totaled $87,626,263, the Internal Revenue Service reported.

Most of this reflected taxes actually paid at the box-office during July, August and September last year. Toal tax collections for the comparable months of 1952 were $91,530,221.

There is some question as to just how company grosses, the tax returns are, due to a change in reporting requirements last July from a monthly to a quarterly basis.

Collections for the quarter ended Sept. 30, 1953, were put at $47,967,330 by the service. The low figure was due to comparisons to the new quarterly reporting basis.

**Whinunicipio Appointed President of CEA**

LONDON, March 10.—Clive H. Whinunicipio was elected president of the Commonwealth and Empire Association at the annual meeting of the CEA here. Robert H. Godfrey was elected vice-president, and S. C. Power, who had been vice-president of the CEA, controls 14 theatres in Yorkshire. Godfrey is joint managing director of the Cheshire Corporation Cinemas, which operates 11 houses.

**Robe’ Big in Mexico**

MEXICO CITY, March 10.—A record-breaking run at the Cine México, the film also broke attendance records with an estimated 3,404,868 people paying the equivalent of 46 cents each to witness Introduction.

**$16,000,000 Raised By Studio Charities**

HOLLYWOOD, March 10.—The CEA’s Charities Commit-tee has raised more than $16,000,000 during the past 12 years, newly elected president Regis Toomey disclosed at the annual installation of officers last night. The amount includes $1,181,365 raised to date in the present campaign which has set a goal of $1,225,000.
Boasberg

2 Motions to Dismiss
RKO Suit Rejected

WILMINGTON, Del., March 10.—Two motions to dismiss the stockholder suit which seeks an injunction to prevent the sale of RKO Pictures Corp. assets to Howard Hughes, were presented today to Chancellor Collins J. Setz, presiding, and were rejected by the court.

The motions were made by Richard P. Corcoran, attorney for RKO, and Robert C. Barah, representing Milton Friedman, of New York, for intervenors in the suit. Both attorneys are from this city.

The trial reconvened this morning with Harry J. Hattinger, attorney for the plaintiffs, Louis Schiff and Jacob Sack, presenting RKO records which purported to show that the corporations assets are worth considerably more than the Hughes offer.

Chancellor Setz ruled that a 1949 letter of RKO Pictures Corp., sought as part of subpoenaed records in a court of chancery trial should remain confidential. He held that RKO attorneys had successfully shown that the letter, on the subject of anti-trust litigation, was held for reasons of national importance and the privilege of being confidential.

Corporation Formed
By the Tushinskys

HOLLYWOOD, March 10.—Joseph S. and Irving P. Tushinsky, co-inventors of SuperScope, have organized a corporation, Deluxe Sound-Scope, Inc., capitalized for 20,000 shares, no par value, for the declared purpose of making manufacturing and distributing devices for use in connection with photography.

Tushinsky and Fred Schroeder, Jr., are the corporation’s directors.

Rackmil Sees Economies

merger, if a merger were contemplated for the purpose of diminishing the exchange rate of the stock.

A favorable profit outlook for Universal for 1954 was emphasized by Rackmil, who said first quarter business has been substantially better than the same period a year ago and that operations are that the Universal gross of $70,000,000 for 1935 was doubled by the company. The shareholders meeting, the newly re-elected board of directors met, and declared a quarterly dividend policy for the company, rather than the semi-annual policy heretofore.

In addition, a board declared a quarterly dividend of 25 cents per share on the common stock.

Rackmil, informing stockholders of the company’s policies regarding the new techniques, said Universal is investigating every method. Pictures made in the conventional form, he went on, will be with the industry for a long time. The CinemaScope pictures, he explained, also has been photographed in conventional form at an additional cost of $300,000 and $2,000,000. He pointed out that Universal has always been a “mass company” and will continue to be so, adding that of Universal pictures made for television, a comparative few are currently equipped for CinemaScope. Universal, he added, will not shut itself out of any market.

Questioned by Stockholder

in response to a direct question from an exhibitor stockholder who identified himself as Emil Korr, Rackmil said he would release the picture if Universal’s CinemaScope pictures will be released in single-track sound.

Regarding the capital structure of the company, Rackmil said that the company has been picking up stock, it is as it is able, and, since January of 1953, has purchased 123,702 stock warrants, leaving 93,902 warrants still on the market. The purchase of common stock of Universal, Rackmil stated, will be continued with the purpose of maintaining the common stock outstanding at its present level.

In response to a question, Rackmil said that Universal has plans to either produce for TV or sell its old films to home television. The Universal president emphasized that exhibitors are the company’s customers and they are opposed to such a move.

In addition to Rackmil, the following were re-elected to the board, X. J. Blumberg, Alfred E. Daff, Preston Davie, Albert A. Garthwaite, R. W. Lra, John J. O’Connor, Buhl Rogers, David M. Sheffler, Harold I. Thorp and Samuel H. Valentine. The vote of 93,295 shares represented 90 percent of the shares outstanding.

The board, at its meeting, reelected the following officers, Blumberg, Rackmil, Daff, Davie, O’Connor, Buhl, Rogers, Sheffler, Thorp and Valentine. The board of directors, at a meeting yesterday, was elected from March 30 to stockholders of record on March 22.

Italian Film Gross

(Continued from page 1)

of this year totalled 1,481,000,000 lire ($8,408,335), of which 63.79 percent represents admissions to American films, 28.9 percent, Italian; 4.91 percent French, and 19.1 percent English films.

Sells Floyd Interests

ATLANTA, March 10.—L. A. Stein, president of Stein Amusement Co. of Florida, has sold his interests in the Carl Floyd Theatres. Bookings for these houses will be handled by Seymour Hoffenberg of Jacksonville.

Hays Rites

(Continued from page 1)

condolence to the family from former President H. B. Hoover, older a-ternate Bernard Barch, movie executive Louis B. Mayer, and former Ambassador Joseph P. Kennedy.

Filling the church, of which Mr. Hays was an elder, were over four hundred from all walks of life, who heard Rev. W. T. Graham relate the life of a man who had "lived and loved by the 23rd Psalm, the song of beautiful memory and wonderous hope."

Active pallbearers were John T. Hays and Charles E. Hays, both of Sullivan, and John Herron of Chicago. Others were: Austin Herron, Tyrone, Ohio, a brother of Mrs. Hays, John G. Taylor, a partner in the Hays law firm, and John D. Gettiger, a Sullivan farm partner of Hays.
A FELLOW just back from London informs us: 'This winter in England has murdered business at the ticket windows. However, as cold as it has been, it didn't disturb the CinemaScope shows, the two in release, 'The Robe' and 'How to Marry a Millionaire,' doing capacity everywhere.'

So—the boxoffice pattern of the C-Scope pictures seems to be the same everywhere with neither language nor other conditions putting up any resistance to the shows in this medium repeating their astonishing U. S. business, providing the most necessary stimulant to the previously lagging boxoffice.

Some industry leaders in each branch of our business have, stubbornly, refused to bow to CinemaScope, finding this or that wrong with the medium and believing they can correct the faults through mediums of their own concoction. They might be right and they probably can, BUT none of them can deny the business it has brought to the boxoffices throughout the world; none of them can deny

out the world; none of them can deny that CinemaScope has brought a stimulation to the business, aroused audience curiosity, caused people to again start talking and thinking about motion pictures and rushed them to the nearest ticket window playing a C-Scope picture. Had it not been for CinemaScope being launched when it was, our whole business structure would have been on the borderline approaching destruction.

In recognizing achievements for the past year's progress and accomplishments, our Academy of Motion Picture Arts and Sciences has generally bestowed awards on the successful creations. What, might we ask, has been more successful, what has provided more progress and greater accomplishment than CinemaScope? And why shouldn't the Academy this year bestow its highest award, even though it would have to be created, to the greatest single step for industry progress—worldwide? Here is an achievement that's never been equalled since the introduction of sound to our pictures—and it deserves every commendation that can be tossed its way.

IT TAKES MORE THAN PROMISES TO FILL SEATS!

CINEMASCOPE

IS DELIVERING RECORD GROSSES TODAY!

Ask the thousands who are equipped complete with Stereophonic Sound!
Reports Policy

Says WB OK’s SuperScope For Its Films

Brandt Meets with 20th Officials on New Lens

Authorization to project Warner Brothers CinemaScope pictures through the Tushinsky SuperScope lens in theatres has been received from WB, according to Harry Brandt, ITOA president and head of the circuit bearing his name.

Brandt, who returned from a recent trip to the Coast, said he received the approval of Jack Warner, vice-president in charge of production. A similar pledge was reported to have been received from WB by Willbur Snaper, former Allied president on his Coast visit.

An initial meeting to sound out 20th Century-Fox policy on the use of the SuperScope lens with 20th-Fox CinemaScope productions was held here yesterday by Brandt. The ITOA president, who said he found the variable anamorphic lens very impressive as a

Ohio Censorship Still Is Legal, Board Told

COLUMBUS, March 11.—The recent decision of the U. S. Supreme Court in the case of John F. Milliken, against the effect of rendering the Ohio censorship law unconstitutional, it was pointed out here today by this state’s Attorney General William O’Neill, who declared that Ohio may still maintain a limited licensing system for films.

The high court’s edict, said O’Neill, permits the banning of a picture if it “incites to an actual breach of the peace,” but forbids a ban on a film.

ITOA Attacks N. Y. State Censor Bill

Vigorous opposition to the proposed state censorship bills in the New York legislature was expressed here yesterday by the Independent Theatre Owners Association.

The ITOA at a meeting in the Hotel Astor passed a resolution urging “all other communications media to join in this fight which strikes at freedom of expression and a free press.”

The Fitzpatrick bill proposing a

Drive-ins End K. C. Sessions

By BEN BROWN

KANSAS CITY, March 11.—Drive-in operators are warned against all-night shows, on the grounds that such a policy incites restrictions, at the outdoor theatre operators conference sponsored by the Kansas-Missouri Theatres Association, which closed here today.

Between 65 and 75 per cent of the drive-in operators reported long hours shows, it was pointed out, and therefore every program, including midnight shows, if given, should consist of pictures that are not considered objectionable to any segment of the public.

Jack Brunmagle, manager of drive-in operations for Cinerama in the region circuit, urged the dealers to write their newspaper and other publicity in such a manner as they would use in speaking casually to patrons.

The subject of concessions was the

De Rochemont Back With Cinerama Film

Louis de Rochemont arrived here yesterday to screen all the footage so far shot and assembled for “Cinerama Holiday” and to consult with Stanley Warner Corp. executives.

The picture, which is being made in the United States and abroad, is expected to be completed in six weeks.

Samuel Goldwyn Replies In Code Revision Dispute

In Motion Picture Daily of March 5 an open letter was addressed to Samuel Goldwyn. Mr. Goldwyn was invited by the Word to state the details of a proposal to modernize the Production Code, which he first called for in a letter last December to Eric Johnston and has since repeated in various public statements and press interviews. Mr. Goldwyn’s reply to the open letter is presented herewith.

—MARTIN QUIGLEY

Mr. MARTIN QUIGLEY:

Your well-considered position of respect in our industry and the temperate tone of your letter—in such marked contrast to Eric Johnston’s evasive denial of my statement that he would call a meeting here of all interested producers to discuss the question of changes in the Code—implies to me that your letter as frankly and clearly as possible.

Unfortunately, you have been misled by Mr. Johnston’s distortion of my request for such a meeting into a demand for a “mass meeting” —the phrase which he used in attempting to avoid the assurance he gave me. I notice that you, yourself, have been so led into using those

See Allied Couching Arbitration Letter With New Proposals

Neither an outright yes or no is believed to be contained in Allied’s response to the arbitration bid of Eric A. Johnston, president of the Motion Picture Association of America.

Allied’s answer, received yesterday and scheduled to be released today by the MPAA, is reported to hold the door open for possible bargaining before Allied will agree to join any industry-wide attempt to set up an arbitration system. The letter, signed by Ben Marcus, Allied president, is believed to contain a number of counterproposals, chief among which reportedly is one that distribution policy be

40,000 Expected For IRE Conclave Here

An array of 604 exhibitors which cover every phase of activity in the electronic field will be represented at the annual convention of the Institute of Radio Engineers announced yesterday.

The four-day program will be held in the Grand Arrowway in the Bronx, N. Y., the Waldorf-Astoria Hotel and the Hotel Shelton.

Among the many topics subjects to be discussed will be color television, transistors, ultrasounds, medical electronics, computers, and the use of the automation.

To Chart Course Senate Group Will Meet on 10% Tax Today

WASHINGTON, March 11.—Senate Finance Committee chairman Millikin (R., Col.) has called a meeting of his committee for tomorrow morning to decide how fast to move on the House-approved excise tax bill.

The bill cuts the 10 per cent tax on the present $100 per cent Federal admission tax, and also reduces many other excise levies. The cuts would be effective August 1.

The Finance Committee meeting tomorrow will decide whether to have public hearings and, how long the hearings should be, if any are held. It is also possible that Treasury Department witnesses will be heard.

Millikin was reported to favor holding very brief public hearings—possibly no more than two days—early next week. That would permit the bill to be reported out late next week and to be taken up on the Senate floor the following week.

Meanwhile, the tax committee of the Council of Motion Picture Organizations was bringing in exhibitors from all

3-REElers From Para. To Relieve Shortage

In a move to relieve the product shortage in double feature territories and to supply an added subject for single-picture policies, Paramount is preparing to release a series of three-reeel subjects, titled “Calling Scotland Yard.” Paramount has purchased 13 of the short features, with six to be released this year. Each subject will

Van Wagner Heard In RKO-Hughes Suit

WILMINGTON, Del., March 11.—The suit to obtain a permanent injunction against the sale of RKO Pictures Corp. assets to Howard Hughes, in which Chancellor Collins Setz, was concluded in its present phase this afternoon. Chancellor Setz asked each side to submit briefs in reply to one another and said he expected that they
Personal Mention

BARNEY BALABAN, president of Paramount Pictures, is due here from the Coast next Thursday.

MAX LEPKOWICH of the Company's Cleveland and Mrs. Lepkowich have left for Miami Beach after welcoming their grandson, Michael, and spending a week with their daughter, Mrs. Lois Butler.

TED SCHLANDER, Stanley Warner district manager for Philadelphia, was here this week as his first child, a daughter, was born in the hospital Monday.

MAURICE BAILEY, of Bailey Theatres, New Haven, has been named a member of the board of finance of that city for his second two-year term.

DOROTHY ADER, of Brooklyn, has announced her engagement to Herbert L. Gainer, Warner Brothers salesman in the Buffalo territory.

WILLIAM DAUODDY of the Webb Playhouse, Wethersfield, Conn., has returned to his Hartford home following a vacation in Miami.

JOSEPH ADORNO, attorney for M. & D. Theatres, Middletown, Conn., has been elected vice-president of the Middletown Bar Association.

MAX BRENNER, manager of the Warner Brothers Exchange in New Haven, has returned there from Miami.

JAMES LAVENA is the new head shipper at the Universal-International exchange in New Haven, Conn.

RAY HEINDORF, Warner Brothers music department head, has arrived in New York from Hollywood.


FREDERICK MARCH and Florence Eldridge will arrive here Sunday by train from the Coast.

P. T. DANA, Universal Pictures Eastern sales manager, is in Philadelphia from here.

Cinerama to Open
In Mpls. April 19

Minneapolis will be the eleventh U. S. city to see Cinerama when "This Is Cinerama" opens at the Century Theatre there Monday, April 19.

New Peloquin Post

Reg Peloquin, formerly motion picture contact man for "Parade" magazine, has been appointed to the new position of manager of "Parade's" New York office. Peloquin will continue to contact the motion picture companies.

Polaroid Announces New 3-D Viewers

A new model of 3-D glasses, with all-plastic frames, contoured temples and increased viewing area, will be introduced this month by Polaroid Corp. It coincides with the national release of several new three-dimensional features.

In the interesting months of research, the new viewers will be sold at the same price as the standard cardboard models. They are sold and will be available either in yellow, blue frames, with Polaroid lenses calibrated to meet the exacting optical standards. The company, Richard Kriebel, Polaroid sales manager for the Polaroid Corporation, explained that order limits are restrictions, to be processed through RCA theatre equipment dealers, would apply toward permanent possession of the P3-D model and synchronization equipment which the Polaroid Corp. is making available without cost to theatres using Polaroid glasses.

20th-Fox Acquires
The King and I

HOLLYWOOD, March 11.—"The King and I," starring Yul Brynner by the team of Richard Rodgers and Oscar Hammerstein II, and now in its fifth week of engagement at the 20th Century-Fox, has been acquired by 20th Century-Fox to be filmed in Cinemascope, it was announced yesterday by Darryl F. Zanuck, president in charge of production.

Zanuck stated that Rodgers, composer of the songs, and Hammerstein, producer of the book and lyrics, are the basis of the song number of "Asa" which will be retold in the film version. The film production will be in Technicolor and Rodgers and Hammerstein will compose additional songs for it. The film will be produced in Hollywood this summer with a budget equaling the cost of "The Robe."

Flinn to Dallas, Chi.,
On 'Arrow,' 'Cell


N. Y. Circuit Men
Map 'Pinoccchio' Drive

Publicity department executives from all New York major theatre circuits, including the office of Leo Sarnents, Walt Disney sales supervisor, to discuss the forthcoming campaign to promote "Pinocchio," which is slated to open in about 100 theatres in greater New York on April 16.

A television and radio show conducted in the New England last month, Disney and RKO have decided to launch the film with a national campaign similar in extent and scope in the New York area.

Trade and Lay Press
At Para's Pageant

Representatives of the trade and lay press, radio and television will join hands and buy together at the pageant at the Paramount Pictures Pageant on March 29-April 2 A. W. Schachter, president of Paramount Film Distributing Corp. announced yesterday. The pageant will feature Paramount pictures and discussions of the company's program.

The three films scheduled for all-theater showings in 12 cities are "Elephant Walk," in Technicolor, "About Mrs. Leslie," and "Knoack on Wood," in Technicolor. Theatres to hold the pageant are being lined up.

Art Arthur on Leave
To Join Ivan Tos

HOLLYWOOD, March 11.—Art Arthur has been granted a leave of absence from his post as executive secretary of the Motion Picture Industry Council to become an executive associate of Ivan Tos Films, Inc., and to co-produce "Helicopter Pilot" for United Artists, it was announced here today by Ivan Tos, head of the independent film production company.

The former screenwriter will wind up his MPIC duties on March 31 and will join the Tos organization in early April, it is believed. The announcement was made by Marvin Wald, is slated to go into production on May 3.

Time Off for Cinerama

PITTSBURGH, March 11.—High school students here are to be allowed early dismissal from classes to attend "This Is Cinerama" at a special rate of $1.00 per ticket, following a ruling by the Pittsburgh Board of Education which holds Cinerama to have educational as well as entertainment possibilities.

Marshall Wins Suit

Judgment for $61,915 against Alsa Films in favor of Herbert Marshall, actor, was entered in the New York Supreme Court this week. Marshall had sued the company for breach of the employment contract he signed when he left the British National in 1937 with the film "Captain BlackJack." Miss Agnes Moorehead has lodged a similar suit against the company.

Cobian Grieved By
Attack on Solons

Rafael Ramos Cobian, Cobian Theatres of Puerto Rico and Cobian's Metropolitain Circuit, has expressed regret in cables sent to major company executives here over the recent shooting of members of the House of Representatives in Washington by Puerto Rican extremists.

Text of the cable, sent to Barney Barnhall, Paramount; Spacey Skonors, 20th-Century-Fox; Jack L. Warner; Warner’s, Arthur Loew, Loew’s; R.C. Grainger, United Artists; and Harry Cohen, Columbia, follows: "I am shocked and deeply grieved over the fanatical action of what we know to be only a minuscule portion of this loyal island.

I know that our people are overwhelmingly distressed by this mad action and are repelled by it.

I convey to you as a leader in the Puerto Rican theater people to use every channel possible to show the U. S. Congress our deep concern for the well-being of those who have been in our island and for understanding of the depth of our loyal feeling and deep regard for our fellow citizens of the U. S.

With utmost humiliation.
(Signed)

Rafael Ramos Cobian

U' Group West

Charles Simonelli, Universal Pictures’ Eastern advertising and publicity department manager, accompanied Eastern publicity manager and Jeff Livingston, Eastern advertising manager, have left New York for the Coast for two weeks of conferences with David A. Lipton and studio advertising and publicity executives.

Leases Drive-In

HILMWAAKEE, March 11—Vict-Marchard Co., Inc., RCA theatre supply dealer here, has leased the High Way 14 Drive-In theatre at Richland Center from Mrs. David Resnick.
Excerpts From Review in
LOS ANGELES EXAMINER:

"The French Line' is packed with entertainment values... It is beautifully photographed in Technicolor... Boasts several production numbers elegantly staged and costumed, and features bright new tunes...

"A pleasant and amusing story... Dozens of beautiful girls wearing fabulous fashions against fabulous backgrounds, and a frothy plot about a Texas millionairess who cannot land a husband."

—KAY PROCTOR

Excerpts From Review in
DENVER POST:

"A patron at the Broadway Theatre will find little to shock him until the last ten minutes of the movie when Miss Russell tosses herself—I do mean 'tosses'—into her famous dance."

"He will find nothing else to criticize since, basically, the picture is a pleasant, happy-go-Texas Technicolored musical about a poor little rich oil heiress from the 'Big' state. It has some refreshing music, a lot of pretty girls, a few happy comedy scenes, and an air of sophistication and an expensive look."

"... Miss Russell... knows how to sing, and this I grudgingly concede, how to dance... She is prettier than we ever remember having seen her."

—CRITIC-AT-LARGE

Excerpts From Review in
ROCKY MOUNTAIN NEWS:

"Well, I've seen what all the shouting's about. Jane Russell's dance is all they claim for it... Jane wears very little in the famous dance and tosses her charms about extravagantly. Most everyone who has seen it has enjoyed it."

"The picture as a whole is light, breezy and entertaining... Some wonderful character actors go along with Jane to make the comedy rich and bouncy... Gilbert Roland is a happy-go-lucky French actor known as the Mad Frenchman. Beautiful women swoon for him..."

"Arthur Hunnicutt is Jane's rough-cut Texas guardian known as Waco. Jane prefers to call him Old Saddlesores."

"Mary McCarthy, a Broadway and nightclub star, plays the swish proprietor of a high-class dress salon. She is teamed with Jane for the singing and dancing, and adds some real zing."

—FRANCES MELROSE
Motion Picture Daily

Friday, March 12, 1954

‘Black Lagoon’ Set
For 100 Theatres
In New England

More than 100 theatres in the Boston and New Haven exchange territories will participate in the saturation opening of Universal’s new 3-D film, “Creature From the Black Lagoon.” The picture is to be shown at the Granada and Fenway Theatres in Boston on March 16 while 85 theatres out of the Boston exchange and 15 out of New Haven have been set to share in the saturation opening.

“Black Lagoon,” one of 17 saturation openings scheduled around the country for March and April. The picture had its initial playoff in Detroit last month.

One Called ‘C’, 4 ‘B’
In New Legion List

The Italian film “La Lupa” has been placed in Class C by the National Legion of Decency in that organization’s latest listing. The Legion at the same time designated four pictures as Class B and 11 as Class A. The productions classified as ‘B’ are “The Devil’s Door,” “The Saint’s Girl Friday,” “Tennessee Champion” and “Top Banana.”

Six films have been placed in Class A, Section 2. They are “Drive A Crooked Road,” “The Golden Mask,” “Highway Dragnet,” “The Molly and the Ivy,” “Indiscretion of an American Wife” and “Yankee Fash.”

In Class A, Section 3 are five pictures: “Dangerous Mission,” “The Final Test,” “Knock on Wood,” “Ma and Pa Kettle at Home” and “Melody of Love.”

Aldrich Forms New Independent Unit

HOLLYWOOD, Mar. 11.—Robert Aldrich, writer-director currently in Mexico with girlfriend Ethel Hecht’s “Vera Cruz,” has formed the Associates and Aldrich Company as an independent unit. Aldrich will complete “Vera Cruz” in May and will return to Hollywood immediately thereafter to set up his program. “Associates” is a production management firm of which Jack Berne, attorney Herbert Baerwitz, agent Ingo Preminger, publicist William Flowitz and Aldrich, Burt Lancaster and Gary Cooper star in “Vera Cruz,” Aldrich directed Hecht-Lancaster’s “Bronco Apache.”

Beatrice Film Buyer
For Wm. Goldman

PHILADELPHIA, March 11.—Schneur Beatrice has been named film buyer and buyer of the William Goldman Theatres here.

For the last five years, Beatrice has been with M-G-M’s sales department in Chicago, previously having been with Paramount and David O. Selznick Productions in Albany.

Rogers at Salt Lake

Will Rogers, Jr., arrived at Salt Lake City last week, where, in conjunction with the premiere of his latest Warner Bros. film, “The Boy from Oklahoma,” he will spend two days making personal appearances at high schools, a veterans’ hospital and at the Utah Theatre which is showing his picture.

Reviews

“The Night People” (20th Century-Fox) (CinemaScope)

A. E. expertly photographed picture packed with intrigue, suspense and dramatic excitement. "Night People" in CinemaScope, offers Gregory Peck, Rita Gam, Broderick Crawford, and Anita Bjork for topping. In color by Technicolor, the story is set in occupied Berlin. In it, Annally Johnson, his author and playwright, produces the dialogue. The American Military Government officials have with their Russian counterparts.

Peck, as a U. S. Army officer in Berlin, is directing a search for Crawford's son, a non-commissioned officer who has disappeared and is believed to be serving in the Ghettos. Crawford, a powerful American industrialist, goes to Berlin to use his influence to bring every possible effort to bear to effect his son's release at the earliest possible moment. In so doing, Crawford is tormented by his son's fate.

Using Anita Bjork as an Austrian go-between, Peck confirms that Crawford's son is held by the Reds and will be exchanged for two former Nazis in West Berlin, an elderly pianist and his blind husband. The latter attempt murder, but the deal exchange is agreed upon, regardless. A Russian ambulance is to bring Crawford's son to the Army Hospital and return with the two ex-Nazis. Peck, meanwhile, has discovered that Miss Bjork is an enemy agent and later the delivery of Crawford to Margia Dean and her son's unconscious in the East German ambulance back to the Reds in place of the elderly couple.

Lending strong support to the gripping and varied story are such fine players as Rita Gam, as Peck's secretary and in love with him; Walter Abel, Buddy Ebsen, Casey Adams, Jill Esmond and others. Johnson's screen play was based on a story by Jeff Harris and Thomas Reed.


"Fangs of the Wild" (Lippert)

Robert L. Lippert, in producing this film, has strayed from well-worn tracks and has turned out a picture that definitely is the story of a story by his wife's lover that provides the basic substance of this film, it is counter-pointed by a warm and human boy-and-his-dog duo which manages to keep the more bloody events into the background, though they are always felt. Charles Champion, Jr., plays his initial role as a ruthless murderer. These two factors, plus the panoramic and well photographed scenery of Big Bear, Cal., are enough to hoist this film above the morbid melodrama and might well elevate average business to above-photographed.

The Orville Hampton screenplay, based on a story idea by the director, William Claxton, opens with Freddy Ridgeway, small son of Ondore Stevens, and his mountain lodge hand, Charles Champion by his supposedly best friend. The boy tells his father what he has seen, but the latter believes the lad is exercising his imagination, and refuses to investigate. However, the killer's victims, portrayed by Margia Dean, accept the boy's story and taunts her husband into admission of his guilt. The killer then sets out to shoot down the boy, and this leads to a mountain chase ending in the killing of the madman.

Freddy Ridgeway, Phil Tead, Robert Stevenson and Buck (dog) make up the supporting cast. Running time, 74 minutes. General audience classification. For March 11.

"The Scarlet Spear" (Present-Day Prod.—United Artists)

AFRICA has provided the locale of many films of late but few of them have been so much a part of their setting as this Charles Reynolds Production. Co-directors and directors George Bleskoff and Ray Stahl have produced a picture with much action and advantages, obscuring the faint story line but providing exhibitors with an array of exploitation possibilities. The picture is in color by Technicolor.

The district commissioner at an African outpost, John Bentley is faced with the problem of preventing a newly-elected tribal chief, Morasi, played by himself, from committing a tribal ritual murder, for, in order to win his spurs as a chieftain, he must execute feats of valor against animals and must destroy a valuable marten. Bentley trails Morasi to prevent the foreordained murder, his job complicated by the fact that he is accompanied into the wilds by Wanda Hyer, as an uninvolved journalist who insists upon going along to get the scoop.

Morasi is depicted being a python, killing a man-eating lion and undergoing other adventures in the wilds. Bentley and Miss Hyer, on his trailing, have their share of dangers, twice saving Morasi, once from a rhino and another time when they are driven into a pit filled with hippopotamuses, only to be rescued by a cobra, and Bentley is bitten by a scorpion at another juncture.

Bentley attempts to talk Morasi out of executing the murderous last rite of the tribal initiation, and is unsuccessful until the two are forced to fight a hostile native tribe together. Thereafter, Morasi mortally wounded, agrees to end the ritual murder tradition. Meanwhile, romance has developed between Bentley and Miss Hyer.

The excellent camera work has brought forth many new and interesting scenes of the Dark Continent but the fragile story line and its dependence upon native customs and the African countryside with its animal and reptilian inhabitants gives it the aura of a documentary in many respects. It should be a rewarding attraction where travel and adventure films are popular and where programming indicates a well photographed and different film.

Running time, 78 minutes. General classification. For March release.

Allied Artists Files
New Stock Issue
With the SEC

WASHINGTON, March 11.—Allied Artists filed a registration statement with the Securities and Exchange Commission covering the registration of 150,000 shares of $5 par value cumulative preferred convertible stock.

The company said the stock would be offered for sale at $10 par share, and that the net proceeds of $1,275,000 would be used to pay the $1,425,000 balance of a mortgage on April 1 according to a loan agreement, for general production, distribution and exploitation activities.

As of March 1, it declared, $1,138,000 of unsecured notes were outstanding under the company's revolving bank credit agreement.

Start Promotion on
'Not As A Stranger'

UNITED ARTISTS' promotion program for "Not As A Stranger," which Screen International Films Ltd. (UA) release, has rolled into high gear with the departure of UA's Dick Weaver, who is heading on an 11-week tour to bring both the novel and the forthcoming screen adaptation.

In this joint promotion campaign, Weaver will be accompanied by Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, Detroit, Minneapolis-St. Paul, Chicago, St. Louis and Cincinnati.

The publicity tour was arranged in cooperation with Charles Schreiber and Son, publishers of the novel.

N. J. Drive-in Gets
First Two-Night

The first installation of the Twi-Xite screen, designed and owned by the Open-Air Development Co. of New York City, and Smith, president of Smith Management Co., will be put up at Smith’s S-3 Drive-In, in Hackettstown, N. J.

The installation will be completed by the first week in April. The screen measures 48 feet in height and 104 feet in width and is installed on a curved screen tower.

Conn. Drive-in To
Lockwood & Gordon

HARTFORD, Mar. 11.—The Lockwood & Gordon circuit moves into metropolitan Hartford this weekend, through acquisition of a lease on the Kuipers Bros.-owned East Windsor, Conn., Drive-In.

William E. Dwyer, manager of the L & G suburban Webb Playhouse, has been moved into the management of the drive-in, which will re-open Friday night under the L & G banner.

WINDS Drops Film
News; Starr Leaving

With the elimination of motion picture coverage by radio station WINDS, the first of several changes announced by the station, came the news that the "Movie Star Dust" program on the station for the last six-and-a-half years, will do his final broadcast on March 19.

Starr has been covering industry news on local radio outlets for the last 20 years.
Samuel Goldwyn Replies
In Code Revision Dispute

(Continued from page 1)

words "mass meeting" not less than eight times in your letter to me. In my original letter on this subject, I wrote: "I therefore suggest that a meeting be called of all producers who are signatories to the "Code" and the specific number in which it can best serve not only our industry but the public." This has been my consistent position, and will continue to be—and has nothing to do with "mass meeting.

I appreciate the spirit of your offer to use your good offices to present the Board of Directors of the Motion Picture Association of America to accept any proposals for Code revision I may advise you of with which you may agree. However, I must, with all due respect, decline your offer because I feel this matter should not be considered the exposés concern of the Motion Picture Association of America Board—nor do I feel it is only my opinion and my views which are important. There are a great many serious and able producers in Hollywood who have given much thought to the Code and to whether it can be improved. Their views are varied and certainly not all agree with mine. To exclude them from any consideration of what is the best way to disregard completely the benefit of their wide knowledge and experience.

Frankly, I do not understand the reluctance to sit down and meet with the picture makers of Hollywood and, without specifying or discussing, to discuss calmly and sincerely whether or not the Code can be bettered. To me this appears a more sensible procedure than to debate a variety of specific suggestions at long range through the medium of the press.

LET US BE CLEAR about the fundamental problem involved. I stated in my original letter to Mr. Johnston that there must never be any "violation of the basic principles upon which the Code is founded." I have repeatedly stated that I am in favor of a motion picture Code and that I would never make a picture outside of the Code. The only question is whether the Code can be improved and what is the best way of determining that. I believe this can best be approached by calm and fair-minded discussion around the table by those who are concerned in the making of pictures instead of by proposals and counter-proposals made through the press.

March 8, 1954
S. A. GOLDWYN

SuperScope

(Continued from page 1)

result of the Coast demonstration, is expected to hold further talks with 20th-Fox executives.

Although there have been no indications of M-G-M policy on the use of the Tushinsky lens with its CinemaScope and urgent operators of drive-ins to watch tests by Claude Ezell in Dallas and Corpus Christie, Texas, with his device of three speakers in a unit to be placed in the position of car radios in motor cars.

New Proposals

(Continued from page 1)

included as an arbitrable item. This latter proposal was urged by the Southern California Theatre Owners Association in its reply to Johnston.

Allied, blocked in its insistence that film rentals be made an arbitrable item by the terms of Johnston's letter, is believed not to seriously consider the proposal for arbitration of sales policies.

Upton Promoted

DEtroIT, March 11.—Frank Upton, manager of the Upton Allied Independent Theatre Owners of Wisconsin, which will hold its annual convention here on April 6-8, has selected "Year of Decision" as its theme. The idea stems from the apparent confusion over wide screen, 3-D, aspect ratios, stereophonic sound, CinemaScope and other new media.

The tentative agenda lists such topics as drive-in advertising, drive-in construction, vending and panel discussions on equipment. Arnold Brammi and A. Provisano are co-chairs of the Upton heads the book and booth committees.

3-Reelers

(Continued from page 1)

run between 27 and 30 minutes and will be sold on flat bottom bracket feature terms, Paul Douglas stars in the series.

According to Oscar Morgan, Paramount's short subjects sales manager, there already is a heavy demand for the pictures. In one key city, he said, all five of the first run houses are asking for bookings.

With double-feature houses feeling the pinch of the product shortage, Morgan believes that the "Scotland Yard" series will offer a major form of relief.

Drive-Ins Reopening In Western Mass.

HARTFORD, Conn., March 11.—The Western Massachusetts territory is getting into the reopening mood for drive-ins.

Two situations in the metropolitan Springfield area, the Round Hill, spindrift and the Air-Lite Chicopee Falls, and the Pike Drive-In, Newington, have opened as the initial Conneticut units for the season.

Reopen Columbus House

COLUMBUS, 0., Mar. 11.—After having been dark for several months, the Avondale, landmark West Side neighborhood house, has been reopened by Academy Theatres. The theatre, one of the oldest neighborhood houses in town, formerly was operated by H. & S. Theatres.
Tax Bill

(Continued from page 1)

over the country to contact Finance Committee members in behalf of the industry's fight for exemption of tickets of 50 cents or less.

Among committee members contacted today were George (D., Ga.), Fear (D., Del.), Williams (R., Del.), and The Hon. James Cars (R., Vt.) and Carlson (R., Kans.).

There was considerable feeling that the industry's battle would come to a head in the Finance Committee; that if the committee went along with the industry, the tax would be suspended on the Senate floor and in the House-Senate conference, but that if the committee voted against the industry, there would not be too good prospects for getting the exemption. They said the bill would be voted on the Senate floor.

Early reports from exhibitors contacting the Finance Committee members gave rise to considerable optimism among COMPO officials here. They said the Senators were almost all sympathetic to the industry's plea. Several committee members indicated they would vote for the industry amendment if they could get a compromise agreement that this would not open the way for many other amendments favoring other industries. As reported previously, there was no Senator's disposition to vote less relief than the reduction to 10 cent previously approved by the House. The only thing that the Senators should go further and vote the 50 cents exemption as well.

Van Wagner Heard

(Continued from page 1)

would be exchanged on Tuesday, with replies expected immediately. The court asked to be advised of the results of the stockholders meeting which will be held in Dover March 11.

During the hearing, Halperin, plaintiff counsel, ended his examination of Garrett Van Wagner, R.K.O. New York vice-president, who was the only co-witness to take the stand. Much of the testimony was concerned with drafts of the protest statement issued in advance of the stockholders meeting. Van Wagner admitted that the statement mentions assets which were not considered by the directors at the February meeting in Atlantic. Showing him the initial draft of the protest statement, Halperin pointed out a number of corrections at one point and a different reading in the completed statement. Van Wagner, however, said that it was not unusual to make a number of drafts and delete material prior to the final draft.

Halperin asked Van Wagner if his lawyers were aware, when the changes were made in the suit which was being filed by the plaintiff, and Van Wagner conceded that they did know about it.

Late in the trial Halperin stated that there were a number of RKO directors in New York that he did not want to name but that none had been placed on the witness stand. He was probably referring to Charles Boosberg, William H. Clarke, B. Walton and James R. Granger.

A reference to Peter Pugliese, a defense lawyer and expert in anti-trust suits, brought out the fact that he was absent by reason of illness. Lewis Perl was counsel for one of the intervenors, pointed out that RKO had been losing money steadily and that on this point, in light of the conditions they would continue to lose money, and that if this condition is not remedied, he might jeopardize the entire corporate. Halperin, however, insisted that allowing the defendants all claims, the corporation still has net assets of 40 million dollars for which Hughes is offering 23 million.

Citizens Financing

"Bob Mathis Story"

TULARE, Calif., March 11.—This town of 14,000 has undertaken the financing of "The Bob Mathis Story," a feature film biography of a local boy who has been chosen to be the winner of the Olympic decathlon. Seventy-five citizens, ranging from cotton growers to school teachers to shop keepers and farmers, are responsible for the unique project.

William E. Selwyn Productions will start work on the film in early May and has signed Richard Collins to write the screenplay. Mathis himself will star in the film.

Ohio Censors

(Continued from page 1)

because it "might tend to promote crime or riot." He added that the board still may ban a picture on the grounds that it was "immoral." A number of the board members have tried to strike out the word "immoral" from the Ohio statute.

The attorney general's views were stated after Dr. Clyde Hissong, chief censor, who said how far the state can go in the censorship of pictures.

The Supreme Court ruling in the "La Ronde" case, said O'Neill, "would be the first time that the court has considered the question of the word 'immoral' may not be objectionable when used as the basis of specific grounds for the findings are spelled out in the division's order. However, with the few guidelines which we now have, I am unable to determine whether or not such a specific application of the term 'immoral' would be upheld."

Group Surveying 'Comics'

Eyes Censorship Bills

ALBANY, N.Y., March 11.—The New York State joint legislative committee investigating the publication of "Comics," in a legislative report, published today, said on "motion pictures" that the State Senate and the Assembly should consider the concern the recent decision of the U.S. Supreme Court in Commercial Pictures vs. Regents. "La Ronde." "While the committee has not been charged specifically with any investigation of motion pictures," the report stated, "and is more concerned with the nature of the work undertaken, continually evidenced an interest in the realm of motion pictures." The body's "concern" for the "La Ronde" decision "stems from the apparent attitude of the court to impose additional restrictions on censorship at a time when the committee feels that new and more rigid censorship is necessary."

"Generalized Approach" Preferred

The report continued that in view of the committee's interest in the subject, "it has been the happy privilege of the committee to cooperate with the State Education Department and with the Regents in co-sponsoring with the committee a bill amending the two bills amending the education law of the State of New York with respect to motion pictures for the state," as set forth in Appendix B as a matter of information. These bills represent both a detailed and a generalized approach to the problem that the legislature select whichever of the two bills it, in its wisdom, feels most satisfactory and is better designed for clarification, as dictated by the Supreme Court decision.

The preferred approach measure was favorably reported by the assembly judiciary committee. Its co-sponsor is Assemblyman James A. Fitzpatrick. It contains the comic book commission book.
Fast Action
Senate Group Will Vote on Tax This Week

Millikin Foresees Few Changes in House Bill

By J. A. OTTEN
WASHINGTON, March 14.—The Senate Finance Committee will vote by the end of this week on the excise tax bill cutting the admissions tax and other levies, chairman Millikin (R., Colo.) said.

He added that it would be taken up on the Senate floor Monday, March 22, or Tuesday, March 23. He predicted the bill would pass the Senate "roughly as it came to us from the House."

The House-passed bill would reduce the admissions tax from 20 per cent to 10 per cent, effective April 1. The tax committee of the Council of MLO (Continued on page 3)

‘Unfriendly Ten’ Directed Film Bows

The releasing plans for the controversial film “Salt of the Earth,” are contingent upon its reception in New York. Paul Jarrico stated here on Friday prior to a trade-press screening of the film which opened to the public for the first time yesterday at the Grand Theater on East 89th Street.

Jarrico, one of the so-called “unfriendly 10” Hollywood witnesses before the Congressional Un-American Activities Committee several years ago, said: “We made it for theatrical release,” indicating his hope that the anti-capitalism film will not be confined to limited audiences.

The film, in the opinion of this reporter, represents a screen treatment (Continued on page 6)

F.T.C. Proposes New Complaint Service

WASHINGTON, March 14.—The Federal Trade Commission said it proposes to set up a new Office of Small Business to advise complaining businessmen of the status of FTC investigation.

"One of the complaints of small business," FTC chairman Howrey told a House Appropriations subcommittee (Continued on page 3)

U-I So. American Meet Opens Today In Buenos Aires

BUENOS AIRES, March 14.—With the arrival here over the weekend of Universal International Films president Alfred E. Daff from New York and foreign general manager America Abod from a flying trip through a number of South American key cities, the stage was set for the opening, tomorrow, of U-I's Latin American sales conference. Branch managers representing 20 countries in Latin America arrived in groups earlier in the week for a series of advance screenings.

Air Commodore F. M. West, managing director of the J. Arthur Rank Overseas Film Distributors, has flown in from London to be guest of honor at the conference and personally meet the U-I men who distribute J. Arthur (Continued on page 3)

Harrison Named 20th Western Sales Head

The appointment of Alex Harrison to the post of Western sales manager of 20th Century-Fox, succeeding the late Edwin W. Aaron, was announced at the weekend by Al Lichtman, director of distribution. Harrison has been in temporary charge of the Western division since Aaron's death. For the last 17 months he has been functioning as a house office representative under Lichtman and W. C. Gehring, executive assistant general sales manager.

Harrison, a native of Salt Lake City, joined 20th-Fox in 1935 as a (Continued on page 3)

20th-Fox Defers Policy Statement On SuperScope Until March 22 Show

Twentieth Century-Fox policy regarding the Tushinsky SuperScope lens cannot be announced until 20th-Fox officials have seen the lens in operation, Al Lichtman, distribution director, said here at the weekend.

Lichtman stated that 20th-Fox officials will attend the March 22 SuperScope demonstration here at the RKO 48th Street Theatre. The 20th-Fox distribution director was asked about his meetings with Harry Brandt, president of the Independent Theatre Owners Association, who is seeking 20th-Fox approval to show 20th-Fox CinemaScope pictures through the SuperScope lens. "Until we see it perform I cannot give you an answer," Lichtman responded.

ARBITRATION MEET IS ON, REGARDLESS

Expect Conference Date To Be Set Soon; Four Theatre Groups Accept

Ampex Has Stereo Drive-in Speaker

A new-type Ampex stereophonic speaker for drive-in theatres which uses a different acoustic principal was demonstrated at the 20th Century-Fox home office for company officials Friday afternoon by Harrison Johnston, general sales manager, and Philip L. Gundy, Eastern regional director of Ampex Corp., manufacturers of stereophonic sound equipment. A trade press preview will be held this afternoon at the 20th-Fox home office.

ATC Survey Seeks Drop-Off Reasons

BOSTON, March 14.—In an effort to discover reasons why there has been a sharp drop-off in patronage at one of its out-of-town neighborhood theatres, American Theatre Corp. has conducted a house-to-house canvass of 300 housewives living near the theatre; two women, experienced in such surveys, handled the questions. They asked the same questions at each house, weighed the results that apparently were so enlightening, ATC is conducting a similar survey at another of its neighborhood situations.

The section selected for the first survey was in a city of a population of 100,000, but the survey was limited to an area within a one-mile radius of the theatre. This area is in a strictly residential section and is in the lower middle-class bracket. The aim of the campaign for greater relief (Continued on page 3)

Beresin to Advocate V.C. Streamlining

A program for “streamlining” the operations of Variety Clubs International to conform with the organization’s growth will be advocated by Jack Beresin, retiring international chief barker, at its international convention in Dallas March 22-25. Beresin said he would propose the establishment of a permanent headquarters, completely staffed to carry on the work of the various tents.

At a weekend luncheon meeting here with trade press representatives, Beresin said that he will advocate the allotment of greater importance (Continued on page 6)

Ohio's Censors Pass 5 Films 'Reluctantly'

COLUMBUS, March 14.—The Ohio censors this week reluctantly gave approval to five previously banned films: "The Outlaw," "The Moon Is Blue," "Moon and Dad," "Kiss Me, Goodbye" and "Way of Love," which includes the controversial "The Miracle." Dr. Clyde Haygood, head of the board, has not changed (Continued on page 3)
Dismissal From Suit Asked by Chaplin

WASHINGTON, March 14.—Charles Chaplin has asked the Supreme Court to rule that he could not be properly held to answer a suit filed in a $616,550 damage suit against Mary Pickford, himself, United Artists and other defendants.

The suit grew out of another suit filed by Miss Pickford in February, 1951, seeking to collect $23,540 owed her by Sate Maxine Kravetz. This suit was filed in New York State courts, Kravetz then countersued for $616,550, naming a list of defendants including Chaplin, and claiming the money was due him for labor and services and as damages for the breach of contract. The two cases were later switched to the Federal District Court in New York, and Chaplin claims the court had no jurisdiction over him and that he was never properly served with a complaint or summons. Lower courts, including the Second Circuit Court of Appeals, ruled against him, however, and he now has appealed to the Supreme Court.

Lagoon’ in Atlanta

Bow Gross $2,000

“Creatures From the Black Lagoon,” Universal-International’s new 3-D film, which opened at the Paramount Theatre (Continental) in Atlanta Thursday as part of a national saturation campaign, is one of more than 17 such territorial openings already set for March and April, rolled up a gross of $2,000, a new U-1 opening day record, it was reported.

The opening of “Creatures From the Black Lagoon” in Atlanta was backed by an integrated television, radio and newspaper promotional campaign designed to sell not only the exhibit but the theatres throughout the territory that are participating.

Ampex Board Names Taggart Treasurer

REDWOOD CITY, Calif., March 14.—Thomas L. Taggart, comptroller for Ampex Corp., has been elected treasurer by the company’s board of directors, headed by Chairman John B. McCraw. Mr. Taggart assumed his duties at Ampex headquarters in Redwood City, but will continue as executive vice-president of the general manager for Ampex Loud Speaker Corp. in North Hollywood, James E. Brown will take over Taggart’s present post.

Col.-SPG Deadlocked On Wage Progression

The issue of progressions of wages appears to have caused a deadlock in the negotiations between Columbia Broadcasting Co., and the Writers Guild, Paul Lazaurs, Columbia’s vice-president in charge of advertising and publicity, said that the subject and others would be further discussed and that he would recommend joint efforts to resolve them.

Ferrin’s Sabaka to UA

HOLLYWOOD, March 14.—Frank Ferrin has made a distribution deal with United Artists for the foreign release of his motion picture, “Sabaka,” formerly titled “The Hindu.”

Camera Lab Elects Here Tuesday Night

New York’s Camera Laboratory of Bnai Brith will hold a meeting at the Hotel Astor here tomorrow night to discuss the possibility of forming a membership drive in the entertainment industry to nominate and elect a slate of officers for the coming year.

Kabbi Charles E. Schulman of the Riverside Temple will be the principal speaker.

The New Camera Laboratory membership drive is to be in honor of Al Kramer, president of Redwood Amusement Co., three-time president of Camera Laboratory who is currently recouping from a heart attack at Sarasota, Fla.

Add ‘Omar Khayyam’ To VistaVision List

“The Loves of Omar Khayyam,” has been added to the list of Paramount films to be made in VistaVision. The picture will be produced in 1953 with Frank Freeman, jr. producing and will be at least six stars heading the cast.


Warm Brandt Praise For Paramount’s New VistaVision

Paramount’s VistaVision process was warmly endorsed by Harry Brandt, president of the Independent Theatres Owners Association and head of the circuit bearing his name. Mr. Brandt returned to the Coast where he saw VistaVision demonstrated, described it as the greatest advance in photography in the history of the motion picture industry, added Brandt, “And the important feature of VistaVision is that it requires no special equipment or installation. No Cinematicope, no Tushinsky or Crissinger’s kind; just a perfect, perfectly conventional, normal projection lens, such as can be found in every theatre in the country.”

Say Johnston, Peron Close Pact on Funds

Erie Johnston, president of the Motion Picture Association of America, has received from the Government of Argentina, through Juan D. Peron, authorization for the release of $500,000 to finance the film company of the United States, according to unconfirmed reports here Friday. Johnston, acting as chairman of the American film festival in Sao Paulo, Brazil, proposed to the Argentine to attend that country’s similar festival at Mir del Plata.

The agreement with Argentina, which Johnston is said to have signed in New York, has provided partial payment of the $3,800,000 which the Argentine government owed the United States film industry at the end of 1953.

The earnings of the American companies in the South American nation are said to average $4,000,000 annually, only 50 per cent of this sum can be taken out of the country, the remaining being held as a permanent investment.

Devil’ Bow Goes UA

11 N.Y. First-Runs


United Artists July 4 Release for ‘Apocalypse’

United Artists release for July 4 will be “Apocalypse.” Hecht-Lancaster production starring Burr Lancaster and Jean Peters, according to plans of the studio. William J. Hecht, executive vice-president of UA in charge of distribution.
Motion Picture Daily

Arbitration

(Continued from page 1)

Johnston, MPAA president, Allied’s response, signed by president Ben Marcus, said in part: "Permit us to remind you that this association on Feb. 18, 1952, in letters to the presidents of several film companies proposed an all-inclusive arbitration system for clearing all disputes among the subjects for arbitration. Since then this association by a series of resolutions, adopted by its board of directors and ratified at national conventions has adhered to the position that the only solution of any benefit to the independent exhibitor, must provide for the arbitration of disputes involving the terms and conditions of safe, including film rentals.”

Copies to Washington

Copies of Allied’s reply, Marcus continued, have been sent to the U. S. Attorney to the Small Business Committee, inasmuch as copies of Johnston’s invitations also were sent. "The effectiveness of any arbitration system set up without Allied participation, we feel, will be in the best interest of the industry, arbitration system to have the approval of the Department of Justice, a condition of which there is no precedents and which has jurisdiction over the Paramount case consent decree."

Four Groups Have Accepted

Theatre Owners of America, Independent Theatre Owners Association of New York, Southern California Theatre Owners Association and Metropolitan Motion Picture Theatre Association, New York, have accepted Johnston’s invitation, the latter organization as an observer only.

Ohio Censors

(Continued from page 1)

its mind on the “inappropriateness of the film” and delayed it to see if they could modify some aspects of the movie so that it would be acceptable to them. After that, apparently, the Supreme Court decision in the “MPA” and “La Ronde” cases, the Theatre Owners of America, and the Ohio Senate, refused to show the film on the grounds that it was an “indecent” film. The Ohio Senate, however, has not acted on the bill yet and, if it does, it will take the film off the market altogether.

T. C. Proposes

(Continued from page 1)

in testimony made public today, “Ohio has a long tradition of delay which surrounds their applications for complaint. It is said that small businessmen apply for complaints and hear about the decision only when a formal complaint issues or some other conflict of interest occurs. We propose to establish a new Office of Small Business. One of its principal duties will be to advise applicants for complaint with reference to the precise status and progress of the investigations being made by the commission.”

Harrison

(Continued from page 1)

poster clerk in the San Francisco office of the company, for a post he held until he entered the army. Upon his return to San Francisco in 1946, he was made distribution manager, later becoming executive assistant to division manager Herman W. Odell. He was manager of the San Francisco branch of the company until he was transferred to New York in October, 1952.

Muhl Stresses Story Value in U-I Films

HOLLYWOOD, March 14—Universal-International will place a greater stress on story values in its forthcoming productions, Edward Muhl, vice-president in charge of production, announced.

Eight novels and dramas, tipped by the Pulitzer Prize winning prize, "The Scarlet Hour," "All That Jazz" and "The Treasure of the Sierra Madre," have been acquired by the studio for 1954 production, Muhl announced.

Other properties that U-I has acquired, Muhl said, are "Foxfire," "The Thief Who Came in Through the Back Door," "The Man of a Thousand Faces," "That Heaven Allows," "Mississippi Landing" and "They Stole $2,500,000."
Now all seats are

Watch an audience, as one of today's wide-screen romances unfolds. There's a new feeling of reality—a new sense of being right in the midst of things. And everyone in the house shares it. All of this comes from combined new technics in picture-taking, processing and projection—problems which the Eastman Technical Service for Motion Picture Film is helping the industry solve. Branches at strategic centers. Inquiries invited.
down front!

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
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New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
In the THEATRE

Equipment World . . .

... with RAY GALLO

The Kroehler Mfg. Co., Naperville, Ill., has sold its "Push-Back" Theatre Chair Division to the Origins Equipment Co., Belton, Tex. Although the consideration was not disclosed, it is understood that the sale includes all the patents, rights, parts, tools and equipment to enable Griggs to proceed immediately with the manufacture and sale of the well-known theatre seat.

Bob Paulson has joined the New York district office of Ampex Corp., manufacturer of magnetic recording and sound equipment, as manager of field sales, according to Harrison John- ston, Ampex general sales manager. Paulson has experience in the broadcast and audio engineering fields. Prior to joining Ampex he was associated with the Tele-Q Corp. and Special Effects and Equipment, Inc., producers and distributors of television and film production equipment. Before that he served as a division manager for Audio and Video Products Corp., and as associate producer-director for Fred Waring Enterprises.

The addition of continuous air outlet to its line of "Artile" air diffusers has been announced by Air Devices, Inc., New York. Made in two types, the new units are available in uniform radium cast for either side-wall or ceiling installations. Type RC has a separate mounting frame and an interchangeable diffusing core. Type "R" has an integral diffusing core.

A special sales campaign to promote "Astrolite" theatre screens, manufactured by the Radiant Products Co., of Chicago, is now being conducted by the B. F. Shearer Co., Se- cular Distributors, producers and distributors throughout the Western states. The "Astrolite" is an all-purpose screen for use with 3D and wide-screen as well as conventional projection.

The appointment of Thomas W. Hope as assistant advisor on non-theatrical films at the Eastman Kodak Co., Rochester, N. Y., has been announced by W. K. Snell, Kodak director of advertising. Since 1945 Hope has been manager of the motion picture department of Kodak Mills, Inc., Minneapolis. In his new position he will assist John Flory, Kodak's advisor on non-theatrical films.

The Porcelain Enamel Products Co., Rochester, N. Y., has a concrete on steel wall tile especially designed for renovation of theatre facilities. Called "Egov," the decorative enameled material is fireproof and non-ferrous. It is available in a full color range in 8-inch squares. The company says it is particularly adaptable as a wall covering in rest rooms and lobbies.

of the protagonist of the popular novel of the 1930's, containing many of the faults of such works of propaganda, chief among which is the over-simplification and labor strife. On the one hand, according to the picture, is a group of weak, overworked, down-trodden workers, and on the other is the photogenic boss and his brutal allies on the power production line.

This propaganda theme may well fill all the needs of the International Union of Mine, Mill & Smelter Workers, which has been outed by the CIO on charges of Communist domination, but it fails to add up to a typical story of labor conditions in the U. S.

The professional cast largely unknown cast is headed by Rosaura Revuelta, a Mexican actress who turns in an excellent performance, as do some of the non-professionals recruited by the union local in New Mexico. Chief among the latter is Juan Chacon, producer of a CIO-themed "The World Remains," a typical story of labor conditions in the U. S.

Directed by Biberman

Will Geer is the only familiar name in the professional cast. The film was directed by Henry Jaggo, who was one of the "Hollywood Ten" who refused to cooperate in the communist Congress-probe of Hollywood and as a result were jailed.

The picture, within the limitations of its propaganda theme, has a number of possibilities for the community theatre: Film was released by the neighborhood house. The IPC spokesman claimed that it is due to previous commit- ments or financial considerations which ruled out the Bijou and Booth.

The IPC spokesman went on to say that the picture has been screened for the AFL and independent unions throughout last week in an effort to win support.

Richard Wilson, who did the screenplay for "Place in the Sun" did the script, while Sol Kaplan, also for- merly of Hollywood film studios, con- structed and conducted the ump. Others in the professional cast include David Wolf, Marvin Williams and David Swank MURRAY HOPPEY

"Unfriendly Ten" Film

(Continued from page 11)

in the two-dimensional portrayals of characters. Production-wise it does not appear to be a costly film, with only simple sets and costumes, and the actors keep cost down to a minimum. It's running time is 94 minutes.

Jarrico, the producer, was asked whether he expects any trouble from IATSE projectionists, whose interna- tional president, Richard Walsh, has made moves to report scheduling shon- ings of the film to him. Jarrico pointed out that the Grande Theatre is a non-IATSE house, which he does not know what the IATSE position will be in other situations.

Was Refused Two Bookings

The picture at the 485-seat Grande opened on a continuing run policy with a price scale ranging from 80 cents weekday afternoons to 2:00 P.M., to $1.50 weekend evenings. A specimen for Jarrico's Independent Pro- ductions Corp. said that blocks of tickets have been sold to "union and nonunion," with contracts at the old screen price of 95 cents per person and $1.20. The blocks, he added, include 100 tickets.

The picture was released at a time to get a booking at the Bijou and Booth in the Broadway area was finally situated, and it was needed at the neighborhood house. The IPC spokesman claimed that it is due to previous commit- ments or financial considerations which ruled out the Bijou and Booth.

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TRIP TO V.C. Dallas Meet Won by Writer

An article in Color Magazine titled "No Time for Intolerance" by Robert Edelman, describing the work done by Variety, U. J. C. and other groups in connection with the Negro, was judgment of Robert Edelman, was judged as best among the entries in a contest submitted by the various Variety Club activities. Edelman will be given a free trip to the Dallas Variety Club.

In a companion contest for the best human interest photograph depicting a V.C. activity, a prize of $300 went to Morris Berman of the Pittsburgh Sun-Telegraph, for photos of a Tent No. 1 project.

The entries were judged by New York trade press representatives.

Carnival Story" Bow

April 16 in Chicago

The world premiere of King Brothers' Production "Carnival Story" will be held at the Wood Theatre, Chicago. Will Rogers, RKO Radio general sales manager, disclosed at the week-end. The picture, printed in wide screen projection, stars Anne Baxter, Steve Cochran, Lyle Bettger and George Nader. It was made in Ger-

The world premiere will be fol- lowed by pre-release engagements in New York, Miami and Miami Beach or about April 21, Boswell added.

"Unfriendly Ten" Film

(Continued from page 1)

and more duties to the international representatives.

"We have outgrown our swaddling clothes," said Variety Club president William Calton, last Christmas Salute was the biggest and most suc- cessful yet attempted.

Beresin said that he would not be the candidate for an additional term, a post he has held for two years. He said that he believed in the democratic system and in letting an independent chief banker moving up. Indications are that George Hoover, of Montreal, will be elected to the top post.

"The Dallas convention is shaping up as the biggest in Variety Club history, Beresin said. As of last Friday, registrations had passed the 45 mark and he expects that the total registration will total about 700. The remaining registration is 600.

Two new tents are in the offering. Applications for charters have been accepted from Oklahoma, Indiana, and from Jack-sville, which, if accepted at the convention, will be Tents Nos. 43 and 44, respectively.

V. C. 'Night People' Benefit

Draws More than $15,000

OMAHA, March 14—Chief Barker J. Robert Hoft, president of the Variety Club-sponsored premiere of "Night People" drew more than $15,000 at the Orpheum Theatre. It was a bene- fit for the Omaha Community and Crippled Children's Society held in conjunction with Omaha's Centen- nial Celebration. City Commissioner John Rosenblatt took part in a stage show featuring film stars Mitzi Gaynor, Thelma Ritter and Broderick Crawford.

N. J. Allied to Meet Mon, on New Media

New Jersey Allied will hold a morning meeting the morning following the meeting of Allied next Monday, following the demonstra- tion of SuperScope. The meeting, which Allied's non-theatrical member- teritories are invited to attend, is for the discussion of the new processes and programming expectations are expected to be reached regarding them.

Lydian in Denver Post

DENVER, March 14—Paul Lydian, Tabor Theatre manager, has been named publicity director of the new Lydian Theatre. Formerly in charge of being readied here by Fox Inter- mountain Theatres, for an April 22 opening, the new Theatre is Harry Wilhelm, Rialto manager, while his job went to Tom Schneider, assistant at the Denver, all Fox Inter- mountain theatres.

New Fla. Studio

WINTER PARK, Fla., March 14—Construction has begun here on a new $250,000 studio for Avocado Pic- ture Corp., of Hollywood. Behind the scenes is Thomas B. Casey, president of the two organizations, said. The studio is expected to be ready to house the executive offices of the two companies by the end of April.
Give More...
Sell More!

Can you improve screen light for pennies per day?

- Your present "National" carbon trim may be capable of giving much more light than your patrons are now enjoying. It's easy to find out for yourself.

ARE YOU OPERATING YOUR CARBONS AT MAXIMUM EFFICIENCY?

If not, you can do so and get a better picture... in many instances for as little as the price of one admission per day in slightly increased carbon consumption.

HERE'S WHY: All carbons are designed to deliver greatest brilliance, most uniform light distribution and best color balance at the maximum recommended operating current.

Take full advantage of this fact and you can't help but improve your position in a highly competitive market.

THE PICTURE IS LIGHT—
GIVE IT ALL YOU CAN
with "NATIONAL" CARBONS

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, N.Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
A PROVEN BOX-OFFICE BONANZA!
BOOK IT NOW
FOR GREAT EASTER BUSINESS!

NEW YORK
LITTLE CARNEGIE
13th SMASH WEEK!
And
this package
topped some of the
greatest business
ever recorded in:
BRIDGEPORT
[Beverly and Hiway]
SYRACUSE
[Eckel]
NORWICH
[Loew’s Poli]
WATERVILLE, CONN.
[Ville]
And
its tremendous
boxoffice performance
in Schine Theatres in:
Gloversville
Amsterdam
Little Falls
Ogdensburg
Bath and
Canandaigua
has resulted in
bookings throughout
the Schine circuit!

“HEIDI” wins GOLD MEDAL AWARD—
PARENTS’ MAGAZINE,
AS “OUTSTANDING
FAMILY MOVIE!”

SPECTACULAR BOOK TIEUP!
Grosset & Dunlap, one of the nation’s leading
publishers, is all out for “HEIDI” with one
of the most extensive book promotions ever
placed behind a motion picture! 7 new edi-
tions are being distributed—a minimum of
4,000,000 copies—in a nationwide theatre
tieup. Posters and other material on the 7
books and the picture will be displayed in
91,720 traffic locations ranging from depart-
ment stores to newsstands...all keyed for
the Easter season!
Also 400 radio and 90 TV stations all over the
country will promote “HEIDI” with plugs and
spot announcements!

Produced by LAZAR WECHSLER Directed by LUIGI COMENCINI
Based on the book by Johanna Spyri

“Absolutely stunning! Moves one
to emotional raptures that are
seldom got from a film!”
—N. Y. TIMES

“Should fascinate child and adult
alike!”
—M. P. HERALD

A rare and exciting film... as proud and majestic
as its wild stallion...

“WHITE
MANE”

A Film of Albert Lamorisse
Presented by William L. Snyder

“WHITE
MANE”

KIDS! ADULTS! EVERYONE GOES FOR THESE
PRIZE-WINNING, FAMILY-AFFAIR FILMS!
Theatres Can Use Old Tickets After April 1

Even though the Reed Bill reducing admission taxes 30 per cent has yet to pass the Senate and be signed by the President, the Council of Motion Picture Organizations has obtained a ruling from the Treasury making it easier for exhibitors to handle their tickets under whatever new rate of taxation the bill may eventually provide.

This was accomplished yesterday when Robert W. Coote, COMPO special counsel, obtained a ruling from the Treasury that exhibitors may use their present form of tickets on and after April 1 provided they stamp on each ticket the new admission price and new amount of tax as provided in the law yet to be enacted by Congress.

Coote said he acted in response to numerous inquiries from exhibitors throughout the country. By long distance telephone and telegrams he said it would be impossible to get new tickets printed in time, if the proposed change in tax rates is to become effective April 1, as the Reed Bill provides.

Decca’s $1,862,266 Net Aided by ‘U’

Net income of Decca Records for 1953, including, for the first time, the income attributable to its interest in the undistributed earnings of Universal Pictures, amounted to $1,862,266, equivalent to $1.38 per share on the 1,354,158 shares of Decca stock outstanding at the end of the year. This was revealed here by Milton R. Rackmil, president of both Decca and Universal, in his annual report.

The net income for 1953, including (Continued on page 4)

Streibert, Smith Will Meet With DeMille

WASHINGTON, Mar. 15.—Theodore C. Streibert, head of the U. S. Information Agency, and Andrew W. Smith, head of the agency’s film branch, will leave tomorrow for Hollywood where they will confer with Cecil B. DeMille, chief film consultant for the overseas information program.

Streibert said he hoped the conference (Continued on page 4)

Adelman Trust Suit Heads for New Trial

NEW ORLEANS, March 15.—A new trial for six distributor defendants in the Adelman anti-trust suit was ordered, under a recent ruling of the Fifth Circuit Court here.

The ruling in the long-drawn out litigation brought by Texas exhibitor Ben Adelman was two-fold; 1) Distributors’ petition for a reconsolidating the case of Loew’s and RKO Radio Pictures was denied; 2) Loew’s and RKO Radio Pictures’ petition for a

Postpone Schine Hearing to April 13

BUFFALO, March 15.—A motion by Schine Chain Theatres, Inc., to modify terms of its 1949 anti-trust decree ordering it to dispose of 25 theatres was adjourned today by Federal Judge John Knight to April 13 with the consent of U. S. Attorney John O. Henderson.

That is the date on which the chain (Continued on page 4)

Tax Bill Provides for One Cent on Each 10 Cents or Fraction

WASHINGTON, March 15.—The House-passed admissiers tax bill doesn’t reduce the tax quite the way that the Ways and Means Committee intended.

At present, the tax is levied at the rate of one cent for each five cents or major fraction. Chairman Reed (R., N. Y.) said his bill would change that to a tax of one cent for each ten cents or major fraction. But the bill actually makes the tax one cent for each ten cents or fraction—even if the fraction is only an additional penny.

Committee officials admitted they were surprised to find that this was the way the bill read, and suggested the Senate Finance Committee might fix it up.

Officials of the Council of Motion Picture Organizations said the error could be particularly important for small theatres and on children’s admissions, and that it would call the situation to the committee’s attention.

Hold Line

Senate Group Resists New Tax Reduction

WASHINGTON, March 15.—Senate Finance Committee chairman Millikin (R., Col.) is viewed as a major roadblock to the film industry’s chances of getting greater admission tax relief in the Senate.

The House-passed excise bill, now before the Finance Committee, reduces the 29 per cent admission tax to 10 per cent and cuts many other excises as well. Members of the Finance Committee report privately that Millikin is urging his colleagues to make as few changes as possible in the House measure, and possibly to make no changes at all. The tax committee of the Council of Motion Picture Organizations is campaigning additionally for the exception of the first 50 cents of each admission.

Exhibitors have been providing individual members of the Finance Com (Continued on page 4)

Technicolor Builds 6 Cameras for Para. VistaVision System

HOLLYWOOD, March 15—Technicolor is building six VistaVision cameras. The first was disclosed here today by Dr. Herbert T. Kalman, Technicolor president.

Kalman, exploring Technicolor’s cooperation with Paramount in the development of Paramount’s VistaVision process, said the new cameras will be built through modification of the same number of its regular three-strip cameras. Paramount intends that all (Continued on page 4)

Will Use VistaVision For IAC’s ‘Girl Rush’

HOLLYWOOD, March 15—The first independently produced picture to be shot in VistaVision will be “Girl Rush,” high-budget musical starring Rosalind Russell and filmed by Independent Artists Corp., Frederick Brinson, president today disclosed. The film will be released by RKO Radio. The decision to use the VistaVision system was arrived at over the weekend, Brinson stated, after inspecting several extra-areas (Continued on page 4)
Injunction Halts Conn. Drive-In

HARTFORD, March 15.—Judge Charles S. House of Litchfield County Superior Court has granted a permanent injunction restraining a Water- town Theatre from operating a drive-in theatre on Litchfield Road, Watertown.

The injunction was sought by the town of Watertown and its property owners against Sirica, Eugene Lam- ter, owner of the land on which Sirica proposed to operate a drive-in, and Fred Quaranto, general contractor.

The ruling climaxes an eight-month dispute between Watertown property owners and the Waterbury group.

$175,350 for Yates As Republic Head

WASHINGTON, Mar. 15.—Her- bert J. Yates, head of the Republic Pictures, was paid $175,350 for the fiscal year ended Oct. 31, 1953, it was reported here to the Securities and Exchange Commission. For the same period, it was added, Richard W. Altmueller, president of Republic Pictures International Corporation, was paid $34,000. The Yates salary, it was explained, includes $100,000 accrued remuneration; this amount is deducted pursuant to the terms of the employment agreement of Oct. 19, 1950.

Golden to Represent U.S. at German Fair

WASHINGTON, March 15—Comm. Bernard Golden, 35, Nathan D. Golden will represent the U.S. and speak at the 1954 International Photographic Fair and Trade Show at Cologne, Germany, next month.

Fair will be held from April 3 to 12. Mr. Golden, who will be invited to at- tend by the German industry, will leave here March 30. Following the fair, he'll vacation for six weeks, returning at the end of May.

U.S. Producers Have 18 Pictures in Work

HOLLYWOOD, March 15.—American producers had 12 pictures shooting in this country and six elsewhere, for weekend, a total of 18, in consequence of starting three and finishing another here:


Canada Exports Drop

OTTAWA, March 15.—Canadian exports of films amounted to $94,449 in December, compared with $234,200 during the year. $415,000 during November. $243,000 during October, the Canadian government reports.

Expect MetroScope Unveiling Shortly

HOLLYWOOD, March 15.—Metro-Goldwyn-Mayer has de- veloped a new horizontally-elliptical camera, it was learned here to- day.

A studio announcement of the new "ten-perforation" cam- era is expected to follow a week following the demonstra- tion in New York of Super- Scope. The M-G-M system is said to be called MetroScope.

Bad Weather Is Still Hurting Chi. Grotes

CHICAGO, March 15.—Unfavor- able weather continues to damage the box office for its one-week stand, grogging to below normal grosses. Several first runs, such as the Monroe, was off. New and old releases are bolstering the week in the second week of "Saadia;" the Mc- Wieters, sliding to under $11,000 with "Crime Wave" and "Duffy of San Francisco," also in its second week and the Loop, falling below $7,500 in the third week of "The Man Be- hind the Counter," were off.

"Saskatchewan" and "Gun Fury," topped $24,000 in a first week at Simon Theatre. This $21,000 showing showed real endurance in chalking up $35,500 for its 33rd week at the Palace. At the State Lake, "Roose- velt" is down to $27,000 in its second week at the Chi- cago, while "Beat the Devil" and "The Big Helmet" are well and heading for an $18,000 sec- ond week at the United Artists.

Among other releases, dis- appointing in its second stanza at the Ziegfeld, pointing for a modest $3,500, but "Go, Man, Go!" should hit over $10,000 this week at the RKO Grand. The Woods and Orien- tal, both featuring CinemaScope pic- tures are off $3,900 in the first week of "Hell and High Water" and $21,000 in the third week of "New Faces," respectively.

Georgia-Alabama Meeting May 9-11

ATLANTA, March 15.—The seventh annual joint convention of the Motion Picture Theatre Owners and Operators of Georgia and Alabama Theatre Association has been set for the Bilmore Hotel here on May 9-11. J. H. Thompson, president of the Georgia association, and M. Kennedy, head of the Alabama group, will be co-chairmen of the general session committee.

Thompson said that members of all theatre organizations in the Southeast would be invited to attend the ses- sions.

William A. Olin Dead


MOTION PICTURE DAILY

Personal Mention

HENRY GINSBERG, producer, is in New York from Hollywood.


RICHARD A. HARPER, M-G-M office sales executive, returned here yesterday from Macao and Gothers, Va.

Arthur Pratchett, Paramount Pictures Latin American division manager, returned here last night by plane from Mexico City.

Montague Salmon, Jr., son of the managing director of the Nivoli Theatre here, will return to New York on March 26 from Japan.

Russel Holman, Paramount Pictures Eastern production manager, has arrived in Hollywood from New York.

L. W. Dave, sales manager of Century Yards, Inc., in Ecorse, Mich., has returned there from Europe.

Maurice Barck announces that he has acquired the financial interest of his brother, Sam, in the Park Auto Drive-In, Alliance, Ohio.

E. K. O'Shea, Paramount Pictures vice-president in Canada, has arrived today in New York tomorrow from a tour of company exchanges.

Nat Levy, RKO Radio Eastern-Southern divisional sales manager, left here yesterday for Charlotte, Atlanta, Jacksonville and New Orleans.

Howard Dietz, M-G-M vice-president, left here last night for the Coast.

H. M. Bessche, Altec Service Corp. executive vice-president, has arrived in Dallas from Oklahoma City.

Chester Freeman, M-G-M field representative in Canada, will return to Toronto today from New York.

Warners Official Killed

Michael Shatin, 66, Warner Brothers supervisor of India, Singapore, Thai- land and Indonesia, was among those killed at the weekend in a British Consulate in Hong Kong. Shatin had recently been transferred to the consulate.

He joined Warners in 1937 as Japan manager and since 1946 was Far East vice-president. Prior to joining Warners, Shatin was with M-G-M.

UK Technicians May Hold All Production In Laboratories

LONDON, March 15.—Two thou- sand members of the Association of British Motion Picture Technicians have defied an employer's threat to dismiss technicians from laboratories which process British and American motion pictures and have threatened, unless they dropped alleged restrictive practices.

The union is enforcing a non-union rule to promote its demand for a weekly raise of 35 shillings, a 40- hour week and a "closed shop." The employers have refused to negotiate.

The Film Laboratories Association decided to give notice of dismissal to workers who vote to close down pending the abandonment of the ob- structive tactics.

With the exception of British Movietone, all the halls, including the British Broadcasting Corporation's television newsreel, are processed at the labs involved in the dispute. How- ever, it is understood that Movieto- ne news will not produce if the other laboratories shut down.

Now Planning Next Toronto Trade Show

TORONTO, March 15.—Plans for the second annual film-business show here will be discussed at a mid-year executive meeting of the Motion Picture Industry Council of Canada with chairman A. J. Mason of Springhill, N. S., presiding.

The first trade show, staged last fall, was sponsored by the Motion Pic- ture Association of Ontario, but it is now planned to place the fair on a national basis. Officers at- tending the meeting here were Dave Griesend, R. W. Bolstad, Arch H. Jolley and Chairman Mason.

'Haste' to Bowl Mar. 25

The world premiere of "Haste to Live." Republic's suspense drama co-starring Dorothy McGuire and Stephen McNally, will take place at the Victoria Theatre here on March 25.

MOTION PICTURE DAILY

MONDAY, MARCH 16, 1953

2
Paramount's Policy, "Plenty of Product for ALL Theatres," Now Introduces Another Important Innovation:

3-REEL FEATURETTES
"CALLING SCOTLAND YARD"
STARRING PAUL DOUGLAS

For years exhibitors have asked for 3-reel featurettes. Paramount now makes them a boxoffice reality with star- and-story power to sell them. They're ready to book now, with trailers and accessories... a quality suspense series, perfect as second features or as important added attractions on single bills!
Ticket Tax
(Continued from page 1)

Brandt to Add Theatres
(Continued from page 1)

committee with COMPO’s figures on
the number of theatre closings and on
the fact that 20 theatres out of 6,280, now in
the red would not be saved by the
House-passed bill, Pat McGee, ex-chairman of the tax
task force, arrived today to work on Colorado’s
two senators, Millikin and Johnson
(D., Co.), who is also a member of the
Finance Committee.

COMPO to Site Statistics
COMPO hopes to file its formal brief with the
Finance Committee either late tomorrow or early
Wednesday. Long after council Robert Cogne
saw that it is all up in the statistics which have already
been given informally to the individual
committee members.

The Finance Committee opened its
hearings today, and the perforatory
hearing given most of the witnesses
made it pretty clear that the commit-
tee does not plan to change the House-
passed bill too greatly. To one who
asked for an explanation of the reasons,
Millikin flatly declared: “Come back next
year.”

Both Millikin and Sen. George
(G., D.), ranking Democrat on the commit-
tee, assured witnesses that no mat-
ter what happens with the
House-passed bill this year, the Con-
gress will take another look
And excise picture early next year.

Glen McDaniel, president of the
Radio-Electronics-Television Manu-
facturers Association, urged that
the 10 per cent tax on television
sets and other appliances be reduced to seven
per cent, either this April 1 or next
April 1. Millikin told him that the
House had not acted “carelessly” and
had deliberately decided to cut all
taxes over 10 per cent to that level
and is planning to do more at the present
time.

VistaVision for IAC
(Continued from page 1)

photographing processes, and
and conferences with Millikin, who
President of the Independent
Artists board of directors.

Company spokesman said two Vista-
Vision units are now being con-
strued to film the picture. The picture will be
filmed in conformity with SuperScope
specifications, so that it can be spread
as aspect ratios as high as 4:1, if
desired, with SuperScope lenses.

Schine Hearing
(Continued from page 1)

its officers, several subsidiaries and
other individuals including Common
Council of the Independent
Lax must
testimony should cause orders granted the
government on why they should not be
enlarged. The companies were for fail-
ning to obey the 1949 decree.

Amplex
(Continued from page 1)
said, and will deliver true stereo-
phonc sound in a car.

Sreiber and Smith
(Continued from page 1)

engines would produce greater indu-
try aid both in the production
and the operations of various size theatres to
determine installation costs, Mahon said.

this stereophonic speaker unit.

fleet of engineers surveying California, and
the Midwest conferring with drive-in
operators of various size theatres to
determine installation costs, Mahon said.

At present Amplex has three teams
of "supply and demand" will rule the
product situation.

However, "counter" theme, Brant, who is also president of the Indepen-
dent Theatre Owners Association of
New York, said that motion picture
industry is charged by the state and in the future will
offer theatre TV, Cinemascope, Cinema-
Scope, VistaVision, 3-D occasionally and good conventional films.

You have to but see VistaVision on
the screen to know it marks one of the greatest advances in motion pic-
ture photography since the advent of the industry. He was equally enthusi-
astic about the variable anamorphic Tushinsky lens which he also saw
demonstrated on the Coast.

Brant, who has already equipped the houses for CinemaScope and plans to
tool up all "fringe" houses with all-up-to-date equipment by the end of
1954, maintained that the various new media, including 20th-Century-Fox’s
CinemaScope and Paramount’s VistaVision, are "non-competi-
tive." "God bless them both," he
added. He felt that some theatres may choose to be the
exclusive run for Para-
mount’s Technicolor pictures, while other houses might be CinemaScope theatres, at
all to the health of the industry as as a whole.

He was strong on the need for
stereophonic sound, predicting that producing companies will follow 20th-
Fox’s experiment in using stereo-

duce the "new sound dimension" is
explored and exploited more fully in future pictures. The critical sound
systems employed and to be employed by studios is studied by Brant, a
poor second best, as compared to true stereophonic sound.

Wants New Code
Expressing his sentiments on the
Production Code, Brant called it "outmoded" or "oppressive," claim-
ing that it "has been a great nostrum for
the industry... It can create a
sound once the "new sound dimension" is
explored and exploited more fully in future pictures. The critical sound
systems employed and to be employed by studios is studied by Brant, a
poor second best, as compared to true stereophonic sound.

Slight Modification Necessary
With slight modification of its
standard laboratory equipment, Kal-

it can do it faster and more economically than it can be done by any other method he is familiar with.

Adelman Suit
(Continued from page 1)

rehearing was granted and in addi-
tion, judgment in favor of Loew’s
and RKO was affirmed, dismissing
the amended complaint.

Distributor defendants sought a re-
hearing following the court’s revers-
al of a lower court’s decision in
favor of Loew’s. The rehear-
sing was sought by the eight majors
and in addition, Loew’s and RKO
sought a rehearing. The rehear-
sing is being granted in the Circuit Court’s ruling.

Adelman operates the Delman in
Dallas and the Delman in Houston.

The original complaint listed Texas
operator Joe Hare, owner of Consolidated
rectors, but in court rulings, they were dismissed from the action.

The pictures it makes this year in color
shall be in VistaVision with color by
Technicolor, Kalnus stated.

The Technicolor president, who saw the demonstration of VistaVision a few days ago, said that he and his
associates "have never before seen pictures on so large a screen with
the kind of clarity, smoothness, visibility and freedom from grain and with full
preservation of magnificent color values."

Kalnus also pointed out that the
VistaVision demonstration em-
body only one of the three phases of Technicolor stereo.

Slight Modification Necessary
With slight modification of its
standard laboratory equipment, Kal-

it can do it faster and more economically than it can be done by any other method he is familiar with.

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operator Joe Hare, owner of Consolidated
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dividends from Universal but not including any share of the profits and earnings of the film company, amounted to $1,240,438, or 92 cents per share of the 1,354,138 shares outstanding. These earnings compare with $933,265, or 90 cents a share, for 1952 when only 1,035,533 shares were outstanding.

"In short," Rackmil said, "notwithstanding the 18.625 more shares of Decca stock outstanding on December 31, 1953, earnings per share in 1953 were larger than in 1952. Our share of Universal's net earnings and its profits distributed by way of dividends will be larger in 1954, because our present full holdings of approximately 67 per cent of the common stock of Universal were not achieved until January of this year."

Rackmil added that Universal's earnings for the first quarter of the current fiscal year are at a considerably higher level than in the previous year, and that the company will, in addition, enjoy in 1954 a substantial benefit from expiration of excess profits taxes.

Reserve Decision in Decca-Lloyd Action

A decision was reserved on the George Lloyd motion to examine the books and records of Decca Record, Inc. here yesterday in New York Supreme Court.

Justice Morris Eder, in reserving judgment, said that he would expedite his decision. Lloyd, a former Decca director, is spearheading a proxy battle against the present management under president Rackmil's aegis.

Wohl Republic Winner

Republic's "Man Of The Month" award for February has been won by New York branch manager Joseph Wohl. Wohl is the fifth branch manager to receive this monthly award, which is bestowed under an agreement with Republic branch operation, showmanship, and community effort. Honorable mentions were given to managers at New York, N.J., Westchester, N.J., Winsted, Conn., Philadelphia, Butler, Pa., and San Francisco.

Sanders to Chromatic

Chromatic Television Laboratories, a subsidiary of Paris-Clark Pictures, developers of the Lawrence color television tube (Chromatron), has appointed Sol Sanders, director of public relations and advertising.

Sheraton Hotels in TV Circuit Drive

A six-city closed circuit television hook-up will be staged by the Sheraton Hotel chain today, while the other six Sheraton hotels can offer to business groups interested in large screen television, the program, which is being shown, was seen in some quarters as directly in competition with the usual TV schedules. Sheraton will be demonstrated at 4:00 P.M. at the Park Sheraton Hotel here. Box Office Television, Inc., will handle inquiries.

Television -- Radio

WITH the receipt of five new orders plus two contract extensions, the NBC-OP TV eye television camera which can be operated by remote control in fixed positions, the service will tie together hotel conference rooms in New York and Chicago. The conference could be arranged for individual use through regular TV receivers or enlarged to take care of groups of three or four hundred through RCA large screen projection type sets which will be installed by the business television.

The company will also operate, Sulds said, in the industrial field by providing equipment and services and network operation for industrial groups on an inter-plant and inter-city basis. Industrial television is now used for a variety of purposes by banks, police departments, laboratories, railroads, and others, Sulds said.

Closed Circuit Video Hookups Planned For Business Parleys

Business conferences between New York and Los Angeles, and other major cities, will use a closed television circuit will start shortly on a regular basis, Irvin P. Sulds, president of Business Televis-

Urges All Media Fight Censorship

A united front of all mass communications media against government censorship was urged here last night by Pat O'Brien, consultant to the Motion Picture Association of America, in an address before a meeting of the Radio and Television Executives Club.

He suggested the formation of a committee composed of representatives of the various media to take steps of actively organizing opposition to government censorship and in support of self-regulation in the respective media.

Lineup Acquired by Rubin For N. Ohio


HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS

RADIO STATIONS

50 E. 58th St., N. Y. EL 5-0405

Specialists to Motion Picture Industry

Tuesday, March 16, 1954
Here's the Exhibitors Own Guide to Extra Easter Profits featuring the time-tested Merchants' Screen Ads!

NATIONAL SCREEN SERVICE
Presents
"MISTER SHOWMAN"

The all NEW Guide to BIG Profits!
SPRING ISSUE 1954

NEW 30 x 40 EASTER GREETING

EASTER GREETINGS

ONLY $150 EACH

BIG 40 x 60 EASTER SHOW

ONLY $200 EACH

Get your MISTER SHOWMAN with any merchandise, full color 40 x 60 EASTER SHOW Display your finest products in style. Complete issue of Easter display will impress your public!

Here's Your Handy Index!

For full details, contact your U.S.S. Salesman or nearest U.S.S. Exchange!
COMPO's Case Seek Senate OK of 50-Cent Tax Exemption

WASHINGTON, March 16.—Complete tax exemption for motion picture theatre tickets costing 50 cents or less is needed to save thousands of small theatres from closing their doors, the Senate Finance Committee was told today.

The statement was made in a brief filed by Pat McGee and Col. H. A. Cole, co-chairmen of the tax committee of the Council of Motion Picture Organizations. The Finance Committee is holding hearings on the House-passed excess tax bill, which reduces the admission tax from 20 per cent to 10 per cent.

The Finance Committee will probably wind up its hearings today with testimony from Treasury Secretary Humphrey, Chairman Milliken (Col., Colo.) hopes to have a bill reported by Friday and up on the Senate floor early next week.

Most of the brief, four-page (Continued on page 4)

Selznick to Produce Edison Tribute on TV

David O. Selznick will produce on Sunday, Oct. 24, what is said to be an unprecedented, two-hour, multi-network television show marking "Light's Diamond Jubilee," which will pay tribute to the electrical industry and to the invention, 75 years ago, of the incandescent lamp by Thomas Alva Edison. The contract with Selznick was signed this week by the Light's Diamond Jubilee Committee (Continued on page 4)

Censor Bill in N. Y. Favorably Reported

ALBANY, N. Y., March 16.—The Senate Public Education Committee today favorably reported the Brydges bill defining "immoral" and "indecmethod to the electrical industry and to the invention, 75 years ago, of the incandescent lamp by Thomas Alva Edison. The contract with Selznick was signed this week by the Light's Diamond Jubilee Committee (Continued on page 4)

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Arthur L. Mayer, Independent Motion Picture Distributors Association legislative committee in Albany concerning censorship of motion pictures, said in response to Mayer's request for a chance to be heard on the bills, Assemblyman Justin C. Morgan of the Assembly Judiciary Committee advised him that it had been agreed that Philip O'Brien, representing the Motion Picture Association, would speak for all interested parties. Actually, IMPDAA also had not been consulted nor had it agreed to any such arrangement, it was stated.

In his letter to Senator Brydges, (Continued on page 5)

Protests Methods

Mayer Charges Censorship Does Not "Railroad"

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In his letter to Senator Brydges, (Continued on page 5)

S.B.C. Hits Pre-Releases

RIGID ENFORCING DEGREE ASKED

1 Drive-ins Ready With 'Scope Units

Four drive-ins, fully equipped for CinemaScope, including stereophonic sound installations, are slated to open within the next ten days.

They are: The Motor-VU, Salt Lake City; Claude Axel Associates' drive-ins of Corpus Christi and Dallas, in addition to the Twin Drive-in, Chicago.

U' Quarterly Net

Hits 8-Year High; Earns $772,979

For the 13 weeks ended Jan. 30, Universal Pictures achieved its highest quarterly net profit since 1936, reporting consolidated net earnings of $772,979 after provision of $890,000 for estimated Federal income and excess profits taxes. This compares with consolidated net earnings of $4,758,880 for the corresponding 13 weeks of the previous fiscal year, after provision of $675,000 for estimated Federal taxes.

After deducting dividends on the preferred stock, net earnings for the (Continued on page 4)

N.E. Drive-ins Hit 20th 'Scope Policy

BOSTON, March 16.—Twenty-three Century-Fox's insistence on stereophonic sound before releasing its CinemaScope pictures to drive-ins was hit by the New England Drive-in Association.

In an open letter to 20th-Fox president Syros P. Skouras, the association called the policy "arbitrary, unfair and unwarranted." The letter, (Continued on page 4)

Annual Report Scores Justice Dept's Views on Film Pricing Methods

By J. A. OTTEN

WASHINGTON, March 16.—The Senate Small Business Committee issued a report sharply critical of the demands to the independent exhibitor inherent in the pre-release system and other distributor trade practices.

The report also slapped the Justice Department's Anti-Trust Division for approving the "flat sum" method of pricing pictures and for other recent interpretations of the Paramount consent decrees. It urged the Division to adopt a vigorous program of "enforcing the spirit as well as the letter" of the consent decrees.

These comments came in the committee's annual report for 1952, filed by Chairman Thye (R., Minn.) today. The remarks on film industry trade practices, which covered about eight pages of a 17-page committee report, were follow-ups of a report filed last summer by a subcommittee headed by Sen. Schoeppel (R., Kan.). That earlier report, issued after exten-

(Continued on page 4)

N.Y. Will See VistaVision

HOLLYWOOD, March 16.—A large-scale demonstration of Paramount's VistaVision system in New York is being planned here at the Paramount studio, with Leon L. Ryder, head of the studio's engineering staff, set to leave for New York.

Ryder, it is understood, will visit the theatre for the demonstration, aimed at attracting large groups of exhibitors in the East. Ryder's departure will come just a few days after the slated departure either tomorrow or the next day of Barney Balaban, Paramount president, who arrived here in conjunction with the Coast demonstration of VistaVision.

Meanwhile, in response to inquiries, Ryder in a statement claimed that "only by the VistaVision process is it (Continued on page 4)

VOL. 75, NO. 51
NEW YORK, U. S. A., WEDNESDAY, MARCH 17, 1954
TEN CENTS

EXTRA

MOTION PICTURE DAILY

FIRST IN FILM NEWS

Accurate Concise Impartial

Beginning March 17th

Your local newsdealer...

in the U. S. A. and Canada...

has a broad, daily, four-color section on Film Industry News designed to meet the need for well-rounded, daily news coverage of the industry.


An efficient Film Industry News Section...

The DAILY houses all the photographic facilities, with resident photographers, photo-engravers and color print-shop to produce the FM News section in full four-color, in top quality.
Robbins Relected Cinematheque Head

Burton E. Robbins, executive of National Screen Service, was re-elected president of New York's Cinematheque Cinema of B'nai B'rith for a second year. The installation was held at the Hotel Astor in the late afternoon. He thus becomes the third Cinematheque Lodge president in the 15-year history of the lodge to hold the post more than one term. The other presidents are Martin Levine and Albert A. Sendel, who served for three years.

Newly elected as vice-presidents were Max Youngquist, executive producer of United Artists; Norman Robbins, twin brother of Burton and NSS executive, and Jack Weissman, industry administrator.

Reelected as vice-presidents were Marvin Kirsch, Milton Livingston, Sol Rosner, C. Y. Siefert, Abe Wilde and Lou Wolfl. Jack Hoberg was reelected as treasurer; David Kelton as secretary and John Levine as chaplain. Elected as trustees were Moses L. Kove and Joseph Maharan. Elected as treasurer was Max Blackman, junior Cohen, Harold Danson, Louis Ninos and Arthur Schwartz.

Lodge Film Shown

Featured at the meeting was the showing of a new 20-minute film, "A Salute to Cinema." This was the activities of B'nai B'rith's Hillel Foundation and titled "I'm From Missouri." It was produced by Max Youngquist, George Hoffman and Walter Klee under the sponsorship of Cinema Lodge and Midtown Lodge of B'nai B'rith. The evening was led by Rabbi Charles E. Schulman of the Riverside Temple.

Plans for Cinema Lodge's new "Al Seiber Memorial," for which all branches of the entertainment industry were disclosed at the meeting. The drive will get underway for the first time on Saturday afternoon March 31, 1955. Installation of the new Cinema Lodge officers will be held late next month.

'Laramie' First from Goetz for Columbia

HOLLYWOOD, March 16.—"The Man from Laramie," starring James Stewart and in the United Artists' Technical Laboratories, was the first of the "William Goetz Productions" picture for Columbia release, the studio announced today. Frank B. Fox, president of Columbia Pictures, announced the "Saturday Evening Post" serial of the same title, with camera work scheduled to start in September, "Dawn in the Sky," previously announced as the first Stewart starrer from the Goetz unit, will not be made until next year.

Also scheduled from Goetz for this year are an untitled Danny Kaye film, an untitled Sam Wanamaker and as yet unannounced third production, the studio said.

'Beat' Premiere Plan Pays Off; Heimane

The opening of "Beat the Devil" in 70 neighborhood theatres here, rather than at a single Broadway first run, is paying off, according to W. J. Heimane, a meeting in the Hotel Astor, last night. He thus becomes the third Cinematheque Lodge president in the 15-year history of the lodge to hold the post more than one term. The other presidents are Martin Levine and Albert A. Sendel, who served for three years.

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File $3,015,000 Suit Over 'Riot' Material

Charging that "Riot in Cell Block 11" was pirated from their own material, writers Peggy and Walter Mc- Graw of the Alcad Company, and now a member of United Artists, have filed a $3,015,000 suit against Walter Wagner, Allied Artists Productions and Monogram Pictures. The McGraws claim that Wagner had discussed the use of their material in the "Riot in Cell

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AD CAMPAIGN!
130,387,736
READERSHIP!
M-G-M’s famed column in 12 top national magazines. Special ads in 11 top business publications, plus Time and Newsweek. Part of Life and Look spread, plus newspapers and TV.

 BRAVO! TO ALL WHO MADE THE BEST-SELLER INTO A GREAT MOVIE!

M-G-M presents The Picture of the Year With The Cast of the Year!
"EXECUTIVE SUITE"

William Holden - June Allyson - Barbara Stanwyck - Fredric March
Walter Pidgeon - Shelley Winters - Paul Douglas - Louis Calhern
With Dean Jagger - Nina Foch - Tim Considine
Screen Play by Ernest Lehman - Based on the Novel by Cameron Hawley - Directed by Robert Wise - Produced by John Houseman

"M-G-M's sensational 'EXECUTIVE SUITE' is the kind of picture that folks say is GREAT EVEN BEFORE they see it!"

"Is he crazy! What does he MEAN?"

"IT’S THE TRUTH! M-G-M’s 'EXECUTIVE SUITE' is getting the top word-of-mouth acclaim of the year! The wave of raves sweeps from coast-to-coast. The trade paper reviews are terrific. Talk about PENETRATION! This great star-studded attraction is the talk of the nation!"

Just the start!
"PICTURE OF THE MONTH" - Lorella Pararez, Cosmopolitan

“Readers of the best-seller may well look forward to M-G-M’s major production for 1954" - Colliers
MOTION PICTURE DAILY

Wednesday, March 17, 1954

VistaVision

(Continued from page 1)

possible to reduce grain, eliminate fuzziness and gain bigger, better and brighter pictures. Whereas all other systems have made the front and side the limit of what could be attained, "VistaVision improves these seats and assures better viewing throughout the house."

"There has been some confusion in regard to theatre requirements for VistaVision pictures. It has been said that VistaVision prints will play in any theatre, anywhere in the world. Some improvement will be apparent in the theatre with the old postage-stamp small screen. These are the theatres in which not one cent has been spent to improve motion picture presentation. Paramount makes no demand on any theatre, but there is one thing on which there is complete agreement among all studios and all exhibitors, namely, big screens are here to stay."

'S' Net

(Continued from page 1)

last quarter were equivalent to 71 cents per share on the 1,010,449 shares of common stock outstanding, exclusive of shares held in the treasury. For the corresponding period of the previous fiscal year, consolidated net earnings were equivalent to 43 cents per share on the 961,969 shares of common stock then outstanding.

New 'Phantom' Drive

Warner Brothers will launch a territorial situtation on behalf in Pittsburgh and Erie, Pennsylvania and Wheeling, West Virginia areas for its "Phantom." The Phantom drive will be similar to that used in introducing the film in Indianapolis, Cincinnati and Cleveland.

$425,000 for 'Lili'

Having grossed $425,000 during its year's run at the Trans Lux 52nd St. Theatre here, 'Lili' completed its week with gross brought in any weekly intake in the theatre's 27-year history, the house reported. The film has played illegally and in engagements on a similar long-run basis.

SSBC Report Calls For Arbitration

WASHINGTON, March 16.— The Senate Small Business Committee, in its annual report for 1953, renewed its earlier recommendation that the industry get together on an industry arbitration system.

The report admitted that no solution had been found to the problem of whether to arbitrate film rentals. However, the committee went on to say that it hopes that representatives of all segments of the industry have given assent to the principles of arbitration as offering a solution to industry strife. Upon this common basis, your committee is confident that industry will allow itself the convenience of arbitration procedures which will be productive of renewed vitality in the motion picture industry.

S. B. C. Hits Pre-Releases

(Continued from page 1)

sive hearings by the subcommittee, strongly recommended a more vigorous enforcement policy by the Justice Department and also urged industry efforts to set up an arbitration system.

The earlier subcommittee hearings, the report said, indicated that many exhibitors' basic problems were due largely to the distributors' emphasis on "the pre-release, and its adjunct, competitive bidding."

The report said the committee could not determine whether competitive bidding "was in itself to be guilty of Federal law, but the distress resulting from their employment seemed almost inevitable."

Abraham Myers Quoted

Since the exhibitor awarded the pre-release run is always sure that the picture will not be available to his competition on a general release basis for a considerable length of time after his exclusive run is completed, the report said, "the question of illegal clearances is a particularly public one clearly presented the report said. It pointed out that Assistant Attorney General Barnes had testified that violation would depend on the intent of the distributors, in pre-releasing a picture, specified what time must elapse before the picture is released so that the Allied States Association general counsel, Abraham F. Myers, had challenged this finding of reasoning.

"To the committee," the report said, "the whole of the dispute seemed to be more than a definition of 'clearance.' The main issue, the report added, is whether the spirit as well as the letter of the injunctions in the Paramount case. Although technically the general rule following the pre-release run may not properly be termed 'clearance,' there is great difficulty in distinguishing its practical effects from those of clearance itself. It would appear that most of the grossly similar effects could result only from a common cause, however variously named, and that the uniformity of practice itself should also apply to the period following the pre-release run, if the spirit of the law was to be observed."

The report said charges of admission price-fixing were tied closely to the pre-release practice, and that the distributors said that the exhibitor only must state what he intends to charge and actually can charge, whatever he wants. "Whether this would actually be the case cannot be stated with certainty since your committee was not told of a clear-cut instance of departure from the terms or statement of intention," the report said.

The report then outlined the Reuben Stahl case and said "it is even more a matter of conjecture why the anti-trust division failed to issue even a report on the case."

The committee also criticized the zone system of the distributors, "considering the multiplicity of existing zone patterns," the report said, considering the frequency with which they are changed, it is readily inferable that violations of the judgments does sometimes occur. Moreover, in the shifting of availabilities which frequently accompany such rulings there is also great danger that a particular theatre may be granted unequal access to a picture with which it is in substantial competition."

The report said the committee recommended that the distributors ceased to compete with the exhibitors by bidding, but that it also was aware of the dangers inherent in the practice of competitive bidding. Here, where the exhibitors requested the bidding, the course was a peaceful one for avoid the course, according to the report.

"Accordingly," the report said, "your committee urged the anti-trust division to put the system under its most searching scrutiny."

A recent "progress report" from the anti-trust division will both "gratify and encourage the independent exhibitors," the report predicted. It said exhibitors would be gratified by the fact that more attorneys are working and that the division has made a statement that it recognizes the dangers inherent in the pre-release practice in the theatre. However, the committee continued, the department's approval of the "flat method of pricing a picture seems certain to preclude confirmation" among exhibitors.

"As every exhibitor hastens to use the flat sum method to price his pre-release pictures in view of the legal blessing bestowed upon it," the report said, "the exhibitor will wonder why the division did not withhold its decision at least until after it has been conclusively determined whether illegal clearances and price fixing are involved in the pre-release practice."

The report concluded with this paragraph: "While the department is to be commended for its growing concern with the parts played by the independent exhibitor, the department should also be urged to not slacken the strongly renewed interest in the anti-trust investigation manifested an awareness of the dangers inherent in the pre-release system. In its competitive bidding, the department has therewith obliged itself to afford the independent exhibitor the full protection against injury resulting from use of such trade practices."

Film Council Festival

In Chicago, April 1-3

The American Film Assembly and Golden Reel Film Festival will be held under the auspices of the Film Council of America at the Conrad Hilton Hotel, Chicago, April 1-3. Two of the picture entries have been shown. They will be drawn from the fields of religion, medicine, history, sex promotion, safety, geography, training art, science, sociology and politics.

Coordinated meetings are planned to give film leaders an opportunity to discuss common problems. It is expected that approximately 400 films will be available for screening.

O. Exhibitors Asked To Label 'Salt' Red

COLUMBUS, O., March 16 — Ohio exhibitors have been advised to label "Salt of the Earth," produced by Paul Jarri-cio and Herbert Biberman, as Communist propaganda if they play the picture. The advice was given by Robert Wile, executive secretary of ITO of Ohio. Wile said the film is playing in New York and "attempts may be made to release it in Ohio."

"The film is free and "you have a right to play any film you wish," but his advice was given, he said, "to prevent the picture as propaganda."

Edison Tribute

(Continued from page 1)

through its agency, N. W. Ayer & Son. Selznick was represented by Charles Miller, vice-president of MCA (Inc.), Ltd.

The program will utilize all the complete facilities of Columbia Broadcasting System, National Broadcasting Co., and NBC, to be chosen. Their resources will be pooled.

The Light's Diamond Jubilee Committee, under the chairmanship of Charles E. Wilson, former president of General Electric. Others on the committee include Herbert Hoover, Charles B. Darrow, David Sarnoff, William S. Paley and Harvey Firestone.

Concerning the nature of the program, Selznick has stated that it will not be a variety show, but will be a dramatic production presenting an interpretation of the spirit and meaning of American life, both of the past 75 years and the future, with emphasis on this year's events.

Disney Artists Coming

Roy Williams, Nick George and Volas Jones, Walt Disney artists, will arrive in New York at the week-end from Hollywood for a three-week vacation on behalf of "Pinocchio," which will open in more than 100 theatres of the Metropolitan area on April 16.

N.E. Drive-ins

(Continued from page 1)

signed by Ray Feeky, executive secretary of the organization, was addressed at a meeting of the association earlier this month.

She explained in part, "We firmly believe that the system of stereophonic sound is not adaptable to drive-in theatres. . . . Further, it is ridiculous on its face to think that mechanical sound in the confines of an automobile, the interior of which is approximately five feet wide and eight feet long. To add insult to injury, the letter urged 20th-Fox to furnish drive-in theatres with regular prints at 1.33-1 ratio with single track optical sound."

In New York, a 20th-Fox spokesman declined comment at this time on the letter of the New England Drive-in Association.
Censorship

(Continued from page 1)

Mayer expressed "unmitigated opposition to the proposed legislation." and pointed out that the United States Supreme Court would surely outlaw the proposed bills since it held previously that a term such as "amoral" was too vague for definition. Mayer offered another constructive approach if the committee feels there must be some prior censorship. He said the committee should consider the proposals submitted by E. Robert S. Lowden, IMPDAA counsel, or Dr. Hugh Flick and that IMPDAA would be pleased to discuss these proposals and cooperate in the drafting of legislation to effect them.

Shipments Starting
On Perspecta Sound

The first two Perspecta stereophonic sound integration units for regular theatres have been shipped to Europe, it was announced here by E. Robert S. Lowden, president of Fine Sound, Inc. The shipment initiates the delivery of a large-scale order of integration units for the single, optical track stereophonic sound system which M-G-M has adopted for all prints used abroad. Fine reported that all 40 M-G-M theatres abroad will be equipped for Perspecta stereophonic sound by the end of April. A large number of orders for integration units for non-M-G-M theatres will also have been filled by that time, he said.

One of the two integration units which have been shipped went to Cannes, where it will be used for the Film Festival showings of M-G-M's "Knights of the Round Table." After the festival, this unit will be permanently transferred to M-G-M's Plaza Theatre, Toulonse. The second integration unit is for M-G-M in Belgium.

Both units were made by the Fairchild Recording Equipment Co. of Whitesboro, N.Y., which manufactures all of the units will be by Westrex.

Times Films Names
Shelton Sales Head

Jean Goldfinger, president of Times Films, Inc., has announced the appointment of William Shelton as vice president and general sales manager effective immediately.

Shelton, formerly associated with Paul Graetz and Lopert Films will continue as head of his own company, Imperial Film Distributors of America, Inc.

Bill Favorably Reported

(Continued from page 1)

Mex. Producers Hold
Back on Production

MEXICO CITY, March 16.—There is virtually another strike in the picture trade here. Most producers and directors have stopped work, probably not to do so until they know just how the "salvation plans" the Supreme Court will receive next week will affect the trade. These plans are sponsored by Adolfo Cortina, chairman of the National Cinematographic Board, and Eduardo Garduno, director general of the trade's own bank, the semi-official Banco Nacional de Cinematografía.

Some "striking" producers say that they won't make pictures, even if that is what the law says, until they ascertain whether they can work under the plans, both of which, these producers complain, fail for "too much government" in the film trade.

The Producers Association calls the strike "a notorious recession in film production." The rewrite of the plans enacted and generally revamped plans are now being typed for presentation to the federal ministry of the interior, which is in charge of government department, that words on things cinematographic, trade all over the changes in the plans only amount to "reemergence" with the government's recently announced determination to control foreign distribution of Mexican pictures.

S-W Is Renovating
Metropolitan in D.C.

WASHINGTON, March 16.— Stanley Warner Theatres' Metropolitan Theatre is being completely renovated, with a March 25 target date for completion of the job.

Renovations will include new seats, carpeting, lobby lighting, and marquee; redecoration throughout, new painting both inside and outside, and finally, the assessor will interfere with the operation of the theatre except for closing five minutes. Most of the work is being done at night so as not to disrupt evening opening time.

Set 'Carnival Story'

King Brothers 'Carnival Story' will premiere April 16 at the Criterion in New York, the Woods in Chicago, and the Masbach in Philadelphia. RKO Radio is currently running promotional campaigns in each city.

Albany Newspaper
Urges Tax Removal

ALBANY, N. Y., March 16.—The Knickerbocker News, in an editorial on the "unfair" amusement tax, cited the added cost of the levy as working, and raised the further question whether, in view of the Supreme Court decision, "with regard to censorship that place motion pictures in the category of a luxury," the admission impost is an unwarranted abridgment of motion picture free press rights, just as much as censorship." The paper asked if Congress "does not logically follow."

"Before Congress finally acts on this tax, it must consider most seri- ously the relatively million of closing of one billion-dollar industry laboring under an oppressive financial handicap, its basic rights, according to the Supreme Court, being invaded," declared the editorial. "The tax should be removed," it said in conclusion.

Plan Two New Conn.
Drive-in Projects

HARTFORD, March 16.—Two new drive-in theatre projects have been signed for Connecticut by the Groton Open Air Theatre, Inc., with J. Lawrence Peters of New London listed as president, has started construction of a 650-car capacity drive-in, with completion date planned for late May.

Other officers are vice-president, Isadore Fishbone; secretary, Harry Ficaclo, Jr., and treasurer, Anthony Albino.

Anthony and John Perri of New Haven have received a building permit from the Branford, Conn., town assessor for construction of a drive-in theatre in that New Haven suburb. Construction is nearing completion of the 930-car capacity Plainville Drive- in, being erected by Perkos Theatre Associates, New Britain.

'Miller' in New York

CHARLOTTE, N. C., March 16.—The "Gentle Miller Story" opened up its 32-day engagement here at the Plaza Theatre Saturday night having already grossed $20,000. The film will overstay its original four week booking by four days making it Charlotte's longest run since the original "The Jazz Singer."
Tax Case
(Continued from page 1)

COMPO statement was devoted to re-
statement of the tax issue raised in the House debate on distressthe-
theaters. Cole and McGee said the in-
dustry is entitled to relief by the Con-
gressional Representatives for cutting the tax to 10 per cent, but felt they would be re-
miss if they did not point out that this relief is not enough to save thousands of theaters. The COMPO brief pointed out that both houses of Congress have overwhelmingly voted complete relief for the motion picture industry, and that the COMPO has urged the passing of the Mason tax repeal bill which promised substantial help this year.

Low-Price Houses Hard Hit
Despite these promises, COMPO continued, the House bill would fail to save 4,820 theaters now operating at a rate of loss in excess of 10 per cent of their gross. Of these, it was pointed out, 2,300 are in towns with only one theatre. All of these theaters charge 50 cents or less, COMPO said.

The COMPO brief then ran through these figures:

Along approximately 5,100 theatres in the red. Since then, about 1,200 of these have closed, but about 2,100 more have closed in the red and now 6,127 theaters are operating in the red. The House bill would provide enough relief for about 1,800 of these 6,127 theatres, leaving 4,280 still in the red.

“All of the 6,127 theaters have remained open because of the hope that this Congress will grant adequate relief,” the committee was told. “We have told the 4,820 theaters not getting adequate relief under the House bill “presumably will close.” It added that 25 per cent of these charge 50 cents or less.

Exemption of all tickets costing 50 cents or less, COMPO argued, would cover small-town theaters and children’s admissions.

The COMPO presentation also pointed out the “technical error” in the House bill, which makes the new rate one cent on each 10 cents of admissions or 10 per cent on each 10 cents of admissions or major fraction. COMPO said this drafting error made an effective rate “considerably in excess of 10 per cent,” and that Colin Stam, head of the House-Senate tax committee staff, agreed that the error should be corrected.

Fiscal Year’s Tax Collection Drop

WASHINGTON, March 16.—General admission tax collections in the fiscal year ending June 30 dropped 7 per cent over the previous year, according to a Treasury reported in its annual report for the 1953 fiscal year. This compared with $330,816.000 in the previous fiscal year. Collections have been dropping steadily since the peak of $392,873,000 in fiscal 1947.

DuMont Drops Permit

WASHINGTON, March 16.—The Federal Communications Commission granted a waiver by B. DuMont Laboratories for cancellation of their construction permit for a new commercial television station at Kan-
as City.

Reviews

“The Saint’s Girl Friday” (RKO Radio)

A NOther in the series about a detective who masquerades as a criminal, the Saint’s Girl Friday,” a Julian Lester presentation, is the film is completely without preface or followup and a completely satisfying melodrama in the best crime detection tradition. This number in the “Saint’s” series was produced in England by Seymour Friedman for producer Anthony Hinds from a tightly written screenplay by Allan MacKinnon with Louis Hayward in the title role.

A frantic cable brings the colorful Simon Templar, portrayed by Hayward to a London where Hayward learns that the death of the girl who sent for the Saint. Hayward seeks out a former con-
g federate who gives him information about the ring. With a wad of phony money, the Saint meets Nita Chance, takes him to the canal town as a red herring, finds him aboard a river barge. The Saint becomes known to the mob and they attempt to kill him. Hayward, in his attempt to find the mob’s leader, spends a weekend in the country, gets involved in a puff room brawl, and causes Schenk. Yard much anguish. With a red herring, Hayward solves Miss Chance’s problems and corners the criminals.

Others in the cast include Sydney Taffer, Charles Victor, Jane Carr, Harold Lang, Russell Enoch, Diana Dors, Fred Johnson and Thomas Gallagher.

Running time, 68 minutes, General classification, Release, in March.

L. D.

“Drive a Crooked Road” (Columbia)

THE spotlight is put on sports car racing and the men who are its enthusiastic drivers by Blake Edwards, which manages to provide a number of suspenseful situations for Mickey Rooney. It has an unusual framework and Rooney turns in an adroit performance. A car race, a high-speed automobile wreck, and some dare-devil driving by the very same driver is a fast-paced scene that are expertly re-
corded by the camera, providing action highlights and exploitation possibilities.

Rooney lives for driving and tinkering with sports cars and his biggest wish is to drive in the tour race in that field, the Grand Prix Le Mans. Two bank robbers select Rooney, unknowingly, to drive a hopped-up getaway car for them. Diane Foster, girl friend of one of the robbers, plays up to the pint-sized racketeers. Disproportioned by the crooks, he is undecided about joining them, but Miss Foster sways him. After a successful robbery, Rooney discovers that Miss Foster has disappeared. After locating her, Rooney is told that she used him as a foil so that he would drive the getaway car. Rooney is taken for a ride in a car which turns the tables on them and ends up, badly hurt after a wreck, with the girl.


Running time, 82 minutes. General classification, Release, in April.

“Secret Assignment” (L. F. E.)

BASED on a factual Italian counter-espionage incident during World War I, “Secret Assignment” has only limited appeal either for art houses or foreign film patrons. The complexities and numberless details in the film make it difficult for the Italian language and some familiarity with Italy’s travels in the World War to follow the story. Theaters having largely Italian audiences may find it a worthwhile attraction.

Intent on halting wartime sabotage in Italy, Carlo Ninchi, as Naval Command Donati, has Massimo Serato, Guido Celano and Umberto Notari as his associates. A lead takes them to Switzerland, where they try to find a certain General Meyer who is responsible for the spy ring. Vivi Golgi plays a nurse who is an unwilling courier for the espionage agents and when Donati has upon that fact, he assigns Serato to get into her good graces. Their relationship soon blossoms into a love affair, but meanwhile Donati has found General Meyer, who turns out to be the Austrian consul at Berne. The best

SPG Executive Board Heals Pact Progress

The executive board of the Screen Publicists Guild of New York will at its meeting tonight, hold a discussion of the Columbia Pictures negotiation situa-
tion and the “progress clause.”

The negotiators for both Wscreen and Publicists will con-
vene today and a report of the pro-
cedings will be made to the SPG executive Board.

“The Lost Weekend” To Rivoli March 23

Paramount’s “The Lost Weekend,” starring Ray Milland and Jane Wy- man, which opened at the Rivoli Theatre here on Dec. 1, 1945, and ran for 17 weeks, is being re-issued and will have an open again at the same house on Tuesday. The picture, based on the novel by Charles Jackson, dominated the Academy Awards which were presented for 1945.

National Pre-Selling

“Red Garters” is the recipient of a beautifully illustrated piece in the current issue of “Life.” A photograph taken on the set of “Red Garters,” in which the lines red and yellow, stones spread across a page and a half of the current issue.

“Red Garters,” reports “Life,” “the new Paramount musical, is a gay parody of the standard Hollywood cop, set in the mythical town of Lost, Limbo County, Calif.-

In the same issue “Act of Love,” the movie version of the novel “The Girl on the Via Flaminia,” says “Life,” retains the somber mood of the novel and adds to it the authentic flavor of draf wartime Paris.

Wal Disney’s “Pinocchio” re-
release will be called to the attention of the public in leaves an available charge at all RCA Victor dealers.

“King of the Khyber Rifles,” reports Ed Miller in Seventeen’s March issue, “sticks to a Kiplingesque connection of breeds and bravery in 19th Century India. Tyrone Power, beyond the social pale because he is the son of an English father and a Hindu mother, is a gallant captain in Her Majesty’s colonial forces; impulsive Terry Moore is the local general’s daughter.”

“Vera Cruz’s” and “Garden of Evil’s” star Gary Cooper will be on the four color cover of Parade March 21st issue. In addition to being “Parade” cover man of the week, a profile of Gary also will appear in the same issue.

“The Barefoot Battalion,” says Florence Sommer in the March issue of Redbook, “one of the most moving and unusual films to come from Europe in a long while. It was one in Italy and it is based on actual happenings during the Nazi in-
vasion of that country.”

“A Star Is Born” stars, Judy Garland and James Mason, will be featured in a picture and text story appearing in the March 21st issue of Full. Full Frontal photographs made on the set of “A Star Is Born” will be used to illus-
the story.

“Rear Window” and “The Bridges of Toko-Ri” star Grace Kelly was interviewed by Louella Parsons for Pictorial Review.

“Prince Valiant” has been se-
lected by “Parents’” magazine to be the best animated family audience film of the month for May.

WALTER HAAS
"If you skip the 19th hole, we can catch that COMPANION-approved movie!"

It's fun for the whole family to go to the movies together—when it's a Companion-approved picture. Group attendance like this, week after week, has made Companion-approval mighty attractive to theater owners.

Ladies are pretty much in charge of movie selection—and more than 4,400,000 of them are guided each month by the authoritative movie news they read in the Companion!

For this reason, Hollywood has wisely invested more money in the Companion during the last seven years than in any other monthly magazine. *except, of course, the fan magazines.*

Currently advertised in the COMPANION

The Long, Long Trailer..........................MGM

Rose Marie........................................MGM

*THE CROWELL-COLLIER PUBLISHING COMPANY, 610 FIFTH AVENUE, NEW YORK 19, N.Y.—PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIERS, THE AMERICAN MAGAZINE.*
In theatres large and small . . . in cities of every size . . .

THE FABULOUS $6.60 BROADWAY MUSICAL IN
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Leonard Sillman's
NEW SMILES ON EXHIBITORS’ FACES

Edward L. Alperson presents Leonard Sillman's NEW FACES in Glorious COLOR • Directed by Harry Horner • Co-Producer Berman Swartz • starring RONNY GRAHAM • EARTHA KITT • ROBERT CLARY • ALICE GHOSTLEY • Released by 20th Century-Fox
Hits Pessimism

Jack L. Warner Sees Industry Future 'Rosy'

Says Theatre Business Ahead of Retail Index

HOLLYWOOD, March 17.—Sharply raping Hollywood's "blues-criers" and painting a rosy future for the motion picture industry, Jack L. Warner, speaking at the fourth annual awards presentation of the American Cinema Editors at the Ambassador Hotel tonight, said that theatre business was running ahead of the national retail index and "looking up every day."

"From every studio," said Warner Brothers' vice-president (Continued on page 5)

Select 34 Theatres

For Para. 'Pageant'

Thirty-four theatres in as many key cities throughout the country have been selected for the Paramount Pictures Pageant March 29-April 2 with 26 of these theatres to present the triple-feature product show on the first day, A. W. Schwalberg, president of Paramount Film Distributing Corp., reported yesterday.

The five-day "pageant" is being put (Continued on page 4)

Guard Foreign Markets

Producers Warned Against
Soviet Film 'Intrusion'

HOLLYWOOD, March 17.—The head of the Government's Overseas Information Program warned U. S. film producers to guard their foreign markets against "intrusion" by the film industry of Soviet Russia.

Speaking before the Motion Picture Industry Council, Theodore C. Streibert, director of the U. S. Information Agency, emphasized the importance of Hollywood films in portraying the American way of life steadily after theatrical showings.

"When your pictures are not shown in a foreign country," he said, "you lose dollars, and the nation loses a potential ambassador. Good pictures make friends. We encourage your industry to guard its foreign markets carefully, and to protect your interests against Soviet intrusion."

Streibert said that in January Russia concluded a five-year trade agreement with India, including an exchange of films, and that in the same month the president of the Italian Film Industry Association headed a mission to Moscow and concluded a film exchange agreement (Continued on page 4)

RKO Holders Meet

Today to Act on
Hughes' Proposal

DOVER, Del., March 17.—The special stockholders' meeting of RKO Pictures, convened to act on Howard Hughes' offer to buy the assets of the company, will get under way here tomorrow. Arriving for the meeting were James R. Grainger, president; Edward L. Walton, comptroller and general assistant; William Clark, treasurer; and Garrett Van Wagner, comptroller, Jr., Miller Walker, vice-president and general counsel, who has been recuperating at his home in August, Ga. From all places, met the groups here and is expected to return to August on Friday.

As top company executives left New York for here, reports enquiring from Wall Street sources indicate (Continued on page 4)

H-63 White Collarites

To Launch Standard
Pacts Next Year

For the first time, industry-wide negotiations for "white-collarite" distribution employees belonging to Local H-63 of IATSE will be launched next year, according to a verbal agreement reached between union and distribution officials.

The tacit agreement, learned here yesterday, covers approximately 2,000 white-collar employees of virtually every major distributor in New York, including the newsreel companies. In addition, it was learned that both parties have agreed to put an expiration date of Aug. 31, 1953 on all present H-63 contracts, regardless of the expiration dates of existing contracts.

The move for standardization of contracts, it was stated, was embraced by both sides, each feeling that the benefits derived from such a move (Continued on page 4)

Brydges Bill Vote

Today in Albany

ALBANY, N. Y., March 17.—The Senate will vote tomorrow on the Brydges bill defining "immoral" and "incline to crime" in the state licensing law. The companion Fitzpatrick measure is on the Thursday third reading calendar in the Assembly, but action there may be delayed until the Senate ballots.

Assemblyman James A. Fitzpatrick tonight made the prediction that the legislation will pass.

WCBS-TV in Deal

For Late Pictures

In a deal which is said to be the first of its kind, station WCBS-TV, Inc. has acquired a group of Robert Lipper pictures for telecasting immediately after their theatrical showings. The purchase was made on the condition that the films not be shown in theatres, according to William Lacey, manager of the television department. It is expected that some of these productions will be ready for TV screens in December.

In another deal, WCCB-TV acquired 26 pictures from Hollywood Television Service, a subsidiary of Republic Pictures.

Treasury's View

Admission Tax
Is Too High,
Should Be Cut

Sec. Humphrey Testifies; Senate Group Near Vote

By J. A. OTTEN

WASHINGTON, March 17.—Treasury Secretary Humphrey said he thought the admissions tax is too high and is expected to be reduced, but he did not indicate how far the Administration is prepared to go.

Humphrey made the statement in testimony before the Senate Finance Committee on the House-passed excise tax bill, which, among other things, reduces the 20 per cent admissions tax to 10 per cent. The committee wound up its hearings today, and chairman Millikan (R.,Colo.) said the committee would meet tomorrow to vote on the bill. Voting will be finished tomorrow or Friday, he said.

Senate leaders now aim to bring the bill up on the Senate floor next Wednesday.

Sen. Carlson (R.,Vt.), a member of the committee, said his group would vote tomorrow to pass the bill without changes. The Senate will vote on the bill soon, he added.

TOA to Meet After
SuperScope Show

A luncheon meeting of Theatre Owners of America on the SuperScope Telecine lens will be held on Monday following the demonstration at the RKO 86th Street Theatre in the morning. TOA, in disclosing its plans to have (Continued on page 4)

White House Goes

CinemaScope Now

WASHINGTON, March 17.—Installation of CinemaScope equipment in the private projection room of the White House was completed on March 26.

The installation, consisting of a CinemaScope demonstration at the RKO 86th Street Theatre in the morning.
Personal Mention

BARNEY BALABAN, president of Paramount Pictures, will receive a Special in New York today from Hollywood.

JACK SILVERSTONE, manager of the Hippodrome, Cleveland, will leave there Sunday to attend the Variety Convention in Dallas. He will be accompanied by Leonard Greengruber and Irwin Shieker, delegates of the local tent.

W. J. Kupper, who will resign as 20th Century-Fox managing director in Los Angeles, will be tendered a farewell party before leaving there for New York on April 8.

H. M. Bessey, executive vice-president of Altec Service Corp., has arrived in Hollywood from New York, while E. O. Wilshire, operating manager, has returned here from Beverly Hills.

LOWELL THOMAS and "This Is Europe," the KuhnZalbin Award of Merit from the National Association of Travel Organizations at a luncheon meeting in the Penn Top Room of the Hotel Sherry.

NAT WILLIAMS, owner of Interstate Enterprises, Thomasville, Ga., has designated Roderick Flowers as manager of the Mode and Ritz theatres in Thomasville.

IRVING SOCHIN, Universal Pictures short subjects sales manager, yesterday was in New York, and today will be in Philadelphia.

HARRY FELDERMAN, head of Universal Pictures special sales division, will leave New York today for Washington.


JOSEPH LAPIDUS, Warner Brothers Eastern division sales manager, is in Glovesy, N. Y., today from here.

Poling Hits State Censor Bills in NY

Opposition to political censorship as "un-American" and "contravening the guarantees of the Constitution" was expressed by Dr. Daniel A. Poling, leading Protestant minister and editor of The Christian Herald.

Poling, commenting on the New York censorship bills now pending in Albany, said in a statement released here yesterday that political censorship invites "more evils than it could hope to correct." "I do recognize the fact," he added, "that there are evils now that must be faced and corrected or censorship itself could become the last port of an aroused public conscience.

Compo E&P Ad Says 2 of 12 Enter Free

The fourth COMPO advertisement in "Screen" & "Radio & Television" will be published on Saturday, states that every time a dozen customers, money in hand, come to a motion picture theatre to be admitted, 20 per cent are constitutionally eligible to take part in the lottery and will, with his committee, nominate candidates for membership on the board.

Saville Heads SPG Nominating Group

HOLLYWOOD, March 17—Producer Victor Saville has been elected chairman of the nominating committee of the Screen Producers Guild. Saville and his committee will be members on the nominating board.

Saville has appointed Albert Cohen, Fred Kohlmar, Mervyn Le Roy and Harry Tuggle to serve on his committee, which will be a candidate for election to the board.

Member boards whose terms expire in May are: Brian, Bryan Fox, Walter Mirisch, Sol C. Siegel, Jerry Wald, Carey Wilson and Jack Warner.

Election will take place at the annual SPG meeting on May 3.

Brazil to Award O.S.C. to Johnston

WASHINGTON, March 17—Motion Picture Association president Eric A. Johnston will receive tomorrow the highest award the Brazilian government gives a non-Brazilian for service to Brazil.

For his work in promoting Brazilian-American relations, Johnston has been awarded the Order of the Imperial Star and the Commandery of the Brazilian Cross, Degree of Commander. The presentation will be made tomorrow night by Brazilian Ambassador Munsu at the Brazilian Embassy.

Dowling-RKO Radio Set Release Deal

HOLLYWOOD, March 17—A multiple picture releasing deal was signed yesterday between Allan Dowling, head of the Evergreen Pictures Corporation, and RKO for release of two independent productions, to go before cameras during the next eight months.

Ben Chapman, executive assistant to the producer, handled the negotiations for the Dowling company.

The new films will be released at Republic Studios, and both productions will be made here. The first, "Night Music," will go before the cameras on March 29.

The second, "The Sca Is A Woman," is scheduled to start on May 7.

New S.O.S. Screen

A new line of metallic surfaced screens to be known as "S.O.S. Screen" has been acquired by S. O. S. Cinema Supply Corp., here. The screens are available in all sizes and their seams are so completely closed they are invisible, the company said. Curved frames of seasoned lumber can be furnished as a companion unit, and the screen comes in Kollmorgen short focal length lenses.

KIDS BRIGHT THEIR OWN POP CORN

WILLOUGHBY, Ohio, March 17—John Newkirk reports a trend that may dip into theatre profits. Some enterprising youths are bringing bags of home-popped corn to the theatre.

Theatre Video Deal On Sporting Event Proposed By B.B.C.

LONDON, March 17—England's greatest sporting event, the Football Cup Final to be played next month at Wembley Stadium, may be the first event on which Britain's film industry and the British Broadcasting Co. will cooperate.

Exclusive film rights to the event were acquired by the News Reel Association. The play can be broadcast worldwide, but B. B. C. will not be permitted to televise its subsequent and therefore the industry people give the word.

Facing this prospect, B. B. C. has turned to filmmakers for the two hours needed to cover the game. A committee of exhibitors has been named to pursue negotiations with B. B. C., with the understanding that its charge will be non-commercial, and focusing on maximizing all expenses, and that the Post-Draft must license the television rights, which will be allowed to be televise with large screen TV to receive and sell tickets to the tele-

W. B. to Make Stereo Sound Test in U.K.

LONDON, March 17—Arrangements are in hand here for a test screening of Warner's CinemaScope product in the United Kingdom.

A 20-minute trailer consisting of excerpts from the company's Cinemascope production, "The Command," will be screened at a special premiere next week.

"The Command" will be shown, half in stereophonic sound, the remainder with single track. It is expected the test will be held in about two weeks.

Exhibitors here, objection to 20th Century-Fox's requirement that stereophonic sound be installed for presentation of its CinemaScope product, have endeavored unsuccessfully to induce it to conduct a public test of "The Robe" or some other of its CinemaScope product with multi-track and single track on this, it is expected the test will be be accompanied during the current visit here by Syros Skouras, 20th-Fox president.

Seek Parley in UK Laborory Dispute

LONDON, March 17—Labor ministry officials conferred separately today with union and employer representatives in a film laboratory dispute to explore the possibility of finding some common ground which would enable the holding of a joint conciliation meeting under ministry auspices.

The groups agreed to meet "unofficially" this evening but chances of a peaceful settlement seem extremely remote.

New Tokyo A. A. Agent

OKYO, March 17—Paul Mizuno has been named to replace E. J. Rebstock as Tokyo correspondent of International's representative here.
Read TIME on the newsstands now for the whole big story of why

JACK WEBB

starring in and directing the full-length motion picture

DRAGNET is the hottest show-scoop of our time for the customers of

WARNER BROS!
TOA to Meet

(Continued from page 1)
a luncheon meeting similar to the one held by the Association, said that among those who already have announced their acceptance are two important figures in Fashion, president of Stanley Warner. Among the other 20 scheduled to attend are: Spyros St. Simon, president of Shubert Theatre; Dick Dickson, managing director of the Roxy; Sydney Lust, of Washington, and Morris Lubell, president of Fairmount. Those attending the demonstration.

Meanwhile, Joseph Tuchinsky, co-inventor of the lens who arrived here from the Coast with his brother Irving, said that he will hold a press conference this afternoon following the demonstration.

Para. Pageant

(Continued from page 1)
on for independent exhibitors, circuit operatoes, producers, and representatives of the press, radio and television to point up Paramount's program for providing theatres with a flow of pictures.


Houses in All Areas

Theatres which will present pictures on March 29 and later are: DeLancey: Capital, Boston; Niagara, Buffalo; Dilworth, Charlotte; Union Terminal, Cincinnati; Fairmount, Cleveland; Circle, Dallas; Tower, Denver; Ingersoll, Des Moines; Globe, Detroit; Uptown, Indianapolis; San Marco, Jacksonville; Apollo, Kansas City; Fox Beverly, Los Angeles; Ritz, Memphis; Varsity, Milwaukee; Smith, Park, Minneapolis; St. Paul, New Haven, New Haven office of a few theatre. New York; Tower, Oklahoma City; Center, Omaha; Midtown, Philadelphia; Uptown, Pittsburgh; Pageant, St. Louis, Southeast, Salt Lake City, and Circle, Washington D.C.

San Antonio on April 2

Three pictures will be used for the pageant on March 30: namely, the Bucakeh, Atlanta; the Esquire, Portland; and the Varsity, Seattle. Three theatres will also present the Asses show on March 31: Lake Shore, Chicago; President, San Francisco, and Oy, Houston. The Imperial, New Orleans, will hold the pageant on April 1, and the Josephine, San Antonio, will present it on April 2. The pageant will be opened and closed by trailers in which Schwallberg and Don Hartman, Paramount executives, will enthusiastically top the company's production and releasing plans.

Tax Is Too High: Humphrey

(Continued from page 1)
ber of the Finance Committee, said that an amendment in the House bill to exempt all ticket sales from the sales tax in the committee to exempt all ticket sales from the sales tax rate of 50 cents or less, but he added that the amendment was a temporary expedient. The report states that Milikin is opposing any changes in the House bill which would get support from a number of committee members who feel that no tax cuts at all should be voted this year. He was the only one in the Senate hearing the record from the Senate Finance Committee who would vote against "any measures that might increase the corporate tax rate.

Humphrey said the Treasury had to impose the House bill as it now stands because it goes too far in cutting corporate rates.

"Should Be Lowered"

"I don't want to defend 20 per cent or 25 per cent rates on any item," he said. "They are too high and should be lowered as soon as the country can afford.

Moreover, he said, there were a few increases in the House bill, which he immediately to stimulate business. "There are admissions, surcharges and a few others," he stated, "and present high rates should be reduced.

"On the other hand," he continued, "a general reduction of excise rates costing $900,000,000 as in the House bill is something the Treasury must object to unless it sees other revenue increases.

Milikin said a start has been made on some time in cutting excises and "hope is as good a time as any." He added that he believed excise cuts would stimulate business and that the Treasury's argument is seen up of the alleged revenue loss."n

See Some Revenue Saved

Humphrey agreed that some revenue might be recouped in some cases but said this was a delayed process. (Continued from page 1)

Among spectators at the Humphrey hearing were Col. H. A. Cole, and Pat McGee, co-chairmen of COMP'S Committee and COMPO special counsel Royce.

Coles said COMP had started getting exhibitors on the contract rank and file senators, but was holding back most of its drive until it finds out whether the Finance Committee adopts COMP's rates. He also said that the rank and file senators whether to support the committee bill or try to amend it.

Atlases' Asset Value

At $38.50 a Share

The Atlas Corp., which holds securities of Paramount, RKO Pictures and RKO Theatres in its portfolio, has a net market value of $9,951,393, or approximately $2.54 per share for the year ended Dec. 31, president Floyd B. Odum revealed here yesterday in the company's annual report. There were 1,467,290 shares outstanding at the year-end.

The company on March 16 had an indicated asset value of $38.30 per share of outstanding common stock, or a profit of $8,951,393, or approximately $3.80 per share for the year ended Dec. 31, the president said. The asset value was $37.82 per share, after payment of the year's dividends at $1.60, and further provision of approximately $1.98 per share for taxes on the unrealized appreciation of holdings. The year-end asset value compares with $39.28 per share at the end of 1952.

The report disclosed that at the end of the year, Atlas still maintained a strong cash position, with approximately $22,414,000 in liquid funds.

Atlas holds 29,700 shares of Paramount common, 75,000 shares of RKO Pictures and 10,000 shares of RKO Theatres.

Merchandising Plans

At 20th-Fox Meet

Plans for the merchandising of up coming standard releases were discussed at a 20th-Century-Fox meet ing yesterday between Eastern, West coast and Central division sales executives.

Called by director of distribution Al Lichman, the sales heads heard a report of several Panoramic Pro ductions, including "The Siege at Red River," "The Gambler From Nate," "Rain," "The Tartard," and "Princess of the Nile.

Participating with Lichman in the report was vice-president of the company, W. C. Gehring, executive assistant general sales manager; Alex W. Neumann, West coast division manager, and Jack Bloom, National circuits representative.

C. Glenn Norris, Atlantic division manager; J. O. McCleaster, Central division manager; and Marta Moskovitz, Empire State division manager, and J. M. Connolly, Boston branch head, came from their respective offices for the meeting.

Gimlartin Joins Sturm

William A. Gimlartin has been named president of the first to be named president of a Sturm Studios, Inc., Sturm Studios produce motion pictures, animation and television programs, and are responsible for Paramount's "Moulin Rouge," which is currently producing "Duel in the Jungle," "Beachhead," and "Moby Dick.

Pelson Joins Moulin

As Aide to Crown

Ernest Pelson has joined Moulin Production Co., as executive assistant to Eugene F. Figgis, president of the company, which has established a new New York office at 655 Madison Ave., responsible for the operation of Paramount's "Moulin Rouge," which is currently producing "Duel in the Jungle," "Beach head," and "Moby Dick.

Heads TV Station

TORONTO, March 17 — Eugene Figgis, former district manager of Famous Players Ltd., has been named general manager of Central Ontario, Ltd., which has opened Station CKCO-TV at Kittson, broadcasting for some of the most effective single medium, Mr. Pelson, declared. He said that his group has been distributing its films through regular theatrical channels overseas, and all major American distributors are now cooperating in this program. As a result, the number of people seeing agency films is increasing, he said.

RKO Holders Meet

(Continued from page 1)

He said that the Hughes's plan to pay $90 per share to the stockholders for the company's assets will win the necessary majority. According to Hughes' plan, any holder of stockholders is required, exclusive of his own holdings, which are 1,526,120 shares of outstanding stock.

The offer of Hughes, the company's board chairman and principal stockholder, had the following deadline: the special stockholders' meeting must act before April 1, and the assets will have to be transferred to Hughes by April 30 not later than 10:00 A.M., April 2.

On the eve of the special stockholders' meeting, the effect of the two pending minority stockholders' suits against Hughes and corporate directors on the projected sale remains unclarified. It was not known, for instance, whether the suit now pending in Wilmington, Del., challenging the Hughes agreement, allows him a contingency in the approval of stockholders, or whether the suit will be heard in action, some action.

The other suit pending in Las Vegas, Nev., will refer to every stockholder a pro rata portion of the $24,895,478 which will be paid for the company's assets commencing with approval by the board of directors when they meet Feb. 12-13 in Atlanta.

"Moulin Rouge," which is currently producing "Duel in the Jungle," "Beachhead," and "Moby Dick."
Jack Warner

(Continued from page 1)

president in charge of production, who recalled that he had once been a film editor himself, "there is a surge of great product. Ours is an industry that always comes through when the chips are down."

"The industry," Warner continued, "has faced the competition of free television and entertainment, but with new methods of attracting theatre-goers being formulated every day we are meeting and beating it."

Lauds New Media

Among the factors contributing to the renewed health of the industry he cited CinemaScope, in which his company has already completed approximately 10 pictures and Cinerama, "a tremendous and immediate success."

He pointed out that three-dimensional pictures such as "Hondo" and "Phantom of the Rue Morgue" were box office successes. Other methods, he said, that have equal opportunities for success are being developed.

"The pessimists, the calamity howlers, the prophets of doom, have no rightful place in our business," Warner continued. "They show up action, then stiff up themselves and initiative. They clutter up the picture with trite and sometimes damaging dialogue."

The major problem presently facing the industry, Warner said, is keeping the wheels of production turning and providing the world's theatres with good pictures. And, he added, "this responsibility must be shared by all creative talents of our industry. It's an apparent that they can afford idleness better than the rest of us. The sometime actor, the oddball writer and some directors can-and sadly do-throw roadblocks in the path of production."

The Code of Work

"If the creative talent of our industry does not choose to work it can keep laborers, bookkeepers, office workers and all craftsmen on the lots from working. I make a plea--with all my heart--that authors, writers and directors think less of self and more of the great industry that has done so much for everyone in it."

"While everybody's mind is on the motion picture code," Warner said, "I want to remind you of another code. It's older than the motion picture code. It's the code of work."

Paying tribute to film editors who "constitute an important and respected group whose voice carries weight and authority in the industry," Warner said:

"Some small segment of the public may think the film editor as a sort of executioner whose function is to chop on actors' heads and drop them on the cutting room floor. The men and women of the industry know better."

Academy Nominees Honored

Film editor nominees for Academy Awards who were honored at the meeting and the pictures that each edited included: Everett Douglas, "The War of the Worlds"; Otto Ludwig, "The Moon Is Blue"; William Lyon, "From Here to Eternity"; Robert Selnick, "Roman Holiday"; and "Cotton" Warburton, "Crazy Legs."

Red Skelton was master of ceremonies at the affair and Barbara Stanwyck made the presentation.

Juvenile Policy Ups Attendance by 20%

CORTLAND, O., March 17—Attendance has jumped 20 per cent at Irving Field's Cortland Theatre here since he inaugurated a policy of barring children unless accompanied by an adult. Vandalism has disappeared completely, Field said.

A survey of 600 persons in this area to determine their reaction to the policy revealed that they were in accord 100 per cent.

Completing Plans for V. C. Dine Here

Definite plans for New York Variety Club's first annual heart award dinner on May 6 are nearing completion, according to Russell V. Downing, chairman of the dinner committee, who expects to be able to release complete details within two weeks.


The Heart Award dinner, honoring William J. German, will be held in the Grand Ball Room of the Waldorf Astoria Hotel.

The goal of the Committee is a journal of 100 pages.

Legion Scans Seven: Calls All Class A

Seven new pictures have been reviewed by the National Legion of Decency and all have been designated as Class A in the latest listing of the organization. In Class A, Section 2, are "Casanova's Big Night," "The Mad Magician" and "Phantom of the Rue Morgue."

The four films placed in Class A, Section 1, are "Rouge Marie," "Raging Blood," "The Iron Glove" and "Go, Man, Go."

4 Texas Bows Set for 'Arrow in the Dust'

DALLAS, March 17—Allied Artists' "Arrow in the Dust" will open in four Interstate Circuit houses for its world premiere on April 30, it was announced by James Prichard, Southern division manager.

It will bow simultaneously in the Metropolitan, Houston; Ellamay, El Paso; Palace, Fort Worth, and State or Martinsville, Galveston.

Heads Buffalo Local

BUFFALO, March 17—John Santino has been elected president of Local F-9, Exchange Employees Union. Other new officers for 1954 are: Josephine Genco, business agent; Florence Kiley, vice-president; Josie Lee Moore, financial secretary, and Gloria Picerno, recording secretary.

NOW... the LOWEST-PRICED QUALITY STEREOPHONIC SOUND in the industry

...from RCA —the most famous name in sound

Now... from RCA, the leader in all phases of sound... comes this important announcement of QUALITY STEREOPHONIC SOUND PRICED TO MEET EVERY BUDGET REQUIREMENT.

To the small-theatre operator, this announcement presents—for the first time—the opportunity to buy from the leader in the field at a price he can well afford. Here is the same basic sound system already installed in the projection rooms of the nation's finest theatres—made available through RCA's background in electronics and vast manufacturing facilities. Here are the quality components of this low-cost package:

1. Famous, All-New AUDIO-SYNC AMPLIFIER SYSTEM

The latest in operator convenience

The finest in 4-channel sound

2. Universally Accepted

Soft-Loop System,

BUTTON-ON SOUNDHEAD

3. New, Proved-Design,

Reflex-Baffle

EXTENDED-RANGE SPEAKERS

Specially-designed for theatres up to 1200 seats

Now, get ready to cash in on the bigger grosses the new film techniques offer. CHECK your RCA Theatre Supply Dealer for details and for information on RCA's liberal financing plan. FOR EARLY DELIVERY, WRITE, WIRE, OR PHONE YOUR RCA DEALER NOW.
Easter comes only once a year...

Prince Valiant

CINEMASCOPE

comes once in a lifetime!

Twentieth Century-Fox presents "PRINCE VALIANT" starring JAMES MASON • JANET LEIGH • ROBERT WAGNER • DEBRA PAGET • STERLING HAYDEN • Pro-duced by ROBERT L. JACKS • Directed by HENRY HATHAWAY • Screen play by DUDLEY NICHOLS • Color by TECHNICOLOR • DELUXE • Based on King Features Syndicate's "Prince Valiant" by Harold Foster

A limited number of prints will be available for Easter engagements of the finest CinemaScope presentation yet offered. It is suggested you immediately contact your 20th Century-Fox branch manager.
Closed-Doors Meet
Senate Group Takes Up Tax Relief Plea

Columbias Launching 'Clean Up' Drive

Yates Hits at Stereo Sound

Schimel Will Head Industry Campaign for U.J.A. Again

Another Step RKO Holders Meet Accepts Hughes' Offer

Consummation of Sale Awaits Suit Decision

Ten in Preparation At 20th-Fox Studio

Para. Now Has Nine For VistaVision

New Variable Lens Show Set for Here Wednesday

CHICAGO, March 18.—Commenting on the M-G-M invitation to bid for the first outlying run of "Rose Marie" in Chicago, attorney Richard Orillioff, representing the M-G-M Theatre Corp., operating the Rocke Theatre, today said that if M-G-M continues the policy, initiated with the

The new variable anamorphic projection lens, developed by Robert E. Gottschalk in Hollywood, will be demonstrated here on Wednesday at the RKO 66th Street Theatre, just two days following the demonstration at the same theatre of the Tushinsky SuperScope lens.

The announcement of the Wednesday demonstration was relayed here by Los Angeles, headquarters of Panavision, the system which utilizes the Gottschalk prismatic lens, known as Super Panaflex. All members of the industry will be invited to attend the show, it was stated.

\[Continued on page 6\]

\[Continued on page 4\]
**Personal Mention**

LYA LOPERT, president of Loew's Films, will leave here today for London.

GUSTON J. DURAE, Jr., president of Paramount-Globe Theatres, New Orleans, left there last night by plane with Mrs. Dureau for New York. They will sail from here on Wednesday, March 21, for Southampton aboard the "United States."

SHEILA BERNSTEIN, secretary to ROONEY BUSH, 20th Century-Fox exploitation manager, will be married today to IRVING FRIEDMAN, of New York.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, will leave New York at the weekend for Cleveland and Detroit.

GUY A. KENMARK, retired official of the Talgar Theatre Co., of Florida, and Mrs. Kenmark, have returned to Jacksonville following a vacation.

LOU GINSBURG, of Amalgamated Buying & Booking Service, New York, has left here for a tour of the Southern states.

FRED SCHWARTZ, president of Century Theatres, has left New York for Europe.

DAVE PRICE, Southern division manager for RKO Radio, has returned to Atlanta from Jacksonville.

MARTY WOLF, assistant general sales manager of Alex Service Corp., has left New York for Atlanta.

CHESTER ERKINE, producer, will return to Hollywood today from New York.

**Trip Abroad Planned By Para's Hartman**

HOLLYWOOD, March 18—Don Hartman, executive producer at the Paramount studio, will leave here late in March for a three-week business trip to New York and Europe. He will stop in London, Paris, Rome and Moscow, stopping in Washington and checking with the studio's overseas representatives. An important part of his tour will be discussions concerning VistaVision, for which Paramount will introduce in Irving Berlin's "White Christmas."

**Censorship Debate**

Martin Quigley, Jr., editor of The Motion Picture "Herald"; Dr. Hugh M. Flick, director of the motion picture division of the New York State department of education, and Ephraim S. London, attorney, are scheduled to participate in a TV-radio discussion of the topic, "Motion Pictures Must!" The program is "American Forum of the Air," on the NBC television and radio network from 2:30 to 3:00 P.M., E.S.T., on Sunday.

**Free Newark Show Poses Problem of How Percentage Deal Can Be Worked Out**

The experiment of Lewis Tortiariello in admitting patrons gratis to his famed Theatre in Newark, N. J., last Monday boosted his business, but the manner in which Columbia Pictures will collect its percentage was still undecided yesterday. Columbia, however, will either collect the fee due or lose the use of Tortiariello's house, a prominent example of the duel between the exhibitor and the studio.

Tortiariello, in a move to lure the usual TV-stay-at-homes on Monday night, announced that all patrons would be admitted free to see "Pardon Me, Here to Eternity." The offer, however, was limited to the showing of the film, he said, and that he doubted his concessions business. Exhibitors from all over Newark came to his theatre to see what would happen, Tortiariello said. He added that the next day he saw many new patrons and that he believed he had won a large number of new customers.

**$9,000,000 to I.F.E.**

Under Current Pact

ROME, March 18.—Official estimates place the total amount of credit which will have been granted by American distributors in Italy to Italian Films Export under the current agreement between this country and the American film industry at $9,000,000 when the agreement expires next Aug. 31.

Negotiations for renewal of the talks on a new agreement are expected to be made by Eric Johnston, Motion Picture Export Association American representative, in the near future. They may be held either here or in New York, or even in Rome, it is reported by Ettel Monaco, ANICA vice-president, and G. Griffith Johnson of MPAA here. No definitive decision has been reached. However, officials say that the American industry's proposals involve a sharp reduction of the financial aids to the E.F. Pact Is Under Fire

Industry circles here regard it as more than a coincidence that the Society of Independent M. P. Producers and the Independent Theatres Association chose this particular time to renew their attacks on the agreement.

**Mrs. Ernest Schwartz**

CLEVELAND, March 18.—Mrs. Ernest Schwartz, widow of the late Ernest Schwartz, executive of the Cleveland Motion Picture Exhibitors Association, died suddenly in Miami Beach. Funeral services are being arranged, by the family. Schwartz died six weeks ago.

**Newport Showman Dead**

NEWPORT, R. I., March 18.—Harry Horgan, 57, of Newport, R. I., an exhibitor for 38 years, died suddenly March 17 at his home here of a cerebral hemorrhage. He operated the Opera House. He is survived by his wife, three daughters, and son. Funeral services will be held Saturday morning.

**Fellerman a V.P.**

Max Fellerman has been named vice-president and general manager of Loew's Films, Inc., New York, by Harry Loew. Fellerman joined Loew's three weeks ago after serving his connections with Radio City Broadcast — Paramount Theatres.

**Senate Vote Today On NY Census Bill**

ALBANY, March 18.—The Senate today postponed action until tomorrow morning on the bill before the Senate to permit the taking of the next New York State Census. It has been stated that the decision was influenced by the desire to have a complete Census bill. Fitzgerald expected a vote by the upper house, too, some time tomorrow.

Another source stated, "there will be debate in both Houses." Meanwhile, Assemblyman Harold Tyler, who introduced an opposition to the legislation "tightening" censorship. There was a report that Senator George R. Metcalfe, Auburn publisher, would also vote negative.

**20th-Fox Mapping "Valiant" Campaign**

A heavy promotional campaign in which King Features, Hearst Promotion Enterprises and some 30 top radio and television stars and children's clothing manufacturers will take part has been prepared for 20th Century-Fox's "Prince Valiant," which is to be released in 253 situations during the Easter season.

Hearst newspapers have already published illustrated feature material describing the transition of "Prince Valiant" to the screen, while the Hearst Promotion Enterprises will have a specially-recorded radio talk between the film's two stars played on 240 radio stations at Easter Sunday and during the Easter period. The Associated Press will also be in periodic servicing of "Prince Valiant" material to client newspapers while manufacturers of "Prince Valiant" toys and clothing will run advertisements in conjunction with the picture.

**Houser Returning to Coast as Lieber Aide**

Mervin Houser, who has been RKO Radio's Eastern director of advertising and publicity for the last year, will move to Hollywood in mid-May to become executive aide to Perry Lieber, national director of advertising, RKO Radio.

Houser moved here from the Coast at the time he took over his present duties. No successor has been named as yet.

**Streibert, of USIA, Urges Greater Role In Film Festivals**

LOS ANGELES, March 18—Theodore C. Streibert, director of the U. S. Information Agency, urged the American film industry to take a larger and more active role in international film festivals.

The purpose of the festival, Streibert stated, is to provide American producers and other groups with all available information on these events so that U. S. participation may become more effective in the future. He suggested the creation of a committee comprising producers, educators, and cultural leaders providing more documentary, educational and childen's films for showing at future film festivals.

**Set Demonstrations Of Mirra-Scope**

KANSAS CITY, March 18.—Demonstrations of Mirra-Scope, drive-in screen surfacing, will be held at the Victory Theatre, Boise, Idaho, beginning on March 25-27 and at the Heart Drive-In here during the first week in April. The facilities of the invention of Virgil Odell, of Boise, and is manufactured by First-American Products of Kansas City.

The Mirra-Scope screen is reported to have been engineered to give equal distribution of light over a 90-degree angle, even over the screen's 20-foot diameter. Screen is wide screen, 3-D and standard.

**NEW YORK THEATRES**

RADIO CITY MUSIC HALL

Rockefeller Center

**RHAPSOdy**

starring ELIZABETH TAYLOR

VICTORIAN JOHN LOU

GASSMAN ERICSON CALHORN

Color by Technicolor — An M-G-M Picture

and SPECTACULAR STAGE PRESENTATION

PHANTOM OF THE RUE MORGUE

Directed by GROVER THOMAS

SHERIDAN DAME, LUCY HALE, DONALD BYRL

**MOTION PICTURE DAILY**

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"BEACHHEAD!"

ESTABLISHED...

A SMASH GROSSER!

SENSATIONAL BUSINESS IN NEW ORLEANS (Sanger); SAN DIEGO (Fox, State, Loma); MIAMI (Carib, Miami, Miracle); TAMPA (Park); JACKSONVILLE (St. John’s); LOS ANGELES (Los Angeles, Uptown, Loyola, Hollywood, Village Westwood); LONG BEACH (Imperial, Crest, Belmont).

WATCH FOR NEW OPENINGS COMING UP IN KEY CITIES ALL OVER THE COUNTRY!

AUBREY SCHENCK presents TONY CURTIS • FRANK LOVEJOY • MARY MURPHY in "BEACHHEAD" • PRINT BY TECHNICOLOR

Featuring Eduard Franz • Skip Homeier • Sunshine Fukunaga • Dan Aoki • AN AUBREY SCHENCK PRODUCTION

Produced by HOWARD W. KOCH • Directed by STUART HEISLER • Screenplay by RICHARD ALAN SIMMONS

QUALITY PICTURES
Schimel Heads

(Continued from page 1)

introduced Edward M. Warburg, U.S. national campaign chairman. Warburg said one of the most important problems confronting the country at this time, the financial one, being cited as the most urgent. He reported that a group of New York banks yesterday concluded an agreement for a $20,000,000 five-year loan to be used for refinancing some of Israel's more immediate and costly obligations, without collateral other than the record of contributions which has been established in recent years.

$860,000 Contributed

Reporting on the amusement division's accomplishments in the 1953 campaign, Schimel disclosed that contributions amounted to $860,000. The total for the preceding year was $516,000. He said that the vendors' division, chaired by Henry F. Moss, accounted for $53,000, and that Balaban was instrumental in obtaining outside contributions. A survey last year approxi- mately $120,000 with which the amusement division was not credited because the donors were from outside its ranks.

Schimel attributed the success of last year's campaign to "organization and cooperation." All concerned, he said, decided to do a job and, with effective assistance, accomplished their aim. He included as chairman of the film exchange division and expressed the wish that Moss, now in Europe, would serve again as chairman of the vendors' division, and Spyros Skouras, Jr., as chairman for corporations.

Lunchen Planned

It was announced that the main campaign function with which the industry will be held in the latter part of May, probably in the form of a lunch- en, as was the case last year. Schimel reported that at the close of last year's lunchen, 70 per cent of the division's quota was accounted for, leaving the committee ample time in which to reach the full goal assigned to the division.

Sam Rosen, vice-president of Stan- ley-Warner Theatres and Cinerama, also was invited to the division's luncheon. Warburg attended urge attendance at the kick-off dinner for the Greater New York campaign, to be held at the Hotel Plaza, April 1, with Gov. Thomas E. Dewey as honor guest and Ambassador Abba S. Eban of Israel as guest speaker.

Travel and Hotel Men

Citc Lowell Thomas

A plaque for his contribution to the stimulation of travel through Cine- rama was presented to Lowell Thomas, here yesterday at a luncheon given by the National Association of Travel Organizations and the Hotel and Motel Managers Association at the Hotel Statler.

The travel men conceded that Cine- rama has increased the vigor of travel bureaus in interesting the public in domestic and foreign travel.

In Canada Research Post

MONTREAL, March 18—T. O. Bailey, formerly assistant research officer of the National Research Council, has been appointed director of Associated Screen Studios here as executive in charge of photographic chemistry, control and research work.

Reviews

"Beauties of the Red River"

(Lopert-United Artists)

A "NATURAL" for art theatre audiences, this merry blend of fact and fiction should have excellent box-office. A young music teacher with a penchant for fantastic dreams allows director Rene Clair to display his keen imagination in satirizing such specific things as the French Revolution, the Three Musketeers, and the conquest of Algeria, together with such general things as romance, fame and fortune. Furthermore, it is an amusing in a lilt, Gina Lollobrigida, and Magali Vendeuil to demonstrate their beauty, charm and, even, singing ability. It's a gay comedy combining the spectacular with the sophisticated and it should proved to be one of the most successful of the films imported in 1954.

As the harassed, absent-minded, and scoffer-at-music teacher in a French provincial town, Philippe manages to sweeten his frustrated day-time life by night-time flights of fancy in which he is turn a visionary, a soldier-hero, a famous composer, and more. His dreams are replete with romance, Gina Lollobrigida, a cafe cashier, Martine Carol, the mother of one of his pupils, and Magali Vendeuil, the daughter of a garage owner, are all transfigured into Arabian princesses, daughters of Restoration aristocrats and other delectable females in their nocturnal fantasies.

Reality, however, gets harsher and harsher on Philippe and he starts behaving very emotionally in his every-day life. His friends grown alarmed but fortunately, a declaration by Miss Vendeuil that she loves Philippe in real life as much as he imagines she does in his wildest dreams, plus the acceptance for production of an opera he has written, save the day.

Jean Richard Clair, in collaboration with Jean Pierre Groty, wrote the screenplay for this Franco-London production.

Running time, 84 minutes. General classification. For release early next year.

G. B.

"The Siege of Red River"

(Panoramic—20th Century-Fox)

SEVERAL good story twists set "Siege of Red River" apart from the general run of outdoor films. The plot has originality, centering on Civil War espionage with a frontier background. Director Rudolph Mate has been resourceful in the staging of his action highlights, such as fist fights and Indian raids, while Van Johnson and Joanne Dru, both turning in one of their better performances, are backed by a strong supporting cast. In color by Technicolor, "The Siege of Red River" should do excellent business in action houses.

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Van Johnson, as a Confederate captain operating behind Union lines, uses Miss Dru, known as an ardent pro-Union patriot, as an unsuspecting wife (which they always are) and she is a more than mercurial. Boone, however, shoots Stoe and makes off with the gun which he sells to the Indians. The Indians use it to attack a Yankee fort and Johnson, aware that the Indians are in the pay of the Union, gets his message with the assistance. When the attack is repelled, word is received that the war between the states is near its end, smoothing the way for romance between Miss Dru and Johnson.

Highlights of the film include a fist fight between Johnson and a Union soldier, a scene in which Miss Dru unintentionally becomes intoxicated on spiked tea, the train robbery and a final battle scene which is filmed in panoramic proportions.

Leonard Goldstein produced the film and Sidney Boych released the screenplay.

Running time, 81 minutes. General classification. For April release.

"Rails Into Laramie"

(Universal)

A film of American frontier days, "Rails Into Laramie" travels along well-trodden paths, but thanks to competent direction and a good cast, its ride is at least a smooth one. John Wayne's rugged, Mari Blanchard's comeliness and Dan Duryea's smooth menace are all utilized by director Jesse Hibbs. Though very much like many another Western, it has a good measure of action and interest to offer viewers.

Supporting are including Joyce MacKenzie and Harry Shannon with James Griffith contributing a nice bit as the sim- patico but loyal deputy marshall, Ted Richard produced and D. D. Beauchamp and Joseph Hoffman did the screenplay.

Running time, 81 minutes. General classification. For April release.

Yates Hits

(Continued from page 1)

Yates Honored By

Italy and Trade Press


Yates, visiting here, also was presented with a gold medal by the Italian film trade press in commemoration of his 45th anniversary in the industry.

Publicists Stalled

On Pact Progress

The executive council of the Screen Publicists Guild met yesterday that negotiations between Columbia-Warner Brothers and Universal are deadlocked. The companies have not yet reached an agreement to sign with the SPG. The companies are reported to be not in favor of the "automatic agreement" clause that the publicists are asking in their new contracts. The SPG is presently negotiating with 20th Century-Fox whose contract expired last April. Artists recently signed with the SPG publicists.

The Guild is willing to modify its demands so that it can come to an agreement with the companies. Latest report is that March 31, the day the companies will ask the members to vote on a strike issue and to set a date for it.

Cowles Elects Mich V.P.


Mich was named editorial di- rector of "Look" last January, coming from "McCall's."
Motion Picture Daily

RKO Holders

(Continued from page 1)

presided. Others of the board present for the meeting were Garrett Van Wagner, William H. Clark and J. Miller Walker.

Shares owned the meeting assisted by Richard F. Corroon, of Wilmington. The meeting was attended by a total of 31 people of whom 14 were stockholders. In the room with management officers and employees. Eight others were news men and three are on themselves as observers representing counsel in several lawsuits which have been filed. Among them was Herbert Cobin of Wilmington, who was associated with Harry Halperin, representing the plaintiffs in the case before Chancery Court.

At the conclusion of the meeting, which lasted for two-and-a-half hours, with a short recess, RKO issued a statement which read:

"James R. Grainger, president of RKO Pictures Corp., announced today that Mr. Hughes were present at the meeting, in person or by proxy, a total of 3,385,770 shares owned by Howard Hughes and 2,095,996 shares owned by other stockholders. Approximately 8,000 stockholders were represented at the meeting. Stockholders took an affirmative vote on the proposal of acceptance recommended by the board of directors of the offer of Hughes to purchase the property and assets of the corporation for $23,485,478 in cash and 500 annual payments of the property and assets pursuant to the offer.

"Stockholders also approved and authorized the reduction of the capital of the corporation in the manner and the extent set forth in the proxy statement as to enable stockholders other than Hughes to receive promptly their pro-rata share of the purchase price consisting of $6 for each share, tendered in the tender offer.

"The affirmative vote in favor of acceptance of the offer passed by all stockholders entitled to vote at the meeting, including stock owned by Hughes, amounted to approximately 85 per cent of all the stock of the corporation issued and outstanding and entitled to vote. The affirmative vote in favor of acceptance of the offer, cast by all stockholders entitled to vote at the meeting, exclusive of stock owned by Hughes, amounted to 77 per cent of all the stock of the corporation, issued and outstanding and entitled to vote exclusive of that owned by Hughes. The vote against approving the tendering such matters amounted to less than three per cent of the stock issued and outstanding and cast by all to vote, exclusive of stock owned by Hughes."

In objecting to the sale of the stock

Hurok To Produce "Aida" In Italy

ROME, March 18.—Sol Hurok, opera and concert impresario yesterday that he will sponsor a motion picture version of Verdi's opera, "Aida," in cooperation with I.F.E. Releasing Corp.

Review

"Racing Blood"

(20th Century-Fox)

THE chief asset of this film about a boy raising a champion race horse is Jimmy Boyd, a youngster who brings to his film debut a good supply of zest, enthusiasm and genuine charm. Other plus factors are John Cleve-

Granville and John Gielgud. Mr. Hughes's simple-minded, lovable grand- son, and Jefi Porter who plays a riding stable owner's daughter with charming winsomeness. On the debit side are some stilted dialogue and acting and some slow-paced direction. "Racing Blood," in consequence, shapes up best suited to television presentation.

When a prize mare foals twin colts, Cleveland, the stable man, is instructed to destroy one which has a cloven hoof. At his grandson's behest, he secretly rear him. The managing family to heal the hoof, and then bring the colt back to the stables and train it as a race horse. Eventually, it is entered in the big race and wins out its twin which was foaled without a handicap.

The trainer, is teamed with Miss Porter for the romantic interest. John Eldridge plays the stable owner, Wesley Barry produced and directed from a screenplay by Sun Rocca. The picture is in color by Super-Color.

Running time, 76 minutes. General classification. For immediate release.

Graham Appointed to RETMA Engineering

WASHINGTON, March 18.—Virgil M. Graham, formerly with Sylvania Electric Products, has been placed in charge of the RETMA engineering department. It was announced yesterday by Dr. W. R. Baker, director of the engineering department of the Radio-Electronics- Television Manufacturers Association, Graham succeeds Ralph R. Batcher, who has resigned after four years as chief engineer. Since 1946, Graham has been director of technical relations for Sylvania. The RETMA engineering department is located in New York.

Ten at 20th

(Continued from page 1)


Berlin Work Included

Also Irving Berlin's "There's No Business Like Show Business," starring Ethel Merman, Donald O'Con- nor, Dan Dailey and Mitzi Gaynor, directed by Walter Lang, produced by Sol C. Siegel, and songs by Irving Berlin; "Desire," starring Jean Simmons, directed by Henry Koster and produced by Julian Blain-stein; "Saher Tooth," produced from an original idea by Philip Dunne, and "Beneath the 12th Green," directed by Henry King, produced by Bert E. Friedlob and William Bacher on location in Africa and at the studio.

New A.A. Office

WASHINGTON, March 18.—Al- lied Artists will open its new office at 915 New Jersey Avenue, North- west, on Monday, it was announced by Milt Lipson, exchange manager.

Individually Designed

and Custom Built
Ticket Tax Meeting

Continued from page 1

industry, urging an exemption for lower-priced tickets. One or two other committee members supported Gutowski's proposed bill, but committee chairman Millikin (R., Col.) opposed the idea.

He argued—as did Republican leaders in the House—that the committee had to reject all attempts to cut excesses further than provided in the budget bill. The committee made one exception, then it would be unable to prevent other exceptions, and the result would be a bill that loses the Treasury too much revenue.

Contacting Committee

In preparation for the voting to-day, the Senate Finance Committee of Council of Motion Picture Organizations was making a last-minute effort to ensure the enactment of the bill. The Committee and urge them to support an exemption for tickets costing 90 cents or less. If the drive fails in the Finance Committee, one of the industry's last hope would be to get an amendment written into the bill that would allow all independent theatre operators to operate floor—always a difficult job.

The outlook was bright, however, for the committee's bill—industry—to make the new one cent for every 10 cent rate apply to major fractions of 10 cents rather than just to any fraction. Members said they knew of no opposition to this change in the bill.

In a separate speech, Sen. Humphrey (D., Minn.), said he thought reduction to 10 per cent was inadequate, and in that the bill should have exempted the tax completely or at least exempted tickets costing 50 cents or less. He said he would support such a move on the floor.

The House, meanwhile, passed and sent to the Senate the huge technical revision bill, which had been passed with only a slight change from the version reported by the House Ways and Means Committee early this month.

Many Changes Provided

The bill would extend for one year the 52 per cent corporate tax rate, personal tax, 34 per cent, provided for depreciation allowances for new equipment in the early years, require large firms to make advance payments of income tax, allow exemptions, and permit firms to pay taxes on the basis of a 52-week or 53-week year. It would also extend the loss carryback from one year to two years, outlaw collapsible corporations and partnerships, require large电影 producers, and make hundreds of other changes in the present law.

Delinquency Picture Acquired by Meadow

"Glass Houses," a two-reel feature dealing with the problem of juvenile delinquency, has been acquired by Panater Pictures, and is going to the Chicago 'Scope, which is arranging premieres for it in major theatres in New York and other cities.

The film features Jay Jostyn, the district attorney in "Mr. District At- torney," and co-star Rita Ford, from "Other House," he is seen again in the role of a prosecutor in the enactment of a court hearing involving young mis- creants.

$45,419 to 'Cell' in 3 N.J. Houses, 5 Days

Allied Artists' "Riot in Cell Block 11," in the first five days of its opening engagement at three New Jersey theatres, grossed $45,419, according to reports received by Moror R. Gold- stein, AA vice-president and general sales manager. The houses showing the film are the RKO Proctor, Newark, State, Jersey City, and Fabian, Paterson.

The picture is being held for a second week in Allentown, Schenectady, Utica and Troy, N. Y.

Lagoon' Draws Well

In Boston, Atlanta

"Creature from the Black Lagoon" drew very well, grossing more than $5,000 in Boston and Atlanta, where a day in two Boston theatres—the Paramount and the Fenway—according to reports received at the headquarters of Universal-International here yesterday.

The company also was informed that the film, in its first week at the Paramount Theatre in Atlanta, grossed $18,500, a record for any U-I picture which has played that house to date.

Variable Lens

Continued from page 1

Super Panar with the highest definition is a greater sensation than achieved by any anamorphic lens. He added that these lenses "are compatible with an anamorphic system such as CinemaScope, VistaVision, and all other systems being developed now. The unique features of the lens was the correction for distortion caused by curved screens. The lens was said to be easily removable and could be re- mounted within five seconds

The conference also stressed that his lenses are now in production on the West Coast, pointing out that the entire system includes variable anamorphic optical printing lens which are available for outright purchase. In addition, he went on, a new anamorphic taking lens is being made available to the studios.

Chicago 'Scope Suit

Continued from page 1

release of "Ros: Mari," of not remark, the pictures must be single-featured, it will no longer be necessary to include the company as one of the defendants in the Melbro action and prevent the film companies from forcing the Rockne to play CinemaScope pictures on a single-theatre basis.

Inasmuch as 20th Century-Fox still is not allowing a deduction for the cost of a second feature when a single theatre is running their CinemaScope productions, it can be assumed that Melbro will continue to seek injunctive relief against this practice by 20th-Fox.

IRE Convention Will Have Stereo Session

Technical exhibits and symposiums, including motion picture stereophonic sound, were featured at the 1954 convention of the Institute of Radio Engineers which opens here at the King'sbridge Armory, Waltham, Massachusetts, and Hotel Sheldon on Monday.

The four-day convention and exhibition is an annual event to an expected 40,000 engineers.

Papers on topics ranging from color television, stereophonic sound, ultrasonics, medical electronics and "automation," the automatic factory of the future, will be discussed at 20 sessions.

People' Strong in Miami

"Night People," 20th Century-Fox's latest Cinemascope production, which opened in the Carlin Miracle and Miami theatres in Miami, is drawing well there, according to reports received in New York by the distribution. STUDIO men page 14, $14,000 is said to be considerably ahead of previous CinemaScope productions playing houses.

To Address NTFC

Stanton Osgood, manager of film production and television for the National Telecasters, Inc., which added the March meeting of the National Television Film Council on Thursday at a Warwick Hotel luncheon, it was announced here yesterday by Melvin L. Gold, NTFC president.

Columbia

Continued from page 1

he's been on the job 39 days. The union committee said that the men don't last that long, and great numbers of people can be hired without ultimately being required to join the union. This change would require a new worker to join the union after he's been on the job longer than 30 days.

Clavell To Produce, Direct For Caribe

Continued from page 1

"Knock on Wood," Paramount musical with color in Technicolor, starring Danny Kaye and co-starring Mai Zetterling, will be the next attraction at the Capitol Theatre here. The picture was produced, directed and written by Norman Panama and Melvin Frank.

Neagle, Flynn Set to Star in London Hit

LONDON, March 12.—Herbert Wilcox has signed Errol Flynn and Dolly Neagle in a film musical based on the London stage play, "Lilacs in the Spring," which starred Frank Morgan and ran for nearly two years.

Production of the film is scheduled to start at the ABPC's Elstree studio. Republic Pictures will distribute in the United States and United Artists in the Western.
Reiterates Stand
Goldwyn Finds Pre-Release Policy Just

Hits at SBC Criticism, Stressing Rising Costs

A strong stand in favor of pre-release, advanced admission policies for "big" pictures was taken here at the weekend by Samuel Goldwyn, who recently purchased "Guys and Dolls" for $1,000,000.

Goldwyn took the stand when asked to comment on the criticism heaped upon the pre-release system in the recent report of the Senate Small Business Committee. Everything costs more today, Goldwyn argued, and the public is asking for something more (Continued on page 7)

Variety Clubs Open Dallas Meet Today

DALLAS, March 21.—With a record attendance expected, Variety Clubs International's annual convention gets under way here tomorrow. Advance registrations had exceeded the 600 mark a week ago and the possibilities are that the figure will be doubled when the final tabulations have been completed.

The convention, which will be held at the Hotel Adolphus, will conclude Thursday evening with the Humanitarian Award banquet.

In New York, Variety Club Tent (Continued on page 7)

N.Y. Assembly Votes Clearer Censor Bill

ALBANY, N.Y., March 21.—The Assembly on Friday unanimously passed and sent to the Senate the bill sponsored by Assemblyman James A. Fitzpatrick which defines "immoral" and "incite to crime" in the state film licensing law. The measure was submitted immediately to the Senate as the Byrdges bill. The results of that body's deliberations on the (Continued on page 7)

Senate Unit Votes U.S. Tax Exemption Up to 59 Cents

M-G-M Increasing Production Slate To 26 Pictures

HOLLYWOOD, March 21.—Following conferences with Nicholas M. Schenck, president of Loew's, Inc., and other New York and studio executives, Dore Schary, M-G-M's head, has announced a decision to increase 1954 production from 18 to 26 feature pictures.

As a result, Schary stated, seven major features will be placed into actual production this month. Preparation for other films will be speeded, with the eight additional pictures added to the schedule for subsequent months.

Joining in the studio meetings were (Continued on page 3)

Myers Says Barnes Favors Distributors

WASHINGTON, March 21.—Al- lied States Association general counsel Abram F. Myers charged that Stanley N. Barnes, Assistant Attorney General leading the Anti-Trust Division, had shown "a bias in favor" of the film distributors.

Myers made the charge in comment (Continued on page 7)

Meets Again With Rank

Skouras Proposes C'Scope Production to N.F.F.C.

By PETER BURNUP

LONDON, March 21.—Syros Skouras, 20th Century-Fox president, discussed with officials of the government's National Film Finance Corp. last week the possibility of independent producers being assisted in the production of CinemaScope films here.

Skouras also conferred with J. Arthur Rank and the latter's managing director, John Davis, at 20th-Fox British headquarters, presumably on the subject of the stereophonic sound requirement for 20th Century-Fox CinemaScope presentations, to which Rank has objected. The American distributor plans to sell away from the theatre circuits of Rank in consequence.

No statement was issued by either (Continued on page 7)

Finance Group Exceeds Compo's Request; Also Applies 10% Levy on Higher Prices To Major, Not Lesser, Fractions of a Dime

By J. A. OTTEN

WASHINGTON, March 21.—Cheered by a double-barreled victory in the Senate Finance Committee, the tax committee of the Council of Motion Picture Organizations started a drive to hold its gains on the Senate floor and in the final House-Senate conference.

The Senate Finance Committee on Friday voted —effective April 1—to exempt from the current admissions tax all tickets costing 29 cents or less, and to reduce the admission of 60 cents or more to the rate of 10 cents less than the actual admission, whichever was even better than the COMP had asked: It had sought a 50 cents excise. The House agreed to make tax bill cuts the tax to 10 per cent on all tickets, with no exemption.

Moreover, the Finance Committee hedged a second COMP request and voted that the new rate on the higher-priced tickets should be one cent for each half cent of admission, or each major fraction. The House bill makes the tax apply on each 10 cents or fraction—no matter how small the fraction. COMP had argued that the change could be particularly important for small theatres and children's admissions.

Chairman Milliken, (R., Colo.), said he hoped to bring the bill up on the Senate floor some time this week, possibly Wednesday, and to have it passed by the end of the week. Assuming the bill is not changed on the Senate floor, a House-Senate conference will then be required to (Continued on page 3)

Cinerama in Detroit

Hits $1,500,000

The first anniversary of Cinerama in Detroit will be celebrated tomorrow, with the gross at the Music Hall there hitting a tremendous estimated $1,500,000 over the course of 32 weeks. It was disclosed here at the weekend.

According to Si H. Fabian, president of Studio-Warner, "This is Cinerama in Detroit where it has been seen by 877,000 people, representing a little less than half the population of Detroit. Fabian, however, maintained that comparing the attendance (Continued on page 7)
Personal Mention


Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and Bernard Levy, his assistant, are in Cincinnati today from New York.

MICHAEL HAYAS, RKO Radio Latin American supervisor, returned to Mexico City at the weekend from New York.


F. J. A. McCarthy, Universal Pictures Southern and Canadian sales manager, will leave here today for Jacksonville.

Loren L. Ryder, head of engineering and recording at the Paramount studio, will arrive in New York today from the Coast.

Rudolf Fehr, Warner Brothers film editor in Hollywood, is the father of a daughter born at the Cedars of Lebanon Hospital.

STUART REYNOLDS, producer, left New York at the weekend for Chicago on his return trip to the Coast.

Steve Cochran arrived in New York at the weekend from Hollywood.

Ed Stevens, president of Stevens Pictures, Atlanta, has returned there from New York.

Leonard Goldstein, producer, will arrive here today from Hollywood.

John Bockhurst, 60; Veteran Cameraman

ST. LOUIS, March 21.—Funeral services will be held here tomorrow for John A. "Bucky" Bockhurst, veteran cameraman who died from burns suffered in a fire in his Washington home. Bockhurst, who was with News of the Day, organized the newsreel pool during World War II and had been a newsreel cameraman since shortly after the first World War.

Bockhurst was born in St. Louis in 1893 and at an early age went to Hollywood, where he shot a number of silent pictures.

Louis Lipstone, 61

HOLLYWOOD, March 21.—Funeral arrangements for Louis Lipstone, head of Paramount Studio music department, who died of a virus condition Thursday night at his home in Beverly Hills, he was 61. He leaves his widow, Ethel, his sons Howard and Ronald, his mother Kaitie and his sister, Mrs. Ann Greenspan of Chicago.

H-63 Asks Walsh For "In Para. Talls"

Richard Walsh, international president of IATSE, has been asked to meet with the group of Paramount's publicists and newspaper personnel and the company, Russell A. Moss, executive vice-president, in the Motion Picture Home Employees, H-63, IATSE, said at the weekend.

We have not been able to reach agreement with Paramount for a contract covering the publicists and news press. We are hopeful that negotiations can be continued in New York early, according to the executive board meeting of IATSE. IATSE will continue discussions with RKO Pictures, Stanley Warner Theatres and Carl Fisher Music for discussions covering home office employees.

Film Council Asks Voice In Making Foreign Pacts

HOLLYWOOD, March 21.—The Film Council (A. F. of L.) tonight asked management and government to form a commission to study the relation of film productions with foreign governments on trade agreements, asking "opportunity to discuss the policies and development of a long-range policy with foreign governments." It was reported that the council expressed the belief that there is a need for a national policy for the film industry.

Copies were sent Thursday of State John Foster Dulles, Motion Picture Association president Edward Loewy, president of the Motion Picture Producers, and other government officials.

Three Film Groups Discuss Federation

The question of linking three motion picture organizations in a federation will be discussed here today at a meeting of delegates of motion picture groups at the Conrad Hotel and will be selected from all parts of the nation, who have assembled here for a three-day conference. Sessions will be held here Thursday and Friday to discuss the future of the industry and the Goethe Hotel.

The advantages of federation were outlined at the annual conference last year, and a committee was named at that time to draft a constitution and by-laws.

Stars to Omaha

The six-city saturation opening of Panoramic Production's "The Siege at Red River," one of the largest mass productions of a 20th Century-Fox outfit, will start today in Omaha highlighted by the special visit from Hollywood of producer Leonard Goldstein and stars Elsa Paget and Joel Roberson.

"Beauties' Tonight"

"Beauties of the Night" will have its American premiere at the First National Theatre here Thursday night, rather than at midnight, as previously announced. Rita Gam, Sloan Simpson and Geraldine Page will attend the opening, arriving at the theatre in hansom cabs.

Imposing Dais List For Skouras Dinner

Baltimore, March 21.—A roster of political, diplomatic, civic and industrial leaders of Maryland, New York and the country has been announced by the Maryland Governor Theodore R. McKeldin, Jr., and Baltimore Mayor Thomas D. Alesandro, will be on the dais at the Metropolitan Opera Club of Baltimore dinner to Sypros P. Skouras, president of 20th Century-Fox, who has been honored by the Maryland "Industry Man of the Year." The event will be held here Monday on March 31, in the Emerson Hotel. The dinner is the first that has already accepted invitations to attend the Honorary dinner: Ferdinand C. Erkin, of the Turkish Embassy; Foreign Minister General Henri E. Solfek, Senator John C. Ludor, Rear Admiral Lewis Parks, Sol A. Schwartz, president of RKO Thomas, and Maxwell Raub of the White House staff.

"Courageous and Vital Role"

Skouras will receive a special plaque marking the occasion "for his courageous role in the growth and development of CinemaScope, the projection medium which has launched a great era in entertainment." The plaque further states the movie is "indispensable for his unceasing and tireless efforts in behalf of the motion picture industry to further the ideals of the highest American and moral ideals as a public-spirited citizen and selfless humanitarian.

All proceeds of the $20 per plate dinner will go to the Variety Club's Heart Fund Drive.

Beachhead' Set for 31-City Openings

Peoria, March 21.—United Artists' "Beachhead," will open in 31 key theatre markets on the Loew's circuit in mid-April, William J. Heinekam, UA's vice president in charge of distribution, has announced.

The cities include those of Atlanta, Nashville, Boston, Providence, Springfield, Worcester, Bar Harbor, Bangor, St. Louis, Covington, Kansas City, Bridgeport, Harrisburg, Reading, Wilmingt, and Richmond.

FIlmed in Technicolor in Hawaii, "Beachhead" stars Tony Curtis, Frank Lovejoy and Mary Murphy.

U-1 Latin American Conference End

BUENOS AIRES, March 21—Universal-International's Latin American sales conference has closed here after a two-day discussion of the extent to which new product was screened and plans for the current year outlined.

Dolores del Rio represented 20 Latin American countries attended the sessions which were conducted by American Abbot, foreign general manager, president of the international company, told the convention that Universal would continue to support the Latin American market.

Among the topics discussed were CinemaScope, including Cinemascope with additional conventional versions.

Italy to Curb Reds' Political Influence

In Film Industry

By ARGO SANTUCCI

ROME, March 21—Measures designed to stop all abuses of official and political power in favor of communism in the fields of motion pictures and radio in Italy are being taken by Premier Mario Scelba.

Those measures, according to government officials, seem dominated by the Communist Party.

The Premier's statement, made public at Premier Scelba's office on Friday, said that some motion picture production companies have as directors and board members the financing of the Communist Party.

Export Trade a Target

In this connection it is believed that measures will be taken against film and other export companies which engage in trade with the Soviet Union and its satellites and pay a percentage of their earnings to the Italian Communist party. Also, as one of the principal ways of financing the maintenance and expansion of communist activity.

Also, under the new program, left-wing film and stage producers will find it more difficult to inject communist propaganda in films and plays produced or subsidized by the government. The new anti-Red measures may even affect the production of films for the exchange of Italian and Soviet motion pictures, it is believed here.

New Premier Establishes Ministry for Show Business

ROME, March 21—Senator Giovanni Porti, one of the founders of the Democratic Christian party, has been named head of the special new Ministry for Press, Show Business and Tourism. Establishment of the new unit was one of the issues of Premier Mario Scelba's program and, with the vote of confidence given by Parliament last week, the way was cleared for it.

Ermiini in Charge

Undersecretary of the new Ministry charged with administering the film section, Aldo Casini, is Giuseppe Ermiini, also of the Democratic Christian Party.

In announcing his program, Premier Scelba said: "No one can deny the importance of the theatre in moulding the education of the people. Hence the necessity for a more energetic interest on the part of the Government in this field.

ANTA Album Show For BOT May 27

Originally slated for Sunday, May 27, the ANTA Album benefit show which will be telecast over a closed circuit by Box Office Television, Inc., will take place Thursday evening, May 27, at the Broadway Theatre here, a BOT spokesman reported at the meeting.

According to reports, Sunday nights was found to be a less desirable time for theatre telecasts.
New York executives Charles C. Musko and Charles M. Reagan and Howard Dietz, who, with Schenk, returned East last week.

Declaring that the release was the leading two-week produc tion, it was said, came with reve

The Finance Committee action virtually suspends the validity of a tax cut at least 10 per cent on all tickets, barring a last-minute upset on the Senate floor. It may be maintained in both House and Senate bills and could not be changed in conference. The only question then would appear to be whether further help could be provided in the way of an exemp tion on lower-priced tickets.

The exemption, which was "extremely gratified" by the two-fold Senate committee action and that they would be "in-Clarity for thousands of small theatres."

"Temporarily, we're ahead," said special counsel Robert Coney, "Now we have to stay ahead."

He added that the tax committee is expositing all over the country to withe on the Senate Econ Committee version which would obtained on the Senate floor. The exhibitors are also being urged to com municate with members of the House of Representatives, and to tell the House members that they should get behind the Sen ate version. Special attention is being put on the men who would be House-Senate con

Milliken said it was estimated that the exemption of tickets costing less than 60 cents—this would apply to all admisions and not just motion picture pictures—would be worth to the country about $65,000,000 to $70,000,000 a year more than the flat reduction to 10 per cent in the House bill. Committee members said the great bulk of this would be accounted for by motion picture theatres, however.

The House exemption rates is in the 50 to 60 cent admission range is indicated by the fact that only a $40,000,000 additional revenue was estimated for the 50 cents exemption. Thus, the extra nine cents exemption would cost the Treasury over $25,000,000 to $30,000,000 a year.

Committee staff members estimated that from the present cost of approximately $15,000,000 theatres charges under 60 cents admission. COMPO estimated that in 1939, 612 theatre billes were printed in the red and were in the under-60 cents bracket.

The exemption for the lower-priced tickets of $65,100 was known as Sen. Kerr (D., Okla.), Milliken said the vote was close on the motion, but refused to disclose it. However, committee mem bers indicated privately that the vote was 8 to 5 in favor of the exemption, with the following line-up:

For the exemption: Kerr, George (D., Ga.), Long (D., La.), Feuer (D., Del.), Damon (D., N.Y.), Johnson (D., Colo.), Martin (R., Pa.) and Malone (R., N.Y.). Against the exemption: James (D., Wis.), Carlson (R., N.Y.), Williams (R., Del.) and Bennett (R., Utah).

Absent: Butler (R., Neb.) and Byrd (D., Va.).

Close Contest Expected

This line-up could mean trouble for the industry in any House-Senate compromise. Milliken, Battler, Martin, George and Byrd are known to oppose the tax and would go all out against the finance commitee to knock all the excise cuts out of the House bill, so that the line-up would be Byrd and Milliken as secretaries to the House and Byrd and George for it, and Butler holding the deciding vote.

The Finance Committee also voted to permit refunds equal to any reduction in the admission tax in the case of any tickets bought before April 1 and returned after that date. The provision would apply to season tickets or similar plans.

Branson Off on Tour of European Posts

Walter Branson, RKO general manager of foreign operations, left for England over the weekend for a tour of the company's European offices. He was accompanied by Robert Wolff, managing director for RKO in the United Kingdom, who had been here for the past few weeks.

Branson will be in Europe for several weeks. He will visit some of RKO's foreign offices, in London, Paris, Frankfurt and Rome, to line up new features for the forthcoming product, including "The French Line," "Carnival Story," and "Dangerous Mission."

Flynn, WB Part by Mutual Agreement

HOLLYWOOD, March 21—The contract between Errol Flynn and Warner Brothers has been terminated by mutual consent, thus ending an as sociation of 20 years, it was disclosed here today. Nick L. Webb, a new Warner member, joined WB as a virtual unknown in 1934 and rose steadily through his career to some of the company's best known films.

Republic Inaugurates "Int'l Jubilee Contest"

A "Republic Pictures International Jubilee Year Showmanship Contest" has been inaugurated by Republic Pictures president, as a sequel to the recently-concluded "Quiet Man Showmanship Contest," winners of which have just been announced.

The company's International Jubilee Year Showmanship Contest will concern itself with nine productions now completed and ready for release: "The Quiet Man," "Sincerely, Anne," "Johnny Guitar," "Trouble in the Glenn," "Hell's Half Acre," and "The City." It is assumed that the "Shanghai Story" will be considered when the film is completed.

Three cash awards will be presented for the best campaigns on each picture, with winners to be disclosed by W. S. A. Schuh, president of Republic Pictures International; Douglas T. Yates, vice-president and Robert K. Wolff, director of international advertising and publicity.

Women of the "Quiet Man Showmanship Contest" were Mrs. Clelia B. Trisciuzzi, publicity director of Republic Pictures of Brazil, and Mrs. Joan Miller, publicity director of International Pictures, Ltd., Denmark.

Vol. 12, No. 18, March 22, 1934
Full Day Of Nationwide Trade
During The Week Of March

The word that "Paramount has plenty of big pictures for all theatres" has sent an electric charge of confidence and enthusiasm throughout the industry. Come — and bring your family and friends — to a three-feature sampling of the tremendous product Paramount has for the immediate future. Appraise these great attractions under exact theatre conditions:

**MORNING**

**ELEPHANT WALK**
Elizabeth Taylor, Dana Andrews, Peter Finch. Technicolor.

**AFTERNOON**

**ABOUT MRS. LESLIE**
A Hal Wallis Production. Academy Award winner Shirley Booth.

**AFTERNOON**

**KNOCK ON WOOD**
Danny Kaye, Mai Zetterling. Technicolor.

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**LIVING IT UP** — Dean Martin and Jerry Lewis with Janet Leigh as co-star. Technicolor.

**THE CONQUEST OF SPACE** — More spectacular than "War of the Worlds" or "When Worlds Collide." Technicolor.


**REAR WINDOW** — Produced and directed by Alfred Hitchcock. James Stewart, Grace Kelly. Technicolor.

PICTURES PAGEANT

Shows 29

-from Paramount"

**SABRINA FAIR**— Humphrey Bogart, Audrey Hepburn, William Holden. Produced and directed by Billy Wilder.

**MAMBO**— Ponti DeLaurentiis Production. Silvana Mangano, Shelley Winters, Vittorio Gassman.

**ULYSSES**— Kirk Douglas, Silvana Mangano, Anthony Quinn. Technicolor epic.

**PARAMOUNT NEWS AND SHORTS**— Bigger and better than ever as the perfect program builders for all theatres.

In addition to this bright future, Paramount has these top hits NOW: MONEY FROM HOME, THE NAKED JUNGLE, RED GARTERS and that box-office innovation, 3-Reel Featurettes, CALLING SCOTLAND YARD.
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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.)
**MOTION PICTURE DAILY**

**Myers**

(Continued from page 1)

ing on the Senate Small Business Committee's recent annual report. That report was critical of the pre-release procedure and also of several recent Justice Department attitudes on distributor trade practices.

"The committee saw that the committee has gained a better understanding of the motion picture business and of the anti-trust laws than was displayed in its Aug. 3 report," Myers said.

The rebuke to the Anti-Trust Division is timely and deserved," he continued, "as Judge Barnes' letter to the committee violated the elementary principles of law and showed a bias in favor of the film companies that was shocking." The Myers letter criticized the Barnes letter for its ap- proach of the "flat-slam" method of pricing pictures.

**Pre-Release Just: Goldwyn**

(Continued from page 1)

is willing to pay for a good picture. The only ones squawking are exhibitors. They want the same thing. Buffalo, said Goldwyn, he would send the right price for twenty years," he said.

The veteran independent producer stressed his belief that the motion picture trade is greater than ever in the history of the business for outstanding pictures. The experiment is, however, he added. He pointed to his purchase of a few original screen后的 property as exemplifying his "faith in the business. The terms of the purchase for the Broadway stage play, he said, were $1,000,000 for the property, against 10 per cent of gross receipts.

As to what system will be employed by Goldwyn, said Goldwyn he said will weigh all the systems available. In this respect, he forecast sales, said Buffalo. Then, he said, if the picture is no good, they won't play it. "Cheap advice," he added.

"If you think they're making a picture," said Goldwyn, as "a complete picture or part thereof, the dominant purpose or effect of which is erotic or pornographic; or which portrays morality, perversion, or Lewdness, or which is expressly or impliedly (as dictated) presents undue sexual as an amoral, or proper patterns of behavior.

Regard the term "incline to crime," the Brydges' bill would apply to this description to any film "the dominant purpose or effect of which is to suggest that the commission of criminal acts or contempt for law is profitable, desirable, acceptable, or respectable behavior; or which advocates or teaches the use of, or the methods of use of narcotics or habit-forming drugs."-

**Jacocks Opens House**

HARTFORD, March 21—Representatives of the industry throughout the Northeast attended last week's formal opening of the newly-constructed Branford Theatre, Branford, built by Irving C. Jacocks and associates, to replace the fire-destroyed Branford.

**Selden Heads STC**

ATLANTA, March 18.—Samuel Selden has been reelected president of Central States Theatre Conference. Fred Kock, Jr., is vice-president and Thomas Patterson is executive secretary-treasurer.

**Variety Clubs**

(Continued from page 1)

No. 35 has been urging members to attend the international meeting to get some stimulus interest in the 1955 convention for Manhattan. Re- turning chief Barker Jack Beresin said that the aim is to start a program for streamlining the organiza- tion to conform with its growth will be presented.

Beresin reported that he would also ask a permanent headquarters- committee to carry on the work of the various tasks.

**Won't Be Candidate**

Beresin does not plan to be a candidate for reelection as chief Barker, a post he has held for two years. Indications are that George Hoober of Miami, assistant chief Barker, will be elected to the post.

The 1954 convention is likely to be the biggest and best in the history of the Variety Clubs. Two new tents are in the planning with applications for char- ters being received from Bombay, Ind., and Jacksonville.

**Entertainment, including major talent in the country, will be featured this year at the Fantasia from March 17 to March 19. Meetings are scheduled throughout the day on the past week to formulate plans for the Fantasia.**

**Registration in Progress**

Registration began this afternoon will continue throughout the busi- ness conference at 2 p.m. tomorrow. Tuesday will continue registrar- ary, business, etc., with a fashion show for the ladies and a Boy's Ranch round-up in the afternoon for the ladies and children. Registration and business sessions will continue on Wednesday with a luncheon honoring international entertainers and other entertainment. Thursday, busi- ness sessions in the morning and after- noon and a luncheon for the chief Barker. The formal banquet will conclude the con- vention.

**VC Journal Committee Adds 3 Co-Chairmen**

Additional co-chairmen of the journal committee of the New York Vari- ety Club's heart award dinner have been announced by Sam Rosen, executive vice-president of Stanley Warner Corp. They are Walter Reade, Jr., William Steiner, and Harold Wald.

The dinner will be in honor of William J. German. Proceeds from the dinner and the sales to the Variety Club Foundation to Combat Epilepsy.
Now every theatre can play to greater 3-D profits!

The combination of the Pola-Lite 3-D Single Track System and the New Pola-Lite folding temple glasses make it possible for every theatre to play 3-D pictures at 2-D cost.

The Pola-Lite 3-D System is the remarkable new development that projects a 3-D picture on a single strip of film with your normal equipment. This means less expense because of:

- No extra projectionist
- No special booth equipment
- No unnecessary intermissions
- No extra carbon or electricity expense
- No two prints to go out of alignment

Insures eye comfort.

The Pola-Lite Single Track System permits you to operate your show with the ease and economy of regular 2-D exhibition.

Your theatre can have Pola-Lite 3-D Single Strip System for only $100.

Together with a minimum order of 6,000 Pola-Lite glasses in a period of one year!

Universal is leading the way with two single track productions—“Taza, Son Of Cochise” and “Creature From the Black Lagoon.”

For the first time a 3-D glass like a normal glass—our Folding Temple Glass with luxurious FULL VISION—in beautiful light but rigid plastic—a joy to wear in perfect non-reflecting Pola-Lite blue frames!

Also comfortable clip-ons for those who already wear spectacles.

Phone, Write or Wire:
Al O'Keefe, Pola-Lite,
19 Rector Street, New York 6,
N. Y. — WHitehall 4-2414
OR — Contact your local National Film Service Affiliate
**U.K. Studios Plan Dismissal Notices**

**London, March 22**—Members of the British Film Producers Ass’n, agreed today to give two weeks’ dismissal notices to all studio employees next Friday unless the laboratory work stoppage has ended. It was also agreed to start no new films in production, meanwhile.

Tom O’Brien, head of the National Association of Theatrical and Kiné Employees, announced that in view of the gravity of the situation resulting from the laboratory stoppage, he has asked the Labor Minister to set up a court of enquiry forthwith.
**Personal Mention**

**JOSEPH HAZEN**, president and treasurer of Wallis-Hazen, Inc., has returned to New York from the Coast.

**JAMES KALAFAT**, Cleveland local theatre circuit owner, has been elected treasurer of the Cleveland chapter, Reserve Officers of the Naval Services.

**FRANK LYNCH**, formerly manager of the RKO Palace Theatre, New York, has been named to a similar post at the Salem Playhouse in Nutfield, N.H.

**CHARLES GIPES**, district manager for Stanley Warner Theatres in Maryland and Virginia, is undergoing surgery at Doctors Hospital, Washington.

**SEYMOUR PEYSTER**, United Artists vice-president and general counsel, will sail to New York aboard the "Liberte" for Europe.

**WILLIAM W. HOWARD**, vice-president of RKO Theatres, will return today for Rochester, Syracuse and New England.

**RUSSELL HOLMAN**, Paramount Pictures Eastern production manager, has returned to New York from Hollywood.

**ROBERT J. LUCAS**, technical supervisor of the M-G-M theatre circuit in Australia, has left New York for Sydney.

**HARRY F. SHAW**, division manager of Loew's Poli-New England Theatres, left New York on a cruise to Panama.

**ROBERT CLARK**, of the Windancer Theatre, Cleveland, is wearing a cast on his arm as a result of a broken wrist.


**FRED BRADBURY**, assistant general manager of the Associated Theatres Co., New Orleans, was visiting in Atlanta from there.

**Production Unit Set**

**By Woolner, Ormond**

**HOLLYWOOD**, Mar. 22—Bertard Woolner, exhibitor, and Ron Ormond, producer-director of the newly formed Woolner-K-Ormond Co., listing three properties for early production: "Thunder in the Swamp," "Enchanted Isle" and "Denver," Woolner said "studio" concentration on special lenses, special screens and "difficult" scenes, has caused a desperate shortage. We are not interested in any form of stocks, we just want to make bread-and-butter pictures with exploitation angles that exhibitors are screaming for.

**UA Festival Tie-up**

**With Museum Here**

The Museum of Modern Art Film Library here will tie in with United Artists' 35th anniversary next month with public showings of 21 of the most important films that were released between 1919 and this year. The "UA film festival" will be held April 20 and 21 in "East" and will end with "High Noon" on April 24. The picture will be shown for one day only, with two performances daily at 3:30 and 5:30 P.M.

Among the other pictures to be shown will be "Orphans of the Storm" (1922); "Little Lord Fauntleroy" (1919); "The Secret of the Blue Room" (1926); "His Majesty the American" (1928); "The General" (1927); "The Taming of the Shrew" (1929) and "Ivanov" (1934)...

Richard Grifith, curator of the Film Library, said the festival had been arranged "to pay tribute to United Artists' many contributions to the development of the art of motion pictures," and the Michigan Board of Prison Commissioners.

**Rites for Mrs. Schwartz**

**CLEVELAND**, March 22—Funeral services will be held here yesterday for Mrs. Mary Schwartz, widow of Ernest Schwartz, president of the Cleveland Motion Picture Association. Death came suddenly to Mrs. Schwartz in Miami Beach where she was accompanied by her son, Robert. Also surviving are a daughter, a brother and two sisters.

**Maine Manager Killed**

**BOSTON**, Mar. 22—Funeral services will be held tomorrow at Fall River, Mass., for John Murphy, 31, manager of the Williams Theatre for Lockwood & Gordon, who was killed in an auto accident in Waterville, Me. He leaves his widow.

**Podhorzer Returns**

Munio Podhorzer, president of Casino Film Exchange here, has returned from a four-month tour of Europe where he conferred with film executives.
RKO Counsel
(Continued from page 1)

tion, and the case is now before Chan-
cellar Collins J. Seitz for decision.
RKO saw the vote as “overwhelming”
approval of the sale. The company con-
tended that there is no basis in
this record upon which a court of
 equity can properly substitute its
judgment for that of the overwhe-
ming majority of the independent, fully-
informed stockholders on a matter of
business which is of the utmost impor-
tance to thousands of them.

The plaintiffs, Louis Schiff and
Jacob Sack, said that 630,024 shares
either did not vote or voted against
the sale to Hughes, or “about 23 per-
cent” of the non-Hughes’ stock. This
percentage the plaintiffs described as
“significant” in the light of what they
called lack of information in the proxy
statement.

The plaintiffs view the plan as “le-
gally unfair” because it does not give
to stockholders a “proper alternative”
and described “most” of the defend-
ants’ evidence as “hearsay.”

New Program at UA
For Film Campaigns

A new United Artists program of
stepped-up participation in local pro-
motions and intensified cooperation
with exhibitors will be inaugurated on
a national scale as a result of the
recent field survey conducted in Chi-
cago by Francis M. Winikus, national
director of advertising, publicity and
exploitation, and Mori Kruschen, UA’s
exploitation manager.

The week-long study was high-
lighted by conferences with indepen-
dent exhibitors and circuit heads with
discussions centered on campaigns for
“Act of Love,” “Beachhead,” “Heidi,”
“Go, Man, Go!” and “Wicked Woman.”

Based on Winikus and Kruschen’s
findings, the program will place spe-
cial emphasis on campaigns for local
box-office conditions. A portion of the
UA 35th anniversary promotion will
be allotted to newspaper advertising.

20th Allows Lens Use
(Continued from page 1)

price tag on the SuperScope lens as
compared to the $1,800 per pair for
the Baush & Lomb lens. “But our
price will be reduced,” he continued,
adding that it has not been decided yet
as to when and the amount of the re-
duction. The 20th-Fox distribution
director explained that the company
still has a lot of money invested in the
development and manufacture of its
CinemaScope lenses, an investment
which still has to be recooped.

In spelling out his sentiments on the
SuperScope lens, Lichtman said that
“providing the exhibitor feels the Tus-
insky lens can do a good enough job,
20th-Fox has no objections to their
use.

Reiterating his and the com-
pany’s confidence in Cinema-
Scope, Lichtman reported that
as of last week there were 2,300
CinemaScope installations in the
U.S., with orders still com-
ing in at the rate of 100 a week.
The 20th-Fox distribution chief
went on to outline his company’s
policy towards exhibi-
tion, enumerating the aid 20th-
Fox offers to theatres desiring
to equip with CinemaScope and
need financing. Twentieth-Fox,
he continued, guarantees a profit to
the exhibitor with every CinemaScope picture. No
matter what the terms are we’ll
review them, he added. “We
give them the genuine article
with full stereophonic sound,”
he concluded.

Aided for his observations regard-
ing yesterday’s SuperScope demon-
stration, Lichtman maintained that
“there is no satisfactory substitute
for the genuine article and that any
picture that is not photographed in
the anamorphic process cannot be
converted to a top-notch quality picture.
A positive made from a dipe,” Licht-
man continued, “must lose in defini-
tion and complete photographic quali-
ties.”

Shavelson Acquires
Wright Brothers Tale

HOLLYWOOD, March 22—Mel-
ville Shavelson has acquired “Kitty
Hawk” the Wright Brothers story,
from Warner Brothers, and will com-
plete the screenplay with Jack Rose,
for independent production. Major
release is contemplated. The story
has been a Warner property for a
decade. Rose will produce; Shavel-
son will direct.

Arbitration
(Continued from page 1)

tem,” as proposed by Albert Hanson,
a South Gate, Calif., exhibitor, in a
letter to Sen. Schoeppel, Barnes, how-
ever, points out that Eric Johnston,
president of the Motion Picture As-
sociation of America, has invited in-
dustry representatives again to partic-
icipate in a conference to discuss ar-
bitration.

Commenting on a reference to
higher film prices in Hanson’s letter
to Schoeppel, Barnes says: “Present
higher admission prices are in large
part at least due to the general in-
crease in the price level since the
start of World War II, and as you
know the judgments entered in the
Paramount case do not regulate the
prices at which pictures are to be
sold.”

Deny Loew’s Plea
(Continued from page 1)

Shavelson cited several instances
wherein the circuit had bid and paid “ridicu-
los” prices for films, allegedly merely
to take such films away from the
Liberty.

Shavelson has been asked by Judge
Hoffman to submit an order for his
approval at the next hearing on April
12, at which time the defendants’
attorneys also will have an opportu-

nity to submit orders—all of which
he will consider.

You are cordially invited
to the
First Trade Showing
of the
SUPER PANATAR
Variable Anamorphic Projection Lens
RKO 86th ST. THEATRE, 10 A.M. Wednesday, March 24th

Presented by
PANAVISION INC.
HOLLYWOOD, CAL.
DEVELOPERS OF A COMPLETE ANAMORPHIC SYSTEM
Lens Delivery

(Continued from page 1)

N.Y. Censorship Bill

(Continued from page 1)

Scope pictures will be commercially produced, distributed and exhibited will depend, to a large degree, on how it stands up to competitive systems at the boxoffice.

Compatibility Shown

The SuperScope system showed its compatibility with CinemaScope photographed film when clips of "Blondie, the Round Table," a Walt Disney travelogue on Switzerland, were flashed on the screen. Both pictures had been taken with CinemaScope cameras shown, including "Susan Slept Here," an RKO Radio production, were photographed with SuperScope, in comparison, with conventional taking lenses. These, it was explained, were then processed anew in a laboratory for SuperScope projection. The picture results of the anamorphic laboratory-made films were very good, too.

The system, as evidenced by the applause of the some 800 exhibitors attending the demonstration, has much to commend itself.

Murray Horowitz

Variety Committee

Adds New Members

Russell Dowling, chairman of the dinner committee for the New York Variety Club first annual Heart Award dinner, announced the following additions to the composing committee: Charles Aliscope, Robert S. Benjamin, Max A. Cohen, George Dembrow, Dick Dickson, Emanuel Frisch, Peter S. Harrison, Benjamin Kahlman, Edward Lachman, Abraham Lustgarten, Jack Levin, Mrs. Charles E. Lovitt, Al Lichten, Sidney B. Lust, Harry Mandel, Carl Marks, James A. Muilvy, Lewis Ni-

Wisconsin V.C. Gives $10,000 to Marquette

MILWAUKEE, March 22.—At the St. Patrick’s Day dinner party of the Variety Club, Thursday night, James A. Traylor, president of the University School of Medicine through Dr. John S. Hirschbock, Al Lichten, Al Lichten, Sidney B. Lust, Harry Mandel, Carl Marks, James A. Muilvy, Lewis Ni-

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To Argue Censorship

On WOR-TV Tonight

"Should Motion Pictures Be Cen-

 Warner

S. Curran will present the affirmative point of view while Mrs. Shintag will argue against censorship. She was counsel for the producers of "La Ronde" which premiered in New York after the U. S. Supreme Court overruled the New York State Board of Censorship based on the French film.

Md. Allied Elects

Board of Directors

BALTIMORE, March 22.—The Allied Motion Picture Theatre Owners of Maryland elected a new board of directors at its annual meeting.


Early in April these directors will meet and elect officers from their own group.
**Motion Picture Daily**

Bonded's TV Activity
To Two Subsidiaries
Here and on Coast

Bonded Film Storage Co. has opened its new 102 by 48 foot studio. Comments were universally favorable, said Eric Peterson, owner and operator of the theatre.

The screen is of flexboard facing and has been painted with drive-in paint. Stereo sound was rendered by two speakers, each coming from the same point. While this meant that the broadcast operators had to face the opposite doors of the front seat with a connecting cord crossing those seats, they are in front, no customers complained that this was uncomfortable.

Radio engineers were increased from 11 to 22. Amplifiers were added by P. S. Ashcraft Co., gave clear and bright lighting, it was said.

Among those who made up the capacity audience at the opening were P. S. Ashcraft, president of Ashcraft, Dave Peterson and Robert Reagan of Alte, Jack Robinson, who plays Emperor Caligula in the film, and Charles Moore, sound engineer for Metograph.

**RCA Signs Circuits To Service Deals**

CAMDEN, N. J., March 22—RCA Service Co. has signed three more major theatre circuits, Intermountain Theatres Inc., Salt Lake City; Central States Theatre Corp. and Tri-State Theatre Corp., both of Des Moines, to service and maintenance contracts, the company announced yesterday.

H. M. Madison, West Coast district manager negotiated the Intermountain contract while E. D. Van Dyne, Kansas City district manager, negotiated the other two.

**NBC-TV Leases Century**

The Century Theatre in New York has been leased by the National Broadcasting Co. for a long-term arrangement and will be converted into a modern studio for television program productions. The network will take possession March 20.

**Television--Radio**

**By MAX LIEBMAN**

(Producers-Manager "Your Show of Shows" and Guest Columnist for Funky Herman who is on vacation)

The problem of a television producer is getting the show on. That is not a single operation. It represents a fusion of so many elements that a chart marking the assemblage of the units for a curve like "Your Show of Shows" would represent a tree of the Hapsburg family, which, as any student of history knows, sends its sprouts and its shoots into areas which they never had any legitimate business invading.

The first problem is what to put into the revue. In the Broadway theatre a producer begins with the rehabilitating conviction that finding his play is 25 per cent of his task. That search controls any thirty times in a season, making my material for thirty revues. I have designated each of our work weeks a year. Entertainment is a matter of illusion anyway and once Sid Caesar, Imogene Coca and the other players, writers and department heads of "Your Show of Shows" believe they are not pressed for time, they come through with a show.

 Naturally, our system plays hoo with the calender which serves the rest of the universe. By our count, marked by the revue for the past five years, we live from Monday morning until Saturday night in the late years of the twenty-second century. We come back to the pre-calender days of ten-thirty EST every Saturday night, and remain there until Monday morning. After five of your years, and 260 of ours, the transition between centuries isn't as bad as it was at first.

That takes care of the material problem as it is affected by time. Now what about its quality? The Monday morning conference on the content of next Saturday's show is all agreed that last week's revue was the best of the long series. Naturally, we must top that. Mustn't ever look back, fellows. And so, with feline ambition, every man of us, myself included, goes into a state of shock.

So I think you can call Monday another one of the television producer's major problems.

Something happens between Monday and Tuesday morning because everybody appears to be busy Tuesday, rehearsing sketches, musical numbers, dancing. A corps of efficiency engineers has been working for years trying to ascertain just where the matter for that tremendous every-monday at ten-thirty EST is coming from. These engineers report so we may break it down into a domestic skill for Sid and Imogene.

Another problem is people. There aren't enough people. The subway finds more people than it needs. But there comes a time, at least once a week (or a year, if you care to share our illusion) when you need somebody to tell, "That's all your fault." Working with a single group for 250 years, or roughly four long lifetimes, you become deeply attached to them, and shrink from offending them. In contrast, for a fire company's sake, you start to blame yourself for your own mistakes, which after all, were out of fashion even way back in the conservative twentieth century.

Happiness is another torment to the television producer. Happiness is likely to afflict him on Saturday night about seven o'clock, right after the dress rehearsal. He finds himself, with a few reservations, very satisfied with the way things have gone. He hates having thoughts about, which results in the man of happiness is also particularly disastrous beyond calculation. Promptly he sinks into the eighti-thirty depression and resolves to shun happiness thereafter. As one of the shunned with the closed lid. He remains dispirited until ten-thirty, then backsides to happiness.

**Ampex Stereo Sound Demonstration Given At IRE Convention**

Stereo sound as used in four-wall theatres and drive-ins was demonstrated yesterday at Ampex Corp., manufacturers of stereo equipment and magnetic recorders, for visiting engineers who are gathered in New York for the four-day national convention of the Institute of Radio Engineers.

Using three huge speakers and a magnetic tape recorder, the Ampex engineers, who have set up a display booth, one of 404 exhibits at the convention, demonstrated at the Kingsbridge Armory in the Bronx the capabilities of stereophonic sound in a conventional theatre.

It was explained that the drive-in speakers are still in an experimental stage even though a demonstration was held for the trade press last week at the home office of 20th Century-Fox.

**W.B.'s London Stereo Sound Test March 31**

LONDON, March 22.—Warner Brothers' stereo versus single-track sound test has been set for March 31 at the Warner Theatre here.

"The Command" will be screened there for half its length with full stereophony, the remainder on a single optical track. The intention is to precede "The Command" screening with the already reported trailer of excerpts from the company's forthcoming CinemaScope productions.

**NBC-TV Leases Century**

The Century Theatre in New York has been leased by the National Broadcasting Co. for a long-term arrangement and will be converted into a modern studio for television program productions. The network will take possession March 20.

**Howard E. Stark**

Brokers and Financial Consultants

**Television Stations**

**Radio Stations**

**50 E. 58th St., N. Y. EL 5-0465**

Specialists to Motion Picture Industry

**Every week-day is a Walt Framer day!**

**"Strike it Rich"**

**The Big Payoff**

**walt Framer Productions**

"America's Leading Independent TV Producer"
Tax Bill

(Coimted from page 1)

exemption for some lower-priced tickets.

Senate majority leader Knowland (R., Calif.) leaving a White House meeting with the President and legislative leaders, said he thought the entire excise bill would pass the Senate "substantially as reported." He said the President gave no indication that he would ask the Senate to strike out the six excise cuts voted by the committee, despite the Administration's strong opposition to the revenue loss.

Other key Senators predicted that no matter what happened to other portions of the excise bill, nothing would happen on the Senate floor to change the admissions tax sections. There is a good possibility that, if the Senate voted on the excise cuts not reported by the Finance Committee any new cuts on other items, the Senate would simply take the House position without the usual House-Senate conference. The House would merely agree to the changes made by the Senate in the excise bill for lowering exemption for lower priced tickets.

Possibly on Floor Tomorrow

It's still not definite when the excise bill will be on the Senate floor, though signs point to Wednesday. Knowland said he would try to get an agreement late tomorrow to bring the bill up on a six-clause vote to be discussed tomorrow, that is, if he got such an agreement, he would put the excise bills on a wide vote today. However, if there was no agreement, he'd probably ask the Senate to take up the excise bill on Friday. He said he thought the bill would be on the floor about three days.

There were these other developments yesterday:

The Senate Finance Committee, in its report on the bill, declared it has voted the exemption for lower-priced tickets because "the admissions tax constitutes a special hardship in certain cases."

The Senate Small Business Committee has rejected the Finance Committee action as giving "aid to hard-pressed movie exhibitors." It said the exemptive for exhibitors of 2 cents, or neighborhoods must close unless they are allowed to charge more than the 2-cent ceiling, that all their neighbors have told Mayor Erneste P. Uruchurtu. The exhibitors have asked to be allowed to set such low admission prices in the face of high operating costs, due mostly to wages and taxes, allow them little if any profit. Twelve of these theatres will close immediately upon official refusal of the price hike request, and the other 40 will suspend operations within a month, the mayor was warned.

Exhibitors regard this as the final effort to break the city council's admission prices that were enacted in December, 1952. First and second run exhibitors have already tried to try to put the city government to end its frozen price scale of 44 to 46 cents.

Panavision Planning

200 Lenses a Week

Arrangements have been completed to increase production of Panavision's "anamorphic" lens, John R. Moore, Panavision's executive vice president, has announced, that Panavision expects to be able to deliver 200 lenses a week within the next 30 days.

Meanwhile, Panavision has set up its demonstration of the process for tomorrow morning at the IKO 86th Street Theatre here. It is planned to show the comparison of the Panavision with that of another manufacturer, flashing scenes of a picture from both, and then centering the images on the screen.

Following the demonstration there will be a question and answer period.

Set 1st Pathcolor Film

LOS ANGELES, March 22 — O. W. Murphy, president, Pathcolor Corporation, in charge of West Coast operations, announced yesterday that Pathcolor has placed the first Universal-International Pathcolor production, title unknown.

Motion Picture Daily
Tuesday, March 23, 1954

Ticket Prices

In S. A. Too Low: Picker

Organized efforts are under way in Latin and South America to have local exhibitors favorize existing industry conditions and the need of raised admission prices, Arnold M. Picker, vice-president in charge of foreign distribution, declared here yesterday at a trade press conference.

Recently returned from a six-week tour which took him through 11 countries in the Western Hemisphere, Mr. Picker stated that UA business as compared with 1952 and 1953, has shown 25 percent. "Comparison of the business between the first eight weeks of this year and 1953 shows an increase of 25 percent," he said.

Cities Three Films

The top three UA films which have been doing steady business in Latin and South America are: "Limelight," "Don Camillo," and "Carmen." Picker said. These three films have won many awards, he said.

Picker, who has been checking on UA plans for the 25th anniversary celebration during his trip, stated that the local governments have admission prices in the theatres. The various distribution companies, exhibitors and operators, however, have been showing the need to have a fair return on domestic and foreign films, Picker said.

But Picker said that the American industry is dynamic, he said, "New theatres are being built everywhere and there is a big demand of old houses taking place," Picker added.

Urges 20% Hike

There is a "crying need" for increased admission prices, the film executive asserted. The prices should be second to none in Peru, Brazil and Argentina, to name a few countries, he said. In Lima, the regular evening admission price is 22 cents, while in Buenos Aires, 52 cents is the price of a ticket.

In many countries, the motion picture is the major source of entertainment, Picker said, "European films, especially Italian and French, have a much lower price, while American-made motion pictures enjoy much popularity," he stated.

In regard to CinemaScope, and other new film processes, Picker said that there is much confusion and fear expressed by the Latin American exhibitors and operators. "Most of them are awaiting some sort of standardization of these processes before giving ahead and installing the equipment," Picker stated. There are one or two houses in each country equipped for CinemaScope now, he added.

Lauds Brazil Festival

Picker concurs with Eric Johnston, president of Motion Picture Associates, in calling the Walterian Festival a "wonderful thing for the American motion picture industry," he said.

Picker arrives here Friday for a two-month tour of European film centers in conjunction with the UA 25th anniversary celebration and other companies business.

Tax Bill Applies to Tickets of 60 Cents

WASHINGTON, March 22 — The tax bill reported by the Senate Finance Committee actually exempts from the taxation of 60 cents or less—not 39 cents or less as announced by the committee Friday.

The official committee announcement Friday said the Senators had voted to exempt tickets "costing not more than 39 cents." Any 60-cent tickets would definitely be tax-free under its terms.

Committee officials today said that when they came to drafting the bill over the protest of the Democratic members the committee had really meant to do, and the bill drafters had decided to take the most liberal view of what the committee might have meant.

This is the second time that the actual admission tax bill has differed from the announcement as to its contents. House Ways and Means Committee chairman Reed (R., N. Y.) had announced the bill made the rate one cent for each 10 cents or fraction, but that the amendment made the one cent rate apply to each 10 cents or any fraction. This was fixed up by the Finance Committee.

Ceilings May Close

62 Mex. City Houses

MEXICO CITY, March 22 — Sixty-two exclusive hotels, or neighborhoods must close unless they are allowed to charge more than the 2-cent ceiling. Their operators have told Mayor Ernesto P. Uruchurtu. The exhibitors have asked to be allowed to set such low admission prices in the face of high operating costs, due mostly to wages and taxes, allow them little if any profit. Twelve of these theatres will close immediately upon official refusal of the price hike request, and the other 40 will suspend operations within a month, the mayor was warned.

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Panavision Planning

200 Lenses a Week

Arrangements have been completed to increase production of Panavision's "anamorphic" lens, John R. Moore, Panavision's executive vice president, has announced, that Panavision expects to be able to deliver 200 lenses a week within the next 30 days.

Meanwhile, Panavision has set up its demonstration of the process for tomorrow morning at the IKO 86th Street Theatre here. It is planned to show the comparison of the Panavision with that of another manufacturer, flashing scenes of a picture from both, and then centering the images on the screen.

Following the demonstration there will be a question and answer period.

Lippert Release for Corman's 'Monster'

HOLLYWOOD, March 22 — Lippert Pictures has closed a deal with Roger Corman to distribute "The Monster from the Ocean Floor," and has set the science-fiction feature for May release.

The new picture was directed by Wyott Orhing with Anne Kimbell and Stuart Wade heading the cast, under the title, "It Stalked the Ocean Floor."
MGM, PARA. ADOPT PERSPECTA SOUND

Seek to Headquarter V.C. Intl in Dallas
DALLAS, March 23—A resolution calling for the establishment of permanent Variety Club International headquarters in Dallas was passed here this morning at the annual convention of the organization. At the same session, delegates voted to put the heart reports on a calendar-year basis.

Delegates were welcomed to the city by Mayor R. L. Thornton of Dallas, at a luncheon which honored the International representatives and which was followed by a trip to the Variety Club's Boy's Ranch.

Scope Drive-in Bow Scores in Salt Lake
SALT LAKE CITY, March 23—The initial presentation of CinemaScope and stereophonic sound in a drive-in theatre is considered a success here, following the opening of "The Robe" at the Motor Vu Drive-in. First three days of the picture grossed $2,200, outgrowing the week's run of "The Snows of Kilimanjaro" which drew approximately $1,500.

With two speakers in each car, the occupants see the picture on a screen measuring 102 feet wide by 48 feet high. Rain, sleet and cold weather greeted the opening day's business.

THIS IS IT...

The Tushinsky SuperScope projection lens.

FOR ALL PRINTS; LOEW STRESSES 'OPTION' FACTOR AND COSTS TO EXHIBITORS

All prints of films produced by Metro-Goldwyn-Mayer and Paramount will carry Perspecta stereophonic sound tracks, it was announced here yesterday by Arthur M. Loew, president of Loew's International.

The adoption of an optical sound system by M-G-M and Paramount, as contrasted to the magnetic sound system of 20th-Century-Fox, was disclosed at a trade press conference. It was said that all prints of both companies distributed in the United States and overseas are included, with the exception of M-G-M's CinemaScope pictures distributed domestically, which will continue the use of magnetic stereo phonic sound.

Theatres in the U.S. will not be required to equip for Perspecta sound, but¶ if they wish to utilize the stereophonic Perspecta sound on the

Labor Minister to Probe 'Lab' Dispute
LONDON, March 23—Labour Minister Sir Walter Haldane has agreed to appoint an investigating committee to delve into the causes and circumstances involving the strike of the laboratory employees. Ministers of both parties will afford the committee full assistance to enable the industry to resume normal laboratory operations.

Disclaimers, effective Friday, will be withdrawn if the Association of Cinematographers can secure a

TOA SEEKING DATA ON ADVERTISING RATES
Theatre Owners of America has sent out a form to its members asking them for information about the differences in rates between theatre advertising and retail advertising in the members' local papers, and also how much space the exhibitor's local paper gives to motion picture material.

TOA hopes to accumulate enough data to enable it to present an effective case in inducing newspaper publishers to narrow the gap between theatre advertising and general advertising rates.

Exhibitors Weighing Ticket Pricing Policy for Future

Strong sentiment in favor of saving some part of the projected admission tax reduction for theatre operation was voiced by some Midwestern and Eastern exhibitors in a recent sampling conducted by Motion Picture Daily.

Some typical exhibitor reactions follow:

In Washington, D. C., Orelle Crouch, Loew's Eastern division manager, and a final policy would have to be set by Loew's headquarters, but he expected there would be "some towns where we will want to keep what is given us and others where we'll pass some of the tax reduction on to the public."

A similar view was expressed by Morton Gerber, president of District Theatres, Washington, D. C. He said policy on passing along the cut would be "strictly based on each individual situation, on the present price, the (Continued on page 5)

RAUCH PLANS SEVEN THEATRES IN '54

HOLLYWOOD, March 23—Seven feature films for theatrical distribution, budgeted at an aggregate of $2,600,000, will be produced by Hal Roach, e., during 1954. Roach has disclosed, in outlining his total production budget of $8,850,000 for the year.

The remainder of the total budget will be spent on television. Roach, who has five television films shown on national networks, will start 10 more during the year.

No Change Seen
Senate Takes Up New Tax Measure Today

Its Passage Expected Tomorrow or Friday

By J. A. OTTEN
WASHINGTON, March 23—The Senate is scheduled to take up tomorrow the excise tax bill, with all signs indicating that the admissions tax provision was approved as reported by the Senate Finance Committee.

There was no indication of any serious attempt to eliminate the relief proposed by the Finance Committee and no indication of any attempt to go further. All the Senate controversy over the excise bill seemed to revolve around other excise rates in the bill, such as those on autos and home appliances.

The Finance Committee voted to (Continued on page 4)

AA VOTES TO INCREASE ITS CAPITAL STOCK

HOLLYWOOD, March 23—Stockholders of Allied Artists Pictures Corp., at a meeting here today, voted $34,488 to 25,403 approving an amendment to the certificate of incorporation which will permit an increase in the authorized capital stock of the company. The new issue authorized consists of 150,000 shares of 5½ per cent cumulative convertible preferred stock with a par value of $100 per share. The proceeds from the sale of preferred stock when issued will be used for expansion of the company's production program, for general operating purposes and for reduction of present backlog indebtedness.

At the meeting, S. Broidy, president, expressed the management's appreciation to the stockholders for their substantial vote for the amendment.

POLA-LITE TO REVEAL 1-TRACK 3-D ON WED.

First public theatre exhibition utilizing the Pola-Lite 3-D system, the one-track 3-D projection attachment, will take place in Detroit next Wednesday, Al O'Keeffe, vice-president in charge of distribution for the Pola-Lite Co., announced here yesterday.

This public demonstration at the (Continued on page 5)
Fitzgibbons in 50th Year in Industry

TORONTO, March 23.—President, J. J. Fitzgibbons of Famous Players Canada, is being felicitated on his completion of 50 years in the industry. Now 54, he made his start as a public projectionist's assistant at the age of 17 at the old Bijou Theatre at Meridian Street, his birthplace.

J. J. Fitzgibbons, later joining the Canadian Famous Players circuit in 1926 as director of theatre operations, moving up to vice-president in 1936 and to president of Canada's major circuit 13 years ago.

Mexican Production Hits New Low Mark

MEXICO CITY, March 23.—With production of only 19 films made by Americans, film production here reached a new low for a Jan. 1—March 15 period. However, Juan Eulogio Pellecurs, Mexicanan, an important foreign distributor of Mexican pictures of the day, says that the situation (home and export) can be sustained without difficulty with the production of an average of four to five pictures a month.

Trade opinion is that total production by Americans and other foreign distributors as well as Mexicans, will barely hit 100 pictures this year, and some believe that it will be even far less than this figure.

New Denver Centre To Open April 29

DENVER, March 23.—The grand opening of Fox Intermountain Theatres Corporation here on April 30, 1960, deluxe Fox Centre Theatre here has been set for April 29 by F. H. Rickitson, Jr., president. Industry leaders from all parts of the country are being invited to attend the opening as guests of the company.

The theatre will be a symbol of the motion picture exhibitors' renewed faith in the future of the motion picture industry, Rickitson said in his announcement for the opening.

The new Fox Centre will be a part of the operations of Ray W. Davis, Colorado's motion picture industry's metropolitan distributor.

ANTA Album Show Postponed Till Fall

The ANTA Album benefit show, which was originally scheduled for May 23, then May 27, has now been postponed until the fall, Willard Hoffman, ANTA executive director, announced yesterday.

Swire pointed out that the proposed closed circuit telecast by Box Office Films of the show on the London Palladium without any unusual complications and the resultant delays made it wise to postpone the show to the last week in May, in light of the little time remaining.

"The ANTA Album," Swire said, "will always be the prestige show of the season in receipt of critical reviews." Since the show was to be shown to theatre audiences through the mails, the company could be certain that the quality be kept on the same level, he said.

The show of film and poetry was presented each April at a Broadway theatre via a closed circuit telecast.

Gehring to Address Variety Convention

W. C. Gehring, 20th Century Fox's executive assistant to general manager, leaves tonight for Dallas where on Thursday he will address the Variety Club International annual convention. Gehring, who made a special demonstration of the new single-unit stereophonic sound equipment, and the films which was perfected by Claude Ezel & Associates will return to New York over the weekend.

Wm. F. Cronin Joins Coates & McCormick

William F. Cronin, for many years an executive of Comerford Theatres, is now associated with the New York office of the Coates & McCormick, Inc. consultants in public relations and governmental research.

"Chandra' to Hofberg

"Chandra," said to be the first million-dollar picture to be produced in India, and which was filmed under the personal supervision of S. S. Madras, is now the subject of a large, 2,000,000 deadline. The Indian government, which has been purchased for distribution in the western hemisphere by the Loew's, Inc., and will be released early in May.

NFTC to Meet

The National Television Film Council will hold its monthly luncheon meeting here tomorrow evening at the Warwick Hotel Pine Room. Stanton M. Osgood, NBC manager of film production and theatre TV, will speak on "NBC Looks at Television Film."
LOVE IS SWEEPING THE COUNTRY!

"EXECUTIVE SUITE"
It's The Talk of The Industry!
William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch

"ROSE MARIE"
"Great in Chicago.
"Rich in L. A.
"Robust in Cincy."
—VARIETY
(CinemaScope-Color)
Ann Blyth, Howard Keel,
Fernando Lamas

"FLAME AND THE FLESH"
It's Turnerific! Coast tip-off: Lana's new hit is the tops!
(Technicolor)
Lana Turner, Pier Angeli,
Carlos Thompson

"RHAPSODY"
"'Rhapsody' Sweet at Music Hall, N. Y."
—VARIETY
(Technicolor)
Elizabeth Taylor, Vittorio Gassman,
John Ericson, Louis Calhern

"LONG, LONG TRAILER"
It's getting long, long runs. BIG everywhere. Hold extra time!
Lucille Ball, Desi Arnaz

"JULIUS CAESAR"
Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr

"LILI"
"'Lili' Terrif in 53rd week! Continues indef at Trans-Lux 52nd St., N. Y."
—VARIETY
(Technicolor)
Leslie Caron, Mel Ferrer,
Jean Pierre Aumont

"STUDENT PRINCE"
It's a Wow! Coast Preview of M-G-M's New CinemaScope Musical confirms advance raves!
(CinemaScope-Color)

ED SULLIVAN PICKS LESLIE "LILI" CARON FOR OSCAR!
"Far and away the top performance of any motion picture actress."
—Ed Sullivan in his column and on the air.
**Reviews**

**“Carnival Story”** 
(King Brothers-RKO Radio Pictures)

The exploitation film “Carnival Story” are multiple, for the picture contains the elements of shock, danger and sex, in addition to the marquee value of Anne Baxter. It also tells of the predatory machinations of a man and the will of a woman to redeem herself.

The first real problem should do well at the box-office in most situations. With a thrill-seeking audience, drawn to the theatre with proper exploitation, the picture should pay off handsomely. It is a story about a young couple of the fair kind who desires less carnal in plot outlines, will find disappointments in “Carnival Story.” For the star, Anne Baxter, not only portrays a weak woman, a sinner for the man she loves, but a woman whose existence is based on stupidity. And it is when she is outright stupid that sympathy with her plight falls by the wayside.

However, this is no psychological drama, although the story outline in the film does indicate. The setting is the show, the excitement of carnival life, the danger of the high dive, the pathetic plight of freaks; these are the elements which give this film its attractiveness. The locale is set in Germany and the film is in AGFA color, printed in Technicolor.

Steve Cochran as the advance man for the touring American Carnival is a villain, a deep, dyed-in-the-wool type, the kind that steals, murders and exploits women. Caught in his clutches is Anne Baxter, a naive German woman he befriended initially by giving her a job with the carnival. An illicit relationship develops, broken when the high diver, Lyle Bettger, proposes marriage to Miss Baxter after recognizing her as a partner to his act. The couple do marry, but Miss Baxter still finds herself drawn to the advance man and one night they are caught in a rendezvous, which sparks a hair-raising fight and an acidic domestic scene. In defeat, Cochran effectively plots the death of Miss Baxter’s husband. After many twists and turns, replete with numerous exciting moments, Miss Baxter finally realizes what a heel advance man Cochran really is. This turn sets the stage for the demise of Cochran by Miss Baxter herself.

Others in the cast include George Nader, Jay C. Flippen, Heleen Stanley and Afte Berber.

Produced by Maurice Frank King, with Hans Jacoby as associate producer and Kurt Neumann as director, the screenplay was written by Jacoby and Neumann, based on a story by Mardel Klauber and C. B. Williams.

Running time, 95 minutes. Adult audience classification. For release, April 16.

Murray Horwitz

**“Prisoner of War”**
(M-F-E-M)

CAPITALIZING on the recent prisoner of war exchanges in Korea, Metro-Goldwyn-Mayer has brought forth “Prisoner of War,” a dramatic, terse, and sad war drama about the comradeship of American soldiers in a prisoner of war camp. Subdued in mood, the GI’s struggles to stay alive and sane under the Communist regime’s method of “progressive teaching” may be somewhat rough on a weak-stomached audience. This Henry King production is a compelling tale of atonement, but it does not measure up to some other motion pictures that deal with Army life and prisoner of war camp life.

Under the direction of Andrew Marton, the story tells of Ronald Reagan parachuting into North Korea and being taken prisoner. The immediate and subsequent treatment the Communists are affording the United Nations soldiers in their POW camps. After arriving at a bleak, desolate compound, Reagan, along with Steve Forrest and Dewey Martin, realizes the inhuman and brutal nature of the military camp under the direction of a Russian colonel, portrayed by Oscar Homolka.

The rigors of prison-camp life are shown along with a few scenes where Armstrong and Air Force units are engaged in killing; the Communists’ graph of germ warfare and atrocities to the Korean population. Reagan and Martin adjust themselves to the Red propaganda line, but a phoney “peace” newscast film in which they deliver a truthful, devastating statement to the U.N. causes a riot in camp and much suffering. Spirits are broken by the inhuman treatment of Americans by Homolka and his North Korean underlings. The influence of the Paramount peace talks brings a surprise ending which seems justiﬁed.

Others in the cast include Robert Horton, Paul Stewart, Henry Morgan, Stephen Bekassy and Darryl Hickman. Produced by Henry Berman, directed by Andrew Marton, photographed by Allen Rivkin.

Running time, 81 minutes. General classification. For release, April 20.

**Severe Penalties in Store For Vandalists**

OTTAWA, March 25.—Magistrate Joachim Sauve has issued a warning that he will deal more severely with those who indulge in destructive movie theatre pictures.

“It seems to be the habit of young men to destroy window fences and other property in motion pictures. The magistrates threatened punishment for Clement Goyette appeared before him on charge of causing several dollars damages to the screen of the General assuming that the general adoption of safety film stock.

**Ontario Booth Law Affects Operators**

TORONTO, March 25.—A surplus of qualified projectionists is a possibility in Ontario through the enactment of the new Ontario Theatre Act, 1933, which requires only one experienced operator per booth. Under the previous law, exhibitors were required to have two men in the booth at theatres of more than 1,000 people.

The change was made because of the general adoption of safety film stock.
**Adopt Perspecta Sound**

**TicketPricing**

**Pola-Lite**

(Continued from page 1)

Roxey Theatre will feature the full print of Universal-International’s “The Creature From The Black Lagoon” in 3-D.

The production, specially processed for the Pola-Lite unit, has just been received by Pola-Lite. With the feature soon to start its subsequent run engagements in Detroit, Milton Her- man’s Roxey Theatre was selected for this public exhibition in that territory. In addition to black-and-white prints of “The Creature From The Black Lagoon,” Universal-International will now completing the processing of its Technicolor production “Taza, Son of God” which will also be available to exhibitors with the new Pola-Lite 3-D system.

**Plans Several Demonstrations**

“In addition to this public exhibition,” O’Keefe said, “a special demonstra- tion will be held at the Roxey Theatre for all exhibitors in the Detroit area. Following this engagement we plan to hold additional key city demonstrations and theatre exhibitions with the Pola-Lite 3-D system in several major exchange centers.”

Under the company’s new sales policy, O’Keefe revealed that exhibitors can now secure two Pola-Lite 3-D attache cases for $250 and a third for $100, together with a minimum order for 6,000 Pola-Lite 3-D glasses over a period of one year.

**Skiatron TV System To Matthew Fox**

Exclusive worldwide rights to the Skiatron Subscriber-Vision television system has been acquired by Matthew Fox and Arthur Levey, president of the Skiatron Electronic and Television Corporation, the development company which holds the basic patents.

Under the deal, it is reported that Fox has guaranteed the installation of 50,000 television sets and the syndication of the system within 18 months after an FCC okay.

**Forms Operational Firm**

Fox has formed an operational company to be known as the Skiatron TV Corp., which will be run by chairman and president, Levey will represent the development company on the board. Other directors and officers will be announced shortly.

Fox said that the type of attractions to be offered by his company will include Broadway and Hollywood pictures yet unreleased, sports events, as well as a special program of television programs.

**Motion Picture Daily**

**Drive-in Catalog Set By Filmack Trailer**

CHICAGO, March 23—The 1954 Drive-in Catalog of Trailer Ideas, which is devoted exclusively to drive-in theatre advertising, especially special stunts, refreshments and institutional ideas, has been published by Filmack Trailer Co., Irving Mack, president.

**Testimonial for Hallauer**

ROCHESTER, March 23—Carl S. Hallauer, executive vice-president of Ro & Lock Optical Co. was honored at a testimonial dinner Saturday night for his "outstanding service in civic affairs, public service and industry." Hallauer, president of RKO Theatres, will be among the industry guests.

**Keep the Price As It Is**

John H. Hiser, head of the Hiser-Bethesda theatre, said that last year when the Mason bill was passed, he planned to pass the entire tax cut on to the public. "Now I won't," he said. "Now I'm not operating in the black, and if we get a tax cut, I'm not going to pass it on to the public."

Sidney Lust, head of Lust Theatres, said he had not finally made up his mind, though, "I know I would like to pass it all on." He said he felt that in the long run "it might be smarter to pass it on and get more business."

Ohio exhibitors were advised to maintain present admission prices if the present Federal levy is cut, in a bulletin issued by Robert Wilf, secretary of the Independent Theatre Owners of Ohio.

"We hope that every exhibitor who is not now charging enough money," said Wilf, "will keep all of the money saved for himself!"

**Sees Retention Necessary**

In Detroit, Irving Goldberg, who with his twin brother, Adolph, operates the Community Theatre Circuit, consisting mainly of drive-ins, had this to say: "I feel that nearly everyone will agree that the theatres must keep the reduction to maintain their houses. Especially those operating on a 50 cents admission price, and the majority are in that class, need it to stay alive. If they are to buy new wide screens and if stereoscopic sound systems get down to where they can afford them, they'll need added cash to pay for them. Right now it's a struggle to keep the house clean and in decent repair."
FIRST DRIVE-IN

REPORT ON CINEMASCOPE
COMPLETE WITH STEREOPHONIC SOUND

LICHTMAN, AL 22-444 WEST 56 ST. NYK

We have just finished third nite Robe on our huge CinemaScope Screen and Stereophonic Sound with two speakers in each car. We are thrilled beyond words with our new CinemaScope installation. Plenty of light on the screen with no distortion. People enthralled at beautiful picture and Stereophonic Sound improves quality of sound 100 percent, besides giving very effective directional sound. Encountered rain sleet and cold first three nights Robe but in spite of it outgrossed 7 days Kilimanjaro and 7 days Stars and Stripes Forever, which played much later in season. We are very happy we made this adventurous step and we feel sure CinemaScope will be installed in every Drive-In throughout the United States. Sincerely.

ERICK C. PETERSON
Motor Vu Drive-In, Salt Lake City

(Why don't you phone Mr. Peterson at Salt Lake City 0252 for further details... if you need any!)
For Polio Vaccine

Dr. Karl Meyer Winner of V.C. Humanitarian Award

By JAMES IVERS

DALLAS, March 24—Dr. Karl Meyer, head of the Hooper Foundation of the University of California Hospital in San Francisco, is this year's recipient of the Variety Clubs International's Humanitarian Award. Dr. Meyer's achievement was his discovery in polio virus. Doctor Meyer developed a vaccine that achieved immunity to polio in un inoculated children to whom he gave it.

The Humanitarian Award will be presented here tonight at the annual award dinner, held in connection with the Variety Clubs' convention now in progress at the Adolphus.

Dr. Meyer has had a distinguished career as a pathologist and bacteriologist. Born in Basel, Switzerland, he studied at the Universities.

(Continued on page 4)

Exhibitor Leaders
Join UA Committee

Among the first theatre executives to accept posts on the board of the committee for the United Artists 35th anniversary testimonial dinner to be sponsored by the Variety Club, Tent 13, in Philadelphia on May 5, are Leonard H. Goldenson, Martin J. Mullin, John H. Harris, Ethore D. Heinz, Ben Amsterdam, Sam Roth and W. C. Hunt, it was announced yesterday by Jay Emanuel, chairman of the dinner committee.

Goldenson is president of American Broadcasting - Paramount Theatres.

(Continued on page 4)


defines Para. Sound Policy

Installation of Perspecta stereophonic sound equipment was recommended here yesterday by Barney Balaban, president of Paramount Pictures, for those theatre owners who are "good housekeepers."

Balaban, interviewed following the announcement that Paramount has joined M-G-M in adopting the Perspecta sound system, reiterated that the installation of Perspecta sound is optional. Theaters, with or without the sound equipment, will be furnished with prints, he explained. He added, however, that if "I were an exhibitor and wanted to do a good housekeeping job, I would install the system with my large screen."

Balaban said that Paramount selected the Perspecta system in an effort to move towards

(Continued on page 5)

Par. Screens First Of Featurette Series

Paramount yesterday screened the first three releases of its new 27-minute featurette series, designed to serve as a second feature in dual bill situations and as an added attraction for single-picture policies. Titled "Cathedral Yard," each episode is a complete story in itself, with Paul Douglas serving as narrator. The series was filmed in England by Edward J. and Harry D. Dannaher.

(Continued on page 4)

Exhibitor Attendance Down

Finds Super Panatar Lens Show 'Very Satisfactory'

By MURRAY HOROWITZ

A very satisfactory demonstration of the Super Panatar variable anamorphic lens was held here yesterday at the RKO 48th Street Theatre. The demonstration, which came just two days after the Eastern unveiling of the SuperScope variable lens, failed to draw as many exhibitors and industry executives as Monday's SuperScope show.

Utilized for the demonstration were a M-G-M cartoon short, clips from a Metro travelogue and reels of "Knights of the Round Table," the M-G-M Cinemascope production. The cartoon, which was projected from a regular print through the Super Panatar lens, was shown to reinforce the features of the variable lens. The show was presented in a theater which was equipped with a 46-foot Super Panatar lens, a 35-foot SuperPanatar lens and a 46-foot SuperScope variable lens.

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(Continued on page 4)

COUNCILS BACK CODE AUTHORITY

The newly formed Federation of Motion Picture Councils, representing $0,000,000 Americans, voted its encouragement and support of the Motion Picture Association of America "in its program of voluntary self-regulation" at its closing meeting at the Hotel Gotham here yesterday.

In a resolution adopted by the Federation its "confidence" was expressed also "in the ability and experience of the board of directors of the MPAA to determine if and when changes in the Production and Advertising Codes are desirable to meet changes in public taste."

Additionally, the organization flatly opposed legal censorship of motion pictures as "un-American in principle."

(Continued on page 4)

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(Continued on page 4)
Personal Mention

BEN GOETZ, head of M-G-M production activities in England, will return to New York from the Coast on Saturday.

NICK CIRILLO, formerly of the RKO Radio exchange in New Haven, has been transferred to Republic Pictures in that city, replacing A. SMITH, who has resigned.

ANTHONY FREEDMAN, Allied Artists film editor, has been removed from Cedars of Lebanon Hospital, Hollywood, by the Motion Picture Country Home for Convalescence.

LOREN L. RYDER, head of engineering and recording at the Paramount studios, has returned to Hollywood from New York.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Detroit from New York.

MORRIS KEPNER, partner in the New York office of the firm of Hart- ford, has returned to Hartford from New York.

ROBERT M. SATNI, president of Astor Pictures, is in Islanorda, Fla., from New York.

HARRY BALE, of the Allied Artists Los Angeles exchange, has left there for Phoenix and other Arizona cities.

P. F. SHAWE and MRS. SHAWE are the new owners of the Rose Theatre, Hainesville, Ga.

BERNARD WOOGNER, president of Woogner Theatres, New Orleans, has left there for Hollywood.

HARRY HATHAWAY, director, has left New York for Europe.

SBC 'Official' Report Will Be Filed Today

WASHINGTON, March 24.—The Senate Small Business Committee will hold in session for the first time tomorrow, and some of the remarks affecting the film industry will be different from an earlier version, according to Mr. Sen. Andrew F. Schoeppel (R., Kan.).

Schoeppel would not say how the new version would differ, but other sources indicated that the earlier criticism of the distributors and the Justice Department might be toned down. For example, it was reported that the new version eliminates a sentence that Schoeppel had said indicated that the pre-release practice violated the "spirit if not the letter" of the Paramount consent judgments.

Schoeppel, who headed the sub-committee which conducted last year's investigation of film industry trade practices, indicated that the earlier version released last week was merely a staff report, and had not been officially distributed by the committee.

MRS. DAWSON RECOMMENDS FREE ENTRY OF CHILDREN'S FILMS

Hollywood pictures especially suitable for children should be permitted free entry into countries which now impose import limitations. This was one of the principal recommendations detailed in a report submitted by Marjorie G. Dawson, director of the National Children's Film Library Committee, to the UNESCO Educational and Scientific Organization.

The report was solicited by UNESCO in conjunction with its inquiry into the possibility of creating a world film center designed to encourage the showing of films, the best of which is educate and debunk the films of our time. Mrs. Dawson, who is also associate director of Motion Picture Association of America, pointed out the highlights of her reply to the UNESCO questionnaire in a talk, "Movies and Children," which she delivered yesterday before delegates of the Federation of Motion Picture Councils during the final sessions of a three-day annual conference that week at the Gotham Hotel here.

Mrs. Dawson said that U.S. cooperation in the international distribution of children's films would be strengthening if nations abroad granted special licenses to such films outside of the established quota restrictions, and noted that many of the numerical limitations imposed by some countries on the import of U.S. films were understood to curb their shipments largely to pictures of broad and general appeal. Many Hollywood films of exceptional value to children are therefore prevented by quota barriers from going broad.

In response to a UNESCO questionnaire on censorship of films for children, Mrs. Dawson remarked that the relatively few state and local censor boards which operate in this country "have proved, to a dismaying extent, the futility of political dictation."

"The rulings of the various censorship boards have agreed only in their disagreements," she added. "Films censored in Ohio pass freely in New York. Rarely do censor boards make the same deletions in the same film." "Parental guidance in the choice of films for children," she observed, "is the democratic answer to censorship and the only way to protect our children."

Mrs. Dawson is the Film Estimate Board of National Organizations in classifying films for giving permission to American families in selecting films for the younger movie fans.

Crosby Video Tape Ready for Use

Video tape recording—putting television pictures on magnetic tape for delayed broadcast—is a commercial reality, it was revealed yesterday by John T. Mullin, chief engineer of the Electronics Division of Bing Crosby Enterprises, at the national convention of the Institute of Radio Engineers at the Kingsbridge Armory in the Bronx. Addressing a forum yesterday, Mullin asserted that Crosby Enterprises is now ready to produce instruments for video tape recording for limited military use.

Range Extended

Mullin did not disclose how the military could use the new device, but prior to the accomplishment of video tape recording, equipment could not record beyond 100 kilocycles (0.1 megacycles). The Crosby VTR extends the range of frequencies well into the megacycle region, up into millions of cycles, he said.

In its ultimately developed state, Mullin said, VTR can replace any photographic picture method. Tape April 4 can be written on the master tape, and when dubbed from a master in any quantity desired, he added.

Fla. April Meeting

JACKSONVILLE, March 24.—The Motion Picture Theatres of Florida will hold its second in a series of spring regional meetings sometime in early April.

Judge Upholds Decca Board in Lloyd Case

The petition of George L. Lloyd, ousted Decca Records director, against the management of the company has been rejected by Judge Charles T. Mullin of the New York Supreme Court and the case has been turned over by the judge to a referee to determine whether Lloyd made his charges in good faith. Judge Eder will render decision on this second aspect of the case, following the referee's report, Lloyd had maintained that his discharge from the board of directors was illegal and that Lloyd, vice-president, Milton D. Rennick, with being a "one-third, part-time president." The hearing was concluded, accorded Lloyd of trying to take over the company.

DuMont Requests Boston TV Station

WASHINGTON, March 24.—Allen D. DuMont Laboratories has applied for a television station in Boston. It already has stations in New York, Washington and Pittsburgh.

"Safari' Opens in April

"Champagne Safari," a color film based on the 1925 play by Hayworth-Prince, Aly Khan honeymoon, will have its world premiere next month at the Fox West Coast Cinema Theatre, Sun. April 21, it is announced. The opening is scheduled for the first week by Herbert Bregstein, president of Defense Film Corp., which purchased the rights for the project from Miami-based Associated Press.

Federation Elects Mr. Williams as First President

Mrs. Max M. Williams of Royal Oak, Mich., was elected first president of the Federation of Motion Picture Councils, which was formed during a recent convention at the Hotel Gotham here this week.

The election, held at the closing banquet of the gathering of these additional officers: Mrs. Arlett Burt of St. Louis, first vice-president; Mr. Edward Hase of Springfield, Mass., second vice-president; Mrs. W. Lashley Nelson, Jr., of Philadelphia, recording secretary; and Mr. J. A. Young, of Youngstown, Ohio, treasurer.

The object of uniting, according to the Federation's constitution, is "strengthen the work of members by furthering their interests and by supplying enlightenment on general motion picture problems through mutual interchange of ideas and experience."

Speakers on the final day of the convention included: Roger Morris, interpolator and producer of "Terrytoons"; Marjorie G. Dawson, director of the Motion Picture Association of America's community relations department, who spoke on "Children and Movies; Herbert Barnett, president of the Motion Picture Theatres Owners and Television Engineers, and vice president of Cinerama Corp., whose topic was "The Role of New Television Techniques in the Patterns of Tomorrow's Entertainment."

Chromatic Expands, Realigns Executives

Chromatic Television Laboratories, Inc., a subsidiary of Chromatic, doing business in developing and licensing the Lawrence color TV tube, has completed plans for expansion of production and, in line with this expansion, has realigned the duties of several executives.

Chromatic, through a new agreement with Paramount, maintains laboratories in New York and Oakland, Calif., as well as a manufacturing plant in Emeryville, Calif.

Production of color TV tubes, originally set at 25,000 for 1954, will be increased according to the company's present plans. Morgan A. Guinn, who has been with Chromatic since the formation of its parent company has been named product manager, while Earl Sargent, formerly of the Oakland laboratory, has been placed in charge of manufacturing at the Emeryville plant. Louis Silverman will join Sar gent at Emeryville as chief manufacturer.

Edward J. Davenport, for the past eight years with National Union Radio Corp., has joined Chromatic as chief commercial engineer.

Benograph Dissolved

Associated Screen News, Ltd., of Montreal, will dissolve its Benograph division on March 31, the company has announced. The company is shutting down this division, which conducted Benograph's functions in the operating film libraries, in order to concentrate on film-making and lab
Which little girl will make it?

All else being equal, she'll be the one on the film which was more carefully selected and processed.

Unless film and handling are technically compatible, skin tones fade and features become wan and haggard—dull and lack-luster. Important this beauty care in the days of black and white... vital now with color.

To co-operate with the industry in helping solve questions of film selection, processing, and projection, Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

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
to have no effect on theatre business along the Eastern coast as the ceremonies will be aired from 10:30 P.M. to 1:00 A.M. est. NBC.

However, business in Midwestern and Western houses, may experience a drop, for the telecast begins at the peak of theatre hours.

NBC officials announced that 106 TV outlets will carry the program to some 800,000,000 listeners. It will also be beamed to 750,000,000 people in 3000 NBC radio stations out of the network's 211 will enable some $8,000,000 to $10,000,000 in additional revenue. The telecast is also being beamed to the Armed Forces through the Armed Forces Radio Services.

Price Said to Be $115,000

At an overall approximate cost of $300,000 to the Academy of General Motors, the Academy Awards presentations is expected to draw a total audience of over 500,000,000 people in the United States. NBC will be selling the airing rights from the Academy for around $115,000.

Nominees for awards who will attend the New York ceremonies are: Deborah Kerr, Marlon Brando, Charles Walters, Brandon DeWilde, Jack Palance, Audrey Hepburn, Maggie McNamara, Thelma Ritter, Boris Vermont, Geraldine Page, Ray Ashley, Cloris Leachman and Orkin. It was announced by NBC.

Mitchell Leisen to Direct

Charles Brackett, President, Academy president since 1949, will be on the Hollywood set of "The Enchanted" which opened today in Los Angeles, general director for the program. Donald O'Connor will encore the West Coast proceedings while Fredric March will do likewise in New York.

The presentations which have been handled for, and as a normal television production, will have a producer-director team at each end. William Kayden and William Bennington will handle the Hollywood side while George Bruger and E. C. Scott will be the Eastern counterparts. Materials will be furnished by a 30-piece orchestra conducted by Andre Previn. Commercials will originate from NBC in Burbank.

Skouras to Sponsor Red Cross Luncheon

Slyros Skouras will give a luncheon in the interest of the Red Cross for the industry at the Metropolitan Club on Tuesday, E. Roland Harrman, national chairman of the Cross; George H. Coppers, city campaign chairman, a Red Cross liaison officer just returned from Korea, and Miss Phyllis Hill, of the current Broadway show, "The Fifth Season," will be among those present.

Va. MPTA Defers Conclave to June

RICHMOND, Va., March 24.—Leonard Gordon, president of the Virginia Motion Picture Theatre Owners Assn., announced today that the convention originally planned for May 25-27 has now been changed to June 8-10 at the Chamberlin Hotel, Old Point Comfort.

'Vesca's Super Panatar 'Satisfactory' Tax Confab

Super Panatar 'Satisfactory' (Continued from page 1)

Exit poll today shows that the Super Panatar lens, shaped up fine on the screen in CinemaScope proportions. The only apparent effect was to make the colors of the characters stand out from their acuter, stouter. However, the look of the regular travelling photo and projecting film in CinemaScope proportions had some difference in with a slight flattened out of proportion.

Robert E. Gottschalk, who developed the Super Panatar lens, acting as commentator for the show, said that the travelling photo was shown in CinemaScope proportions to demonstrate the limitations of what a lens alone can do. In sequences of "Food Stories," which were shown, the scenes appeared sharper, with better color definition than others.

Gottschalk, emphasizing his superior ratio of CinemaScope and proportions, told the estimated audience of 200 that they should not be misled, that the aspect ratio of CinemaScope lenses closer to normal eye vision than any other. In addition, he added, the CinemaScope represents the greatest departure from home television.

At a press conference following the screening, Gottschalk insisted that the quoted price of $1,100 a pair for his lenses will be reduced shortly. He was asked to state the amount of the reduction. The Super Panatar lens, he added, will be distributed by the Radiant Manufacturing Co., and also will be manufactured by William J. Mann Co., of California. He added, "We will have lenses rolling in two of the best names in magazines. We will produce a total of 50 lenses a day."

Variability Mentioned

Gottschalk called the regular CinemaScope lenses of Rausch & Lomb and Bell and Howell "fine lenses." His lens offers the added quality of variability, he said, adding the chimes of the other two lenses. He also added that his lens was similar to the Tushinsky SuperScope lens, but his being manual, superior to the Panatar, Aspect ratio variability, however, was not stressed by Gottschalk either at the demonstration or the press conference. He stressed the role of his lens for current CinemaScope productions and pictures in that medium which he said, are being made in ever increasing numbers. The variability of the lens, he explained, ranged from a "little under 1.33 to 1 to 2.66 to 1."

Has Deal with Columbia

The inventor said he is now working through Linda Pictures on an optical anamorphic printing process to change regular prints into anamorphic prints. He added that he will detail his deal with Columbia, Gottschalk declined, saying that the Columbia association is unique, explaining that Columbia has a special in the development of the Super Panatar lens. He said he is also working in association with the Metro studio, who, he added, disclosed, has ordered 59 pairs of the Super Panatar lens.

For good CinemaScope pro-

Gottschalk advised exhibitors, a top-notch regular object lens and cinema Pictures on an optical anamorphic printing process to change regular prints into anamorphic prints. He added that no longer nec-

essary to curve new wide screen film for the CinemaScope projection. He said that he is now working on a new revolutionary anamorphic technique.

Gottschalk said he recommended anamorphic photography of CinemaScope pictures, in whole or in part, expanding that it may be successful to increase the anamorphic quality through optical printing of CinemaScope pictures. He said that it will be done by some other business, and that when a bill of the property has to be disposed of at a heavy loss.

UA Committee (Continued from page 1)

Inc.: Mullin is president of New England Theatres, Inc. in Boston; Harris is president of Harris Amusement Companies in Pittsburgh; Heing is president of National Theatres Corp. in Roanoke, Va.; Amsterdam is president of Atlantic Theatres, Inc., in New Jersey; Roth is president of Roth Theatre Circuit in Washington, and Hunt is president of Hunt Theatres in New York.

An initial dinner, which will be held in the Bellevue-Stratford Hotel, will be attended by hundreds of theatre owners and leaders of the film industry. An entertainment program is currently being finalized.

In addition, veteran members of the motion picture industry will pay tribute to the achievements of United Artists in the 35 years since the founding of the company on April 17, 1919.

The Variety Club dinner in Phila-

delphia is part of a global series of events celebrating United Artists' 35th anniversary.

Broidy Adds Four to Production Staff

William F. Broidy has announced that he will add four new members to the staff of his producing company in line with his plans to expand production this year. They are Joe Pagano, Pat Bets, Murray Alper, and Don Schiff.

Pagano, a former screen writer, will assist Broidy in a variety of capacities, while Bets and Alper will be in charge of creative material. Brett and Alper will be assistant story editors, while Schiff will function as second assistant director for forthcoming Broidy pictures.

'Tax Confab (Continued from page 1)

Tenn. Drive-in Sold

TULLAHOMA, Tenn., March 24.—Plaza Drive-In Theatre has been sold to Plaza Drive-In Theatre Co. by Mid-Tennessee Amusement Co. Inc., Tullahoma, owners of seven Drive-Ins in Albion, Minnieville, Winchester, Sparta and Dayton. The Plaza, after being closed for 1.5 months, will be reopened soon, according to Mrs. R. R. Hill, president of Mid-Tennessee.

Tenn. House to Close

CHATTANOOGA, Tenn., March 24.—Fox Theatre site and building in Red Bank has been bought by Red Bank Realty, Inc., it was announced today that operation of the theater will be continued for the present.
**Review**

"The Iron Glove" (Columbia)

OLD time rivalry in the English cartoon again provide the substance for a new and successful adventure film in a modern guise. Though the plot is rather routine, "The Iron Glove," in color by Technicolor still has enough of the solid ingredients of action, intrigue and romance to pack a wallop.

James Stapley, as Prince James III and pretender to the throne, against the wishes of Stanley's enemies, Leslie Bradley and Oscar Walden. Employing Ursula Thralls is a spy, Bradley and Walden try several times to murder the prince, but Steck uses his quick fists and even quicker sword, to stave off the attempts. Miss Thralls finds her loyalties beginning to waver when she decides to love a man with a plan, but falls in love with another woman, a princess whom Stapley plans to marry. Steck succeeds in a dace-devil attempt to free the princess and during the ensuing fray, Miss Thralls comes to his aid and this resolves all the issues. Decor are good in this film which has scenes in England, Paris and Austria in the early 18th Century, Steck's dexterity in acrobatics and fencing make the fight scenes more exciting than usual and Miss Thralls, though not as fully developed as her character in other Cinerama, is a pleasant surprise.

Sam Katzen and produced and William Castle directed from a screenplay by Jesse L. Lasky, Jr., DeValdon Scott, and Douglas Heyes. Running time, 77 minutes. General classification. For April release.

**Para. Policy**

(Continued from page 1)

standardization. He explained that Paramount made its decision on the basis of a complete study of the Perspecta sound system, a system, according to Balaban, which is simple and cheap. Full details of the system and its costs to exhibitors are contained in Tuesday's edition of "Motion Picture Daily."

Regarding the Tushinsky SuperScope lens, Balaban again expressed enthusiasm for the system and said that Paramount's plans for "Elephant Walk," Balaban explained that he has been free to obtain as much information as he wishes, but to see whether the conventionally-made picture can be effectively converted by optical printing to an anamorphic wide screen picture the test would have to show very strong positive results. "I want nothing to detract from the impact of Paramount's VistaVision process when it is unveiled," Balaban explained. A minor improvement would be insufficient to go ahead with optical printing on the picture, he added.

**Demonstration Here Is Planned**

Paramount’s VistaVision demonstration, he explained, will be staged shortly in New York, adding that the date and the theatre will be announced soon. The Paramount president, attempting to clear up some of the confusion in the trade, emphasized that this demonstration complete and apart from Tushinsky's SuperScope system. The SuperScope will be shown in conjunction with VistaVision, but VistaVision is a complete system in and of itself.

All pictures at the studio, Balaban went on, are being shot in the VistaVision ratio of 1.85 to 1, but, he added, studio tests indicate Balaban emphasized that the test would have to show very strong positive results. "I want nothing to detract from the impact of Paramount's VistaVision process when it is unveiled," Balaban explained. A minor improvement would be insufficient to go ahead with optical printing on the picture, he added.

**Featurette**

(Continued from page 1)

yesterday, the series should achieve their purpose. With the addition of one or two short subjects, twin-bill theatre owners can easily broaden their customers with a program of the usual running time in such houses. There is plenty of action and suspense to hold the patrons' interest, although the lighting in some sequences appears to be more subdued than necessary. Some may find the dialogue a bit too British, although it does not distract from the entertainment value.

**No TV Plans, Says Morgan**

Because of their 27-minute lengths, the series are easily channelled to television, although Oscar Morgan, Paramount's short subject chief, denied that the series would be subjected to that format. Morgan said that exhibitors could book the series or select individual units.

L. D.

**Filmack Service Is Quick**

**Bunney**

**Trailer**

**When You Need Them**

**Farley**

**Super Quality**

**Horror**

**Trailer**

**Transformers**

**New York Famous**

**Test Quality**

**FILMACK**

Quality Service Is Quick

**Horror**

**Trailer**

**When You Need Them**

**Farley**

**Super Quality**

**Horror**

**Trailer**

**Transformers**

**New York Famous**

**Test Quality”**
For Easter...
20th unfurls the BANNER of
CINEMASCOPE GLORY!

Prince Valiant

Color by TECHNICOLOR
In the wonder of STEREOPHONIC SOUND

20th Century-Fox presents "PRINCE VALIANT" starring JAMES MASON
JANET LEIGH • ROBERT WAGNER • DEBRA PAGET • STERLING HAYDEN
Produced by ROBERT L. JACKS • Directed by HENRY HATHAWAY
Screen play by DUDLEY NICHOLS • Color by TECHNICOLOR • Based
on King Features Syndicate's "Prince Valiant" by Harold Foster

A limited number of prints will be available for Easter engagements of
the finest CinemaScope presentation yet offered. It is suggested you
immediately contact your 20th Century-Fox branch manager.
S.B.C. Repeats:
Films Rentals Should Not Be Arbitrated

Lauds Plan to Hold New Arbitration Conference

WASHINGTON, March 25.—The Senate Small Business Committee reiterated its last year's statement that film rentals are not a proper subject for arbitration, and endorsed the industry's decision to go ahead and try to work out an arbitration system despite Allied States Association's refusal to take part.

This was contained in the official version of the committee's 1953 annual report, filed in the Senate today. It was omitted from an earlier version which had been released by the committee as the official committee report, but which turned out to have been a staff report, not fully con-

AB-PT 1953 Profit Hits $8,996,000

In his annual report to stockholders released yesterday, Leonard H. Gold-

denzon, president of American Broadcast-

ing-Paramount Theatres, Inc., reported consolidated net profit of $8-

966,000, including $4,480,000 from operations and $4,516,000 from capital gains. After deducting preferred dividends and expenses, earnings were equal to $2.14 per share common, of which $1.64 was from operations and $0.50 from capital gains. Capital gains were principally due to the sale of television station WKB in Chicago.

A financial comparison with last year was made on a pro forma basis adjusted to reflect the changes, corporate and otherwise, as a result of (Continued on page 2)

UA Executives Hold Anniversary Parley

A five-day “35th anniversary conference” of United Artists leaders will be held in the company’s New York office from Monday through Friday.

The conference, to be attended by executives representing all phases of the company’s world-wide operations, will review the progress of United Artists and will chart company policy for the future.

President Arthur B. Krin, and board chairman Robert S. Benjamin (Continued on page 2)

Academy Awards for 1953

BEST PICTURE

“From Here to Eternity,” Columbia, Buddy Adler, producer.

BEST PERFORMANCES


Actress—Audrey Hepburn in “Roman Holiday,” Paramount.

Supporting Actor—Frank Sinatra in “From Here to Eternity,” Columbia.

Supporting Actress—Donna Reed in “From Here to Eternity,” Columbia.

BEST DIRECTION

“From Here to Eternity,” Columbia, Fred Zinnemann.

BEST WRITING


BEST ART DIRECTION


Color—“The Robe,” 20th Century-Fox, Lyle Wheeler and Georg W. Davis.

BEST CINEMATOGRAPHY

Black-and-White—“From Here to Eternity,” Columbia, Burnett Guffey.

Color—“Shane,” Paramount, Lloyd Griggs.

BEST COSTUME DESIGNS


BEST FILM EDITING

“From Here to Eternity,” Columbia, William Lyon.

BEST SOUND

“From Here to Eternity,” Columbia, John R. Livadary.

BEST MUSICAL ACHIEVEMENTS


BEST SHORT SUBJECTS

Cartoon—“Toot, Whistle, Plunk and Boom,” Walt Disney Productions, Buena Vista.

One-Reel—“The Merry Wives of Windsor Overture,” M-G-M, Johnny Green, producer.

Two-Reel—“Bear Country,” Walt Disney Productions, RKO Radio.

BEST DOCUMENTARIES

Short Subjects—“The Alaskan Eskimo,” Walt Disney Productions, RKO Radio.

Feature—“The Living Desert,” Walt Disney Productions, Buena Vista Distribution Co. Walt Disney, producer.

SPECIAL AWARDS

Irving G. Thalberg Memorial Award: To George Stevens.

Special Honorary Awards:

To Joseph I. Breen for his administration of the Production Code.

To 20th Century-Fox for CinemaScope.

To Pete Smith.

To Bell & Howell Co. for its years of service to the industry.

To ‘Ike’ Wed.

Tax Bill Ok’d In Senate; Goes To Conference

Indications Are President Will Sign the Measure

By J. A. OTTEN

WASHINGTON, March 25.—The Senate today by a 76 to 8 vote, passed the excise tax bill, exempting from tax all film theatre admissions of 40 cents or less and reducing the present 20 per cent federal tax to 10 per cent on tickets of 61 cents or more.

The measure now goes to confer-

ence with the House-passed bill, which reduces the tax to 10 per cent but con- 


Hollywood, March 25.—George Hoover, of Miami Tent 33, was elected chief hacker of Variety Clubs International to succeed Jack Beresin of Philadelphia this afternoon at the closing business session of the Variety International convention.

Los Angeles was chosen as the 1955 convention city after a close con-

flict with New York.

Other officers chosen were John H. Rowley, Dallas, first assistant chief hacker; George Eby, Pittsburgh, sec-

ond assistant chief haker and Jack Dunmestre, Atlanta, dough guy; Ed

Stage Show Livens Academy-on-Air

HOLLYWOOD, March 25.—Fortified by last year’s tremendously suc-

cessful use of television, in addition to radio, press, shortwave and trans-

missions, the Academy of Motion Picture Arts and Sciences stepped out tonight with stage effects, production numbers, also entertainment features of various kinds untried previously in the Academy’s 25-year his-

ory.

With the weatherman doing a com-

(Continued on page 3)
**Personal Mention**

**Starr to Head WP Hollywood Office**

Martin Starr has been appointed Hollywood manager, Quigley Publications (Motion Picture Daily, Gold Motion Picture, Motion Picture, Motion Picture TV and Television Almanac and Fawcett). He is presently familiarizing himself with New York headquarters and operations. He will assume his duties next week at the Hollywood Bureau, Yucca St. 

Starr has just concluded a year-year of service with the Cronus Broadcasting Company as motion picture correspondent and drama critic on Radio Station WCAU. The station has also helped nightly a program dealing with motion pictures and industry and screen personalities. Of the Alberts, the Motion Picture Advertisers has had a varied experience in industry and screen, and much of his material has appeared as a popular magazine feature writer. Over the past two decades he has been active in motion picture industry affairs and has a wide acquaintance with industry personnel nationally and in Hollywood and New York.

**Johnston to Paris On Film Negotiations**

Eric Johnston, president of the Motion Picture Export Association, is due to leave New York for Paris at any week's end. Johnston understood that he will be accompanied by Griffith Johnson, MAUA vice-president, in a mission to seek to U.S.-France differences on a new pact. Johnston, who may also go to London, while abroad, is expected to return here in about a week.

**AB-PT Profit**

(Continued from page 1)

the merger of American Broadcasting Co., Inc., (ABC) with United Paramount Theatres, Inc., (UPT) on March 24, 1952, has reduced the combined earnings for UPT and ABC for 1952 to $5,927,000 in comparison with $6,410,000 in 1951. ABC retained $1,379,000 from capital gains. In view of the changes in capital structure of the ABC company, the earnings on their offer of shares were shown for 1952. Goldenson said that theater operating income and earnings for 1952 were higher on a theatre-by-theatre basis than in 1951. Operating income was $114,920,000 down slightly from 1951. In fact the company had fewer theatres and the 1952 fiscal year had one less week of operations. Ad cartings for theatres disposed of income for comparable theatre increased from $121,727,000 to $133,827,000. The improved earnings not only reflected increased grosses but also reduced operating costs except for film rentals, he said. Due largely to the continued shortage of pictures, film rentals increased in 1953 by an amount greater than the gain in theatre grosses. The advent of CinemaScope and other technological developments have much to stimulate the public interest in motion pictures, said Goldenson.

**UA Executives**

(Continued from page 1)

will head the list of those attending and will be among the leaders who will be on hand during the conference are: William J. Heine, vice-president in charge of distribution; Max E. Youngstein, vice-president; Seward J. Benjamin, secretary; A. E. Bollenger, treasurer; R. G. Kranze, general sales manager; Francis M. Winikus, national director of advertising, publicity and exploitation; Louis Lobesky, eastern manager; James VanderKamp, western manager; Alfred H. Tamarr, assistant director of advertising, publicity and exploitation; John A. Horsley, public relations manager; Roger Lewis, advertising manager; Morri Krushen, exploitation manager; Samuel Cohen, foreign publicity manager; and Fred Myers, New York-Metropolitan district manager and circuit sales head.

**Tax Bill**

(Continued from page 1)

One tribute to the success of the motion picture industry's job in selling Congress on the need for admission tax relief came in an amendment proposed by Senator Byrd (D., Va.), on the Revenue Reconciliation Act of 1968. The amendment explained that the reason receipt of some relief was necessary this year and because Congress voted last year to repeal the tax completely. The Byrd-Williams amendment was defeated 54 to 34.

The Senate bill would make the new adjusted tax rate of the higher-priced tickets one cent for each 10 cents or major fraction. The House bill makes it one cent for each 10 cents or major fraction. Industry representatives had argued that this could be particularly important for small theatres and children's admissions. The tax committee of the Council of Motion Picture Organizations immediately announced that it would take no action on the House-Senate conference, to try to persuade them to adopt the Senate version.
SKOURAS STATEMENT ON C'SCOPE

"Important new advances in CinemaScope and their relation to current industry developments in motion picture presentation" will be discussed by Sypros P. Skouras, 20th Century-Fox president, at a luncheon meeting with press representa-
tives at the Hotel Plaza here on Monday, the company dis-
closed yesterday.

"Mr. Skouras will make several announcements which we believe will be of extreme signifcance to the motion picture industry and the movie-going public," the 20th-Fox announce-
ment said.

Cites Recovery

Myers Urges Allowance for Tax Cut on Product Deals

WASHINGTON, March 25—Exhibitors buying on a scale similar to that the breaking points are moved grosses resulting from any projections Abrir

Otherwise, he said, the distributors will automatically get an unfairly large share of the business in the tax-
campaign. Myers' statement was based on the assumption that most exhibitors would pay reduced prices but would pocket the part formerly charged for admissions tax.

Myers made his statement in a bulletin declaring that the motion picture industry has passed the crisis and is now on the "road to recovery." He cited as reasons for his optimism the recent favorable developments in the industry and the fact that some exhibitors are making less spending money available, the prospects of a quicker end of the war, and the "fast-breaking developments bringing high quality wide screen presenta-
tions within the reach of all classes of exhibitors."

With the strain of recent years eased a bit, Myers said, it is hoped that a better spirit will prevail within the industry and that "no one branch will seek to drum all the money up to take into account the increased tax cut, Allied States general counsel

New Anamorphic Lens Now Available

A new anamorphic lens called "Vidoscope anamorphic" was an-
nounced here yesterday by Walter Futter, independent producer. Immediate delivery can now be made of this lens.

The lens is being produced by the Schmei-
der plant, Germany, makers of "Vido-
scope" projection lenses, it was added.

5th COMPO AD IN E & P TREATS OF TAX-PASSING TO THE PUBLIC

The fifth Council of Motion Picture Organizations ad to be published in "Editor & Publisher" makes it clear to newspaper editors, as the industry's spokesmen have to Congress, as to what will happen when the expected cut in admission taxes goes into effect April 1. The ad will appear in the newspaper industry's trade paper to-
morrow.

"Theatres will be able to pass the tax-saving to the public in the form of lowered admission prices," it says, "if the legislation is passed and if it is clear in these advertisements, there are others that will find such a re-
duction in price is justified.

The reason for this is easy to un-
derstand," it points out. "Prevented from adequately raising their prices during inflation but the 20 per cent Federal admission tax, which acted as a ceiling, these theatres have been operating at a loss for years. If they don't keep for themselves the slight saving represented in the admission tax cut they will have to go out of business.

All this was made clear in the testimony of industry representatives before the Joint Ways and Means Committee last April. COMPO points out. The ad cites the testimony of Mr. McMillan of 20th Century-Fox, "the industry representatives, who said: "Maybe one man (meaning an exhib-
or) will give it all back, maybe his neighbor, the man across the street, will try to give back part of it, and perhaps some who are in a desperate position will give it our re-
guge." The ad also quotes the comments of Representative Forand, who said: "I want to congratulate you for not trying to kid us or kid the customers."

To Meet Shortage

Reissue List Increased to 65; 35 Last Year

Cognizant of the product shortage, U.S. distributors have announced 65 reissues so far this year as compared with 35 in 1954. Republic leads the list with 22, most of the 16 re-releases scheduled.

Other companies that are re-releasing product are United Artists with six; Columbia and Warners, four apiece; 20th Century-Fox, seven; Uni-
versal, three; 20th Century-MGM, two; Metro-Goldwyn-Mayer, and Walt Disney, each one.

Last year, RKO re-released 15; Paramount, 14; Columbia, 12; United Artists, eight; United Artists, four; Columbia, 2; Paramount, one.

Variety Int'l

(Continued from page 1)

Manuel, Philadelphia, property master. Nathaniel J. Gordon, Washington, re-
 mains as chairman of the heart com-
mittee. Ben Goldstein, Albany, was appointed press guy.

Governor Alf Shivers of Texas greeted the canvassers and bankers at the closing banquet tonight at Dallas. The banquet in-
cluded speeches by Dr. Karl Friedrich Meyer, accepting the Annual Humanitar-
ian Award, and Chief Barker Jack Beresin and by Barbara Stanwyck and Robert Stack who, with Jeffrey Hunter and Debra Paget, compered the Hollywood star con-
tingent at the dais.

Miss Stanwyck presented the an-
ual heart citation to Grand Rapids Tent 17 for its Heart of Variety re-
port on its activities for the year.

Omaha Tent 16 was given honorable mention.

Academy Awards

(Continued from page 1)

To complete about-face to bring the week-
long rain to a halt in defiance of an early forecast to the contrary, the exercise at the Pantheon Theatre, which was linked transcontinentally with New York's Century Theatre, was conducted by Harry Harper, currently resident in that city, dis-
played professional polish worthy of the greatest aggregation of showman-
ship talent in the world, the Academy.

Technical Awards

In addition to awards which are listed on the front page of this issue, the following scientific and technical awards were also given:

Special Effects: "War of the Worlds," Paramount.

Class One Award: Fred Waller, for designing and developing multiple photographic and projection systems which culminated in Cinemascope.

Class Two Award: Louis Reeves Sound-
craft Corp., for development of the process of applying strips of magnetic oxide to motion picture film for sound recording and reproduction.

Class Three Award: Westrex Corp., for design and construction of a new film editing machine.
MEMO TO THE ADVERTISING DEPARTMENT

Vista Film Distribution

Prepare two "Living Desert" ads.

1. If we win the Academy Award
2. To tell them our record-breaking business.

Let's run both.

1948
Seal Island

1951
Nature's Half Acre

1952
Water Birds

1950
Beaver Valley

1953
The First True-Life Adventure Feature

The Living Desert

Thanks to the Academy members, my staff, and our patient cameramen.

Walt Disney

THE MOST HONOURED MOTION PICTURE SERIES
Walt Disney opens up on a whole new world of entertainment

The Living Desert

First Feature-Length True-Life Adventure
Print by TECHNICOLOR

Buena Vista Film Distribution Co., Inc.
1270 Sixth Avenue, New York, New York
NEW, Deluxe all-plastic POLAROID 3-D viewers at the SAME LOW PRICE as older types of viewers

Now, offer your patrons the latest in deluxe, all-plastic viewers — without cutting one cent from your share of the extra gross.

With new Polaroid viewers, you offer the finest viewer available . . . yet you pay no more than you’ve paid for conventional viewers in the past. Only Polaroid viewers offer the built-in optical perfection your patrons need for seeing 3-D pictures at their best—plus:

ATTRACTIVE COLORS
LIGHTEST, MOST COMFORTABLE VIEWER
LARGE VIEWING APERTURE
PERFECT POLARIZATION
FREEDOM FROM DISTORPTION
FINE OPTICAL-QUALITY LENSES

POLAROID “SYNC” KIT FOR PERFECT SHOWINGS included at no extra cost with purchase of 6,000 viewers

CASINO IN THE NEW 3-D FILMS with deluxe, all-plastic Polaroid viewers — handled exclusively by your Independent RCA Theatre Supply Dealer.

S.S.B.C. Annual Report

(Continued from page 1)

Kan.). He was chairman of the sub- committee investigating the motion picture industry trade practices.

The new version also toned down somewhat the earlier version’s criticisms of the Justice Department, but still indicated strong disapproval of the pre-release release and other distributions practices, and still indicated considerable misgivings about the Justice Department’s activities in this field.

Makes ‘Minimum Changes’

Schoeppep later took the Senate floor to say that he still had not had time to go over the earlier version as carefully as he would have liked, but that he had managed to come up with “minimum changes.” He said he had been “amazed” to learn of the release to the press of the earlier report on March 16, and that he felt the earlier version “contained inconsistencies and substantial differences” from the film subcommittee’s report of last August. He had therefore insisted on certain changes, he said.

Sen Thye (R., Minn.), chairman of the full Small Business Committee, broke in at this point to declare that the earlier version of the committee report had been sent out to all members on Feb. 5, and that when he had pressed for more time and action by March 15, he felt it was all right to release it as a committee report. He said he was sorry Schoeppep couldn’t have found time to go over the proposed report between Feb. 5 and March 15.

Schoeppep said he had been busy with duties on other committees. He said stories on the version released by the committee last week had indicated that the monopoly subcommittee had shifted its view on industry practices since the August report. This was not true, and the subcommittee still stands behind the views expressed in the August report, he insisted.

The committee report released last week, on the subject of arbitration, merely said there was disagreement over the method of arbitration, and expressed the hope that this would not be allowed to break up the efforts for an arbitration system.

The official version filed today pointed out that the committee’s film report last August had stated unequivocally that it does not believe film rentals should be the subject of arbitration and that a distributor is entitled to receive the best possible price for his product.

“Reiterates It Here’

“That position, in the committee’s opinion, is a sound one and it reiterates it here,” Mr. Thye said, adding, “There is no reason to believe that the noninclusion of film rentals as an arbitrable matter will prevent the world from a successful arbitration system. The committee has noted with approval the formal invitation extended to the distributors and exhibitors to again sit down for the purpose of reaching agreement on arbitration. It also notes with approval that despite the fact that each exhibitor organization refuses to confer, a majority of exhibitors in many areas have agreed to go ahead in an effort to gradually overcome many of the industry’s problems. The committee cannot too strongly emphasize its belief that a voluntary arbitration system will do much to get the motion picture exhibitors and distributors out of constantly publicly airing their differences.

The other changes made by Schoeppep from the earlier version of the committee report seemed aimed at taking out certain slaps at the Department’s Anti-Trust Division, without removing the committee’s basic criticisms of the Department’s policy.

For example, the new version still says the committee cannot understand why the division upheld the ‘sunset’ method of pricing before it determined whether the pre-release practice involved illegal clearances and price fixing. However, the report eliminates a sentence in the earlier report that it is now a matter of conjecture why the Anti-Trust Division failed to issue even a reprimand in the case.

Reissue List

(Continued from page 3)

City Kid,” “Sheriff of Sundown,” “The Plunderers,” “Corpus Christi Bandit,” “Trail of Kit Carson,” “Dark Violence.”

RKO Radio has announced that “Tall in the Saddle,” “The Enchanted Valley,” “The Duality of the Sun,” “Rain Poster,” and the Stronger,” “Beneath His Dream House,” “They Won’t Believe Me,” “The Spanish Village,” “Bad Man Territory,” “The Flying Circus,” “Station West,” “Gunga Din,” “The Last Patrol,” “Stage Door,” “Top Hat,” “Out of the Past” and “Without Reservations” will be re-released.

Twentieth-Fox will re-release “Keys of the Kingdom,” “Cry of the City,” “Street with No Name,” “Scudda Hoo, Scudda Hay,” “Riders of the Purple Sage,” “Orchestra Wives,” and “Sun Valley Serenade.”

Universal’s top grosser to date, “The Egg and I,” will be re-released along with “Hamlet.” Columbia is bringing out “The Jolson Story” with stereophonic sound and wide-screen along with “New York,” “The Unarmed Breed,” and “Singing in the Rain.”

Paramount’s films that are set are “Aligheri,” “Home of the Brave,” “The Champion,” “Destination Moon” and “Sun- downers” will go out as a dual bill, and “The Time of Your Life” is being considered.

Paramount’s sole re-issue, “The Lost Weekend,” is now playing at the RKO Palace along with Sam Goldwyn’s “The Best Years of Our Lives” which is at the Crane. In addition, RKO has already re-issued “Public Enemy” and “Little Caesar,” with “Kiss Tomorrow Good- bye” and “Kid Galahad” coming out shortly.

SW Weighs Prices

(Continued from page 3)

SW estimates 60 to 70 cents or less and reduces the tax from 20 per cent to 10 per cent on the more expensive tickets, runs a new light on the matter, he says, that the tax is levied on “all prices” and the use of his converting process to companies making prints available with one track to the public. “Thus SuperScopes breaks the Skotur sound barrier in a big way,” Myers declared.

He said that Paramount’s VistaVision process together with the Tushinsky lens makes a combination directly competitive with CinemaScope and that VistaVision anamorphic prints, when projected via a Tushinsky lens, will be exactly rival and may even exceed in photographic quality the CinemaScope presentations.

SW Weighs Prices

(Continued from page 3)

Price-Spread a Factor

Another factor which will be taken into account, he added, is the price spread between first run and second run theatres. At present, for houses, a change in the pricing policy of one category would affect the other. The SW spokesman foresees that even when individual price policies are de- pended upon, a period of readjustment will follow, a period of readjustment will follow, the experience of each new theatre price.

SIMPP

(Continued from page 3)

renowned American independent producers, and to urge a consideration of the interest of independent producers of film exhibition and distribution, the adoption of film agreements and of laws governing the import of American films.

Second, he will obtain the latest in- formation concerning monetary and film exhibition and study methods, and contacts for future use.
GOV'T H-BOMB FILM TO THEATRES

WASHINGTON, March 28.—The official Government film of the first hydrogen bomb blast in November, 1952, has been released for theatre and television showing, the White House announced. The film, which runs 28 minutes, will be available for use starting the evening of April 7.

Sale Close

Court Grants

Hughes Deal

Green Light

The green light for the execution this week of the Howard Hughes-RKO Pictures deal was given on Friday when Chancellor Collins Seitz, in Wilmington, Del., ruled against the two minority stockholders seeking to enjoin the sale of the company to Hughes.

Chancellor Seitz, in dismissing the suit brought by Louis Schiff and Jacob Sacks, wrote a 34-page opinion.

Under the deal, which, according to the Hughes offer, must be consummated not later than 10:30 A.M. this Friday, stockholders will receive their pro-rata share of the purchase price, consisting of $6 for each share tendered for redemption. The Hughes $33,489,478 offer sets the Friday deadline for the transfer of the company's assets to Hughes.

Chancellor Seitz found that the plaintiffs had failed to sustain the burden of proof of showing fraud or bad faith and that they were not entitled to an injunction. The chancellor also noted that the plaintiffs have (Continued on page 6)

Pick Chicago Again

As TOA Convention Site, Oct. 31-Nov. 3

Theatre Owners of America will return to Chicago for its annual convention this year and again by hine its trade show with those of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association. The dates have been set for Oct. 31-Nov. 3, and the Conrad Hilton Hotel, as it was last year, will be the site of the activities.

Each association will hold separate conventions concurrently with the trade shows and will join forces at such events as equipment forums, the annual banquet and other social functions.

Walter Reade, Jr., president of TOA, in making the joint announcement with the heads of the other organizations, said that the success of last year's combined trade show was (Continued on page 10)

'Screen Art' Label

For Lippert Features

CHICAGO, March 28—Beginning in July, Lippert features will bear a new releasing label, Screen Art, president Robert L. Lippert announced at the annual Lippert Pictures sales convention which opened here at the Blackstone Hotel yesterday.

Lippert announced 18 features at his first meeting with 28 Lippert distributors. General sales manager Arthur (Continued on page 10)

Crucial Meeting

EXEMPTION ISSUE

HANGS IN BALANCE

11 From MGM

April to Aug.

Eleven M-G-M productions will be made available from the beginning of April to the end of August, under M-G-M's revised release schedule, it was disclosed here at the weekend.

"Gone With the Wind," in the new five-month program, is definitely set for release today on wide screen, it was stated. The picture will be continued in its original 220-minute length.

Nine of the 11 pictures are in color. M-G-M stated, adding that the two exceptions being "Executive Suite," which shortly goes into Radio City Music Hall, and "Prisoner of War." Julius Caesar will make a 12th pic.

(Continued on page 10)

Reed Reported Opposed

To Tax Exemptions On

Lower-Priced Tickets

WASHINGTON, March 28.—House Ways and Means Committee chairman Reed (R., N.Y.), seemed to be the major roadblock in the way of a tax exemption for lower-priced theatre tickets, as House-Senate tax conference prepared to hold their crucial meeting tomorrow.

The conferences must decide whether to approve the admissions-tax relief as proposed in the House bill, or as proposed in the Senate bill, or some compromise between the two. Both bills reduce the present 20 cent rate to 10 cents per ticket. To do so, the Senate bill also exempts tickets costing 60 cents or less. The fact that both bills reduce the rate to 10 cents means that the industry is now assured of (Continued on page 12)

Aboaf Reveals

Latin America Gives 26% Of U-I Foreign Business

Despite the drawbacks of low admission prices and inflated economies, Latin America is a "wonderful" market for U. S. pictures, with 26 per cent of Universal's foreign business, derived from there, Americo Aboaf, foreign sales head for U-I, declared here at the weekend at a trade press conference.

Recently returned from the Brazil Film Festival at Sao Paulo where, he said, much good-will and understanding were established between the South American and United States industries, Aboaf asserted that in comparison with the (Continued on page 10)

1953 ACADEMY AWARDS ISSUE
Personal Mention

BEN GOETZ, in charge of M-G-M's British production, has arrived in New York from the Coast.

CHARLES SIMONELLI, Universal Pictures Eastern advertising-publicity department manager; Phil Gerard, Eastern publicity manager, and Jeff Livings, Southern publicity manager, returned to New York at the weekend from Hollywood.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has been re-elected, treasurer, and Bernard Levy, assistant vice-president, have returned to New York from Detroit.

Ted Torgy, president of Teddy Pictures, Atlanta, has returned there from a honeymoon with his bride, the former Cornelia Smith.

WILLIAM R. FERGUSON, former M-G-M's troubleshooter, director, returned here last week from that vacation in Miami and now is enroute to his summer home in Ogumquit, Me.

ARNOLD JEROME, of the I. F. E. Releasing Corp. exploitation department, will leave here today by plane for Cincinnati.

STEVE LEVITZ, production manager for Big Three music publishers affiliated with M-G-M, will leave here April 5 for Miami.

DON HARTMAN, Paramount Pictures studio head, left here at the weekend for London.

Joe Becker, formerly of KKO Theatres film booking office, has left New York on a Caribbean cruise.

HERB BERG, Pola-Lite advertising-publicity chief, is in Detroit from New York.

ROY ROGERS and Dale Evans will arrive in New York by plane today from London.

To Extend UA's Film Festival to Sept. 12

The Museum of Modern Art Film Library will extend through Sept. 12 the recently announced film festival commemorating the 35th anniversary of the founding of United Artists, according to Richard Griffith, curator of the Film Library. The one-year salute was extended, said Griffith, in response to requests from Museum subscribers who asked for additional screenings of the pictures scheduled.

Quigley, Jr., to Speak

Martin Quigley, Jr., editor of "Motion Picture Herald," is scheduled to address the Pre-Div. Assembly of the law school of New York University on Wednesday on the subject, "Movies, Morals and the Law."

To Honor Balaban At JDA Dinner

Barney Balaban, president of Paramount Pictures, will be honored for "his efforts in the fight to protect American civil rights and liberties" at the opening dinner of the 1954 Honors Defense Appeal (JDA) campaign, it was announced by Irving M. Engel and Henry E. Schutz, chairman for JDA in Greater New York. The dinner will be held on April 8th at the Hotel Waldorf-Astoria. The dinner will open the JDA drive to raise $5,000,000 to finance the activities of the Jewish American National Committee and the Anti-Defamation League of B'nai Brith, with half the funds received from the New York area, AIA and ALC districts, with the largest Jewish agencies combating bigotry and safeguarding human rights.

Balaban has been in the forefront of civic and Jewish communal affairs for more than that period, as Honorary Vice-Chairman of the Anti-Defamation League of Greater New York and a member of that agency's Eastern regional board.

Overtime Agreement Averts U.K. Strike

LONDON, March 28—A strike that could have tied up British film industry has been averted by a decision of the national executive committee of the cinema technicians union to lift its ban on overtime in film laboratories and to cooperate with a government investigating committee.

Unfavorable reports and a request from the Ministry of Labor was said to have influenced the group's action. Inflation consumed 80% of the union's income and it was felt the union would agree to settle the wage demand for a weekly increase of 30 shillings ($4.20).

Film Cash Dividends Were Up in February

WASHINGTON, Mar. 28—Publicly reported cash dividends of film companies on a gross basis increased $60,000 in February, compared to $104,000 in February last year, the Commerce Department reported.

Commerce said the increase was due to the fact that Warner Brothers paid $24,000 dividend this year in February; last year it paid it in another month.

Iris Schneider Dies

Funeral services for Iris Schneider, wife of William E. Schneider, foreman with Paramount Theatres, were held here last week. Iris Schneider was now with Rockefeller Center public relations staff.

SBC Rental Stand 'Dogmatic': Myers

WASHINGTON, March 28—Commenting on the Senate Small Business Committee's reaffirmation of its belief that film rentals should not be arbitrated, Allied States Associations General counsel, Abram Myers said he stood by a letter that "further astonished that the committee should be so dogmatic about an issue that was not developed before it oral testimony in the hearings."

Takiff, Kirsch to Pioneers' Board

Election of Harry J. Takiff and Marvin Kirsch to the board of directors and the approval of an amendment to the by-laws granting authority to the board to recall any director who fail to attend two consecutive meetings, highlighted a meeting of the Motion Picture Pioneers Foundation board. In addition to Mr. Jack Cohn, the session was attended by Samuel Dembo, M. G. E. N., David J. Levy, M. G. E. N., John J. O'Connor, M. G. E. N., Richard Martin, M. G. E. N., and Herman Robbins.

Nominees to Be Listed

With an eye to the forthcoming membership meeting, the date for which has been announced shortly, the board instructed the nominating committee, consisting of A. Montague, Martin J. P. L. C., and George Dembo, to prepare a list of nominees for the forthcoming election, to be presented to the membership at the annual meeting. The board also appointed a committee of five, Jack Cohn, William Germain, Sam Dembo, J. J. O'Connor and Herman Robbins to select the "pioneers of the year," who will be honored at the annual dinner of the Motion Picture Pioneers. Other matters on which the board took action included the approval of the minutes of the Hotel Astor as the site for this year's gala dinner. The board also unanimously certified a audit for 1953, covering the fiscal year ending June 30, 1953 and the audit of the financial affairs of the Foundation for the year 1953.

Successful Year Reviewed

As its concluding action, the board of directors expressed deep gratitude with the activities of the Foundation during the year, pointing out that not only was its able and dedicated assistance to a increased number of motion pictures demanded in need, but that体贴的 thanks to the interest being shown in the activities of the Foundation by donors, there had been a marked improvement in its financial condition.

Arthur Kolstad, 60

PORTLAND, Ore., March 28—Arthur H. Kolstad, former owner of Portland Theatres, and for 30 years head of a Cascade theatres and for 30 years head of a Cascade pictures pictures, died here. He was 60.

'Srobe' Top Grosser In Australia, with Only 5 Theatres

SYDNEY, March 28—"The Robe," the initial CinemaScope production, at only 5 theaters in Australia, has outgrossed any other picture ever released in Aus-

In Country 15 Weeks

The extraordinary performance, ac-

'The Robe' has played in less than a year.

Based in Melbourne, where a four-week run is better than average, "The Robe" has broken all box office records, respectively, a performance without precedent. In Brisbane, Adelaide and Perth, where it has been a weekender, it is rare, for any motion picture. "The Robe" played eight weeks.

U' Increases Print Order for 'Creature'

Exhibitor requests for immediate installations of the single-track Pola-Lite 3-D System, which will have its premiere at the Roxy Theatre in Detroit Wednesday, has re-

The Creature From The Black La-

The Pola-Lite Co., vice president in charge of distribution for the Pola-Lite Co., has announced.

The original order for prints on this record schedule, especially processed for the Pola-Lite single-track 3-D system, was ten. With re-

S$25,000 to 'Dimes'

BALTIMORE, March 28—The Baltimore Variety Club has contributed $25,000 to the Maryland State March of Dimes Drive, making this its special project for the year, a sum, which was collected from sources throughout the state as well as in Baltimore City, was announced by chiefinker Rodney H. Collier.
TREMENDOUS in BUFFALO—Loew’s

SENSATIONAL in WASHINGTON—Loew’s

and in CHICAGO—Monroe

SMASHED ALL OPENING DAY RECORDS—SECOND DAY BIGGER THAN ANY OTHER OPENING DAY!

BENAGOSS PRODUCTIONS INC. presents KIRK DOUGLAS in “ACT OF LOVE”

An Anatole Litvak Production • Introducing DANY ROBIN with George Matthews • Robert Strauss • Richard Benedict • Serge Reggiani • Gabrielle Dorzhet • Fernand Ledoux • Barbara Laage • Produced and Directed by ANATOLE LITVAK

Associate Producer Georges Maurer • Screenplay by IRWIN SHAW • From the novel by Alfred Hayes
FIRST DATES START SOON FOR A PARAMOUNT BIG ONE OF SPECTACULAR SCOPE...

Produced by IRVING ASHER • Directed by WILLIAM DIETERLE • Screenplay by...
To the other side of the world went famous stars, color-cameras and studio technicians to film in unparalleled splendor this story of hidden passion and forbidden love. When wild stampeding elephants storm a fabulous mansion erected in the depths of the Ceylon jungle, showmen will recognize that here is one of the most significant boxoffice attractions in many a day . . .
Court on Hughes Deal

(Continued from page 1)

not pressed for a receiver, and assumed that this action was abandoned. The chairman's decision concluded a judgment on the merits in favor of the defendant, RKO. The decision came following a two-day hearing early this week of the suit of the RKO stockholders, in Dover, Del., last week, which approved the Hughes offer.

Harry J. Halperin, of the firm of Halperin, Natanson, Shvitz and Scholer, of New York City, attorneys for the plaintiff, did not indicate if there would be an appeal.

At the outset of his opinion, Chancellor Seitz stated that the court was so pressed for a quick decision that it did not have time to write a short opinion.

After reviewing the background of the case Chancellor Seitz observed in his decision:

'Sufficient Shares Were Voted'

"Passing by for the moment the objection that the stockholders were not fully informed as to the purposes, I hereby assume and conclude for present purposes that the Hughes offer was approved by a legally sufficient number of stockholders owning a majority of all the outstanding shares. Thus sufficient shares were voted in favor of the offer to meet the statutory requirement without counting Hughes' stock. This being so, it seems to me that even assuming that, otherwise, RKO would have the burden of showing the fairness of the transaction on the theory that the purchaser Hughes dominated and controlled the board of directors, nevertheless, the independent majority stockholder approval had the effect of shifting that burden back to the plaintiffs."

Concerning the question of the RKO film library, concerning which there had been dispute, Chancellor Seitz pointed out that RKO had released about 300 titles, covering all types since 1929. This has been done over a long period of time extending over several years. The defendants, the trustee, argues the 'unnecessary' letting of the library, the chancellor said. I am inclined to accept the testimony of RKO's witness that it has secured its film library looking for reissue material.

RKO in O. Protest Over 'Sinbad' Cut

COLUMBUS, O., March 28

RKO Radio Pictures has asked the Ohio Supreme Court to set aside an order eliminating 'Sinbad' from the 'King Kong' cut. The Ohio censor board ordered the elimination, RKO termed the board's action "presumable." The company also contended that Ohio's requirement for prior payment of a censorship fee is "repugnant" to both the Federal and state constitutions. Censor fee is $3 per reel.

Allied Asks 'Scope Films for All Lenses

WASHINGTON, March 28—Al lied States Association general counsel Abram F. Myers called on Loew's and 20th Century-Fox to release Cine maScope films to all exhibitors who can give the pictures wide-screen presentation through the Tushinsky or Tushinsky-CinemaScope, even if they don't have stereoscopic sound.

Myers said this would give the film sale and profit as well as it did to other exhibitors who were given the release for the CinemaScope pictures on conventional films but said we will be lucky if Sypress Skouaras and Nicholas Spark give them their dream of empire a little at a time.

In a special bulletin to Allied members, Myers was enthusiastic over the Tushinsky SuperScope system. He stated the lens "solves all remaining problems connected with CinemaScope except that of stereoscopic sound," and said that as of today the Tush insky lens would save an exhibitor at least $1,150 over the Fox-approved Bausch and Lomb lenses.

Sees Product Ample

Myers said he did not believe there would be any problem getting product for use with the Tushinsky lens, in spite of competition. He quoted a contract recently signed for the release by Fox and Loew's. He said that Paramount will definitely make a four-color picture for Tushinsky which a contract was signed for immediately. He added that the SuperScope method also permits anamorphic prints to be made of the great pictures of the past. The program, shown in this new medium, these classics should make a great picture for the companies and for the exhibitors, he said.

'Siege' to Globe

HOLLYWOOD, March 28—With more than 300 exhibits on display for visitors, "This Is Hollywood," AFL union industries show slated at Paramount Auditorium here, April 1 through 6, will eclipse all previous events in the nine-year record, according to Motion Picture Producers vice-president Charles Boren predicted on Friday. The annual event depicts graphically the work performed by AFL union members in all phases of picture production.

RKO Files Chicago Suit to Lift Ban on 'The French Line'

CHICAGO, March 28—Pope and Ballard, attorneys for RKO Radio Pictures, Inc., on Friday filed a ten-count pronged suit in the Circuit Court of Cook County in an effort to clear the way for exhibition of the company's "The French Line" banned for showing in Chicago by action of Police Commissioner Timothy J. O'Connor, the department's censor board retained on the board had issued a permit for the film to be shown here without cut.

Names Mayor, Commissioner

One count of the suit, filed on behalf of "the people of the State of Illinois and RKO Radio Pictures, Inc., names Mayor Martin J. Ken nelly and Commissioner O'Connor as respondents and requests a writ of mandamus directing O'Connor to "vacate, set aside, enjoin, and wholly disregard any and all actions by him taken to revoke" or forbidding "continuation of the order permitting to exhibit 'The French Line' in the city of Chicago." Mayor Kennedy asked the court "to allow the appeal of RKO from the action of O'Connor."

The second count, in which RKO is the plaintiff and Mayor Kennedy, O'Connor, the City of Chicago, and the Woods Amusement Corp. are defendants, asks that the actions of O'Connor be set aside, that the mayor allow the film company's application for a license "further order, adjudge, and declare that (the) defendant, Woods Amusement Corporation at all times has and hereafter shall perform and conform to the terms and conditions of the . . . feature license agreement."

Must Reply by Wednesday

Defendants and respondents in the suit, which probably will be heard by Judge Harry Fisher, who ruled a few months ago there was no right to ban showings of "The Miracle," have been given until next Wednesday to answer the allegations of the present suit. Judge Fisher also asked that a request for preliminary injunction had been denied in Superior Court of the State of California by Judge Padden, who ruled that a request for writ of mandamus was the proper action for RKO to take to seek redress for its alleged losses due to banning of the film.

'Scope For Neighborhood

COLUMBUS, O., March 28—Fred Rowlands', 1,400-seat Main theatre, East Side neighborhood, is the first small house here to install CinemaScope equipment. Rowlands said the installation cost about $30,000. The equipment was shown at the Main as "Knights of the Round Table," to be followed by "The Robe" and "How To Marry A Millionaire."

SENATE GROUP TO STUDY FILMS' INFLUENCE ON TEEN-AGE CRIME

WASHINGTON, March 28—The influence of motion pictures, comic books, television and radio on teen-age crime will be studied when a Senate Judiciary Subcommittee studying juvenile delinquency resumes hearings early next month.

Sen. Hendrickson (R., N.J.) is chairman of the subcommittee. An aide said the hearings would either be here or in New York. Main attention will be on comic books and television, though the other media will also be covered.
COLONEL COLE
puts his FINGER on
NATIONAL SCREEN SERVICE!

NEWS FROM THE TRADE PRESS
Cole Lauds NSS Trailer Handling

Col. H. A. Cole, board chairman of Texas Allied and co-chairman of Texas COMPO, revealed last week that a survey conducted in the Dallas office of National Screen Service showed the percentage of error in handling trailers and advertising accessories to be less than 1/20 of one percent. The exhibitor leader praised NSS for its contribution to the industry.

Survey showed that of 366,584 items shipped from the office during January, 187 complaints of error were reported. In order to get these materials out of the office and into the hands of the transportation companies, each item had to pass through nine NSS employees, the survey disclosed.

Among the elements found most responsible for error were similar titles, similar or wrong code numbers, transposition of booking data to billing and shipping records and transportation failures. Exhibitors neglected to return 465 trailers and 1,130 accessories, while 190 trailers and 545 accessories were irreparably damaged during the period.

Cole revealed that Texas Allied is issuing a special bulletin urging members to return all material promptly and to exert more care in the handling of NSS property. He added that he was firmly convinced that NSS is an "indispensable organization" to the industry and deserves its maximum support.

Thank You
Colonel COLE!
### ACADEMY AWARD WINNERS FOR 1953

"FROM HERE TO ETERNITY" accounted for eight Academy Awards at the 26th annual presentation ceremonies in Hollywood last week, giving the Columbia picture an outstanding edge in honors, especially in the most coveted award categories. Paramount, with top honors shared by two of its pictures, with a special award to George Stevens and awards in other categories, was a strong runner-up. At left is Donna Reed and Montgomery Clift in a scene from the prize-winning "From Here to Eternity." Miss Reed was voted Best Supporting Actress. At far left, below, Fred Zinnemann, Best Director, for "Eternity." Center, Frank Sinatra, Best Supporting Actor, "Eternity," and right, Daniel Taradash, writer of Best Screenplay, "Eternity."

**Audrey Hepburn,** at left, above; voted Best Actress of 1953 for her role as the Princess in Paramount's "Roman Holiday." At right, William Holden, Best Actor, for his role in Paramount's "Stalag 17."

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### The Academy Awards of '53

**DESPITE** its lack of surprises the 26th presentation ceremonies of the Academy of Motion Picture Arts & Sciences was a generally satisfying addition to Awards history from the industry's viewpoint.

The impressive awards voted to Columbia's "From Here to Eternity" find the industry, and perhaps the majority of customers, too, in agreement. To production and exhibition alike the preeminence of "Eternity" on the 1953 award list is reassurance that, should the public ever lose interest in productions of the new technical era, substantial rewards still are to be had in the field of standard, black and white production, presupposing there is as much talent and know-how applied to as good a story.

The special awards for the new techniques, 20th Century-Fox's CinemaScope and to Guaraní, are well deserted recognition of the new interest they have won for motion pictures and underline the screen's new look from now on.

The Academy recognized the strength of the old and the as yet unmeasured attractions of the new. There was wide satisfaction, too, in the successive awards presented to Walt Disney at the opening of the Pantages Theatre program. Not only was the product honored by the Academy truly distinguished of its kind, but the man responsible for it is recognized by all as one who, in his long association with the industry, has contributed immeasurably to the place held by motion pictures in the favors of young and old alike.

The 26th annual Academy Awards continue a fine tradition on a plane on which the entire industry is benefited.  

SHERWIN KANE

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### Academy Winners

**Pen Ten New Songs**

Academy Award winners Sammy Fain and Paul Francis Webster have composed 10 new songs for Warner Brothers' CinemaScope musical "Lucky Me" which will have its world premiere in Miami, Miami Beach and Coral Gables on Wednesday.

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### Italian Global Gross Up 19% in February

ROME, March 25 - The gross global receipts in the Italian key-cities showed an increase of 19 per cent for February of this year in comparison with the same month in 1953. This year's total gross amounted to $2,050,000. Although the American film "The Robe" shares the credit with an Italian film "Bread, Love and Fantasy" in having done the most to bring about this rise, the proportion of gross receipts achieved by American films declined from 50 per cent in February 1953 to 27 per cent in February of this year.

"Crescent to Close Its Oldest House"

NASHVILLE, March 28 - Crescent Amusement Co., sometime in April, will close the Rex Theater on 5th Avenue, in operation since 1907 and oldest house in the present circuit of 75. In front, inlaid in the pavement, still appears: "5e Motion Pictures 5c."

The house was first owned and operated by Joseph B. Holman, who merged with the late Tony Sukkim in 1907 and became the architect for all the theaters that Crescent has since built. The Rex building, which at one time housed offices of Crescent, will be remodeled for use as a store.

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### Western, Midwestern Theatre Grosses Hit By 'Oscars' Telecast

As expected, the telecasting of the 26th annual "Oscar" presentations by the Academy of Motion Picture Arts and Sciences affected theatre business in the Midwest and Western states and had virtually no effect on theatres in the Eastern time zone, it was learned at the weekend.

Harry Mandel, RKO national director of advertising and publicity, declared that the "Oscar" telecasting has not too much an effect on houses in the RKO circuit.

However, Joseph R. Vogel, vice-president of Loew's, reported that business was "not too good" during the Academy airing. "Bad weather and the aircasts really affected our business," he said.

**Say 'Desert' Sets Toronto House Mark**

Walt Disney's "The Living Desert" grossed $1,800 in its opening day at the Town Cinema in Toronto, setting an all-time high for the 683-seat house. According to reports received here by RKO Radio, the distributor of the film in Canada.
W. J. GERMAN, INC.
AGENT

For the Sale and Distribution of
EASTMAN PROFESSIONAL MOTION PICTURE FILMS

Congratulates all of the ACADEMY AWARD WINNERS

FORT LEE, N. J.  CHICAGO, ILL.  HOLLYWOOD, CALIF.
Universal

(Continued from page 1)

other distributors, U-T takes about 16 percent of the world's foreign business.

Overall, Abraf said, 1953 showed a 10 percent increase in foreign business over 1952. "The way things are shaping up now, we are to 12 to 15 percent already," he said.

Abraf said that American films have a better chance for first-run bookings because many foreign theatres have broken away from the circuits. The sales executive clarified this statement by saying that previously only one or two theatres in some cities were first-runs with the top theatre getting the best picture and down the line. "This rearrangement will improve the general situation for all film companies," Abraf stated.

'Bread-and-Butter Fare'

Stating that Brazil is the third largest film market in the world, Abraf said that U-T leads in business there. "We are accepted everywhere doing tremendously well in cities and territories because our product is a 'bread and butter' fare," he said. However, he added, 30 percent of all black-and-white films have to be printed in Brazil under a recent government ruling.

Admission prices are being kept down under local government rulings in Latin America, he said. However in Brazil, he continued, a special increase was allowed for CinemaScope and it looks as if this will pave the way for a number of prints at the animals destroy the habitations, and the sequences showing the destruction are the ones that give the picture its tremendous audience impact. It is only in these fundamental sequences that the story ensemble do not function, and there is no reason whatever why the same auburns which are presently indicating their highly profitable satisfaction with "Naked Jungle" should not turn out in equal force, or greater, for "Elephant Walk".

In the script Miss Taylor is the girl who goes to Ceylon as the bride of Finch, an excellent actor, and is consternated by the opulence and eminence he enjoys there as the chief tea-planter of the community. Andrews, playing a neighboring planter, falls in love with Miss Taylor, and for a time it looks as if she is going to reciprocate, but a cholera epidemic and an elephant stampede straighten out this and all other matters.

Running time 103 minutes. General audience classification. Release, in June. WILLIAM R. WEAVER

"The Mad Magician"

(Columbia)

A distinguished magician who is driven by vengeance to go off on a murder spree, Vincent Price brings a good amount of finesse and polish to this standard melodrama. There is 3-D to add to the melodramatic thrills. A well-paced direction also is a plus. What emerges is a lively film that general audiences should find entertaining.

In the way of feminine ornamentation there are Mary Murphy and Eva Gabor, the former playing the sweet young thing and the latter the calculating hussy. John Emery rounds out the cast as a magician who robs Price of the fruits of his creation.

As the story opens Price is about to begin his own career as a magician after years of creating tricks for others. No sooner does he the curtain go up on Price's first show than it is rung down again. It seems that his former employer has tricked him into signing a contract whereby all of Price's creations of magic belong to the employer.

Not only has the employer, Don Randolph, exploited Price, he has actually stolen his wife, Miss Gabor. Recrimination rises in Price to a fever pitch and he kills Randolph. Through the use of a clever disguise Price impersonates Randolph, all to the ignorance of the police. To cover up the murder, however, it becomes necessary for Price to commit two others. And he kills Emery and Miss Gabor.

Eventually Price's protective disguises commence to crumble. The melodramatic climax sees detective Pat O'Neal nabbing him in a scuffle that leads to Price being consumed in the fires of a magician's crematorium.

Bryna Foy produced and John Brahm directed from a screenplay by Crane Wilbur.

Running time, 72 minutes. General classification. Release date, not set.

"The Lonely Night"

(Mayer-Kingley)

THE popular interest and concern with modern psychotherapy together with the inherent dramatic aspects of the experience have yielded an interesting film. A documentary of nearly feature length, "The Lonely Night" utilizes a two-way approach to its subject. It takes the case of an emotionally disturbed young lady and contrasts scenes of her background and her psychotherapeutic treatment with scenes of a healthy, happy family in which no neurosis is ever likely to appear.

As Caroline, Marian Seldes turns in a first-rate performance in depicting a sympathetic neurotic woman in need of help. As the various factors in her background that have caused her plight are brought out in the scenes in the psychiatrist's office, they are juxtaposed with scenes of another family, which shows them raising their children. This will never be the same situation as Miss Seldes. Thus both the positive and negative ways of moulding children's character are shown.

Carl Jacobs handling "The Lonely Night" should do well in art houses or theatres specializing in unusual pictures.

Irving Jacoby and Willard Van Dyke produced under supervision of the Mayer-Kingery Film Board. Jacoby handled the writing and directing, and Frank Silvera was the narrator.

Running time, 68 minutes. General classification. For immediate release.

Valiant' Bow Apr. 6

Twentieth Century-Fox's "Prince Valiant" will have a formal invitational premiere at the Roxy Theatre in Hollywood on April 6. The premiere is being planned as a "gala" occasion.

Pioneer Exhibitor Dead

SALEM, Ore., March 28—George E. Whiteside, 80, pioneer theatre owner and operator, died here following a heart attack. He was a native of Burlington, Ia.

MG-M

(Continued from page 1)

ture with an eye toward special book- ing.


July will have the release of "Gone With the Wind," and "Betrayed," with Clark Gable, Lana Turner and Victor Mature; in attack way there are "Cry me to Tears," with Laurence Harvey, John Agar, and William Tabbert.

WE CONGRATULATE

SAMMY FAIN

&

PAUL FRANCIS WEBSTER

ON

THEIR

ACADEMY AWARD WINNING SONG

SECRET LOVE

from the WARNER BROS. PICTURE

"CALAMITY JANE"

starring DORIS DAY

WARNER BROS., MUSIC DIVISION

HARMS - REMICK - WIDMARK - ADVANCED
Exemption Issue

(Continued from page 1)

this much relief; the question is whether it will also get a cut in excise tickets. Both bills make the changes effective April 1.

A conference decision is considered likely tomorrow, since the bill must be at the White House late Wednesday.

According to reliable reports, Reed is determined to resist the Senate provision exempting the low-priced tickets. The Senate conference committee, as will the Democratic members—Representatives Jenkins of Ohio and Simpson of Pennsylvania—reportedly favor an exemption but feel they must side with Reed. Accordingly, Reed's stand will determine the issue.

Originally, it had been assumed that the industry had a good chance of winning the exemption in conference. The Senate said that a logical compromise would be for the Senate to give up the household appliance cut, while the House agreed to take the Senate’s exemption, making it applicable only to tickets costing 50 cents or less, rather than 60 cents.

Reed, however, is reported to feel that the House approved a formula in the excise bill of reducing rates to 10 cents per 900 and no further, and that if an exception is made for the film industry, exceptions must be made for other industries. He is also pointing out that the only vote taken in the House on any specific excise cut resulted in a defeat, a Democratic proposal to exempt tickets of 50 cents or less. In view of this vote, he argues, it cannot be assumed that the conference now accepts an exemption.

To this extent, then, the House vote on an exemption will be a boomerang and hurting the industry.

The tax committee of the Council of Motion Picture Organizations, which produced the problem posed by Reed's stand, was bringing all possible pressure to bear to get him to change. Key senators and congressmen were being asked to contact Reed; approaches were being made to House Speaker Martin (R., Mass.), and majority leader Halleck (R., Ind.); executives from the Reed-Ford's were being asked to make special efforts to contact him.

Original COMPO optimism about the Senate compromise was dampened considerably by today as a result of Reed’s position. "The fate of the exemption now rests solely and completely on one man," said one COMPO official. "And he's just not the type of guy who pays attention under pressure.

Nonetheless, some compromise must be made between the House and Senate bills if any excise bill is to reach the White House.

FCC Told to Delay Radio License Fee

WASHINGTON, March 28.—The Senate Commerce Committee told the Federal Communications Commission to delay at least until July 1, 1955, any further proceedings on the Com- mission's plan to charge broadcasting license fees.

The committee, acting on the budget bureau's orders, had proposed a schedule of fees for applications for license by broadcasters, the general and other FCC grants. A Senate Commerce Subcommittee later held hearings on the subject but no action has been taken, and industry officials opposed any license fees.

Today the full Senate committee approved a resolution which said that it had taken note of the FCC proposal to charge fees and had concluded that the proposal raised "basic questions as to the fundamental philosophy of regulation under the Communications Act and to which I would decline to decide these questions." Accordingly, the committee said, the FCC should suspend proceedings until July 1, 1955, by which time Congress presumably will have acted one way or the other.

Ritchey Reports L.A. Market in Upbeat

A marked increase in business in Latin America was reported by Norton V. Ritchey, president of Allied Artists International, who has just returned from a two-month tour of all the countries in the area. "Our business everywhere in Latin America has been excellent, and even difficulties with remittances from Argentina seem much closer to a satisfactory solution," he said.

Praises Brazil Festival

Commenting on American participation in the recent film festival in Brazil, Ritchey said, "Stars, directors, executives and others all conducted themselves in a way which can only reflect the greatest credit on our industry. We all owe a vote of thanks to them and to the fine organizational and public relations work performed by Eric Johnston and Bob Corderly of the M. P. A. A."

Some Tax Cut May Be 'Passed Along'

WASHINGTON, March 28.—Robert Coone, special counsel of the Council of Motion Picture Organizations, said COM- PO has received word of a substantial number of circuits and independent exhibitors that if a specific excise tax bill finally becomes law, they will pass on a large portion of the tax savings to their patrons.

Frank To Use 'Scope For 'Sitting Bull'

HOLLYWOOD, March 28.—W. R. Frank is the latest independent producer to acquire a CinemaScope franchise. He will use the process in the production of "Sitting Bull" which he is making in association with the Alemann, B & K, company of Tele-Vox Productions in Mexico.

In a letter to Gov. Sigurd Anderson of South Dakota, Frank said that he was being victimized by the press and various pressure groups who are accusing him of throwing Hollywood at his back, and went out of work by filming the life of Sitting Bull in Mexico.

Lengthy production plans, high costs and the extra effort contributed to his decision to shift the film from the B&Ks of Balaban and Katz, who are expected to set the pattern for the cinema in 1954.

Platt Speaks for B&K

In exceptional instances, however, where theaters are either isolated from competition or are part of a controlled situation, the owners will be asked to make decisions reasonably independent of what the major circuits decide.

Reaping to a query as to his company's plans with regard to admission prices if the bill goes through, B. & K. executive Nate Platt said that "it is hard to believe that a bill which is intended to retain whatever difference accrues to us by the tax reduction, especially in the light of the conditions in the past few years, but until the bill passes and there is a clarification of its provisions no definite statement of policy can be made."

Plan Criminal Charge Against Vandal

ROCHESTER, March 28.—Following a series of side-door break-ins by youths, manager Frank Lindcamp of the RKO Palace Theatre here, declared today that he will charge criminal action against offenders in the future.

Although none of the other major houses has experienced any trouble, local police officials have pledged similar severity.

Lindcamp said that a band of youths raced into the theatre recently and looted over an unruly, who required hospital treatment for injuries suffered in the ensuing fight. Concern over the situation, the police have prompted the house manager to serve warning that he will press for more serious charges than disorderly conduct.

Scheduled for April 6

Boston Subcommittees Set For Library's Film Salute

BOSTON, March 28.—Because he will be overseas at the time, Eric Johnston, president of the Motion Picture Association of America, will not be able to attend the Boston Public Library's gala for the "Motion Picture Industry" on April 6. In a tele- gram to the committee, Johnston re- gretted that he would be absent.

Meanwhile, sub-committees have been appointed for the dinner. The invitation committee, chaired by friends of Edward Balaban, will select a committee which has included John Brooks, Edward Canter, Con- nolly, Ben Domingo, Theodore Flet- cher, Paul Levin, Horsfield, Butler, Herbert Schaefer and Robert Sternburg. The publicity committee includes Harry Browning, Phil Engel, Karl Pasich, and Philip Sostanza. The dinner guests will include Balaban, King, Paul Levi, Joe Longo, Joe Mansfield, Jack Markle, John Mc- Grail, Art Mager and Jack Saet.
CONGRATULATIONS

to our distinguished associates

FRED WALLER
Chairman of the Board, Cinerama, Inc.

HAZARD E. REEVES
President, Cinerama, Inc.

whose bold pioneering in Cinerama is inspiring the renaissance of the Motion Picture Industry

Stanley Warner Corporation
**MOTION PICTURE DAILY’S BOOKING CHART**

<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>PARADISE</th>
<th>REPUBLIC</th>
<th>RKO</th>
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<th>UNITED ARTISTS</th>
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<tr>
<td><strong>Feb. 7</strong></td>
<td>HIGHWAY DRAUGHTER</td>
<td>Joan Blondell Richard Conte Wanda Hendrix</td>
<td>D—79 min. (5020)</td>
<td>(Feb. Releases)</td>
<td>QUEEN OF SHEBA</td>
<td>Special Cast</td>
<td>D—81 min. (5220)</td>
<td>(Feb. Releases)</td>
<td>THE WILD ONE</td>
<td>Mabel Brande</td>
<td>Robert Keith</td>
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<tr>
<td><strong>Feb. 14</strong></td>
<td>BITTER CREEK</td>
<td>Will Bill Elliott Beverly Garland Corinne Young</td>
<td>W—75 min. (5020)</td>
<td>(Rev. 2/15/54)</td>
<td>CHARGE OF THE CARABINIERE</td>
<td>Color</td>
<td>D—82 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>WE WANT A CHILD</td>
<td>Special Cast</td>
<td>D—82 min. (5220)</td>
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<td><strong>Feb. 21</strong></td>
<td>RIOT IN CELL BLOCK 13</td>
<td>Nolita Brand Celeste Meyers</td>
<td>D—90 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>TENNESSEE CHAMP</td>
<td>(Color)</td>
<td>D—82 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>BLACKOUT</td>
<td>D—82 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
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<td><strong>March 7</strong></td>
<td>PARIS PLAYBOYS</td>
<td>Boxey Baker Viola Farley</td>
<td>D—85 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>IT SHOULD HAPPEN TO YOU</td>
<td>Holiday Loretta Peter Lawford Jack Lemmon</td>
<td>D—85 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>ROGUE RIVER</td>
<td>George Montgomery Richard Denning Martha Hyer</td>
<td>D—71 min. (5220)</td>
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<td><strong>March 7</strong></td>
<td>MR. POTTS GOES TO MOSCOW</td>
<td>Joko Nagai</td>
<td>D—85 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>NANNY IN THE DUNGEON</td>
<td>Color</td>
<td>D—85 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>THE NAKED JUNGLE</td>
<td>Eleanor Parker Charles Blythe</td>
<td>D—77 min. (5220)</td>
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<tr>
<td><strong>March 14</strong></td>
<td>LOPEHOL BLENN</td>
<td>Barry Sullivan Dorothy Malone Mary Beth Hughes</td>
<td>D—85 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>RAIDERS OF THE DESERT</td>
<td>Teapot O'Neil Barbara Lawrence</td>
<td>W—60 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>GYPSY COLD</td>
<td>Donna Corcoran Ward Bond Frances O'Neal</td>
<td>D—75 min. (5220)</td>
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<td><strong>March 21</strong></td>
<td>THE DESPERADO</td>
<td>Marla Landers</td>
<td>W—75 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>SHANGHAI IMPERIAL</td>
<td>Helen Westcott</td>
<td>D—75 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>SON OF SINBAD</td>
<td>D—77 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
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<td><strong>March 28</strong></td>
<td>PRINCE VALIANT</td>
<td>John Wayne</td>
<td>D—75 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>THE LADY BIRD</td>
<td>Richard Whorf</td>
<td>D—77 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>THE ROCKET MAN</td>
<td>Charles Coburn</td>
<td>D—79 min. (5220)</td>
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<td><strong>April 4</strong></td>
<td>THE LION OF THE DESERT</td>
<td>Richard Basehart</td>
<td>W—75 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
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<td><strong>April 11</strong></td>
<td>THE LONE WOLF</td>
<td>John Ireland</td>
<td>W—75 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>THE LONE WOLF</td>
<td>John Ireland</td>
<td>W—75 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>THE LONE WOLF</td>
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<td>W—75 min. (5220)</td>
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<td><strong>April 18</strong></td>
<td>THE LONE WOLF</td>
<td>John Ireland</td>
<td>W—75 min. (5220)</td>
<td>(Rev. 2/15/54)</td>
<td>THE LONE WOLF</td>
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<td>John Ireland</td>
<td>W—75 min. (5220)</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.)
In the THEATRE

Equipment World . . .

• with RAY GALLO

The Miracle Whirl Sales Co., Grinnell, Iowa, has introduced three new models of drive-in playground equipment—the Miracle Swing Set, the Merry Chair Ride and the Miracle Animal Slides. Claude W. Ahrens, company president, reports an important change in the design of the new swing frame which has fewer parts to handle and assemble than previous models; heavy, cast-iron fittings are completely eliminated and the time required for erection is much less, he said. The frames are all-steel. The Animal Slides come in two heights—junior and senior sizes. The Merry Chair Ride is power-driven and has a canvas drop decorated with Masonite “fairy-tale” characters.

Showing above the new rimless polarized glasses made by Depth Viewers Inc., Cincinnati, for viewing 3-D films on wide-screens. The glasses are made of a new rigid “Polacoat-Polarized” plastic film heavier than that used previously. They have colored metal temple bars. The lenses have a curved styling designed to remove disturbing back reflections. The company also plans to make a 3-D clip-on model for patrons wearing correction glasses.

The acquisition of added manufacturing space by the Williams Screen Co., Akron, Ohio, has been announced by Henry C. Williams, president. Another plant, located on Kenmore Boulevard, has just been opened. The main plant is on Summit Lake Boulevard. Mr. Williams says the enlarged production facilities were made necessary by an increased demand for the new Williams “all-purpose” Majestic silver screen.

Ed Lachman, president of Lorraine Carbons Inc., Boonton, N. J., has embarked on an extended trip in the Midwest. He will call on dealers and exhibitors with his new and improved Lorraine “Orlux” super-charged carbons produced for 3-D and wide-screen projection as well as drive-ins.

George H. Roderick, formerly vice-president in charge of operations for the American Seating Co., Grand Rapids, Mich., has been appointed Assistant Secretary of the Army by President Eisenhower. Associated for 33 years with American Seating, Roderick joined the firm upon graduation from the University of Michigan.

Sales Up 66% in ’53
For GPE Equipment

Sales of motion picture theatre equipment and supplies by subsidiaries of General Precision Equipment Corp. in 1953 were 66 per cent greater than in the previous year, reaching the record level of $22,878,000. Hermann G. Place, president and board chairman of the corporation, reported last Thursday. The increase reflects the general improvement in the industry and the heavy demand for the new improved equipment required to exhibit pictures in the various new forms in which they are being produced by the major studios, he declared.

Net Sales of $87,763,925

The annual report of the corporation issued to stockholders shows consolidated net sales of $87,763,925 for 1953 compared with $54,326,849 in 1952. Net income for the two periods amounted to $3,436,349 or $5.09 per share on 649,087 outstanding shares compared with $1,255,278, or $1.98 per share on 646,087 outstanding shares.

Israel Industry to Be Represented Here

Yehoshua Brandstatter, managing director of Israeli Motion Picture Studios, Ltd., has announced that he has completed negotiations for the formation of Israeli-America Motion Pictures, Inc. (ISRAM), with headquarters in New York. ISRAM will be headed by Samson R. Diamond and will represent Israel’s largest motion picture studio in the United States, Canada, Central and South America. The new company will serve as liaison between the Israeli studios and producers interested in utilizing the facilities available for production, processing, tinting and distribution of motion pictures, either for theatrical use or for television.

The studios, located in Heralda, near Tel Aviv, are said to be fully equipped to handle all phases of film production. New sound stages have just been completed, and a fully equipped laboratory now makes it possible to process 35mm. and 16mm. prints completely in Israel, Brandstatter said. Herebefore, films produced in Israel required processing in other countries.

Legion Views Seven; Puts 2 in ‘C,’ 5 in ‘A’

Two pictures in Class C and five in Class A comprise the latest group of films reviewed by the National Legion of Decency. In Class C are “Sensa Lita” and “La Ronde.” In the case of the latter film the Legion has restated its original condemnation of Nov. 8, 1951.

In Class A, Section 2, are “The Eternal Mask,” “The Lonely Night” and “Ride Into Laramie.” The remaining two pictures, both in Class A, Section 1, are “Jungle Man-Eater” and “The Siege at Red River.”

The Reeves Soundcraft Corporation

expresses its appreciation to the Academy of Motion Picture Arts and Sciences for its wonderful recognition and to its many friends among America’s outstanding Sound Technicians for their wonderful cooperation in making possible this year’s Academy Award for developing the process of applying strips of magnetic oxide to film for sound recording and reproduction.

Thanks

EDITH HEAD

‘Laramie’ to Denver

Universal-International’s “Ride Into Laramie” will have a territorial world premiere in Denver starting Wednesday. John Wayne, one of the stars of the picture, will make a series of personal appearances as a feature of the incidental promotion.
"In recognition of their imagination, showmanship and foresight, an honorary award has been voted to the 20th Century-Fox Film Corporation for introducing CinemaScope."

Academy of Motion Picture Arts and Sciences
Wide Effect Seen in Ohio Carrier Edict

Truckers Said to Be In Intra-State Status

COLUMBUS, O., March 29—Film carriers are engaged in intra-state business, not interstate, declared James L. Pullin, president, examiner for the Ohio Public Utilities Commission in reporting his findings in the complaint of Ohio theatre owners against the Huntington-Cincinnati Trucking Lines. Discrimination, unjust rates and undue preferences among its customers were charged against the firm by a group of Ohio theatre owners and members of the Independent Theatre Owners of O., Pullin said.

If Pullin’s opinion is adopted by the Commission, the finding is expected to have widespread effect in the film trucking business, stated Robert Wile, ITOO secretary. Pullin also found that the word “shipment” in the rate tariff meant all of the packages coming from one exchange to a theatre, not each package separately, as contended by Pullin, however, found that

(Continued on page 3)

Compromise Measure

TICKETS OF 50¢ OR LESS EXEMPT

Music Hall to Cut Prices Thursday

Radio City Music Hall will give the public the benefit of the reduction and readjustment of the Federal admission tax, Russell V. Downing, president and managing director, said yesterday.

The Hall will cut prices to conform with the new tax law on Thursday, although the exact scales had not been determined late yesterday, pending clarification of certain intricate details.

On the other hand, the Roxy Theatre may retain the present scale, Dick Dickson, executive director, said that the extra income is needed by the house.

Lew’s, Inc., has not yet established a policy concerning the 10 per cent

(Continued on page 6)

Lower C’Scope Prices, New Camera Lenses Disclosed

Lichtman Scores ’Scope Opponents; Cites Guarantee

By MURRAY HOROWITZ

Those who oppose the CinemaScope medium were challenged here yesterday by Al Lichtman, 20th Century-Fox distribution head, to meet 20th-Fox’s “unprecedented” policy of guaranteeing exhibitors a profit this year with the showing of CinemaScope.

Lichtman, in a fighting speech at a 20th-Fox press conference at the Hotel Plaza, strongly defended the medium, citing its grossing performance. He firmly

(Continued on page 4)

20th-Fox to Demonstrate Developments: Guarantees Profit on C’Scope Dates; Welcomes New Processes to Battle Vs. TV

The reaction of 20th Century-Fox to new camera and projection processes demonstrated to the trade in recent weeks was given to a luncheon conference attended by approximately 75 representatives of the industry and lay press at the Plaza Hotel yesterday by the top echelon of 20th-Fox executives.

Simultaneousl

ly, the following new Cine

mascope developments were announced by Spyros Skouras, 20th-Fox president:

- Completion of seven new CinemaScope camera lenses of increased focal length providing greater flexibility, range and depth.
- Withdrawal of 35mm Fox from the marketing of CinemaScope projection attachments without as yet having recovered investments made in such attachments in launching CinemaScope.
- Reduction by Bausch & Lomb of the price of CinemaScope projection attachments to $547.50 for a small size unit and $597.50 per large-size unit.

(Continued on page 5)

Only Top Product to Be Para.’s Policy

Exhibition yesterday was informed by Paramount that the company henceforth will deliver top product exclusively, “because theatre owners want and need such pictures to make money.”

A. W. Schwaberg, president of Paramount Film Distributing Corporation, and Don Hartman, Paramount Pictures executive producer, outlined this policy from the screens of 26 theatres in as many key cities to capacity audiences of exhibitors, film buyers, bookers and motion picture critics who attended the initial presentation of this week’s national

PARAMOUNT PICTURES PAGEANT.

The two Paramount executives spoke to the audiences in specially

(Continued on page 3)

Highlights of CinemaScope News

Following are highlights of 20th Century-Fox announcements on Cinemascope yesterday:

- Seven new camera lenses developed.
- Prices lowered on Bausch & Lomb projection attachments.
- Twenty-Fox withdrawing from marketing of projection attachments.
- Demonstrations of product shot with new camera lenses and of stereophonic vs. single track sound in all exhibition centers.

Guaranteed profit on CinemaScope bookings.

Twenty-Fox support for all processes which help theatres compete with television.
Polaroid Sees 3-D 'Growth' This Year

A "constructive growth" of 3-D public acceptance was indicated by the Polaroid Corp. in its annual report for 1953.

The report pointed to superior drawing power of 3-D versions as compared to "flat" showings of the same films in several trial cities.

In addition, the report stated 3-D pictures were profitable for Polaroid in 1953.

On all its enterprises, Polaroid reported a profit of $1,415,021 in 1953, compared with $897,210 in 1952.

NATIONAL ALLIED NEWLY-NAMED REGIONAL VP's

Irving Dollinger
Jack Kirsch
Horace Adams
Ben Berger
Abe Berenson

Ben Marcus, president of Allied States Association, has named five regional vice-presidents for the purpose of bringing all the units closer together and to coordinate Allied activities in their respective territories. Irving Dollinger will head the New England, New Jersey, Eastern Pennsylvania and Maryland territories; Jack Kirsch: Michigan, Indiana, Illinois and Wisconsin; Horace Adams: West Virginia, Western Pennsylvania and Ohio; Ben Berger: Iowa, Nebraska, North-Central, Kansas-Missouri, Mid-Central and Rocky Mountain, and Abe Berenson: Mid-South, Oklahoma, Gulf States and Texas.

ALLIED CALLS TUSHINSKY LENS "THE BEST BUY 'AS OF TODAY'

WASHINGTON, March 29—"As of today," the Tushinsky SuperScope lens represents the best buy for exhibitors desiring wide-screen showings in either indoor or drive-in theatres, according to the "watchdog committee" of Allied States Association.

This decision was announced in a bulletin to Allied members from general counsel Abram F. Myers. The watchdog committee was appointed to look into new projection and sound processes. It consists of William Snape, Sidney E. Samuelson, Irving Dollinger and Myers, and recently witnessed the New York SuperScope demonstration.

Myers said the words "as of today" were included in the watchdog committee's conclusion because "this is a fast-developing art and one never knows when something new will be announced that will exceed all that has gone before."

In the same bulletin, Myers criticized Loew's for permitting foreign exhibitors to play CinemaScope pictures with Perspecta sound while requesting U. S. exhibitors install more expensive stereophonic sound in order to get M-G-M CinemaScope films.

"This, it seems to me, has the effect to make second-class citizens of the American exhibitors," Myers stated. "I do not see how this can be explained on any theory except that there is a compact between Fox and Metro, and between either or both of them and the major circuits that have installed stereophonic sound, to the obvious effect that the dome of its results in CinemaScope pictures shall be burdened with costly stereophonic sound as a means of crippling the small independent theatres in their efforts to compete with the circuits. We sincerely hope there is some other explanation of Metro's cautious attitude and we hope that it will be forthcoming soon."

Calls Plan "Unholy"

Myers did, however, praise Loew's and Paramount for giving exhibitors the option of converting to Perspecta sound with respect to all Paramount films and to Loew's "non-CinemaScope" films. "The only plan to force all exhibitors to convert to CinemaScope with its trappings of promise to install the stereophonic sound from is to have a 'humpy-dumpy' treatment and can never be put together again," Myers declared.

Reception for Press To Under Festival Of United Artists

United Artists and the Museum of Modern Art will jointly hold a press reception at the guest house of Mrs. John D. Rockefeller III here on Sunday, the eve of the launching of the museum's five-month film festival to commemorate the studio's 25th anniversary which is being celebrated this year.

Lillian Gish, one of the earliest of stars, will introduce the history of her film career and other personalities of the silent film era also have been invited to attend.

NTFC Names Hecht

Albert D. Hecht, sales and account manager of Bill Sturm Studios, has been named vice-president in charge of special services to the National Television Film Council, Melvin Gold, president, announced yesterday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"Rhapsody"
Starring Elizabeth Taylor
Vittorio John Louis Gassman Ericson Calhern

Color by Technicolor
An M-G-M Picture

SPECTACULAR STAGE PRESENTATION

"Phantom of the Rue Morge"
In 3 Dimensions and Wonderscope

PARAMOUNT

"Spectacle"
Para. Policy
(Continued from page 1)

made short subjects that were in-
cluded in the invitational Pageant’s
program, presenting “Elephant Walk”;
Hal Wallis’ “About Mrs. Leslie,” and
“Knock on Wood.”

By the end of this week, the Page-
ant program will have been presented
in a total of 24 key cities. Schwalberg
and other Paramount sales executives
yesterday attended the home office
prevue theatre triple-feature showing
in New York for metropolitan area
exhibitors. Division and branch man-
agers were hosts at the Pageant
screenings in their respective terri-
tories.

In his filmed address that opened
the day-long special screenings,
Schwalberg characterized the three
Pageant pictures as a confirmation of
the Paramount policy of pictures
designed to meet the needs of every
theatre in the land, from the 5,000-
seat big-city theatre to the smallest
small-town operation.

Points to Profitable Past

The Paramount distribution chief
said that during the past year the
company’s “big pictures” policy proved
profitable to Paramount and to ex-
hibitors alike, and it was for that
reason that the company decided to
concentrate in the future exclusively
on top drawer films—“big pictures,
with the big name stars, big produc-
tion values and big story properties.”

Hartman, whose filmed address fol-
lowed, substantiated Schwalberg’s in-
troduction by pointing out the box-office
ingredients in each of the pictures in Paramount’s lineup.

Among the exhibitors attending screening of three Para-
mount productions at the home office preview room yest-
day were (left to right) Jack Hattem, Interboro Theatres;
Al Suchman, Poughkeepsie, N. Y., theatre man, and Mort
Lightstone, Island Theatres.

Donald Cedergren Dies

SAN DIEGO, Cal., March 29—
Donald Cedergren, 44, employee in
the grip department at Warner Bros.,
for the past 19 years died here Friday.

Portland Organist Dead

PORTLAND, Ore., March 29—
Frank D. C. Alexander, 49, theatre
organist and director of music, died at
his home of a heart attack.

Carriers
(Continued from page 1)

the rates charged prior to June
15, 1953, were not subject to
change because, he contended,
they had been canceled by a
new tariff placed in effect on
June 15. The complainants dis-
pute this finding. Wile said that
the decision on the definition of
shipment should lower rates
considerably, if the PUCO
adopts the Fullin report.

William V. Blake, ITOO attorney,
said that Fullin’s recommendation
on the rates would permit “unreasonable
charges, unjust discriminations and
undue preferences and advantages in-
stead of prohibiting them and promot-
ing reasonable and legal charges,”
Fullin said that the increased rates
are “just and reasonable” due to in-
creased costs of operation. Fullin said
that the firm should be required under
PUCO regulations to render a bill of
lading with each shipment.

Blake contends that the PUCO
should find that cancellation of “le-
gally published and filed rates” does
not preclude the commission from de-
termining the applicability of such
rates to shipments made when the
rates were in effect.

Publicists Party

New York’s publicists and press
agents will hold their second annual
ball today at the Hotel Astor. Pro-
cedures will go to the Publicists Guild
journalism scholarship fund at Long
Island University. Elliot Lawrence
and his orchestra will play.

Ohhhhhhh, Kaye!
Girls’ll handspring,
even pay their
own way to get to see
SEVENTEEN’S APRIL
PICTURE-OF
-THE-MONTH!
Watch Kaye keep ’em
laughing...and
Seventeen keep ’em
going—to the movies!
Because the magazine
that sends teens
(and their friends,
and their families)
to more movies is...

DANNY KAYE

KNOCK ON WOOD

A Paramount Picture • color by Technicolor
Lichtman Hits Opponents (Continued from page 1)

outlined his conviction and the sentiments of the company that stereophonic sound equipment would not be profitable unless it was installed in every theatre that was equipped with CinemaScope.

"We can establish an unprecedented condition in this business," he declared. "We guarantee exhibitors that the company shall make a profit with the showing of CinemaScope pictures this year. We did it with every other film, and it is our belief that it can be done with this one, too, if they will just give it the proper installation."

Lichtman, in explaining 20th-Fox's "guarantee" policy to exhibitors, as previously carried in Motion Picture Daily, stated that 20th-Fox would review the rental terms of CinemaScope pictures if the exhibitor finds himself not making a profit in his exhibition of CinemaScope.

"We Bank the Future"
The distribution director, in addition, cited the CinemaScope plans of other studios, such as the number of CinemaScope pictures now in release, under production, or planned for 1954. These, he said, "represent the best productions of each company," observing that "we bank the future of this business on CinemaScope.

Lichtman took cognizance of those objects to CinemaScope, claiming that the only objections to his product came from exhibitors who claimed equippping costs were too high. He went on to state, however, that once a complaining exhibitor had installed CinemaScope, he had become a champion of the medium. "We have not had one complaint from those theatres which have installed CinemaScope," Lichtman declared. He put the number of such CinemaScope installations at 2,792 in the U.S. and Canada as of March 20.

Stressing the strides made by the company in helping to reduce equipment costs to exhibitors, Lichtman said that the actual cost of stereophonic sound equipment has been "greatly reduced" in cost, particularly in small theatres. Presently, he said, some firms may sell the sound equipment for as low as $2,000.

Quotes Figures on Cost
With the new picture reduction in the Bausch and Lomb lens, it is now possible to fully equip a small theatre for as little as $5,000 or $6,000, including the cost of installation, Lichtman declared. The distribution director made it clear that he thought stereophonic sound presentation is just as vital, if not more vital, in small houses for CinemaScope presentation.

"We do not pretend to sell, or to say any manufacturer," he added.

Lichtman acknowledged that many exhibitors, before showing their actual costs, have made a "terrible effort to get us to recede from our position of insisting upon the full equipment of stereophonic sound. It is impossible that morphic lenses. They have asked us to permit them to show our CinemaScope picture, or to show the film in two-speaker CinemaScope. That purpose, as defined by Lichtman, was "to improve the business of the theatres and to give them greater flexibility.

Lichtman also encouraged the 20th-Fox policy regarding double-bills, "With (Continued on page 6)"

Sponable Tells of Improved New Lens

The development of an improved 20th-Century-Fox 2000 camera lens was announced here yesterday by Earl L. Sponable, 20th-Century-Fox research director.

The new lens, he said, will improve the definition of CinemaScope pictures, in addition to giving the director greater flexibility.

H e r b e r t B r a n c h , in his address to the 20th-Fox conference, upheld the superiority of stereophonic sound system as compared to any optical system.

Sees Drive-ins Won Over to C'Scope

A forecast that drive-in theatres throughout the United States will adopt CinemaScope bandwagon, installing stereophonic sound, was made here yesterday by Basil L. Lichtman, 20th-Fox distribution director.

Lichtman, in response to a question on the drive-in situation, predicted that drive-in owners will follow the pattern set by conventional theatre owners. He estimated that of the more than 2,700 existing drive-ins for CinemaScope, 2,000 originally objected to the expenditure involved in purchasing equipment. Once they risked it, Lichtman went on, they were more than satisfied.

The distribution director said that since the first opening of a CinemaScope production in Salt Lake City, the drive-in reception has been quite favorable to drive-in operators on how to make ready for CinemaScope. He also said that one difference from standard 20th-Fox Clauderrell of Texas. The telegram of the enthusiastic reception afforded last Friday in Dallas to the drive-in showing of "Prince Valiant," attended by many drive-in operators competing in the Variety convention there.

"Progressive" drive-in operators, Lichtman predicted, will install CinemaScope equipment.

75 'Scope Pictures From All Sources

Says Silverstone

Seventy-five CinemaScope pictures are either released, completed, or ready for release, in various stages of production, or planned for early film release, according to Lichtman at the 20th-Century-Fox conference at the Hotel Plaza.

With 20th-Fox, the following companies were listed as having CinemaScope plans, some of which already have materialized in a CinemaScope release. They are: Warner Brothers, Metro-Goldwyn-Mayer, Universal-International, Columbia, Walt Disney Productions, United Artists and Allied Artists.

Twenty-Fox, according to the announcement, has eight CinemaScope films in release, including the impending release of "Prince Valiant," four completed, two in production and 16 scheduled for release.

Warner Brothers CinemaScope plans were put as follows: two in production, including an additional film, and five more completed for release; Columbia was said to be going three in Cinemascope, with five more scheduled for production; Walt Disney was listed for three, United Artists for two and Allied Artists for one.

New Outlook for Stereo Sound Test

If the industry overwhelmingly rejects stereophonic sound, 20th-Century-Fox will give every consideration to the possibility of getting on the four-track magnetic sound system, Speros P. Skouras, president, declared here yesterday.

He made the declaration in connection with his announcement that 20th-Fox will approach Theatre Owners of America and Allied States Association once more for a series of demonstrations on stereophonic sound compared to optical sound. He said that M-G-M's "20,000 Leagues Under the Sea" was installed CinemaScope, in addition to the 600 already reported. Citing the success of "The Robe," Silverstone said that he has grossed $4,353,000 in 79 first-run situations, 59 of which have completed its run.

Five in CinemaScope (Continued from page 1)

of the five pictures was broken down in the tabulation and compared with conventional pictures of similar magnitude and content. The comparison portrayed to show the superior grossing of the CinemaScope medium.

Here is the performance of each of the five CinemaScope films as of March 20, as compiled by 20th-Fox:

<table>
<thead>
<tr>
<th>Film</th>
<th>Weeks in Release</th>
<th>Grosses</th>
<th>Bookings</th>
<th>Film Rental</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;How to Marry a Millionaire&quot;</td>
<td>18 weeks</td>
<td>$8,500,000</td>
<td>$813,000</td>
<td>$3,500,000</td>
</tr>
<tr>
<td>&quot;Prince Valiant&quot;</td>
<td>22 weeks</td>
<td>$24,600,000</td>
<td>$1,370,000</td>
<td>$3,260,238</td>
</tr>
<tr>
<td>&quot;Cleopatra&quot;</td>
<td>26 weeks</td>
<td>$1,010,000</td>
<td>$912,000</td>
<td>$1,300,000</td>
</tr>
<tr>
<td>&quot;Ben Hur&quot;</td>
<td>19 weeks</td>
<td>$1,000,000</td>
<td>$912,000</td>
<td>$1,300,000</td>
</tr>
<tr>
<td>&quot;Robin Hood&quot;</td>
<td>14 weeks</td>
<td>$1,000,000</td>
<td>$912,000</td>
<td>$1,300,000</td>
</tr>
</tbody>
</table>

The comparable 2-D film, "Anne of the Indies," brought in a film rental of $1,271,400, after 123 weeks and bookings in 14,117 situations.

A King of the Khyber Rifles," in 12 weeks, grossed $2,653,000 with 475 in booked, furnishing a film rental of $1,306,346. "Pony Soldier" was listed as the 2-D comparison for this, with $1,010,000, after 114,703 bookings and 69 weeks in release.

"Hell and High Water," in four weeks, grossed $1,473,000 with 90 bookings, bringing a film rental of $318,739. This was compared to the 2-D "Deanna Durbin Goes to School," which in 12 weeks, grossed $1,010,000, after 14,094 bookings and 69 weeks in release.


M. Silverstone said:

"The 'Robe' gross has been 400 per cent greater than the previous 1953 grosses of 'Kilimanjaro,' "Murray Silverstone, 20th-Fox senior vice-president, declared here yesterday.

Silverstone reported that another drive-in field has installed CinemaScope in addition to the 600 already reported. Citing the success of "The Robe," Silverstone said that he has grossed $4,353,000 in 79 first-run situations, 59 of which have completed its run. America and Allied States Association once more for a series of demonstrations on stereophonic sound compared to optical sound. He said that M-G-M's "20,000 Leagues Under the Sea" was installed CinemaScope, in addition to the 600 already reported. Citing the success of "The Robe," Silverstone said that he has grossed $4,353,000 in 79 first-run situations, 59 of which have completed its run.
CINEMASCOPE DEVELOPMENTS

New Advances For C'Scope, Press Told

(Continued from page 1)

or $1.00s per small pair and $1.19s per large pair.

The scheduling of demonstrations here and abroad in the 30 to 40 days to exhibit advances in forthcoming 20th-Fox product made possible by the new CineScope camera lens.

Simultaneous demonstrations of the difference between four-track magnetic stereophonic sound and single-track optical sound.

Skouras and other company officials emphasized repeatedly that 20th-Fox "welcomes" the introduction of new processes and techniques which will help win and hold public interest for motion pictures in the competitive battle with television.

At the same time, they left no doubt that in their minds CineScope will be a rival on the scene yet. The company's policy, Skouras said, is that anything meeting the CineScope appears, they will support it.

Both he and Al Lichtman, director of distribution, declared that the company had achieved certain leadership by now and intended to keep it. They reiterated that 20th-Fox guarantees a profit to any exhibitor who plays its CineScope pictures this year.

"Let anyone who is opposed to CineScope match 20th-Fox's offer in that regard," said Lichtman.

Top Executives Heard

Other company executives who addressed the press representatives were W. C. Michel, executive vice president; William Skouras, president of 20th-Century-Fox International; Earl Sponable, head of the company's research department; and Herbert Bragg, assistant to Sponable. Charles Einfeld, vice-president, opened the meeting, presenting Skouras as the first speaker. Highlights and reports of the remarks by each of the company executives are published elsewhere in this issue.

Skouras prefaced his announcements by saying:

"For six long years, there has been an alarming decline in boxoffice receipts and the number of theatres have been closed or destroyed,"

"For six heartbreaking years, the invasions of the horror movies and cheap exploitation have played havoc with the careers of men who have given lifetimes of service to our industry only to lose their earnings and savings in the struggle to stay in business.

Urges 'Superior Entertainment'

"For six terrible years, each year has made it plain that we were not adequately meeting the demand for television with the kind of superior entertainment that could check the downward trend.

"With the enthusiastic reception accorded Cinerama, in October 1952, the public had no form of film presentation was imperative.

"Its success intensified our own long and unfruitful search for a new form which would be practical for theatres of any size or shape. In December of 1954 we came upon CineScope.

"In developing CineScope, we have had only one goal: to bring back the large masses of people to the motion picture boxoffice. Our aim at all times has been to keep the theatres of the world prosperous and open, because we know that their welfare is our own welfare and their success is our own success.

"We place the entire assets of our corporation behind our conviction that CineScope would serve to bring a lasting and golden era to our business.

"Our company is dedicated to the survival and continuing health of theatres everywhere. CineScope has made this not just a hope but a reality. Every theatre in the United States which has a CineScope picture has made a profit. We believe pictures and we now re-state that 20th-Century-Fox guarantees a profit to every exhibitor on every CineScope picture.

"This kind of blanket assurance is without parallel in the motion picture industry. It is living proof that we have the same unswerving faith and confidence in CineScope today as we did the day we first saw it. CineScope is the means to ensure the future of the motion picture industry.

"Because we are so dedicated to the welfare of the motion picture industry, we welcome any and all new developments which may contribute to the common good. Everyone who has something to contribute; every new development for the good of the industry is welcome. We must remain open-minded and no one must be discouraged from advancing our industry's techniques. So let us unite and not lose sight of the common goal.

"We know that the advent of CineScope placed the industry on the road of confidence. The public again has become motion-picture-minded. Their interest has been renewed and motion pictures have again become an important part of their daily lives.

"Every day there are new reports of increasing business at the movie theatre boxoffice. We are continuing to do everything possible to assure the continuance of this growing trend. There has been so evident since 'The Robe' was launched."

Immediately after seeing the first rough cut of 'The Robe,' on June 22 of last year, we charged the Bausch and Lomb engineering department with the development of additional CineScope lenses which would provide even greater flexibility, range and depth of field.

"Our goal is photographic superiority, such as has never before been seen."

Skouras said the focal lengths of seven new CineScope lenses have been developed by Bausch & Lomb range from 13mm. to 152mm. or, in terms of horizontal angles of view, from 122 degrees to 18 degrees inclusive.

They will be made available to other producers, he said.

Skouras paid special tribute to Cinerama as the process which demonstrated the urgent need for an acceptance by the public of new methods of motion picture entertainment. He also cited such more recent developments as VistaVision and Super Panavision in the variable anamorphic lens field and stressed the contribution of Robert Gottschalk's Panavision process to variable projection.

Although he has not yet seen VistaVision, Skouras said he had heard reports that it is a very close contribution to photographic clarity of motion pictures.

Skouras congratulated those leading producing organizations which have joined with 20th-Century-Fox in recognizing the potential of CineScope in keeping theatres prosperous and open with a steady flow of great boxoffice attraction.

HIGHLIGHTS OF SKOURAS'S TALK

Here are highlights of the address of Spyros P. Skouras, 20th Century-Fox president, at yesterday's press conference at the Hotel Plaza, called, Skouras said, to "clear the atmosphere."

"We have a certain lead in this industry and we intend to keep it in all the new developments of new CineScope developments at the Plaza Hotel luncheon conference here yesterday. Others shown, left to right: W. C. Gehring, Herbert Bragg, Murray Silverstone, Charles Einfeld, W. C. Michel, Earl Sponable. Also in photo at left of Skouras, obscured is Al Lichtman.

"Our company is dedicated to the survival and continuing health of theatres everywhere. CineScope has made this not just a hope but a reality. Every theatre in the United States which has a CineScope picture has made a profit. We believe pictures and we now re-state that 20th-Century-Fox guarantees a profit to every exhibitor on every CineScope picture.

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PRESS PLEASED WITH 20th-Fox SERVICE

The approximately 75 press representatives who, with 20th-Century-Fox executives filled the Crystal Room of the Hotel Plaza here yesterday to capacity at the luncheon press conference on CineScope developments, wereitten in their praise of arrangements made to supply them with detailed background on CineScope history and current data. Press releases on the newest developments were augmented by complete reference material on phases which with lay press writers in particular were not too well acquainted.

Arrangements were planned well in advance by the company publicity staff under the direction of Charles Einfeld, vice-president.
Motion Picture Daily
Tuesday, March 30, 1954

Lichtman

(Continued from page 4)

CinemaScope," he declared. "we're doing big double-bills," maintaining that the twin bill has never been liked by the public. With one or two exceptions, CinemaScope pictures have been played alone, with adequate short subjects, Lichtman added. The coupling of a CinemaScope with an "ordinary" one was disclaimed by the 20th-Fox executive. "We hope "progressive" exhibitors will refuse to show CinemaScope pictures," Lichtman declared, parochially admitting that in the few occasions it did occur, local steps were impossible to prevent it.

Lichtman reiterated 20th-Fox's policy of asking small exhibitors who wish to equip to do so but do not have the ready cash. In no instance, Lichtman declared, where 20th-Fox has been asked to help the exhibitor gain long-term credit, has the company failed the exhibitor. In general, the gross figures for CinemaScope productions, he estimated that "The Robe" will gross in the U.S. alone a figure around $30,000,000 in film rentals.

In conclusion, he credited CinemaScope with saving the industry from "despair."

Lauds Manufacturer For 'Scope Success

Tribute to theatre equipment manufacturers and dealers for making Cinemascope to succeed, the medium yesterday by William C. Michel, executive vice-president of 20th Century-Fox.

"Without the help of the equipment companies, we could not go anywhere," Michel told the 20th-Fox conference at the Hotel Plaza. Michel related how he had to draw on his previous experience as an equipment executive to succeed in the medium. Michel, who said he has spent 40 years in the business, the last 25 with 20th-Fox, declared that the development of CinemaScope "has not been a one-man job."

Telling how he had been called upon to rid the world of Skorup P. Skoras to tackle the equipment problems, Michel gave the major credit for the success of CinemaScope, both at the box-office and on the equipment level, to Skoras. "He had the vision and responsibility. I went along to help," Michel declared.

Music Hall

(Continued from page 1)

drop in the excise tax. "We will study the situation carefully before rendering a decision on box office prices," Eugene Pickler, head of Loew's New York operations, said.

However, most of the other independent operators and circuit operators are unsure as to their actions. Many operators feel that the added income should be put to use in the upkeep of the theatres.

"HOWARD E. STARK"

Brokers and Financial Consultants

TELEVISION STATIONS

90 E. 5th St., N.Y. EL 5-8495

Specialists to Motion Picture Industry

Television--Radio

By SID CAESAR

(Guest Columnist for Pinky Herman, who is on vacation)

THERE are 10,000,000 television writers in America. The reason I can give you figures is because I've heard from all of them, not counting newcomers in today's mail. No sooner had it got around that I was going to do a new type of show next year than my mail got like Montgomery Ward's. Last year the New York post office cleared $30,000,000. On my mail alone this year the postmaster is beginning to ride the help about what happened to half of it.

The best thing about this mail is that it all comes from nice people, anxious to help me get ahead. You got to like people who wish you well. But they're too nice to be writers.

Take this girl who sent me an idea from Oklahoma. She said since I was changing shows she wouldn't hold it against me for making people laugh on "Your Show of Shows." Her letter said she had this great idea that if you're adversity. It touches their own experiences. I hope you will do the sketch I enclose.

The moral of her little story was that the less you've got, the happier you are. On my way home, just to test it out. I gave my overcoat to a panhandler. No adversity but he appreciated it so much it made me think.

"Another contributor sent me six pages of comedy dialogue between a biochemist and a geographer, both talking shop. The author's idea was that there's nothing fainter than two people misunderstanding each other. I couldn't give his sketch a fair test because I didn't understand the character that was supposed to be me. One of the things that I think is going to happen is that you get the best ideas when you're going out, and that's much better than anything you do in the studio, wherever you are."

Sid Caesar

New Tax Rate

(Continued from page 1)

the extent of the reductions it makes in the admissions tax and other excise rates.

Officials of the Council of Motion Picture Organizations were jubilant over the conference action and were huddling to decide whether to ask exhibitors to bombard the White House with telegrams urging approval of the bill.

The bill that originally passed the House reduced the 20 per cent tax to 10 per cent in all cases, with no exemption for lower-priced tickets, the Senate-approved bill contained an exemption for tickets costing 60 cents or less and reduced the tax to 10 per cent for the higher-priced tickets.

COMPO had originally asked only the exemption for tickets of 50 cents or less that was finally approved by the conference. This gave rise to the suspicion that the Senate had deliberately boosted the amount to 60 cents so as to be in a better trading position in the final House-Senate conference.

Committee officials estimated that the admissions tax provision as finally approved would cost the Treasury about $190 million a year in admissions tax revenue.

The conferences went along with COMPO in another important respect: The tax rate on the higher-priced tickets would be one per cent for each $10, or 10 cents, or fraction thereof, instead of the tax rate provided in the Senate bill. The House bill had made the rate 20 cents or 10 cents or fraction even if the fraction were a minor fraction. COMPO had said the rate should be especially important with respect to children's admissions and tickets for smaller theatres.

Another provision of the final bill would allow exhibitors to sell tax tickets bought before April 1 for admission after April 1.

The conferences voted to keep the present 20 per cent tax on roof garden and cabaret bills. The House had voted to make the tax 20 per cent, and the Senate voted for 20 per cent and the conferences adopted the Senate version.

Both House Ways and Means Committee chairman Reed (R., N.Y.) and Senator Finance Committee chairman Millikin (R., Col.) said they planned to call up the conference report in the House and Senate tomorrow, and that they were sure it would be approved. Both indicated they expected the President to sign the bill.

Expects President to Sign

Senator majority leader Knowland had said he thought the President would approve the bill if it were not different from the original House bill. The original House bill would have cost the Treasury $912,000,000 a year, and the Senate bill would cost $999,000,000 a year.

"Lucky Me" Premières

MIAMI, March 29—"Lucky Me," the new musical comedy, had its premiere here Wednesday in three Greater Miami theatres with Robert Alda, Buell Neidlinger and Nancy Walker on hand for the film openings at the Paramount Theatre here, Beach Theatre, Miami Beach, and Coral Gables cinema.
WASHINGTON, March 30—One point which, apparently, is causing confusion to many exhibitors in their interpretation of the conference excise tax bill passed by the House and Senate is exactly how the tax would be applied to the higher-priced tickets. The bill provides that the tax on tickets costing more than 50 cents will be one cent for each 10 cents or major fraction. A major fraction, Congressional tax experts ruled, is six cents or more. Thus, a 54-cent ticket would be taxed five cents, a 55-cent ticket would be taxed five cents, but a 56-cent ticket would be taxed six cents.

$2,382,770 Increase
20th-Fox ’53 Earnings Climb to $4,560,887

Consolidated 20th Century-Fox net earnings of $4,560,887 for the year ended Dec. 26, 1953, an increase of $2,382,770 over the previous year’s net earnings, was disclosed here yesterday.

Silverstone, Norris Moved Up by 20th

The promotion of Arthur Silverstone to assistant general sales manager of 20th Century-Fox was announced yesterday by A. Lichtenstein, distribution director. At the same time, Glenn Norris, Atlantic division sales manager, was promoted to Eastern sales manager, the position which Silverstone previously held. Appointments become effective Monday.

A veteran sales executive, Silverstone (Continued on page 6)

Disney-ABC Pact Talks Continue

Negotiations are reported continuing between Walt Disney and American Broadcasting Co. on a projected TV program. Details of the alliance are yet to be announced but it was learned that the network plans to start in October a weekly one-hour show which Disney will produce. Roy Disney, president of Walt Disney Productions, and Robert E. Rusler, president of ABC, are negotiating the terms of the pact.

‘Knock on Wood’

[Den Prod.—Paramount]

J AMI-PACKED with entertainment over its full 103-minute route, “Knock on Wood” has all the earmarks of good news and lots of it for big and little theatres, for cosmopolitan and rural audiences, and for the family as much as for those who buy tickets singly or in twos.

Danny Kaye as the focal point of a story of foreign intrigue, tailored to his fine comedy and musical talents, gives one of his top performances. Romantic interest is supplied effectively by Mai Zetterling, who is sure to increase her American following enormously with her quietly charming performance as a lady psychiatrist intent upon curing Kaye, yet having a repression herself which he discovers and eventually cures.

The story by Norman Panama and Melvin Frank is loaded with reverse twists of that kind which heighten the entertainment content and keep the pace fast and interest high. The Panama-Frank team also

Signature Assured
TAX BILL GOES TO PRESIDENT TODAY

Starr ‘Warning’ Sees ‘Threats’ Of Losing Out In Ticket Tax

A “solemn warning” to exhibition that it guard the projected Federal admissions tax cut from being exploited by local governmental agencies was issued here yesterday by Alfred Starr, former president of Theatre Owners of America.

Starr, coupled the “solemn warning” with a second admonition, which he called a “serious threat.” Distribution, he charged, will accept the tax reduction as a “signal to increase film rentals.” “They,” Starr charged, referring (Continued on page 7)

Foreign Trade Plan Backed by Industry

WASHINGTON, March 30—President Eisenhower called on Congress to enact a “realistic and bold” program to stimulate international trade. Motion Picture Association president Eric A. Johnston and other film industry officials have supported a more liberal U. S. trade policy, and experts have generally agreed that the film industry, with its heavy dependence on foreign markets, would benefit.

Hughes Wins Suit Tried in Nevada

The RKO Pictures minority stockholders suit against Howard Hughes and others, pending in Las Vegas, Nev., was dismissed yesterday by the District Court of Nevada, it was learned here yesterday from a spokesman for the legal firm of Donovan, LeSauter, Newton and Irvine, representing RKO Pictures in the action. Plaintiffs in the suit, charging (Continued on page 6)

BOT Withdraws Bid On Title Fight

Box Office Television, Inc., has withdrawn its bid to televise the June 17 title fight between heavyweight champion Rocky Marciano and Ezzard Charles via a closed television circuit. A BOT spokesman said yesterday that the International Boxing Club is reported seeking $155,000 for the TV rights for the Yankee Stadium bout.
UK ‘Lab’ Inquiry

Committee Named

LONDON, March 30.—A committee to investigate the dispute with the laboratories over the payment of the laboratory's expenses which is being handled by Mr. J. H. Jack, professor of economics, Durham University; A. J. Esley, cartoonist and editor of the Times; and G. B. Thorneycroft, former trade union secretary. The committee will also look into the possibility of the laboratories resuming work on Thursday.

See No Over-All Plan For Admission Prices

As Result of Tax Cut

Realignment of box office admission prices to conform with the new tax bill, which has been passed by both Houses of Congress, in accordance with the basis of individual theatres, mainly circuit operators and independent operators, as indicated yesterday.

Most of the smaller circuits expect uncertain as to their actions. House managers were meeting with company executives today to determine whether the per cent reduction in the ticket prices should be passed on to the public or absorbed by the companies.

An official of American Broadcasting-Paramount Theatres stated that there was no policy for their 700-old houses operated by the circuit. 'The company's affiliates will set their own policy,' he said.

No Decision at Century

A spokesman for the 35 theatres in the Century Theatres circuit said that 'no decision' has been announced as yet by the company officials but that a statement will be issued in what would be 'favorable toward our patrons.'

Harry Brandt, president and general manager of Brandt Theatres, announced that his organization will reconsider its position. 'The point is possible. In fact we are depending on this cut to open our closed theatres,' he said. There are 92 houses in the Brandt circuit.

Officials of the Rayborn Theatres were expected yesterday to decide on what to do about the admission prices at their 12 New York and New Jersey theatres. A spokesman for 13 J. J. Theatres said the matter was still under discussion.

'Flexible Policy,' Says Goldberg

Harry Goldberg, director of advertising and publicity for Stanley Warner Corp., said there would be a flexible policy throughout the circuit concerning admission prices. 'In some spots,' Goldberg said, 'that will depend upon the location, theatre, neighborhood and other factors.'

Brandt, for one, is certain that the government will get a better return on its tax bill. He said, 'This policy will allow the reduction will keep more theatres open and alleviate the employment situation by hiring the people necessary to operate the theatres.'

New York Publicists

To Hear Pact Status

The executive council of the Screen Publicists Guild (New York) is expected to ask for a strike vote and the press may be at a general membership meeting.

The publicists have been unable thus far to come to terms for a new contract with Columbia, Warner Bros. and Universal-International. Negotiations on the new contract for 20th Century-Fox, whose contract with the SFG expires April 17.

Mr. Jack Quigley, executive secretary of the Screen Publicists Guild, in his union spokesman, the Guild is willing to accept some substitute for progression, which has been the SFG company discussions thus far.
"Rose Marie, I Love You!"

A NATIONWIDE SENSATION!

M-G-M presents

THE FIRST GREAT MUSICAL IN

CINEMASCOPE

In Color Glory

"ROSE MARIE"

Starring

ANN BLYTH • HOWARD KEEL • FERNANDO LAMAS
BERT LAHR • MARJORIE MAIN • With JOAN TAYLOR • RAY COLLINS

A MERVYN LeROY PRODUCTION

Screen Play by RONALD MILLAR and GEORGE FROESCHEL

Based on the Operetta "ROSE MARIE"

Book and Lyrics by OTTO A. HARRACH and OSCAR HAMMERSTEIN II

Music by RUDOLF FRIML and HERBERT STOTHART

Photographed in EASTMAN COLOR • Directed by MERVYN LeROY

EXHIBITORS EVERYWHERE ARE SINGING . . . .

And You'll Be Hearing This:

"JULIUS CAESAR" ("I Love You!")

Frisco, 12th Week • Los Angeles, 5th Month • Detroit, 9th Week • Wash., D. C., 9th Week
Philly, 9th Week • Dallas, 4th Week • Toledo, 2nd Week • Columbus 2nd Week.
SENSATIONAL NEW OPENINGS: Pittsburgh, Milwaukee, Buffalo, Rochester, Syracuse.
EXCELLENT BIZ: Akron, Canton, Reading, Denver. And more on the way!

And Listen For This: "RHAPSODY" ("I Love You!")

3rd Week at Music Hall swell! Off to a solid start throughout the nation!
The Hate-Beast who lives to kill is loose in THE YEAR'S BIGGEST THRILLA!... GOR

Color by TECHNICOLOR

starring Cameron MITCHELL, Anne BANCROFT

Raymond Burr, Charlotte Austin, Peter Whitney, Lee Marvin, Warren Stevens

Produced by ROBERT L. JACKS, Directed by HARMON JONES, Written by LEONARD
He's in the aisles!
He's in the balcony!
He's everywhere
...in 3-D!

Gorilla AT LARGE

It's a Showmanship Natural from the word 60 rilla! Get the action-packed pressbook, start planning your campaign now! Sure-fire ads! Pages of ticket-selling exploitation ideas . . . ballyhoo, special fronts, novel lobby displays, contests for fans of all ages! Get behind this great attraction . . . there's real money in it!

AVAILABLE IN MAY! DATE IT NOW!
National Pre-Selling

“RED GARTERS,” reports Phil Harting in “Woman’s Home Companion’s” April issue, “is something different in Westerns - a stylized musical that blends in with all the others.” “It is,” reports the “Companion’s” film reviewer, “a rare film treat that every child in the audience will enjoy. Elizabeth Suggs is completely delightful as Joanna Spirt’s spirited little Swiss heroine.

“Should Happen To You’s” star Jared Martin proved in “Born Yesterday” that a dumb blonde can be very amusing,” remarks Florence Somers in “Redbook’s” April column. “She does it again as Gladys Glover in a film about a small-town girl who wants to become famous in New York. The chances look slim when she is fired from her job and strolls around Central Park with her shoes off but she thinks better that way. When Gladys sees an empty signboard over Columbus Circle, she decides to rent it and put her name on it.

“Executive Suite,” reports Ed Miller in “Seventeen’s” April issue, “is boldly directed by Robert Wise, played with steady excitement, this movie tells the high-tension story of five men feverishly wrestling for control of a corporation, as their women stand by. The cast is staggering - William Holden, June Allyson, Barbara Stanwyck, Marsha Hunt, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern.

“Red Garters” starlet Pat Crowley appears on the cover of the current issue of “Life,” in an attractively semi-perpendicular sitting position. “Yogi-American” style. Also in the issue there is a cover story of Pat Cole and photographs from her recent pictures - “Forever Female,” “Money from Home” and “Circo.”

“Beauties of the Night” is the recipient of a text and picture story in the same issue of “Life” with many interesting photographs of Gina Lollobrigida.

“Beat the Devil,” the John Huston production, has been chosen by “Coronet” as the Best Picture for April.

“Elephant Walk,” “The Boy from Oklahoma,” “Barefoot” and “Executive Suite” are recommended by Ruth Harbert in the April issue of “Good Housekeeping.”

“Executive Suite” was the recipient of a front cover four-color caricature by Jacques Karplak in “Pictorial Review” and “Executive Suite” is scheduled to open at Radio City Music Hall here, following ‘Raintree County.’

Mary Pickford, in her autobiograhia, appears as a character in “McCull’s,” says, “her biggest mistake was to marry Owen Moore.”

“Should Happen To You,” “The Barefoot Battalion” and “The Glenn Miller Story” are reviewed in the March issue of “Redbook.”

WALTER HAAS

20th-Fox ’53 Earnings

(Continued from page 1)

Hughes Wins Suit

(Continued from page 1)

Hughes with “mismangement” were Eli and Marion Castellan and Louis B. Mayer Hughes. In his motion to dismiss, contended that if the sale of the company to him was consummated he would own the cause of action. Also stated that he can not be present at the sale. RHKO Pictures pictures here could not be reached for comment yesterday. According to the delivery of the assets to him by the company must be effected by this Friday. Approval of the deal has already been won from the stockholders, called to a special meeting recently.

Convict Sees B. & K. Over ‘Cell’ Poster

CHICAGO, March 30.—Balaban & Katz Corporation is being sued for $50,000 by a man under death sentence in a suit filed in Superior Court here yesterday charging that the company distributed a newsreel with illegal billboard in front of the B. & K. theatre advertising “Riot in Cell Block” for which plaintiff Paul M. James, who was found guilty June 23, 1953, of murdering a guard at a factory here during a robbery, is alleged in his suit, filed by attorney William P. Gerber, that the use of his picture will have “disastrous and detrimental effect” on his pending appeal from the death sentence.

The picture, according to the suit, was a reproduction of Convicts’ face and bore the caption “4,000 caged lunatics” and “it can happen here,” calling attention to the recent Cook County jail riot, in which Convit is accused of being a ringleader.

“Lucky Me” Premiere In Miami Today

MIAMI, March 30.—With Hollywood stars and celebrities, Phil Silver and Nancy Walker joining local notables in festivities, Warner Brothers’ “Lucky Me” Pane produced by Dore Schary is scheduled to open at the Winter Garden Theatre today. The cast includes Doris Dowling, Robert Cummings, Phil Silvers and Nancy Walker, will be accorded a tryout premiere at the Winter Garden Theatre in Miami, Miami Beach and Coral Gables tomorrows.

In the past ten days the visiting stars have been engaging in a series of personal appearances on television and also in newspaper interviews.

Silverstone

(Continued from page 1)

stone held important posts with United Artists as assistant managing director and general sales manager of that corporation’s international department, in London, and as assistant sales manager in the United States, before joining Century-Fox in 1943.

Norriss has been with the company for 21 years. He entered the employ of the company in 1933 and was appointed sales manager of the poster clerk in the Washington exchange, where he was made ad sales manager the following year.

Industry to Aid Fund For London’s Abbey

Solicitation of the entertainment industry for support of The American Fund for Westminster Abbey is under way. Robert S. Benjamin, chairman of the board of United Artists, has accepted chairmanship of the appeal among fans and executives in the motion picture industry. Greer Garson, Danny Kaye and Radie Harris are heading up an appeal to stage and screen stars in the East and on the West Coast.

The Fund is sponsored by a non-partisan committee of Americans.

Producers Assigned By Schary to 44 MGM Features

HOLLYWOOD, March 30.—With completion of plans for increased production at M-G-M, Dore Schary, studio head, today assigned producers to all the film units at the studios in the coming 17 months.

On Pandro S. Berman’s schedule are The Females, and “Queenie” and “The Genius.” Jack Cummings is assigned to “The Tea House of the August Moon,” “Night in Ginghine,” “Intrepid,” “Melody,” and “Many Rivers to Cross,” in addition to his current productions, “The Last Time I Saw Paris” and “Seven Bridges for Seven Brothers.”

Roger Edens’ first producer assignment is “Deep In My Heart,” Arthur Freed, currently completing “Brigadoon” and “Invitation to the Dance,” is preparing “In Missouri,” “St. Louis Woman,” “Green Mansions,” “Kiss Me Deadly” and “River Country.” Armand Deutsch is producing “Green Fire.”

“Cobweb” to Houseman

John Houseman, now represented by Dore Schary and “Executive Suite,” also will produce “The Cobweb,” “Moonfleet,” “O’Keeffe’s Eclipses,” “Montmartre,” “Mary Anne” and “The Labor Story.” On Edwin Knopf’s program are “The Glass Slipper,” “Tip on a Dead Jockey,” “King’s Row,” “The Big Sleep,” and Arthur Miller Jr., is preparing “Mail Order Bride.”

Nicholas Ray’s productions are “The Scarlet Coat,” “Thunder in the Mountains,” “Rogue Cope,” “The Big Sin” and “Swordsman of Siena.” On Joe Pasternak’s schedule are “Ambra,” “The French” and “Dead Men Left, Me or Leave Me,” “Hit the Deck,” and “Weekend at Las Vegas.”

Charles Schnee will produce “The Prodigal” and “Charlemagne,” “Highland Fling” is assigned to Lawrence Weinberger and George Wells is scheduled for “Worthwhile” and “My Most Intimate Friend.”

Sam Zylinski productions will be “I’ll Husky” and “Paris Story.”

‘Knock on Wood’

(Continued from page 1)

produced and directed, which doubtless accounts for the very most having been invested in eye-filling sets in color by Technicolor, and in having extracted from it in direction and photography. Add to the same songs by Sylvia Fine, such as the title song, “Knock on Wood,” and “All About You,” both sung by Kaye, along with other tunes, and you have a show of which any showman would be proud.

The story opens in Paris where two spy rings get possession of one-half of the formula each for a new explosive, Kaye, as a ventriloquist, is leaving for Zurich for psychiatric treatments and the stolen formula parts are hidden, unknown to Kaye, in his dummies. He is immediately involved with agents and principals of both spy rings. Pursuit of the formula switches to London where the pace of both the intrigue and of Kaye’s romance with Miss Zetterlund, succeeds in making central of the story, and his efforts to avoid capture by the police until the leaders of the spy ring have been apprehended disrupt a hotel, a ballet performance, in fact, most of the city of London. That he succeeds in exposing the spies and wins the girl is only a gladder.

A fine supporting cast includes Torin Thatcher as head of one of the spy rings; David Burns as Kaye’s business manager and companion; Leon Ashik and Abner Silverman as agents of the second spy ring, and numerous others.

The entire production has “class” written all over it and on top of that can be written “box office.” “Knock on Wood” is a hit with it you can get it. Running time, 103 minutes. General classification. Release, not set.

SHERWIN KANE
Tax Bill

(Continued from page 1)

Treasury Secretary Humphrey that the cuts would aid industry.

The President is expected to issue a statement saying that the excise cuts go too far but that he is signing the bill anyway to head off greater loss of revenue that would result if the bill were not signed. If the bill were not signed, present rates on liquor, tobacco, gas and anto would automatically drop.

Coyne Confident

Robert Coyne, special counsel of the Board of Federal Excise Commissions, said he had no doubt the President would sign the bill. He said COMPO continues to be most grateful to members of both the House and Senate for the speedy progress of the bill.

Keppner Drive-in Ready

HARTFORD, March 29—Morris Keppner and Leo Rones, building a 750-car, $100,000 drive-in at Mansfield, Conn., plan an April 14 opening.

Cites Tax Cut ‘Threats’

(Continued from page 1)

to distribution, “work while we sleep.”

Former TOA president Starr, now a member of TOA’s board of directors, called the possible excise tax “a threat.”

It is tempting for the state, municipality, or community, he warned, to “move in with the further ado and take” the money growing out of the Federal excise tax cut. The local members of TOA and state organizations, he advised, should take every precaution to see that the motion picture industry should not be a target for unfair taxes from other governmental agencies. In regard to this, Herman Adler, a member of the board and also the TOA anti-tax committee, said that the TOA anti-tax booklet will be revised and sent out to the field.

Starr, calling the twin threat from other governmental agencies and distribution a “serious matter,” claimed that 75 per cent of the 18,000-old theatres in the U. S. are losing money. Anything that exists to take the tax cut away should be combated, he declared.

Regarding CinemaScope, Starr, who operates several run-through theatres for negroes in the South, said that he has not in the past allowed CinemaScope installations in any of his theatres. Queried as to his sentiments on the

Review

“The Miami Story”

(Columbia)

AFFORDING a sharp chance of program pace for an exhibitor and a diferent look for costumers, producer-cameran boldly and intelligently handles the problem of racketeering and gangsterism in “The Miami Story.” Organized crime and the troubles it causes in Miami have been transferred to the screen expertly in this well-paced, slick action drama. The story deals with the city’s efforts to rid itself of corruption and how a group of respectable business people apply the old adage—it takes a thief to catch a thief— to the advantage.

After World War II, a major rackets tied to the tourist city and the vices run rampant. A citizen’s committee sets out to bar the service of former gangster Harry Sullivan to bring peace and harmony. Add to the police Sullivan is a shrewd salesman, a gambling den, a gang—gadgets a mainstay of＂The Miami Story.” The movie was directed by George Sidney, who once had a career as a reporter. The major star of the film is Robert Mitchum, who has been a top-notch film actor for some years.

Terms of the new pact were not disclosed.

Foreign Trade

(Continued from page 1)

be one of the major beneficiaries of a generally free world trade movement.

The President, in a special message to Congress, asked for a three-year extension of the Reciprocal Trade Act, a gradual lowering of certain tariffs during the three-year period, legislation to simplify still further U. S. Customs administration and procedures, steps to bring free currency convertibility and other measures.

The President had said he had asked the Justice Department to study the need for clarification of the application of the antitrust laws to the operations of American firms abroad.

The outlook is dim for Congressional approval of much of the Administration program. Some key Congressmen think the President will not be doing well to get a simple one- or two-year extension of the present trade act.

License Fee Cut

HOMESTEAD, Fla., March 30— J. W. English, owner of the Seminole and Breezeway Theatres here, has successfully contested the recent action of the city council in setting a flat fee of $25 a year for merchants’ occupational licenses at a cost of a tax of $250 on his two theatres. Declaring that his complaint of discrimination was warranted, the council has allowed him to pay the same amount.

IMPPA Signs Pact

With Musicians

The Independent Motion Picture Producers Association has signed a new contract with the American Federation of Musicians, it was reported here yesterday.

Terms of the new pact were not disclosed.

TOA Awaits Word on Arbitration Meet

Theatre Owners of America is anfing word on the projected conference on arbitration, Herman Levy, TOA general counsel, said here yesterday.

“We are ready, willing and able” to begin talks on setting up an arbitration system, he added. Meanwhile, indications are that the arbitration meet initiated by Eric Johnston, Motion Picture Association of America president, will not be held until next month. This was learned following a meeting here of a subcommittee of the sales managers committee of MPAA.

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MOVIELAB’s new preview theatre brings TO THE EAST the ultimate in projection.

• Three channel interlock projection
• Jet-Gold™ projection
• 35mm tape interlock projection

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• 35mm tape interlock projection

ALSO CUTTING & EDITING ROOMS AVAILABLE

MOVIELAB THEATRE SERVICE, INC.
619-422-1037

More Acceptances to Hub Industry Salute

BOSTON, March 30—Additional leaders who have accepted an invitation to attend the “salute to the motion picture industry” dinner at the Shelburne Hotel today (Nov. 30) are Sol A. Schwartz, president of RKO Theatres; Harry Kalmin, vice-president and general manager of Warner Corp., and William J. Hene- man, vice-president and general manager of United Artists.

The First National Bank of Boston is hosting a cocktail party preceding the dinner for the out-of-town guests.

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Fly TWA to Europe and Save!

Hotels are uncrowded, your dollars buy more and during Thrill Season (Nov. 30 to March 31) you save up to $101 on TWA round-trip ticket to Europe. See your travel agent or call TWA, Trans World Airlines.
"THE NAKED JUNGLE" IN TECHNICOLOR IS RUNAWAY BOXOFFICE SENSATION! AWE-INSPIRING GROSSES FIRST IN MICHIGAN, NOW COAST TO COAST. PARAMOUNT'S HARD-HITTING CAMPAIGN, WITH BIG TV SUPPORT, BRINGS YOU THE CHANCE TO CASH IN ON THE TOP PROFIT HIT OF THE SEASON!